SELF ASSESSMENT REPORT (SAR)

POST GRADUATE PROGRAMS (TIER-II)

For

FIRST TIME ACCREDITATION

Submitted to

NATIONAL BOARD OF ACCREDITATION
New Delhi – 110003

By

MBA DEPARTMENT

JEPPIAAR ENGINEERING COLLEGE
(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)
Semmencherry , Chennai – 600119

OCTOBER 2023

CONTENTS

INSTITUTIONAL INFORMATIONS

1. **NAME AND ADDRESS OF THE INSTITUTION**

   JEPPIAAR ENGINEERING COLLEGE
   Jeppiaar Nagar,   Rajiv Gandhi Salai,
   Sholinganallur , Semmencherry,
   Chennai, Kancheepuram District , Tamil Nadu
   India, PIN - 600119
   Phone   :   044 - 2450 2818, 044 – 2450 2819
   Fax   :   044-24502820
   Email ID   :   office@jeppiaarcollege.org
   Web site   :   www.jeppiaarcollege,org

2. **NAME AND ADDRESS OF THE AFFILIATING UNIVERSITY**
   ANNA UNIVERSITY
   Sardar Patel Road, Guindy, Chennai,
   Tamil Nadu – 600025.
   Phone Number : 044 22352161,22357004
   Fax   : 044-22351956
   Email ID   : registrar@annauniv.edu
   Web site   : www.annauniv.edu

3. **YEAR OF ESTABLISHMENT OF THE INSTITUTION: 2001**

4. **TYPE OF THE INSTITUTION**

   University   ☐

   Deemed University   ☐

   Government   Aided   ☐

   Autonomous   ☐

   Affiliated   ☑

5. **OWNERSHIP DETAILS**

   Central Government   ☐

   State Government   ☐

   Government Aided   ☐

   Self-Financing Trust   ☑

   Society   ☐

   Company   ☐

   Any Other (Pleasespecify)

6. **OTHER ACADEMIC INSTITUTION OF THE TRUST / SOCIETY /COMPANY ETC.**

Name of the Institution	Year of Establishment	Location
Jeppiaar University , Chennai	2021	Chennai
Jeppiaar Matriculation Higher Secondary School	2003	Chennai
Jeppiaar CBSE School	2017	Chennai

DETAILS OF ALL PROGRAMS BEING OFFERED BY THE INSTITUTION UNDER CONSIDERATION

S.No	Program Name	Year of Start	Intake	Increase in intake if any	Year of increase	AICTE Approval	Accreditation Status
1.	BE, Computer Science Engineering	2001	60	150	06/07/2018	YES	Nil
2.	BTech, Information Technology	2001	60	120	06/07/2018	YES	Nil
3.	B.E Mechanical Engineering	2001	60	60	06/07/2018	YES	Nil
4.	B.tech (AIDS)	2021	60	90	06/07/2022	YES	Not Eligible
5.	BE, Electronics And Communication Engineering	2001	60	120	06/07/2018	YES	Nil
6.	BTech, Biotechnology	2001	30			YES	Nil
7.	M.Tech, Biotechnology	2012	18	-	-	YES	Nil
8.	MBA	2001	60	-	-	YES	Nil
9.	ME, Computer Science Engineering	2012	18	-	-	YES	Nil

7. PROGRAMS TO BE CONSIDERED FOR ACCREDITATION WITH THIS APPLICATION

S.No	Program Name
1	B.E (Electronics & Communication Engineering)
2	B.E (Computer Science and Engineering)
3	MBA

TOTAL NO. OF EMPLOYEES IN THIS INSTITUTION

A. REGULAR EMPLOYEES (FACULTY AND STAFF)

Items		2022-23		2021-22		2020-21	
		Min	Max	Min	Max	Min	Max
Faculty in Engineering	M	74	74	71	72	117	120
	F	72	72	69	70	90	93
Faculty in Science & Humanities	M	14	14	10	12	10	10
	F	18	18	17	18	15	16
Faculty in MBA	M	2	2	2	2	5	5
	F	6	6	6	6	7	7
Non-Teaching Staff	M	11	11	11	11	12	13
	F	5	5	5	5	5	6

B. CONTRACTUAL EMPLOYEES (NOT COVERED IN TABLE A)

Items		2022-23		2021-22		2020-21	
		Min	Max	Min	Max	Min	Max
Faculty in Engineering	M						
	F						
Faculty in Science & Humanities	M			NIL			
	F						
Non-Teaching Staff	M						
	F						

8. **TOTAL NO. OF ENGINEERING STUDENTS**

	U.G.			P.G.		
	2022-23	2021-22	2020-21	2022-23	2021-22	2020-21
Total No. of Boys	1187	1376	1563	11	18	11
Total No. o Girls	583	604	702	15	29	24
Total No. of Students	1770	1980	2265	26	47	35

	MBA		
	2022-23	2021-22	2020-21
Total No. of Boys	72	64	66
Total No. of Girls	45	51	55
Total No. of Students	117	115	121

9. VISION OF THE INSTITUTION

To build Jeppiaar Engineering College as an institution of academic excellence in technology and management education, leading to become a world class university.

10. MISSION OF THE INSTITUTION

- To excel in teaching and learning, research and innovation by promoting the principles of scientific analysis and creative thinking.
- To participate in the production, development and dissemination of knowledge and interact with national and international communities.
- To equip students with values, ethics and life skills needed to enrich their lives and enable them to contribute for the progress of society.
- To prepare students for higher studies and lifelong learning, enrich them with the practical skills necessary to excel as future professionals and entrepreneurs for the benefit of Nation's economy.

11. CONTACT INFORMATION OF THE HEAD OF THE INSTITUTION AND NBA COORDINATOR, IF DESIGNATED

i)   PRINCIPAL

Name	:	Dr. J FRANCIS XAVIER , M.Tech., PhD.
Designation	:	PRINCIPAL
Phone Number	:	044 –24502818
Fax	:	044 -24502820
Email ID	:	principal@jeppiaarcollege.org

ii)   NBA COORDINATOR

Name	:	Dr J JEBASTINE
Designation	:	Professor & HoD ECE Dept
Phone Number	:	044 –24502818,
Fax	:	044-24502820
Email ID	:	ece@jeppiaarcollege.org

CRITERION 1	Vision, Mission & Program Educational Objectives	50

The Vision, Mission and PEOs are very essential statements that reflect the Institute's Purpose and Goal. The vision of the MBA Department is *"To be a prominent management institution developing industry ready managers, entrepreneurs and socially responsible leaders by imparting extensive expertise and competencies.."*

The Vision and Mission of the department focuses on key aspects like Transformational learning, Scholarly Research, Social responsiveness, Collaboration with industry, foster entrepreneurship, and employability skills.

The PEOs are the objectives that the institute aims to attain through its students after 3-5 years of passing out of the institution.

1.1. Vision and Mission Statements

Institution

VISION
- To build Jeppiaar Engineering College as an institution of academic excellence in technology and management education, leading to become a world class university.

MISSION
- To excel in teaching and learning, research and innovation by promoting the principles of scientific analysis and creative thinking.
- To participate in the production, development and dissemination of knowledge and interact with national and international communities.
- To equip students with values, ethics and life skills needed to enrich their lives and enable them to contribute for the progress of society.
- To prepare students for higher studies and lifelong learning, enrich them with the practical skills necessary to excel as future professionals and entrepreneurs for the benefit of Nation's economy.

DEPARTMENT

The Department of Management studies was started in the year 2001, affiliated to Anna University Chennai and Approved by AICTE, New Delhi with an intake of 60 students. The Department is Equipped with well qualified , enriched , motivated faculty members, among them 4 of them have already completed their Ph.D. Degrees and the remaining are pursuing their Doctorates currently. We have 2 Professors, 2 Associate Professors in our department.

Our faculty members have published many research papers in various National and International Journals and Conferences. They guide the students both in academics and non-academic activities to mould our students to become successful in their career developments. We offer different electives offered by the Anna University such as Human Resource, Marketing, Finance, Operations and Business Analytics. The Department has given consistently the University result of 95% & has produced more than 2500 successful MBA graduates in the last 21 batches along with more than 75 University Ranks including 1 Gold Medal.

The Department also provides Training and Placement to our students to ensure that more than 95% of students get placed every year through on & off Campus interviews in the reputed companies like Wipro, Royal Bank of Scotland (RBS), RR Donnelley, ICICI , BNY Mellon, TVS, IndusInd Bank, Kotak Mahindra Bank, HDFC, Butterfly, VGP Snow kingdom, Redington, NTT Data, Trade India, Omics, Zylo Systems, BASE Automation, Face, Jaro Education, Blue Bharth, Societe Generale, BNP Paripas, L&T, Bajaj, etc with annual salary package of 2.5 lakhs to 5.0 lakhs. Entrepreneurship Development Cell was commenced in the year 2005 to nurture the skills of entrepreneurship and groom entrepreneurs for the growth and development of our nation. Graduates instead of depending only on job as a medium of their career, they are provided with an alternative to get self-employed and pave the way for many more employment opportunities as Entrepreneurs through EDC. We are happy to inform you that our alumni students had become successful Entrepreneurs.

The department has been funded by various central and state govt agencies like National commission for women, Indian council for social science research, Tamilnadu state council for science and technology for organizing seminars, workshops etc with around **Rs 8,55,000.** The department has been granted with around **Rs 16,28,000** for conducting research on various topics by National Commission for women and ICSSR. The department faculty also involve in consultancy for industries.

VISION

- To be a prominent management institution developing industry ready managers, entrepreneurs and socially responsible leaders by imparting extensive expertise and competencies.

MISSION

- To provide management education to all groups in the community.

- To practice management through scholarly research and education.

- To advance in the best practices of management which enable the students to meet the global industry demand.

- To promote higher studies, life long learning , entrepreneurial skills and develop socially responsible professionals for empowering nation's economy.

RELEVANCE OF THE STATEMENTS

- ❖ Our Vision and Mission covers diverse qualities of Management.

- ❖ We are keen in providing education to all groups in the community creating unity among them.

- ❖ We focus on Quality management education through equitable access to managerial knowledge and skills in a global context.

- ❖ We pave the way for youngsters to greater employability opportunities and Entrepreneurship career.

- ❖ We generate a spirit of innovation which is socially responsible in developing sustainable business integrated with an eco-system including Business ethics - Integrity, Corporate Social responsibility, Sustainability and Entrepreneurship.

- ❖ We are concerned on Development of academic excellence through relevant knowledge, leadership skills, counseling and mentoring which in turn gives great value to the institution.

- ❖ We inculcate in scholarly research through undertaking managerial and socially responsible projects.

1.2   PROGRAM EDUCATIONAL OBJECTIVES STATEMENTS

MBA programme curriculum is designed to prepare the post graduate students

PEO1	To have a thorough understanding of the core aspects of the business.
PEO2	To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.
PEO3	To prepare them to have a holistic approach towards management functions.
PEO4	To inspire and make them to practice ethical standards in business.

1.3   DISSEMINATION AMONG STAKEHOLDERS

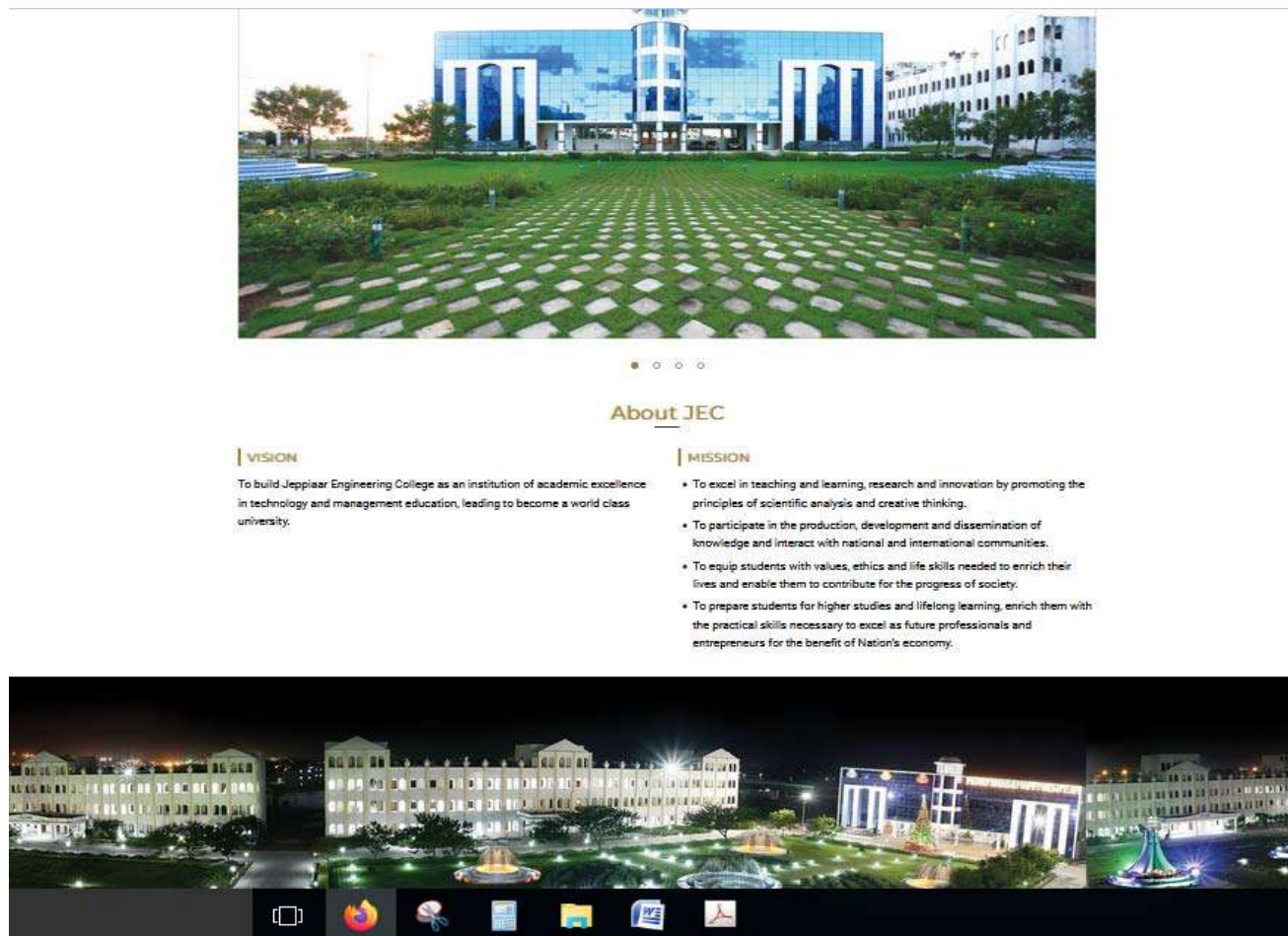Institution Vision, Mission are published and disseminated by following ways,
- o   Institution website : http://jeppiaarcollege.org/
- o   Academic calendar
- o   College (Newsletter)
- o   Reception lounge (Waiting hall)
- o   Seminar Hall
- o   Auditorium
- o   Lecture halls
- o   Dining space
- o   College prospectus
- o   Learning Materials like Question Banks , Notes etc.

The department Vision and Mission are published in
- Departmental website : http://jeppiaarcollege.org/jeppiaar/?q=node/233
- HOD Cabin
- Notice Board
- Faculty Rooms
- Lecture halls and laboratories
- Department seminar room
- Brochures – workshops/conferences/training programs

The PEOs are published in
- Departmental website http://jeppiaarcollege.org/jeppiaar/?q=node/233
- Lecture halls and laboratories

About JEC

VISION

To build Jeppiaar Engineering College as an institution of academic excellence in technology and management education, leading to become a world class university.

MISSION

- To excel in teaching and learning, research and innovation by promoting the principles of scientific analysis and creative thinking.
- To participate in the production, development and dissemination of knowledge and interact with national and international communities.
- To equip students with values, ethics and life skills needed to enrich their lives and enable them to contribute for the progress of society.
- To prepare students for higher studies and lifelong learning, enrich them with the practical skills necessary to excel as future professionals and entrepreneurs for the benefit of Nation's economy.

Vision mission statement on college webpage

Vision Mission statements in the department HOD Cabin

The important stakeholders for the institution are:
1. Students
2. Faculty
3. Industry
4. Alumni
5. Parents
6. Professional bodies
7. Management Students:

Students: They are one of the actual important stakeholders since the vision of the institute is to be an institute of best amid ambitious managers. They are also one of the major beneficiaries of the program and it is important that they are acquainted of the Vision, Mission and PEOs and get a beyond picture. Their awareness and compassionate of these will advice them adjust their own activities with the Institution's plans.

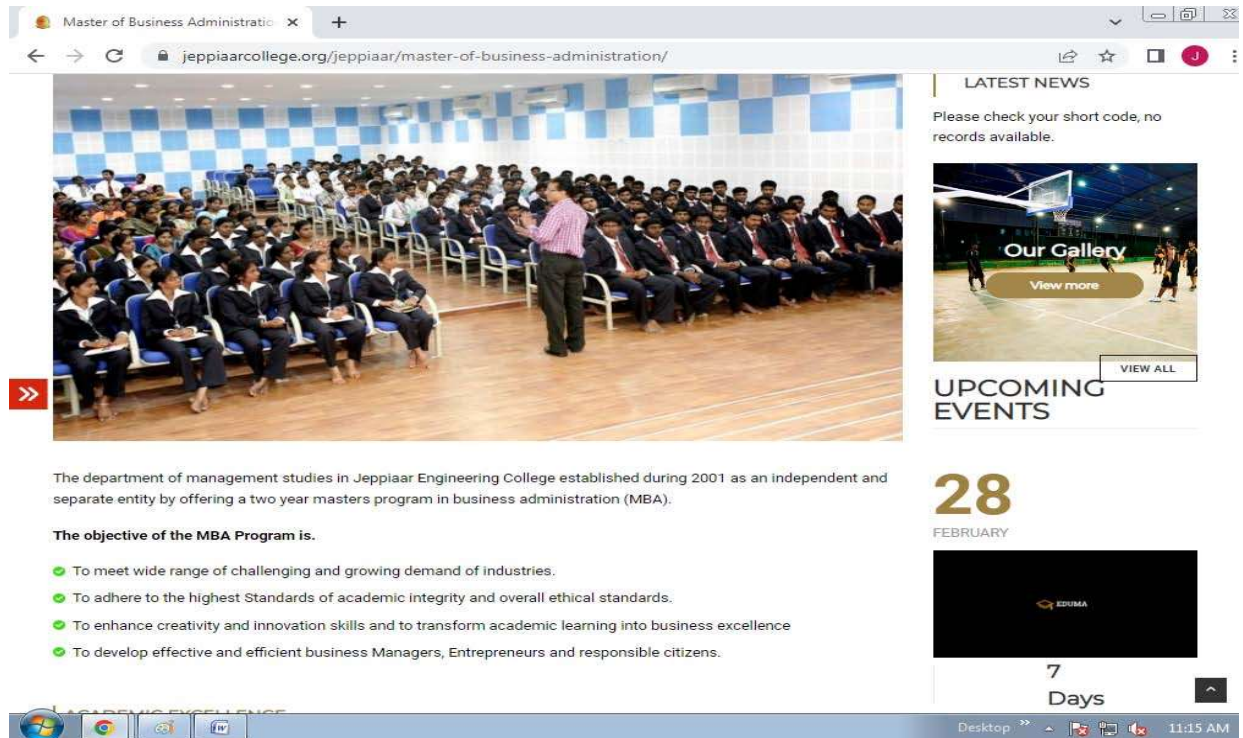**Figure 1.1 - Vision and Mission Webpage**

Figure 1.2 – Program Educational Objectives Webpage

Faculty: They are the biggest contributors to the PEOs and POs. All their efforts need to be aligned with the Vision, Mission and fulfillment of PEOs and POs.

Employers: These include past recruiters and potential recruiters. The Institution cannot abide after their understanding and endorsement of the Vision, Mission and PEOs. They must gain the confidence of finding the right talent for their business. They need to actively contribute to the architecture of the Institution.

Figure 1.4 – Placement Webpage

Alumni: They are the accomplished beneficiaries of the Institution's activities and contributors to the fulfilment of the PEOs of the Institution. Like students, they too need to accept the beyond account of the Institution's activities and be acknowledgment bend for fine-tuning and course correction. They need to succeed in their careers to reinforce the image the Institution has amid recruiters. Their success indicates the fulfilment of the PEOs. An understanding of the Vision, Mission and PEOs will additionally motivate them to get added complex with the activities of the Institution

Figure 1.5 – Program Design Displayed in webpage

Parents: For most students, they fund the cost of education in the Institution. A acceptable acquaintance of the Vision, Mission and PEOs will reinforce the self- confidence about money well spent. They are additionally an important source of "word-of-mouth" building of the Institution's reputation.

Figure 1.6 - Admissions Brochure

Professional Bodies: The department organizes membership for the students in the education forums of Newspapers (ET Club & Business Line Club). The students are enrolled for membership with Madras Management Association (MMA), Confederation of Indian Industries (CII) which provides insights of trending management happening globally.

Management: It is important that the Institution fulfils their overall purpose of being in the education field. Their active endorsement is essential for continued support – moral and financial. The major methods of dissemination of the Vision, Mission and PEOs are:

Website: This is the most important method of broadcasting back about the entire stakeholders visit the site. Prospective acceptance and their parents do it as a allotment of their abbreviate advertisement and choice of the Institution to join. (https://jeppiaarcollege.org/)

Figure 1.7 –Jeppiaar Engineering College Home Webpage

Figure 1.8 –Jeppiaar Engineering College - MBA Home Webpage

Awareness Creation among students: This is done at the time of their orientation / joining the Institution and periodically reinforcing this by reminders at the beginning of the semester. This will accommodate an opportunity for them to introspect and channelize suggestions from them. They are additionally accessible in the MBA Program folio of the Learning Management System

Figure 1.9 – Orientation Program for Batch 2022 -2024

1.4 Formulation Process

The Vision and Mission of the department was developed in 2005 based on the philosophy and values of Jeppiaar Engineering College and have been revised subsequently based on the suggestions from the Management, DAB Members and other Stakeholders and the latest revision is done in 2021.

➢ **Formulation of Vision and Mission of the Department**

The Vision and Mission of the Department are revised keeping in view the Institute Vision and Mission. The steps followed in this process are:

- Department Vision and Mission statements are framed keeping in line with the Institute Vision and Mission.

- Brainstorming session in the department with the faculty and students are held to prepare the draft copy of the Vision and Mission.

- This draft copy of the Vision and Mission statements of the department are shared with the Stakeholders like Industry, Employers, Alumni, Parents, Faculty and Students for their suggestions and comments.

- Draft Vision and Mission statements are revised and reframed by the Department based on the feedback from the stakeholders.

- The revised Vision and Mission statements are presented to Department Advisory board by Head of the Department.

- The Department Advisory Board reviews feedback from the stakeholders and reframed statements and prepare the final copy of the Vision and Mission of the department

- The final copy of the Department Vision and Mission is shared with the governing body for approval.

- These statements are then published and disseminated among the stakeholders.

Institute Vision &

Drafting of Department Vision &

Students
Faculty
Industry

Feedback on Vision & Mission from

Employers
Alumini
Parents

Presentation of Vision & Mission statement to Department

Finalisation of Vision & Mission by Department

Approval by Governing body

Dissemination among stakeholders

Employers | Alumini | Parents | Students | Faculty | Industry
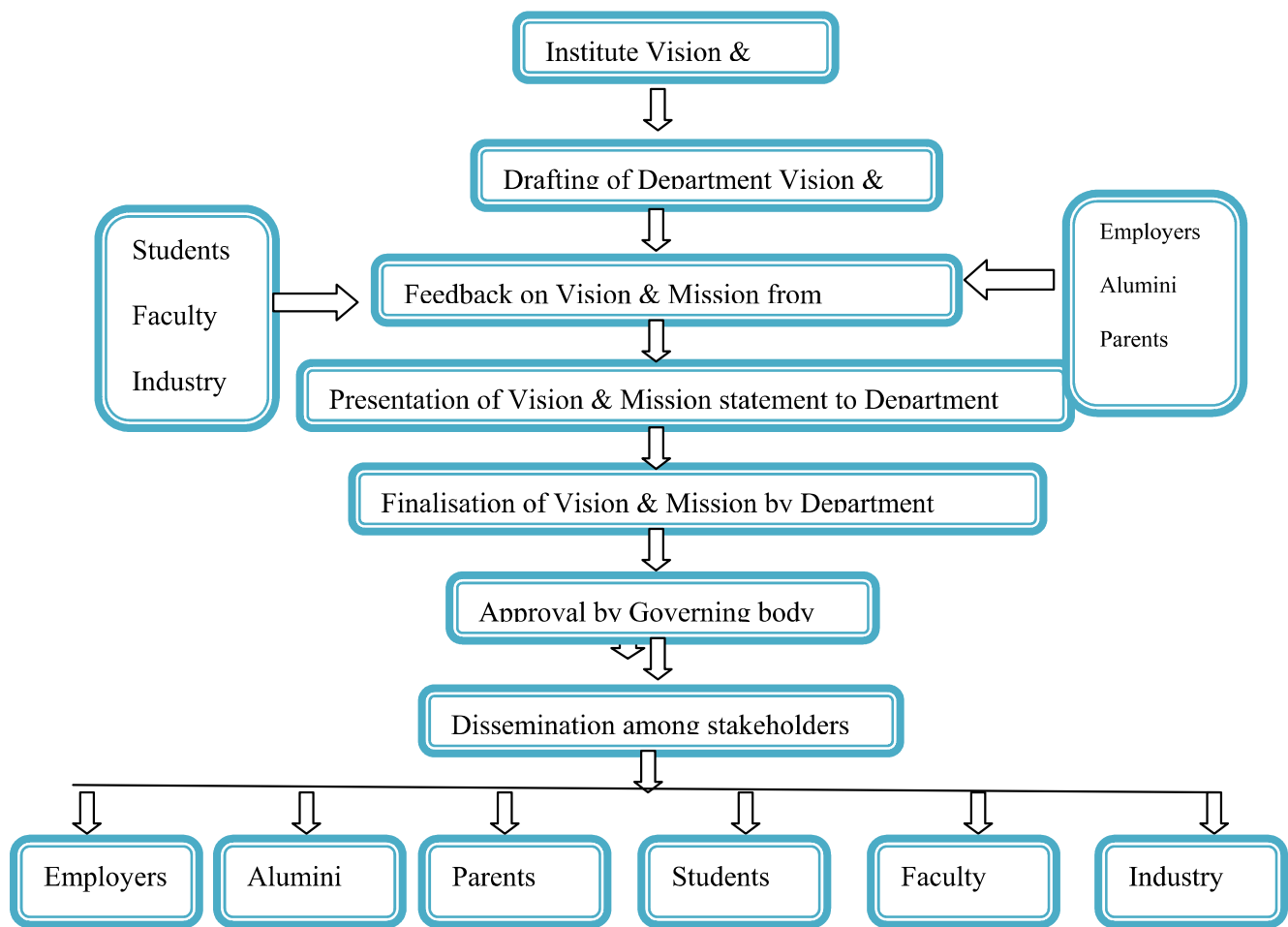
Fig :   Formulation of PEOs of the Department

The Program Educational Objectives are the outcomes whose achievement is measured after 3-5 years of graduating the course. Jeppiaar Engineering College, MBA Department is affiliated to Anna University and the course adheres to the PEOs Framed by the University.

1.5. Consistency of PEOs with the Mission (15)

PROGRAMME EDUCATIONAL OBJECTIVES/ MISSION	M1 To provide management education to all groups in the community.	M2 To practice management through scholarly research and education	M3 To advance in the best practices of management which enable the students to meet the global industry demand.	M4 To promote higher studies, life long learning , entrepreneurial skills and develop socially responsible professionals for empowering nation's economy.
To have a thorough understanding of the core aspects of the business.	3	3	2	3
To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.	2	2	3	3
To prepare them to have a holistic approach towards management functions.	3	2	3	3
To inspire and make them to practice ethical standards in business.	1	1	2	2

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

Justification :

PEO/ Mission	M1 To provide management education to all groups in the community.	M2 To practice management through scholarly research and education	M3 To advance in the best practices of management which enable the students to meet the global industry demand.	M4 To promote higher studies, life long learning , entrepreneurial skills and develop socially responsible professionals for empowering nation's economy.
PEO 1 To have a thorough understanding of the core aspects of the business.	PEO1 is Strongly mapped with the M1. The department organises regular lectures by academicians and experts in the industry to share their knowledge and experience with the student community. This helps in. understanding of the core aspects of the business and developing proficient graduates.	PEO1 is strongly mapped with the M2 The department through lectures, project work , academic collaborating with national agencies like NCW, ICSSR, organizations and various organizations Industry interaction provides students with knowledge and exposure for research, Management education.	PEO1 is strongly mapped with the M2 The institution and department organizes guest lecture, industry visit, workshop, value added courses, student development program knowledge on global management practices has been shared. The summer internship, project report work gives a practical exposure to domestic, global management knowledge and exposure has been gained.	PEO1 is strongly mapped with the M2 The institution and department organizes regular lectures, Entrepreneurial meet, campaign, seminar to inculcate employability and entrepreneurial skills among students. Academicians and students share their knowledge and experience with the industries and local community through CSR activities.

PEO 2 To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.	PEO2 is moderately mapped with the M1. The department organizes value added courses, workshops to inculcate the recent management tools to analyze, create business opportunities and to solve business problems.	PEO2 is moderately mapped with the M2. Through summer internship , research Project work, association activities , MOU with industries student get opportunity to apply management tools to create business opportunities as wells to solve the business problems in reality. The students are also given with opportunities to take part in funded projects from various central government agencies and industry consultancy projects.	PEO2 is Strongly mapped with the M3. The recent management tools exposure through workshop, student development programs will enable a graduates to advance and excel in global management practices	PEO2 is Strongly mapped with the M4. The knowledge on recent management tools will permeate employability skills. The analytical skill will enable entrepreneurs opportunities. The social community will be benefited with new entrepreneurs development.
PEO 3 To prepare them to have a holistic approach towards management functions.	PEO3 is Strongly mapped with the M1. The institution and department offers various lectures, seminars, guest lecturers, workshop, Student development program, summer internship, research project, case study	PEO3 is moderately mapped with the M2. The preparation to holistic approach towards management functions with lectures, seminars, guest lecturer, Value added course will help to practice management in research and education.	PEO3 is Strongly mapped with the M3. The education to holistic approach towards management functions with lectures, seminars, guest lecturer, Value added course, etc will help to advance the practice of management within domestic and global	PEO3 is Strongly mapped with the M4. The preparation for holistic approach will enable the graduates to enrich with employability skill set. This can effect or create entrepreneurial skills and ability for the graduates.

	analysis, etc to prepare and develop management students for holistic approach.		context.	
PEO 4 To inspire and make them practice ethical standards in business.	PEO1 is Slightly mapped with the M1. Through lectures, practices, seminars, guest lecturers ethical standards are inculcated among students to practice ethics in the community during their career.	PEO2 is Slightly mapped with the M2. The education on ethical practical inculcated among students will enable them to emphasis on ethics during scholarly research and practice of business strategies.	PEO3 is moderately mapped with the M3. The practice of ethical standard on management approaches will enable a ethical manager in domestic and global context	PEO4 is moderately mapped with the M4. Ethical practices in business will make ethically responsible business man to serve the community where he belongs.

CRITERION 2

CRITERION 2	GOVERNANCE, LEADERSHIP AND FINANCIAL RESOURCES	100

Jeppiaar Engineering College has a clear Organization Structure and delegation of responsibilities at different levels of management. It has an eminent Governing Council and Academic Advisory Board that provides strong guidance to the institute. Our institute follows transparent management practices with robust academic policies and processes. The trust which manages the institute continues to make significant investment for infrastructure development and expansion, while the fees collected from the students are sufficient to run the day-to-day operations of the college. The leadership of the college is provided by the principal who is a highly experienced and research-oriented academician.

2.1. Governance and Leadership

2.1.1. Governance Structure and Policies

The Jeppiaar Educational Trust was formed in 1987, with the sole purpose of providing cutting edge technical education that is both accessible and affordable by establishing premier colleges of Engineering and Management studies. Under the aegis of our honorable Chairman, Late.Col.Dr. Jeppiaar, Jeppiaar Engineering College was inaugurated on 15th August 2001 as one of the spearheading institutions of Jeppiaar Educational Trust. The institute offers quality education to the younger generation in order to strengthen our Nation in the field of Engineering and Technology. The top management facilitates the necessary infrastructure and financial support to cater the needs of the faculty fraternity and student community. Their expectations are well received and addressed to ensure the institute growth. The management constantly encourages their associates through motivational camps to develop team spirit and contribute towards quality policy.

2.1.1.1. Governing Structure

List of Committees and Frequency of Meeting

S.No	Name of the Committee	Chairperson / Convener	Functions and Responsibility	Frequency of Meeting
1	Governing Council (GC)	Chairman and Managing Director	Governs the institution and offers assistance for the ongoing improvement of the buildings facilities, labs, and other teaching aids.	Once in a Year
2	Management Review Committee Board	Principal	• Creates a plan for the colleges expansion and development. • Plans for resource mobilization via extra-mural financing and industrial involvement. • Review and monitoring of performance in relation to academic, research, co-curricular, extracurricular, administrative, placement, discipline, and extension activities on a regular basis with appropriate action taken.	Once in a Year
3	Internal Quality Assurance Cell (IQAC)	IQAC Convener	• Setting up quality standards • Internal audits are conducted on a regular basis, followed by recording numerous actions that contribute to quality	Twice in a Semester

			• enhancement. • Spreading knowledge and best practices to all stakeholders; preparing and submitting AQAR to NAAC. • The procedures and techniques used to carry out the internal quality management system. • Review the teaching-learning process Plan-Do-Check-Act cycle.	
5	Program Assessment and Evaluation Committee(PAEC)	Program Coordinator	• Reviews to see if the POs, PSOs, and quality objectives are being met. • Evaluates the success of the program and suggests any necessary modifications. • For key management stakeholders, prepares periodic reports or records on program activities, progress, status, or other special reports. • Encourages academics and students to participate in workshops, collaborate on projects, create working models, publish papers, give presentations, and conduct research	Twice in a semester
6	Department Academic Committee (DAC)	Head of the Department	• Follow the programs development. • Analyses of program-related challenges from the present and the future. • Develops and suggests brand-new or updated program objectives.	Once in a Year
8	Research and Development Cell	Professor In-charge	Enhance academic members and students abilities in research and development, including publications, financed projects, patents, and product creation.	Once in a Month
9	Student Development Cell (SDC)	Professor In-charge	• Through professional societies and associations, organize and give resources for extracurricular activities for students. • Obtaining input from students and launching corrective measures. • Through NSS, YRC, NCC, and clubs, organize and provide resources for extracurricular activities for students.	Once in a Month

11	Hostel Committee	Chief Warden / DeputyWarden	• Hostel accommodations should be made available for the faculty, staff, and students in need. • Uphold the standards of behavior expected in dormitories for educational institutions.	Once in a semester
12	Training and Placement cell	Professor In-charge /Training and Placement Officer	• Plan training and placement opportunities for students. • Offer students career counseling. • Set up both on- and off-campus interviews on campus. • Plan interactions with the Industry Institute.	Once in a Month
13	Class Committee	Chairperson	• The goal is to improve the teaching and learning process. • Analyzing the performance of the classs students after each test and determining the best strategies to solve difficulties. • Identifying weak students and urging that teachers assist, guide, or coach such students.	Thrice in a semester
14	Student Mentor Meeting	Convener	• Examine and evaluate academic performance. • Encourage and motivate students to thrive in academics, placement, and career development.	Once in a month
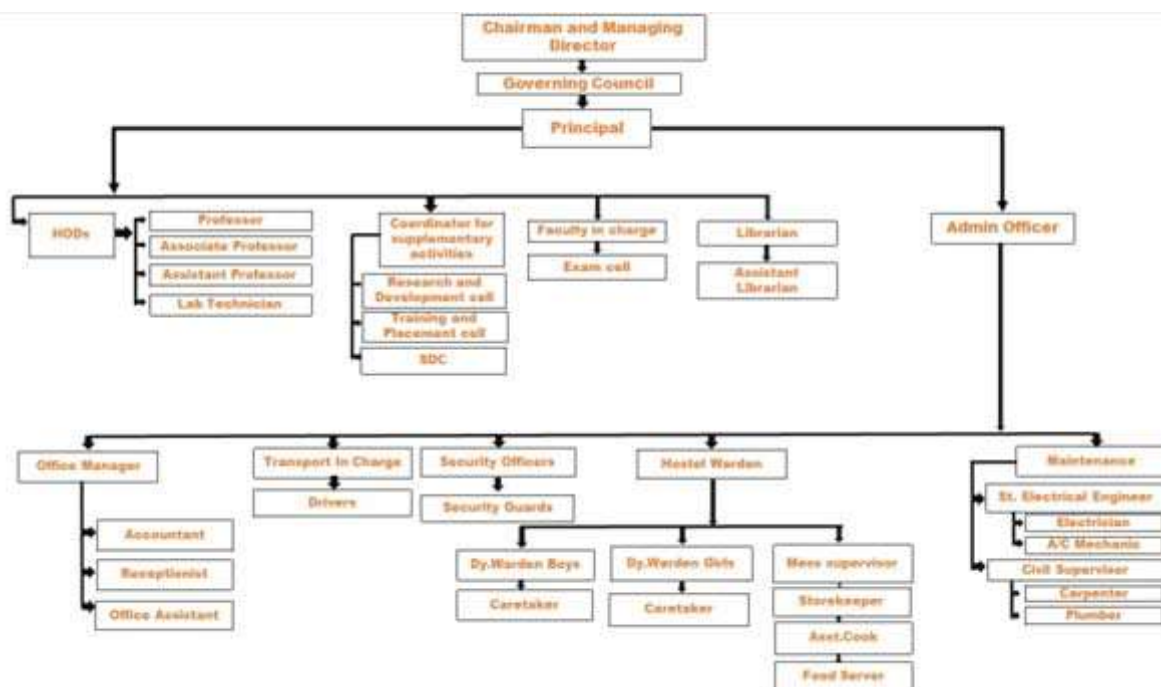
Fig : 1 Organization Structure

Governing Council

Governing Council Members play a key role in the governance of the institute. Members of Governing Council have an individual and collective responsibility to use their best endeavors to meet the vision and mission of the Institute and diligently exercises its functions and responsibility.

➢ The Governing Council Members are constituted as per the norms of AICTE.

➢ The institute convenes the Governing Council Meeting (GCM) once in a year preferably before the reopening date in an academic year.

➢ The Head of the Institution presents the overall activities pertaining to academics, suggestions related to policy decisions, academic administration and improvements for review and considerations.

➢ The Governing Council approves the policy statements and action plans for the fulfillment of the stated vision and mission of the Institution.

➢ Based on the inputs received from the GCM, an iterative procedure is being followed in the subsequent years for continuous improvement.

List of Members of Governing Council

Sl. No.	Name	Position	Professional Occupation
	Governing Council Members		
1	Dr. Regeena Jeppiaar	Chairman	Chairman and Managing Director, Jeppiaar Group of Institutions, Chennai.
2	Dr.Francis Xavier.J	Member Secretary	Principal
3	Dr.Shaleesha A Stanley	Member	Professor, Biotechnology Department.
4	Dr.J.Jebastine	Member	Professor, Electronics and Communication Engineering Department.
5	Dr.R.Jayavel	University Nominee	Professor, Anna University, Chennai.
6	Dr.V.Amalan Stanley	Member	Vice Chair, Scientific and Academic Board, IIBAT, Chennai.
7	Dr.C.Ponnuraja	Member	Scientist E, ICMR-NIRT, Chennai.
8	Dr.S.Vasudevan	Member	Director-Business Development at Institute of Analytics, USA
9	Mr. Sethuraman Krishnamoorthy	Member	Founder and Managing Director, Prag Robotics Pvt Ltd, Chennai.
10	Dr. Adithiya Pothan Raj.V	Member	Lead Architect-Technology, CTS, Chennai.
11	Dr. Arun Kumar	Member	Chief Director, Chettinad Hospitals, Chennai

JEPPIAAR
ENGINEERING COLLEGE

Governing Council Meeting

Date: 06.04.2023   Time: 11.00 AM

Venue: Conference Hall, JEC

Chairman and Member Present Details:

Sl. No.	Name	Position	Professional Occupation	Signature
	Governing Council Members			
1	Dr. Regeena Jeppiaar	Chairman	Chairman and Managing Director, Jeppiaar Group of Institutions, Chennai.	
2	Dr.Francis Xavier.J	Member Secretary	Principal	
3	Dr.Shaleesha A Stanley	Member	Professor, Biotechnology Department.	
4	Dr.J.Jebastine	Member	Professor, Electronics and Communication Engineering Department.	
5	Dr.R.Jayavel	University Nominee	Professor, Anna University, Chennai.	
6	Dr.V.Amalan Stanley	Member	Vice Chair, Scientific and Academic Board, IIBAT, Chennai.	
7	Dr.C.Ponnuraja	Member	Scientist E, ICMR-NIRT, Chennai.	
8	Dr.S.Vasudevan	Member	Director-Business Development at Institute of Analytics, USA	
9	Mr. Sethuraman Krishnamoorthy	Member	Founder and Managing Director, Prag Robotics Pvt Ltd, Chennai.	
10	Dr. Adithiya Pothan Raj.V	Member	Lead Architect-Technology, CTS, Chennai.	
11	Dr. Arun Kumar	Member	Chief Director, Chettinad Hospitals, Chennai.	

JEPPIAAR
ENGINEERING COLLEGE

GOVERNING COUNCIL
Minutes of Meeting

Date: 06.04.2023   **Time: 11.00 AM**

Venue: Conference Hall, JEC

Chairman and Member Present Details:

Sl. No.	Name	Position	Professional Occupation
1	Dr. Regeena Jeppiaar	Chairman	Chairman and Managing Director, Jeppiaar Group of Institutions, Chennai.
2	Dr.Francis Xavier.J	Member Secretary	Principal
3	Dr.Shaleesha A Stanley	Member	Professor, Biotechnology Department.
4	Dr.J.Jebastine	Member	Professor, Electronics and Communication Engineering Department.
5	Dr.R.Jayavel	University Nominee	Professor, Anna University, Chennai.
6	Dr.V.Amalan Stanley	Member	Vice Chair, Scientific and Academic Board, IIBAT, Chennai.
7	Dr.C.Ponnuraja	Member	Scientist E, ICMR-NIRT, Chennai.
8	Dr.S.Vasudevan	Member	Director-Business Development at Institute of Analytics, USA
9	Mr. Sethuraman Krishnamoorthy	Member	Founder and Managing Director, Prag Robotics Pvt Ltd, Chennai.
10	Dr. Adithiya Pothan Raj. V	Member	Lead Architect-Technology, CTS, Chennai.
11	Dr. Arun Kumar	Member	Chief Director, Chettinad Hospitals, Chennai

Members given leave of absence:
1. Dr.R.Jayavel, University Nominee, Professor, Anna University, Chennai.
2. Dr.C.Ponnuraja Member Scientist E, ICMR-NIRT, Chennai.
3. Dr. Adithiya Pothan Raj.V Member Lead Architect-Technology, CTS, Chennai.

The Governing Council met on April 6, 2014, at 10 a.m. at the Conference Hall. The Chairman has introduced each member to the other members, greeted everyone, and underlined the significance of the meeting. He informed the members that the Management has supplied the College with enough infrastructure and that the College is off to a promising start. He praised the Faculty members and Principal for their efforts in delivering a fantastic outcome and securing the Top Second place out of 506 Engineering Colleges. He hoped that the Institute would maintain its status and continue to enhance its outcomes.

The Principal formally welcomed the Chairman and all members of the Governing Council before presenting the agenda in detail. The Governing Council studied it item by item and deliberated as shown below. The contents of Items changed based on GC Members' suggestions are highlighted and included in the final proceedings.

1.1   To affirm the Institute's mission and vision. Resolution:

Dr. Shaleesha A Stanley informed the Chair that the Institute's goal should include phrases such as quality to represent the importance of NBA certification. Dr.S.Vasudevan, Member, Director-Business Development at Institute of Analytics, USA, advised using phrases such as societal demands.

As a result, the Principal amended the Vision and incorporated it in the approval proceedings.

Mission Resolution:

It was decided that the Mission should be approved as such.

1.2 To approve the 10-year plan and the 5-year plan for short- and long-term goals.

Short-Term Objectives

Resolution:

To boost placement, Dr. Shaleesha A Stanley advised including features on offering corporate-specific training programs. Dr.Francis Xavier.J suggested adding a segment on developing managerial skills.

Long-Term Goals:

Resolution:

To boost placement, Dr. Shaleesha A Stanley advised including features on offering corporate-specific training programs.

Dr.Francis Xavier.J suggested adding a segment on developing managerial skills.

1.2   To approve the Organization Chart

Resolution:

Dr. Regeena Jeppiaar suggested the Principal to change the Organization chart so that positions of similar importance were at the same height. Dr.Shaleesha A Stanley suggested including the jobs of Accounts Officer, Administrative Officer, Head of Corporate Affairs, PRO, and making the ERP Administrator subordinate to the Principal. Dr.J.Jebastine proposed changing the title of Accounts Officer to Finance Officer. Dr. Arun Kumar advised that Assistant Wardens be placed below Deputy Wardens. The Principal emphasized to the members that the Organization Chart depicted shows the current positions, and that if the Institute grows, new positions can be formed and included on the chart.

He stated that existing roles such as Public Relations In Charge and Office Manager cannot be renamed Public Relations Officer and Administrative Officer since the current two employees do not meet the educational and experience requirements for such jobs. He did, however, agree to include such jobs in the organization chart for future growth. The new Organization chart is submitted for approval in the procedures.

1.15   To ratify the appointment of Auditors

Resolution:
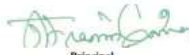
It is resolved to approve the same.

1.16   Any other matter with the permission of the Chair

Dr. Shaleesha A. Stanley has proposed, with the Chair's approval, that in order to improve the outcome and placement, a college's adoption plan, which produced the best results, be adopted. The Principal retorted that our Institute has a formal academic framework in place to assist slow learners, provide them the opportunity to advance their knowledge, and ultimately improve the outcome. To improve the outcome, it will be applied more skillfully in the upcoming academic year. A placement officer will be hired during the course of the upcoming year to organize placement in illustrious corporations.

The Principal moved a Vote of Thanks to the Chair and all Members to close the meeting.

Sl. No.	Name	Position	Professional Occupation
1	Dr. Regeena Jeppiaar	Chairman	Chairman and Managing Director, Jeppiaar Group of Institutions, Chennai.
2	Dr.Francis Xavier.J	Member Secretary	Principal
3	Dr.Shaleesha A Stanley	Member	Professor, Biotechnology Department.
4	Dr.J.Jebastine	Member	Professor, Electronics and Communication Engineering Department.
6	Dr.V.Amalan Stanley	Member	Vice Chair, Scientific and Academic Board, IIBAT, Chennai.
8	Dr.S. Vasudevan	Member	Director-Business Development at Institute of Analytics, USA
9	Mr. Sethuraman Krishnamoorthy	Member	Founder and Managing Director, Prag Robotics Pvt Ltd, Chennai.
11	Dr. Arun Kumar	Member	Chief Director, Chettinad Hospitals, Chennai

Principal
PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
JEPPIAAR NAGAR,
RAJIV GANDHI SALAI,
CHENNAI - 600119

Approved by Chairman

MEMBERS OF THE INTERNAL QUALITY ASSURANCE CELL

INTERNAL QUALITY ASSURANCE CELL (IQAC)			
Sl. No.	Composition	Category	Member(s)
1	Member from Management	Chairman & Managing Director	Dr.M. Regeena Jeppiaar
2	Chairperson	Head of the Institution	Dr.Francis Xavier.J
3	IQAC Coordinator	Professor & Head / ECE	Dr.J.Jebastine
4	Internal Member	Dean / Academics	Dr. Shaleesha A Stanley
5	Internal Member	Assistant Professor/ Mech	Dr.J. Paul Chandra Kumar
6	Internal Member	Assistant Professor/CSE	Dr.J.Anitha Gnana Selvi
7	Internal Member	Placement Officer/CSE	Mr.A.Subash Chandar
8	Internal Member	Associate Professor/S&H	Dr.S.Titus
9	Internal Member	Associate Professor/MBA	Dr.R.Akila
10	Internal Member	Associate Professor/S&H	Dr.F.Regan Maria Sundar Raj
11	Student	ECE(2021-2025)	Gokul Sarathy R
12	Alumni	Associate Professor,Anna University,Chennai.	Dr.S.Esther Florence
13	Member from Industry	Assistant Manager,Majulah Infotech	Ms.Swathy Mani
14	Councilor, Semmanchery	Member from Local Society	A Murugesan

MEMBERS OF THE PROGRAM ASSESSMENT AND EVALUATION COMMITTEE

Sl. No.	Composition	Category	Member(s)
1	Chairperson	Head of the Institution	Dr.Francis Xavier.J
2	Member	Dean / Academics	Dr. Shaleesha A Stanley
3	Member	Professor & Head / ECE	Dr.J.Jebastine
4	Member	Assistant Professor/ Mech	Dr.J. Paul Chandra Kumar
5	Member	Assistant Professor/CSE	Dr.J.Anitha Gnana Selvi
6	Member	Assistant Professor/IT	Mr.A.Subash Chandar
7	Member	Associate Professor/S&H	Dr.S.Titus
8	Member	Associate Professor/MBA	Dr.S.Akila
9	Member	Exam Cell Incharge	Dr.F.Regan Maria Sundar Raj
10	Member	Librarian	Mr.D.Marikolundu
11	Member	NSS officer	Mr.Sinu Siva Singh
12	Member	Physical Director	Mr.Thangavel

ADMINISTRATIVE SETUP

The working methodology is basically a student centric, which is the dearest and highly responsible element of the system. Involvement of each and everyone in the decision-making at their respective levels is ensured through decentralization and delegation of powers. Hence there are various institutional committees consisting of faculty and staff members. Transparency associated therein also forms an important feature of the work culture. The institute functions with perfect decentralized administration that has complete transparency in the decision making process.

RESPONSIBILITIES

1. Head of the Institution

The Head of the Institution is the Administrative and Academic Head of the Institution who liaises with the top management, staff and students of the institution. The Head of the Institution is responsible for

➢ Establishing good rapport with stakeholder and defining the quality policies.

➢ Articulating the University policies and procedures to the faculty members of the institute.

➢ Accomplishing the short term and long term goals in accordance with the Vision and Mission of the institute.

➢ Planning the institute level academic and non academic events and also finalizing the academic calendar.

➢ Monitoring the regular academic activities and ensuring the quality in teaching learning process.

➢ Preparing the annual budget of the institute.

➢ Developing assessment tools for direct and indirect measures.

➢ Ensuring innovative teaching practices using ICT tools.

➢ Convening Academic Council Meeting through which giving suggestions or corrective measures for continuous improvement in the teaching learning process

➢ Creating the conducive atmosphere for faculty members and students, interacting with regulatory bodies, creating necessary facilities for academic and research activities and achieving the goals of the management.

2. Head of the Department

The Head of the Department (HoD) is responsible for overall effective functioning of the department, laboratory and to maintain the discipline. The HoD is responsible for

➢ Planning the department activities in consultation with the faculty members and preparing the academic calendar.

➢ Convening the Department Advisory Board meeting with Internal and External stakeholders and get the suggestions for continuous improvement.

➢ Preparing the annual budget of the department.

➢ Monitoring and reviewing the regular activities of the department and students discipline

➢ Finalizing the faculty workload and approving the time table prepared as per the guidelines given the institute level time table coordinator.

➢ Ensuring the growth of the department by improving the academic performance of the students, publishing the research articles in reputed journals, improving the industry institute interactions

➢ Collecting and reviewing the students feedback through Class Committee Meeting(CCM) and online feedback system and counselling the faculty members for further improvement in the teaching learning process.

➢ Meticulously plan the quality enhancement programs for faculty and students.

➢ Planning effective curricular delivery, providing academic support, guidance, counselling, addressing the grievances of the students and staff members and for effective functioning of the department to achieve the objectives

➢ Convening regular meeting with all faculty members in their respective department to plan, deploy the strategies for the achievement of quality policies based on the proceedings of Academic Council Meeting.

3. Exam Cell Incharge

The Exam cell in charge is responsible for

➢ Preparing the institute level academic exam calendar by considering the University schedule, and institute level events.

➢ Organizing and conducting university examination.

➢ Planning and conducting centralized examination for internal assessment exams.

➢ Preparing/revising the question paper format for internal assessment.

➢ Framing the guidelines for question paper preparation.

➢ Ensuring the effectiveness of evaluation of internal examination process through central valuation.

➢ Taking disciplinary actions in case of any malpractices in the exam.

4. **Placement Officer**

   Placement Officer is empowered to liaising with employers, seeking appropriate new placement opportunities, arranging the on campus recruitment events and ensuring that employer needs are met.

5. **HR Manager**

   The HR Manager takes care

   ➢ Planning for the cadre wise manpower as per the AICTE norms.

   ➢ Organizing Recruitment & Selection process.

   ➢ Appraising the faculty every year by collecting Faculty appraisal forms.

   ➢ Organizing the Appraisal committee every year for appraising the faculty performance.

   ➢ Collection of feedback regularly from the students about the faculties etc

   ➢ Ensure the facilities for academic and non academic staff of the institute.

   ➢ Liaising with PF office and others.

6. **Manager**

   Manager assists with all types of office management duties. AO facilitates and coordinate operations such as, University relations, Students scholarship, , Hostel, , Security, IT and Maintenance.

7. **Librarian**

   The major responsibility of the librarian is to purchase latest books recommended by students, staff and university prescribed text and reference books. He is also responsible to purchase e-journals / print version on the thrust areas recommended by the Departments.

   The Librarian is responsible for

- ➢ Preparing annual budget pertaining to the addition of library resources and also for library expansion.
- ➢ Preparing the text book requirements for every semester.
- ➢ Maintaining the records regarding titles and volumes of the books, journal and magazine titles.
- ➢ Maintaining the digital library.
- ➢ Conducting awareness program on e-learning and other related resources to the students and staff members.
- ➢ Evolving innovative strategies pertaining to increase the library usage.
- ➢ Disseminating important news and events appear in leading newspapers to the students and staff on daily basis.
- ➢ Facilitating reprographic services to the students.

8. **Dean for Research and Development**

The institute has Dean of Research and Development to promote the research activities like publications, funding proposals, grants, patent, innovative projects, MoU and consultancy activities among internal stake holders.

Responsibilities and functions

- ➢ Identify the expert members to scrutinize the research projects proposed by faculty members and to recommend for seeking financial assistance from government funding agencies
- ➢ Conduct meetings to discuss about the latest development in technology and encourage the faculty members and students to participate in the research activities and prepare articles and research proposals
- ➢ Maintaining the database of all funding agencies, publications of the faculty / students, the details of various conferences organized by reputed institutions, collection of literature on various latest research areas and sharing the research and project related information to all faculty members and students through mail.
- ➢ Motivating the faculty / students to involve in the innovative projects, patent registration and consultancy activities to bring creativity and scientific temper.

9. Advisory Bureau

Advisory Bureau for Higher Education was initiated for the benefit of the students aspiring for higher education both master's and other higher degree program's. The Bureau is associated with team of consultants both private and government from India and abroad.

Responsibilities and functions

➢ Act as consultants and guide the students through regular awareness seminars
➢ Tie up professional agencies and embassy educational advisors.
➢ Arrange awareness campaigns for higher education.

10. Placement Cell

The Cell motivates and counsels the students to realize their potential and thrives to achieve our vision to provide human resources of world class excellence, quality and ethics to the industries in India and abroad and stand up to their expectations.

Responsibilities and functions

➢ Conduct online test, mock interview and grooming classes and arranging the soft skill training, Company specific training, in plant training and internship for the students
➢ Conducting value added and skill oriented training program to the students
➢ Arranging On/Off campus recruitment drive and placing the students in Core, IT and ITES companies
➢ Strengthening the alumni network

11. Entrepreneur Development Cell

Entrepreneur Development cell facilitate and encouraging the students to progress towards entrepreneurship ie the transformation of students into entrepreneurs.

Responsibilities and functions

➢ Arranging Career guidance lectures and also Entrepreneurship Awareness Camp.
➢ Facilitate student who comes with business ideas and give him/her a proper guidance.
➢ Organizing FDPs, Workshops for student and staffs.

- ➢ Planning and arranging for training the students to become entrepreneurs in coordination

  with Entrepreneurship Development Agencies of Govt. and University
- ➢ Organizing value added courses.
- ➢ Competitions among Students
- ➢ Organizing Best entrepreneur awards.
- ➢ Developing business incubators.

12. Jeppiaar Sports Academy

Has embarked on a new endeavor in the field of sports that it has started a new sports academy for the underprivileged sports students all over India for Football, (Mens) and Volleyball (Womens).

Responsibilities and functions

- ➢ Create a platform for the talented sports students showing excellent performance in national and international level sports activities and aspiring to excel further.
- ➢ Admission to the academy is strictly based on the financial position of the student.
- ➢ After admission, the complete expenditure of the selected student, including education fee, kits, playing facilities, accommodation, food etc., will be provided free of cost.

13. Grievance Redressal Committee

- ➢ Meeting the students undergone the disciplinary proceedings every week
- ➢ Counsel them about the intentions of the disciplinary action taken on them in a way to assuage their grief.
- ➢ Counselling students, who may need emotional support to overcome their problems apart from academics.

14. Department Advisory Board

The Department Advisory Board is established to assist the program towards continuous improvement. The board includes Head of the department as chairperson, two industrialists from reputed organization, two eminent academicians, scientists from research organization, and representatives from Professional Societies/bodies, Head of the

Institution as management representative, two senior faculty members, two parents, two alumni, and students from each year. The roles and responsibilities of the DAB is

➢ To define/redefine the Vision, Mission and PEO statements of the program and approve.

➢ To assess the PEOs of the program and ensure quality in all activities among the stakeholders.

➢ To express their opinions, give advice and make recommendations on students and faculty development activities, research and consultancy activities, library resources, creating academic excellence, innovative teaching and learning practices, effective utilization of the budget.

➢ To discuss and approve the plan of action for the forthcoming academic year.

15. Department Academic Committee

Academic Committee is established in each program with Head of the Department as Chairperson or Senior Professor as Academic Coordinator. The Academic Committee includes Chief Mentors of each class, Lab in-charges, Time table coordinator, Association coordinator, Elearning coordinator, Faculty in-charge for department library, Faculty in-charge for Department Newsletter, Placement and Training coordinator, Value Added Course coordinator, Industrial visit and In-plant training coordinator. The Academic Committee is responsible for

➢ Preparing the academic calendar for each semester

➢ Subject allotment based on the specialization, core competency and years of experience

➢ Preparing the workload and timetable before the commencement of regular classes

➢ Developing course/learning materials and innovative lecture plan.

➢ The lecture plan uses ICT resources and online materials to facilitate the effectiveness of the teaching learning process.

➢ Developing e-content/videos to facilitate the learning process.

➢ Planning and monitoring the day to day academic activities.

➢ Convening the Class Committee meeting and getting the feedback from student representatives about content delivery on each course.

➢ Ensuring the implementation of standard academic procedures and policies framed

- ➢ Monitoring the Mentoring hour (3.00 pm to 5.00 pm)
- ➢ Maintaining the records of individual student through student information book
- ➢ Counselling the slow learners to improve the academic performance.
- ➢ Motivating the bright students to do innovative projects, online courses, participation in paper presentation and technical events, publications in Conference proceedings and Journals.
- ➢ Preparing the budget of recurring and non-recurring items and also budget towards operation and maintenance for the individual laboratory
- ➢ Preparing the department brochures and newsletters; and disseminating the newsletter among stakeholders
- ➢ Consolidating the text book, integrated record and notebook requirements for the students and submitting the same to the Professor in-charge of Directorate of Student Affairs & Support System through the Head of the Department
- ➢ Conducting value added and skill oriented courses

16. **Program Assessment and Evaluation Committee**

Program Assessment and Evaluation Committee (PAEC) is formulated to assess the attainment of Course Outcome (CO) and Program Outcome (PO). The PAEC includes Program Coordinator, Course Coordinators, ISO Coordiantor, Test Coordinator, Project and Mini Project coordinators. The PAEC is responsible for

- ➢ Segregating the courses prescribed in the University Curriculum
- ➢ Framing the Program Specific Outcomes of the program if needed.
- ➢ Mapping of CO and PO and identifying the representative courses for each PO.
- ➢ Identifying the curricular gap based on the CO-PO mapping matrices.
- ➢ Preparing a plan of action to bridge the curricular gap.
- ➢ Specifying the target for individual course and also for individual PO.
- ➢ Achieving the course target of individual course and proposing the action plan if not achieved.
- ➢ Achieving the target of POs and PSOs and proposing the action plan for continuous Improvement.

2.1.1.2. Service Rules

Service rules, procedures and policies

Service rules, policies and procedures for the institution are framed and approved by the Governing Council members. All the policies, rules and procedures are made known to the newly recruited staff members and also leave rules are available in employee leave card. The rules, procedures and policies are modified as and when the need arises. Important information is informed through circulars and during staff meetings.

Leave Norms Casual Leave (CL)

 11 days are permitted per Academic year

On Duty (OD)

 For Faculty

  Related to Exam duty/UR/Valuation – 14 days per academic year

  Related to Higher Studies – 6 days per academic year

 For Non - Teaching & Admin Staffs

  Related to Higher Studies – 12 days per academic year

Vacation Leave (VL)

 For Teaching Faculty

  Two weeks (14 days) – Winter vacation

Three weeks (21 days) – Summer vacation

 For Non-Teaching & Admin Staffs

Two weeks (14 days) per academic year

Maternity Leave

➢ Maternity leave will be permitted with salary as per norms.

➢ The duration of the maternity leave is based on medical requirements of the individual staff.

Medical Leave

➢ Maximum of 8 days per academic year can be availed

Permission

➢ For teaching, non-teaching and admin staff members, one hour permission will be allowed twice in a month.

➢ The staff can avail the permission either Morning or Evening.

2.1.1.3. Policies

Leave Policies

➢ CL will be calculated from January to December

➢ Maximum of three days can be availed, from the eligible casual leave in a month

➢ Two month's salary for maternity leave will be provided only if the faculty rejoins during the seventh month

➢ Medical leave will be permitted with salary upon submission of proper documents (Medical certificate, hospital bills etc.)

➢ The management reserves the right to sanction or reject the medical leave and it depends upon the reason under which the leave was taken or applied

➢ Vacation leave is applicable only for staff members who have completed 1 year of service at the institute

➢ Every semester, VL slots will be announced through circular. All employees are allowed to take the VL only during the slots prescribed and will not be permitted to take the vacation leave prior or later

➢ Vacation leave can also be taken by two / three slots with minimum of 3 days per slot

➢ Vacation leave will not be clubbed with any other leaves other than On Duty

- ➢ The staff should report duty after the vacation leave, otherwise the vacation leave will also be treated as loss of pay
- ➢ All employees should record their punch in the Biometric every day without fail. Failure to record their attendance will result in loss of pay
- ➢ In case of 3 days or more than 3 days of consecutive Holidays, no employee is permitted to take leave the day before or after the consecutive holidays. Every employee must report to duty after the end of consecutive holidays
- ➢ All faculty members are eligible for availing the leaves eligible, but only with proper prior permission

Promotional Policies

- ➢ Promotions are based on merit and qualifications required for the higher position. A pay rise is eminent in case of promotions but the management reserves the right to do so
- ➢ Promotions during probation period are subject to an administrative approval for the same, by Head of the Institution
- ➢ Employees are encouraged to apply for any position for which they are qualified and should contact the HR Manager for specific information
- ➢ When an employee is promoted either on applying for an advertised position or via there classification process the employee may receive appropriate pay/remuneration based on an employee's exceptional experience and/or education and job responsibility
- ➢ A faculty desiring of promotion to a higher post need to appear for presentation with necessary proof for claim in front of the Appraisal Committee appointed by the Management (Head of the Institution / HR Manager / Head of the Department) and only on the recommendations of the appraisal committee he /she is granted promotion

Rules, Procedures, Recruitment and Promotional Policies, etc..,

The rules and policies regarding recruitment and promotion are as per AICTE.

The AICTE pay scales are implemented periodically.

Additional increments are given to staff members who excel in academics and research.
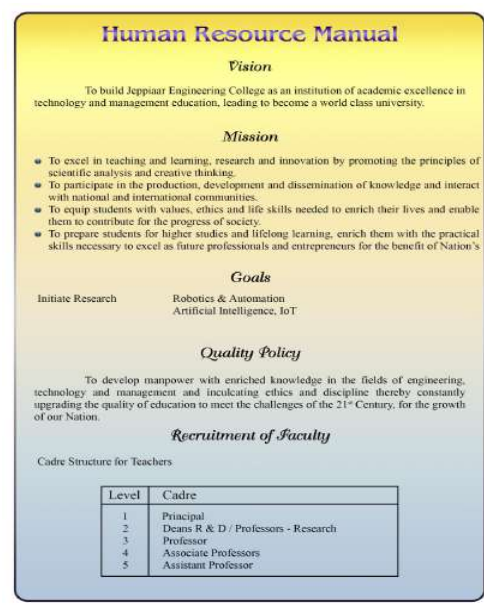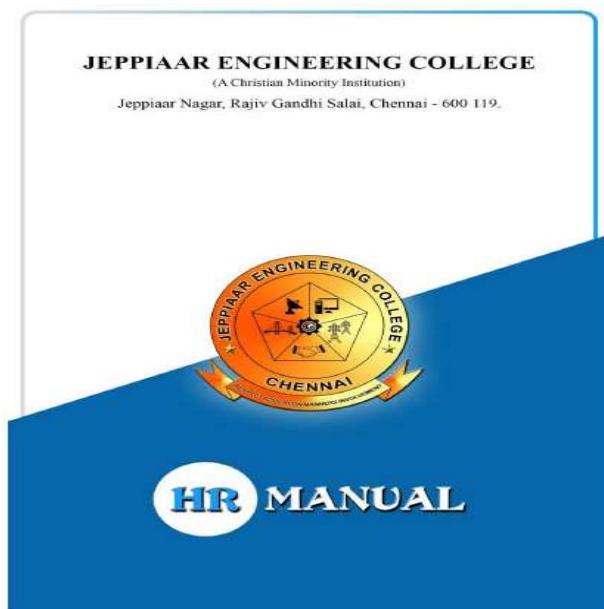
HR Manual

Recruitment Policies:

Applications: The applications along with the Resume and supporting documents will be collected by the HR Department through email and post.

Listing: After the applications are received, a list will be prepared highlighting the eligibility, Qualification and experience.

Merit List: Will be prepared as per the requirements of the individual department.

Expert Body: An expert panel consisting of Principal, HOD, subject expert will be formed.

Call Letters: Eligible Candidates will be called for interview.

Interview: Discussions with the candidates to know their potentials, strengths, teaching skills etc., will be conducted.

Selection: Based on the performance and requirement, selection list in the order of merit will be prepared based recommendation by expert body, Management.

Orders: Appointment orders are issued to selected candidates.

Duty report: Selected Candidates should report to the duty on or before the given time.

2.1.1.4. Strategic Plan

The Institution has strategic plan for Institutional growth and improving teaching and learning process, promotion of research among faculty members and students. It also provides more faculty development program, improving entrepreneurship development cell, enhance the industry institution collaboration, placement and training activities, enhancement of infrastructure and extracurricular activities.

Enhancement of infrastructure for providing better learning environment for the students The strategic plan with respect to enhancement of infrastructure was to create self sufficient department facilities including classroom, laboratories, seminar halls, green initiatives, etc, though it is not mandatory as per requirement of the statutory bodies like AICTE, Anna University. The college provides advanced teaching facilities and excellent placement. The college infrastructure buildings are represented through a modern architecture by giving a dynamic and vibrant atmosphere. The enhanced and separate facilities like class rooms, laboratories , seminar halls, smart class rooms, common rooms for each department in order to conduct programs simultaneously and without any delay.

The infrastructure also includes a state of art air-conditioned computer laboratory with servers and internet facilities. The Placement block within the campus can accommodate 100 students at a time in its computer laboratory. The block is also equipped with 10 individual interview cabins where eligible students are interviewed by the human resource officers from various companies. Just above the placement floor in the examination cell which connects of internet connected office room and 4 halls with a capacity of 725 seats in these halls, external examinations are conducted. Department of biotechnology and computer science and engineering has been recognized centre for research by Anna University, where research scholars can complete their Ph.D by either fulltime or part time modes. The labs in their departments are well equipped with all facilities for doctoral program   Apart from this, each department has its own thrust areas-based laboratories for study and research. The other facilities include separate hostels for boys and girls, extensive libraries, Auditorium , common seminar halls, reading halls , outdoor and indoor sports grounds, medical room and dining halls for Staff, Students and visitors. The college offers excellent transport facilities to all the students who commute from different parts of the city. The college mess provides homely, healthy, vegetarian and non-vegetarian food to all.

Enhancing the infrastructure facilities by means of construction of new blocks for each department, classrooms, air-conditioned computer laboratory, extensive libraries, seminar halls and auditorium have been on agenda of the continuous process. Though the needed facilities are in place as per the requirements and the recommendations of the affiliating university, they are enriched with the aim of fulfilling the goals in the strategic plans which go beyond the norms and standards prescribed by the statutory bodies, as well as to make the students fraternity not only thorough professionals, but also responsible citizens who can contribute for the development of the society and the nation.

2.1.2. Faculty Empowerment

2.1.2.1. Faculty Development Policies

The Faculty and the Staff are the most vital components of any organization. Their well-being, satisfaction and motivation propel any organization to its peak. The role of teaching and non-teaching staff plays a significant role in the establishment and development of the Institution. The Institution minds about the welfare of teaching and non-teaching staff as it is important for effective functioning of the Institution. Hence, the college understands their necessities and gives importance to the fruitfulness of the staff. Accordingly, the Institution is executing many effective schemes for the same. A new and innovative initiative has been taken by the Institution by providing a crèche facility for the children of staff. In the view of the future safety of employees, the Institution contributes specific amount towards PF of an employee as per PF rules. Gratuity is applicable to every staff after five year of permanent service. As per Government Rules, the Institution provides 180 days full paid maternity leaves to all female employees. The financial support is provided to staff in the form of fees concession to their wards and to the faculty members for presenting their research papers. The food and transportation for the staff are provided at the subsidized cost. The staff can avail special leaves on religious festivals which enhances the work life balance of the employee. During the summer and winter season, Vacation has been sanctioned for the teaching as well as non-teaching staff members. In order to appreciate the hard work of the faculty members, cash prize and certificate is awarded to them on the Teacher's Day Celebration. Every year two sets of uniform are provided for the non-teaching staff and free accommodation for the requested staff members are provided in the hostel.

The list given below indicates the effective welfare schemes:

Teaching Staff :

- Casual Leaves and Medical leaves are given as per government rules
- Transportation and food at subsidised cost.
- Paid Marriage Leave
- Maternity leave with full salary.
- On-duty to pursue Ph.D
- Travelling allowances and registration fees for attending conferences/workshops/FDPs.
- Providing professional body membership fees
- Financial support to present research papers in national and international conferences.
- Employee Provident Fund
- Restricted Holidays for religious festivals.
- Vacation holidays during winter and summer season.
- Medical facilities available for all staff on campus.
- Appreciation during teacher's day celebration
- Gratuity scheme implemented
- Crèche facility is made available for all employees

Non Teaching Staff :

- Casual Leaves and Medical leaves are given as per government norms
- Educational support to their wards
- Vacation Leave
- Two sets of uniform given every year
- Marriage gift for staff and their dependents with leave.
- Maternity leave with full salary.
- Medical facility available on campus for all staff.
- Employee Provident Fund
- Restricted Holidays for religion festivals
- Vacation holidays during winter and summer seasons.
- Free accommodation for requested staff

- Waiver of tuition fees in the Institution to the wards

- Free transport and mess facilities

- Gratuity scheme implemented

- Crèche facility is made available for all employees

2.1.2.2. Decentralization, delegation of power and Collective decision making

A well decentralized and totally different kind of working culture is followed at Jeppiaar Engineering College . In particular the concept of process owners, which facilitates a perfect decentralization of activities and delegation of authorities, has proven itself to be a key concept in the success achieved by the institute on different counts. The working methodology basically focuses on student, which is the dearest responsible element of the system. Involvement of each and everyone in the decision-making and the transparency associated therein also form the important features of the work culture. The institute functions with perfect decentralized Academic, Administration and Directorates as depicted in following structure that has complete transparency in the decision making process. Further, we have institute level committees to carry out various responsibilities. The following is the list of staff members who have been delegated powers for taking administrative decisions. Names of the faculty members who have been delegated powers for taking administrative decisions.

Financial power is given to the Head of the Institution, Dean (Academics & Administration), HR Manager, Heads of the Department and Placement Director. Departments are provided with 'Department Fund' and 'Petty Cash' which can be utilized for the operational expenses. The details of delegation of financial powers to the various administrative positions are given in the following table.

The principal and administrative officer have the financial authority to spend Rs. 1.0 lakh per transaction without the approval of the Chairman. A Governing Council led by the Chairman is responsible for deciding the student fee structure as well as compensation revision for faculty members using an effective scaling method. They also make decisions on new laboratory and infrastructure development initiatives. Through banking transactions, the institution ensures transparency in its financial, academic, and administrative responsibilities. Fee payments, personnel salaries, scholarships, other monetary rewards for students, and vendor payments are all processed through the bank. The Trust oversees the proper

operation of the financial and institutional mechanisms. The recognized auditing agency audits the budget and expenditures on a regular basis.

<u>Financial Powers</u>

Sl.No.	Positions	Maximum Limit (Rs)	Duration
1.	Principal, Admin Officer	1,00,000	Per transaction
2.	Heads of the Departments	10,000	Per semester
3.	Accountant	10,000	Per semester
4.	Physical Director	5,000	Per semester
5.	NSS, YRC, NCC officer	5,000	Per semester
6.	Lab In-charges	5,000	Per semester
7.	Hostel Deputy Warden	5,000	Per semester
8.	Power House In-charge	5,000	Per semester

2.1.3 Effective governance Indicators

2.1.3.1. Grievance Redressal Mechanism

Grievance Redressal Cell

Jeppiaar Engineering College has a mechanism to deal with grievances related to students, parents, faculty/staff members and other stakeholders. Any stakeholder with a genuine grievance may approach Grievance redressal cell to submit his/her grievance in writing or e-mail to grievance@Jeppiaar Engineering College .a.in or drop a letter with proper addressee in the grievance redressal box placed in the administrative and academic block. Grievances submitted by the stakeholders are addressed regularly with the cooperation of the respective department. Grievance redressal cell at Jeppiaar Engineering College has emerged into a right forum providing advocacy to all the stakeholders to express their grievances freely. It is striving to ensure a responsive attitude among the stakeholders. The institute framed the grievance redressal committee members which has the faculty members in both genders. The committee is headed by **The Principal** and responsible to overcome the students' grievances related to academic, extracurricular, maintenance, placement and general administration. The responsibility of this committee is to ensure the fast disposal of grievance application within a maximum time of 15 days from the receipt of application, to protect the privacy and confidentiality of all stakeholders during the process of investigation.

Grievance Redressal Committee Members

Sl.No.	Name	Category	Profession
1.	Dr.J.Anitha Gnana Selvi	Chairperson	Assistant Professor/CSE
2.	Dr.S.Titus	Convener	Associate Professor/S&H
3.	Mrs. S.Sivagami	Member	Warden (Girls Hostel)

ANTI-RAGGING COMMITTEE

- Ragging in any form is strictly prohibited both inside and outside college premises.
- The anti-ragging committee is constituted as per UGC and AICTE to control ragging among the students in the institute.
- The committee members periodically visit the canteen, hostels and other places to see if there any harassment of juniors / other students. If any complaints received regarding ragging, the committee members enquire about the complaints and give punishment as per guidelines issued by government authorities.
- The anti-ragging affidavit is displayed at prominent places in college campus and also in website with committee member details for the benefit of the students. Every year the students will sign the undertaking in which the laws of anti-ragging is clearly mentioned and they promise not to indulge in ragging.

Anti-Ragging Committee Members

Sl. No	Name	Category	Profession
1	Dr.Francis Xavier.J	Principal	Principal
2	Mr.Mohamed Nazeer	Member	Police Inspector
3	Ms.Shoba	Member	NGO
4	Mr.Naveen.M	Member	Student
5	Ms.Menka.P	Member	Student
6	Mrs.Venkidalakshmi	Member	Student Affairs Exec

2.1.3.2. Transparency

The institute maintains transparency in all its operation and working and all the required information about the institute are made available in the institute website (www.jeppiaarcollege.org). At the beginning of every academic year, the institute as well as the department brings out an academic calendar, which contains all the information about the reopening date, internal test schedule, institute and department level events, list of faculty members, details about the chief mentor and faculty mentors, faculty coordinators, and student representatives. The handbook for Student Affairs and Support System and the faculty in-charges for various functions/activities of Students Affairs & Support System are provided in the institute website. This information is really helpful for the students to approach/contact the respective in-charges to get the details based on their requirement.

Transparency is maintained in the assessment process and on the students' performance. Internal marks scored by the students and attendance particulars are promptly displayed in the notice board before submitting to the University through online portal. Information such as availability of scholarships, opportunities for students, placement and training related information are also displayed in the notice boards. The institute is releasing the newsletter which includes technological news, research articles, faculty and students' achievements, events organized in the department, opportunities and placement related questions, faculty publications. Both the institute and department newsletter is made available in the institute website to disseminate the information among the stakeholders.

Our college website includes a detailed profile of each faculty member. The college website features faculty innovative practices, student innovative projects, co-curricular and extracurricular activities. Banners display the students who were chosen for campus

placement and internships. The same information is also shown on the placement notice board and on Facebook. Students accomplishments and accolades are displayed on websites. Students, faculty members, and non-teaching staff met on a regular basis to discuss knowledge. The meeting minutes will be distributed to all stakeholders, including teachers, staff, and students. The daily updates are distributed via email, website, Facebook, and so on. Students departure information, grade statements, and other emergency information are communicated to their parents using SMS services.

Home Page

https://jeppiaarcollege.org/jeppiaar/

Mandatory Disclosure

https://jeppiaarcollege.org/jeppiaar/#

Admission Policy

https://jeppiaarcollege.org/jeppiaar/academic/

Training and Placement

https://jeppiaarcollege.org/jeppiaar/placements/

Library

https://jeppiaarcollege.org/jeppiaar/library/

Research

https://jeppiaarcollege.org/jeppiaar/research-development/

2.1.3.3. Leader and Faculty selection process

The rules and policies regarding recruitment and promotion are as per AICTE.

The AICTE pay scales are implemented periodically.

Additional increments are given to staff members who excel in academics and research.

Recruitment Procedure:

Applications: The applications along with the Resume and supporting documents will be collected by the HR Department through email and post.

Listing: After the applications are received, a list will be prepared highlighting the eligibility, Qualification and experience.

Merit List: Will be prepared as per the requirements of the individual department.

Expert Body: An expert panel consisting of Principal, HOD, subject expert will be

formed.

Call Letters: Eligible Candidates will be called for interview.

Interview: Discussions with the candidates to know their potentials, strengths, teaching skills etc., will be conducted.

Selection: Based on the performance and requirement, selection list in the order of merit will be prepared based recommendation by expert body, Management.

Orders: Appointment orders are issued to selected candidates.

Duty report: Selected Candidates should report to the duty on or before the given time.

2.1.3.4. Stability of the academic leaders

Our institution has maintained considerable stability in leadership since its inception. The current leader has been in the Institution since inception.

S.No	Staff Name	Position	Date of joining
1	Dr Shaleesha A Stanley	Dean -Academics	01/06/2002
2	Dr R Akila	Head - MBA Dept	04/06/2003

2.2. Financial Resources (40)

2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level

Since the institution is in a growth phase, college administration has made it a point that funding should not be a barrier to a healthy rate of expansion. A sufficient budget is set aside, and expenditure is closely managed. Under no circumstances should the teaching-learning process be jeopardized due to a lack of funds.

__Infrastructure and Major Equipment Purchase__

Each department creates a budget at the start of each academic year under the headings of capital goods, recurring items, research and development (R&D), training and travel (Faculty and students), and miscellaneous expenses. The estimated budgets of all departments are aggregated and submitted for approval to the Chairman. The proposals for infrastructure growth and expansion will be debated in the college academic committee, the IQAC, and the planning and monitoring boards before being formally recommended to the Chairman and Governing Council.

The budget will be assigned and spent after GC approval. The costs under this section will be handled by the Jeppiaar Educational Trust, which is the primary contributor to the creation and maintenance of the college infrastructure. From the sanctioned approval, the departments will get their share for the purchase of equipment and other infrastructural development of the respective departments. As of now, the requested and suggested budgets have been sanctioned and adequately supported by the administration and trust for the colleges development. The facilities have been designed in accordance with the AICTE and Anna Universitys statutory standards. Furthermore, the amenities were designed and supported with the students overall growth in mind.

Employee Cost

This budget covers salaries, wages, and employer contributions to PF and ESI, pre-employment medical charges, employee welfare schemes such as fee concession, benefits, and medical insurance (mediclaim). Since its beginning, the college has maintained a student-staff ratio in accordance with industry standards. The remuneration is paid in accordance with the law. This category received the majority of the funds.

Student Cost

The income also covers the costs associated with pupils. This expense is classified as follows. It does not include the cost of training and placement, which is paid for separately.

Academic Expenses;

The produced cash also covers academic expenses for both faculty and students. The various heads are as follows:

Training and Placement

Training and placement costs are also anticipated solely at the start of the year to provide enough training. It allows pupils to obtain higher placement rates.

Governance/Administration

To cover Anna Universitys statutory expenses, AICTE, the consortium of self-financing engineering institutions, accreditation (NAAC and NBA), and Quality Maintainence.

Regular Expenses and Maintenance

The Admin Officer develops a projected budget for regular and maintenance expenses at the start of each year, and the consolidated budget proposal is forwarded to the Chairman for approval. The budgeted money is used for monthly expenses and maintenance work. The following titles are included under this budget heading.

Budget preparation and Approval process in JEC

- The department HoDs inform about the circular to department coordinators of various association and activities. The department coordinators prepare budget proposal based on their academic plan and submits for review of HoD in the Department Review Meeting (DRM). The HoD reviews the budget proposal and justifies the requirement with the department coordinators.

- The Physical Education Director of the college prepares a budget proposal considering activities planned for the following academic year. The physical Director consults with team captains of different games and receives their requirement. After reviewing all the requests, the Physical Director prepares the budget proposal and submits it to the MRC for approval.

- The Training and Placement officer develops a budget plan for the academic year, taking into account training and travel expenses for trainers and interviewers, travel expenses for industry visits, hospitality charges, and so on. The budget is submitted to the MRC for approval.

- The College Librarian develops a budget plan based on changes in university regulations, requests from HoDs and faculty members from all departments, and requests from the colleges research coordinator about journal, e-journal, and educational magazine requirements. After gathering all of the prerequisites, the Librarian submits the budget plan to the MRC for approval.

- The colleges Deputy General Manager - Administration Admin Officer creates a budget plan after examining requests from the Deputy wardens of the boys and girls hostels, the transport officer, and the electrical maintenance supervisor. Following the consolidation of all requirements, the Admin Officer submits the budget plan to the MRC for approval.

- Budget requests from all departments, including the Admin Officer, Librarian, and Physical Director, are aggregated and submitted for approval to MRC members. The whole budget plan is discussed in detail during the MRC meeting. Following debate, the budget plan is recommended to the Planning and Monitoring board for approval, with any necessary revisions. If the Committee suggests any adjustments or modifications, the ideas are forwarded to the appropriate department for consideration.

- After considering the complete budget proposal, the Planning and Monitoring Board recommends or forwards it to the Governing Council for approval. The budget proposal that is not supported by the planning and monitoring board is forwarded to the MRC committee for additional consideration.
- The Governing Council approves the budget, which is subsequently sent to all department heads, the administrative officer, the physical director, and the librarian. If the budget proposal is not approved by the Governing Council, it is referred to the Planning and Monitoring Board with the necessary input to make the necessary changes to the proposal.

Institution Budget

Items	Budgeted in 2022-23	Actual Expenses in 2022-23 till	Budgeted in 2021-22	Actual Expenses in 2021-22 till	Budgeted in 2020-21	Actual Expenses in 2020-21 till	Budgeted in 2019-20	Actual Expenses in 2019-20 till
Infrastructure Built-Up	5524000	5311000	2150000	2049600	2575000	2562000	3125000	3111000
Library	1554000	1491900	930000	923737	1190000	1154672	1300000	1293790
Laboratory equipment	2250000	2149140	1500000	1415904	1780000	1769880	2150000	2149140
Laboratory consumables	1875000	1670250	1150000	1100400	1400000	1375500	1750000	1670250
Teaching and non-teaching staff s	1600000	1809403	1000000	9552471	1200000	1194058	1500000	1449928
Maintenance and spares	2950000	2839539	1850000	1738990	2200000	2173738	2700000	2639539
R&D	560000	525000	300000	280000	400000	350000	450000	425000
Training and Travel	1450000	1366800	1000000	900480	1150000	1125600	1425000	1366800
Miscellaneous Expenses*	1355000	1320696	9500000	9030468	1150000	1128808	1400000	1370696
Others, specify	0	0	0	0	0	0	0	0
Total	206588000	209500962	118380000	112964295	142195000	141205370	176900000	171355353

Table no 2.2.1 b

Summary of budget and the actual expenditure incurred - Management department

Items	Budget 22-23	Budget 21-22	Actual Expenditure 21-22	Budget 20-21	Actual Expenditure 20-21	Budget 19-20	Actual Expenditure 19-20
Teaching& non Teaching staff salary	6500000	6000000	5500000	6000000	4000000	8000000	7500000
R&D	300000	300000	152000	400000	301500	400000	354000
Training and Travel	500000	42000	41250	30000	11000	40000	39400
Library	150000	150000	70000	200000	144000	200000	178000
Computer Labs and Software	0	0	0	0	0	10000	8700
Placement Activities	95000	75000	58790	75000	42000	85000	78000
Entrepreneurship /CoCurricular /Membership	10000	10000	8900	10000	1000	10000	7426
Miscellaneous Expenses	20000	20000	14780	20000	2570	20000	15890
Total	7575000	6597000	5845720	6735000	4502070	8765000	8181416

2.2.1.1 Adequacy of budget allocation (15)

The budget allocated over the years for various programs and other activities by the institute are adequate and in case there is any deficiency, it is made from the Institute's own resources. The budget allocation and utilization for the last three years is adequate. Formal budget estimates are prepared by each department and are reviewed in HODsmeeting by the Principal. The Budget will be submitted for the approval in the Governing council meeting. The Governing council will review and approve the budget for the various expenses in the institution.

The institution's budget allocation procedure is as follows:

1. College budget is prepared in the month of January / February of every year for the forthcoming Financial Year, which starts from 1st April.

2. All the department heads prepare the budget under the guidance of the Principal.

3. Budget is prepared according to the proposed requirements of each and every department

covering all activities.

4. The Administrative Department under the guidance of the Principal will analyze the requirement of each department and consider the various items like new courses,salary, infrastructure development, Lab Equipments, Research & Development, increase in intake, maintenance, servicing, replacement, development activities,symposium/ conference/ guest lecture expenses, industrial tour, sports materials, projects, miscellaneous expenses etc. before preparing the consolidated budget.

5. The budget will be presented in the Governing council meeting through Principal for approval and fund allocation.

6. Based on the approval, the Principal advises the finance department to allocate necessary funds for the activities in the Institution.

2.2.1.2 Utilization of allocated funds (15)

Once the institutional budget is approved by the Governing Council, the budget projected by each department is also automatically approved. The Department Heads are intimated about the extent of funds allocated against their budget proposals. Major works like up-gradation of existing infrastructure, procurement and maintenance of common utilities, house-keeping, procurement of furniture etc. are controlled directly by the Admin Manager. The actions for procurement of lab equipment, up-gradation of existing lab facilities, purchase of consumables etc. are initiated from the respective departments and the funds are released from the finance department of the college on approval by the governing council. During the last four years, the budget was utilized to meet expenses such as employee salary, infrastructure development, purchase of equipment, expenses towards consumables and contingencies, travel etc. The allocated funds are utilized adequately as per the requirements of the Institution.

2.2.1.3 Availability of the audited statements on the Institute website (10)

YES it is available

CRITERION 3

CRITERION 3	Program Outcomes and Course Outcomes	100

      This criterion explains about the Course Outcomes being mapped with Program Outcomes and the attainment level is calculated based on the targets fixed based on arbitrage value which has the break-up of Direct and Indirect attainment. Direct Attainment is calculated with the correlation of the course with the program outcomes and its attainment, whereas Indirect Attainment is done through conducting an exit survey circulated to different stake holders.

      Course Outcomes Attainment are calculated based on Direct and Indirect. Direct Attainment is calculated based on the calculation of each Course Outcomes which includes Internal Assessment, Assignments, Presentations, Quiz, Semester End Exam, whereas Indirect Attainment is done through a survey conducted for each course outcome pertaining to individual courses.

3.1. Establish the correlation between the courses and the Program Outcomes (POs) & Program Specific Outcome

REGULATION 2017

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to upgrade their professional and managerial skills in their workplace
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
PO6	Ability to take up challenging assignments.
PO7	Ability to understand one's own ability to set achievable targets and complete them.
PO8	Ability to pursue lifelong learning.
PO9	To have a fulfilling business career.

REGULATION 2021

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to understand one's own ability to set achievable targets and complete them
PO5	Ability to adhere to ethical standards and fulfill social outreach
PO6	Ability to take up challenging assignments and pursue lifelong learning.
PO7	Ability to develop value based leadership
PO8	Ability to enhance entrepreneurial skills and handle its challenges

3.1.1. Course Outcomes (COs)

Course Outcomes are statements which indicate what a student can do after the successful completion of a course related to skills, knowledge and behaviour. Every course has a set of Course Outcomes. Course Outcomes are reflected as part of course outlines for all the courses. It should be specific and measurable statements. COs are designed by using the action verbs of learning levels. Course Outcome is evaluated based on the performance of students in internal assessments and in end semester examination of a course. Different assessment tools are used to measure the student learning and hence attainment of Course Outcomes. Course Outcomes are structured with Blooms Taxonomy action verbs.

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SAMPLE COURSE OUTCOMES
Regulation 2021

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I Semester

Course Code:		C102
Subject Code		BA4102
Subject Name		Managemetn Concepts and Organizational Behavior
C102.1	CO1	**Understanding** of various management concepts and skills required in the business world.
C102.2	CO2	**In-depth knowledge** of various functions of management in a real time management context.
C102.3	CO3	**Understanding** of the complexities associated with management of individual behavior in the organisations.
C102.4	CO4	**Develop** the skill set to have manage group behavious in organisations
C102.5	CO5	**Insight** about the current trends in managing organisational behaviour

Course Code:		C104
Subject Code		BA4104
Subject Name		ACCOUNTING FOR DECISION MAKING
Course Outcomes		
C106.1	CO1	A thorough grounding of financial accounting concepts
C106.2	CO2	Preparation of financial statement analysis
C106.3	CO3	Understand the management and cost accounting techniques
C106.4	CO4	Apply the management and cost accounting techniques for decision making
C106.5	CO5	Assess the accountancy standard of practices in India

II Semester

Course Code:	C202	
Subject Code	BA4202	
Subject Name	**FINANCIAL MANAGEMENT**	
C202.1	CO1	**Identify** the concepts of financial decision of an organisation
C202.2	CO2	**Recognize** the time value of money
C202.3	CO3	**Learn** the capital budfeting and cost of capital techniques
C202.4	CO4	**Understand** how to decide the decisin of capital structure and distribution of dividend
C202.5	CO5	**Assess** the short-term and long-tern sources of finance

Course Code:	C207	
Subject Code	BA4207	
Subject Name	**BUSINESS ANALYTICS**	
C207.1	CO1	**Ability** to understand the role of Business Analytics in decision making
C207.2	CO2	**Ability** to identify the appropriate tool for the analytics scenario
C207.3	CO3	**Ability** to apply the descriptive analytics tools and generate solutions
C207.4	CO4	**Understanding** of Predictive Analytics and applications
C207.5	CO5	**Knowledge** of Prescriptive Analytics and demonstrating business process improvement

III SEMESTER

Course Code:	C301	
Subject Code	BA5301	
Subject Name	**STRATEGIC MANAGEMENT**	
C301.1	CO1	**Ability** to understand the Strategic management process and social responsibility of business organizations
C301.2	CO2	**In-depth understanding** about the need for developing competitive advantage for organizations
C301.3	CO3	**Provides insights** into various corporate and business level strategies
C301.4	CO4	**Facilitates to identify** the various control systems required for organizational strategy implementation process
C301.5	CO5	**Enhances the cognitive knowledge** about various strategic issues and development of new business models

Course Code:	C306	
Subject Code	BA4001	
Subject Name	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	
C303.1	CO1	Understand the concept of investment and identify the investment alternatives towards investors
C303.2	CO2	Learn the nuances of fundamental analyses and technical analyses
C303.3	CO3	Analysis and evaluate the value of securities
C303.4	CO4	Enumerate how to construct an efficient portfolio
C303.5	CO5	Explore the various methods through which portfolio evaluation could be done

IV Semester

Course Code:	C401	
Subject Code	BA4411	
Subject Name	PROJECT WORK	
Course Outcomes		
C401.1	CO1	To apply business concepts and theories to real-world decision-making.
C401.2	CO2	To increase proficiency in specific business disciplines.
C401.3	CO3	To observe and participate in business operations and decision-making.
C401.4	CO4	Understand the psychology of the workers, customers and their habits, attitudes.
C401.5	CO5	To learn actual professional experiences.

Regulation 2017

I Semester

Course Code:	C102	
Subject Code	BA5102	
Subject Name	PRINCIPLES OF MANAGEMENT	
C102.1	CO1	Understand management art, managerial roles and human relations in an organization.
C102.2	CO2	Describe the nature of policy making, strategic planning and decision making process.
C102.3	CO3	Understand the organization, delegation of authority, centralization and decentralization process which results to gain knowledge about human resource management.
C102.4	CO4	Define the foundations of individual and group behaviours, and also to improve the leadership qualities.
C102.5	CO5	Elucidate the controlling techniques in an organization.

Course Code:	C106
Subject Code	BA5101
Subject Name	ECONOMIC ANALYSIS FOR BUSINESS

		Course Outcomes
C106.1	CO1	**Describe** the concept of micro and macro economics. To understand the fundamental economic problems, positive and negative externalities.
C106.2	CO2	**Understand** the concept of demand and supply. To explain the short run and long run production function and its relationship between cost function.
C106.3	CO3	**clarify** the different types of market structure. To analyse the market efficiency in the market. To explain the demand for and supply of different types of market
C106.4	CO4	**Understand** the income and expenditure flow of money in the economy. To determine the national income of an economy. To analyse the components of aggregate demand on national income.
C106.5	CO5	**enlighten** the short run and long run supply curve. To analyze the concept of unemployment, and inflation influencing the economy. To analyse the money market equilibrium and role of monetary policy.

II Semester

Course Code:	C202
Subject Code	BA5202
Subject Name	BUSINESS RESEARCH METHODS
C202.1	CO1	**Understand** the issues relating to identifying and reformulating problems for researchand the importance of hypothesis in business research.
C202.2	CO2	**explicate** the concepts of validity and reliability in business research, recognize different types of data and scaling techniques for measurement of data
C202.3	CO3	**Able** to understand the sampling plan concept and comprehend the concept of probability and non-probability sampling techniques and designing of questionnaire
C202.4	CO4	**Understand** the importance of editing, coding and tabulating in data analysis. to understand the application of multivariate techniques in data analysis
C202.5	CO5	**enlighten** the report writing aspect of business research preparation Ability to understand how ethical issues arise in business at every stage of business research

Course Code:		C207
Subject Code		BA5207
Subject Name		MARKETING MANAGEMENT
C207.1	CO1	Understand of ideas and nuances of marketing; Define the business environment and priorities of marketing.
C207.2	CO2	List the various industrial market and consumer marketing strategies including all key components. To understand the basics of service marketing and competitor analysis with Marketing mix.
C207.3	CO3	Explain the techniques to conduct market analysis practices including market segmentation and targeting. Assess and apply the 4 P's of consumer market
C207.4	CO4	Describe the contrast different perspectives that characterize the study of consumer behavior (e.g. cognitive vs. behavioral).
C207.5	CO5	Explain Marketing research process in the field of Retail, Product, Advertising and consumer behavior and also to understand the role of Marketing information systems, online marketing and the impact of Ethics in business.

III SEMESTER

Course Code:		C301
Subject Code		BA5301
Subject Name		INTERNATIONAL BUSINESS MANAGEMENT
C301.1	CO1	Understand various international business and the impact of various environment on international business.
C301.2	CO2	Explain the theoretical framework of international trade, to know the promotional measures taken by GATT/WTO in international business and to know the usefulness of regional trade blocks.
C301.3	CO3	Able to make aware of the various strategies and forms of international business and the approaches to control global business.
C301.4	CO4	Understand the various functional measures to be carried out in entering global business and to identify and manage risk associated with international business.
C301.5	CO5	List conflicts and negotiation in international business and the ethical issues in international business.

Course Code:		C303
Subject Code		BA5004
Subject Name		INTEGRATED MARKETING COMMUNICATION
C303.1	CO1	Developing a basic understanding of advtersing its functions, Significance and various types of advertising .
C303.2	CO2	Highlighting the strategic issues in advertising and also to study the advertising strategies and media research
C303.3	CO3	Develop hands-on abilities establishing the key foundations of a outsourcing and sales promotion
C303.4	CO4	Understanding of personel selling and prepration of sales reporte.

C303.5	CO5	Develop critical perspectives in evaluating research in promotional mix and various techniques, publicity campaigns

IV Semester

Course Code:	C401
Subject Code	BA5411
Subject Name	PROJECT WORK

	Course Outcomes	
C401.1	CO1	To **develop** the ability to solve a specific problem right from its identification and literature review till the successful solution of the same.
C401.2	CO2	To **simulate** the data analysis and Research tools
C401.3	CO3	To **design** the project components, suggestion and recommendation
C401.4	CO4	To **train** the students in preparing project reports and publication.
C401.5	CO5	On Completion of the project work students will be in a position to take up any challenging practical problems and find solution by formulating proper methodology.

3.1.2. CO-PO/PSOs matrices of courses selected in 3.1.1 (four matrices)

<div align="center">Regulation 2021</div>

I Semester

Course Code:	C102						
Subject Code	BA4102						
Subject Name	Managemetn Concepts and Organizational Behavior						
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	1	2	0	1	2	0
CO2	3	3	1	2	0	1	3	0
CO3	3	3	1	2	0	1	2	0
CO4	3	3	1	2	0	1	3	0
CO5	3	3	1	2	0	1	3	0
Average	3	3	1	2	0	1	2.6	0

Course Code:	C104							
Subject Code	BA4104							
Subject Name	ACCOUNTING FOR DECISION MAKING							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	0	0	0	3	0	0	0
CO2	3	0	0	0	2	0	0	0
CO3	3	0	0	0	3	0	0	0
CO4	3	0	0	0	3	0	0	0
CO5	3	0	0	0	2	0	0	0
Average	3	0	0	0	2.6	0	0	0

II Semester

Course Code:	C202							
Subject Code	BA4202							
Subject Name	FINANCIAL MANAGEMENT							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	0	3	3	0	0	3
CO2	3	3	0	3	3	0	0	3
CO3	3	3	0	3	3	0	0	3
CO4	3	3	0	3	3	0	0	3
CO5	3	3	0	3	3	0	0	3
Average	3	3	0	3	3	0	0	3

Course Code:	C207							
Subject Code	BA4207							
Subject Name	BUSINESS ANALYTICS							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	0	2	2	0	0	0
CO2	3	2	0	3	2	0	0	0
CO3	2	2	0	2	2	0	0	0
CO4	3	2	0	2	2	0	0	0
CO5	2	2	0	3	2	0	0	0
Average	2.6	2	0	2.4	2	0	0	0

III SEMESTER

Course Code:	C301							
Subject Code	BA5301							
Subject Name	STRATEGIC MANAGEMENT							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	0	2	2	2	0	2
CO2	3	3	0	2	3	3	0	2
CO3	3	3	0	3	3	2	0	2
CO4	3	3	0	2	3	3	0	2
CO5	3	2	0	2	2	2	0	2
Average	3	2.6	0	2.2	2.6	2.4	0	2

Course Code:	C306							
Subject Code	BA4001							
Subject Name	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	0	2	0	1	0	0	0
CO2	1	0	2	0	2	0	0	0
CO3	2	0	2	0	3	0	0	0
CO4	1	0	2	0	1	0	0	0
CO5	3	0	2	0	1	0	0	0
Average	1.8	0	2	0	1.6	0	0	0

IV Semester

Course Code:	C401							
Subject Code	BA4411							
Subject Name	PROJECT WORK							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3

Regulation 2017

Course Code:	C102								
Subject Code	BA5102								
Subject Name	PRINCIPLES OF MANAGEMENT								
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	3	2	0	2	0	0	0	0
CO2	2	3	2	0	3	0	0	0	0
CO3	2	3	2	0	3	0	0	0	0
CO4	3	3	2	0	2	0	0	0	0
CO5	2	2	2	0	3	0	0	0	0
Average	2.2	2.8	2	0	2.6	0	0	0	0

Course Code:	C106								
Subject Code	BA5101								
Subject Name	ECONOMIC ANALYSIS FOR BUSINESS								
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2	0	2	0	0	0	0	3	2
CO2	2	0	3	0	0	0	0	3	2
CO3	2	0	2	0	0	0	0	3	2
CO4	3	0	2	0	0	0	0	3	3
CO5	2	0	2	0	0	0	0	2	2
Average	2.2	0	2.2	0	0	0	0	2.8	2.2

II Semester

Course Code:	C202								
Subject Code	BA5202								
Subject Name	BUSINESS RESEARCH METHODS								
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	0	3	0	0	2	0	3	0	0
CO2	0	2	0	0	2	0	2	0	0
CO3	0	3	0	0	2	0	3	0	0
CO4	0	3	0	0	2	0	3	0	0
CO5	0	1	0	0	2	0	2	0	0
Average	0	2.4	0	0	2	0	2.6	0	0

Course Code:	C207							
Subject Code	BA5207							
Subject Name	MARKETING MANAGEMENT							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	0	2	0	2	2	0	1	0	0
CO2	0	3	0	3	3	0	2	0	0
CO3	0	3	0	2	3	0	2	0	0
CO4	0	3	0	2	3	0	1	0	0
CO5	0	3	0	2	2	0	1	0	0
Average	0	2.8	0	2.2	2.6	0	1.4	0	0

III SEMESTER

Course Code:	C301							
Subject Code	BA5301							
Subject Name	INTERNATIONAL BUSINESS MANAGEMENT							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	0	0	0	3	2	0	0	0	3
CO2	0	0	0	3	3	0	0	0	2
CO3	0	0	0	3	3	0	0	0	3
CO4	0	0	0	3	3	0	0	0	3
CO5	0	0	0	3	2	0	0	0	3
Average	0	0	0	3	2.6	0	0	0	2.8

Course Code:	C303							
Subject Code	BA5004							
Subject Name	INTEGRATED MARKETING COMMUNICATION							
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	0	0	0	2	3	2	2	3
CO2	3	0	0	0	2	3	2	2	3
CO3	3	0	0	0	2	3	2	2	2
CO4	3	0	0	0	2	3	2	2	2
CO5	3	0	0	0	2	3	2	2	2
Average	3	0	0	0	2	3	2	2	2.4

IV Semester

Course Code:	C401								
Subject Code	BA5411								
Subject Name	**PROJECT WORK**								
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3
Average	3	3	3	3	3	3	3	3	3

3.1.3. Course-PO matrix of all courses in the program

REGULATION 2017

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to upgrade their professional and managerial skills in their workplace
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
PO6	Ability to take up challenging assignments.
PO7	Ability to understand one's own ability to set achievable targets and complete them.
PO8	Ability to pursue lifelong learning.
PO9	To have a fulfilling business career.

REGULATION 2021

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to understand one's own ability to set achievable targets and complete them
PO5	Ability to adhere to ethical standards and fulfill social outreach
PO6	Ability to take up challenging assignments and pursue lifelong learning.
PO7	Ability to develop value based leadership
PO8	Ability to enhance entrepreneurial skills and handle its challenges

Regulation 2017

Course-PO matrix

S No	Course Code	Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	C101	BA5101	Economic Analysis for Business	2.20	0.00	2.20	0.00	0.00	0.00	0.00	2.80	2.20
2	C102	BA5102	Principles of Management	2.20	2.80	2.00	0.00	2.60	0.00	0.00	0.00	0.00
3	C103	BA5103	Accounting for Management	3.00	0.00	2.40	0.00	0.00	0.00	0.00	0.00	0.00
4	C104	BA5104	Legal Aspects of Business	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	C105	BA5105	Organizational Behavior	2.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00
6	C106	BA5106	Statistics for Management	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	C107	BA5107	Total Quality Management	0.00	3.00	0.00	3.00	2.00	0.00	2.00	0.00	0.00
8	C108	BA5111	Spoken and Written	3.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00

			Communication Lab									
9	C201	BA5201	Applied Operations Research	0.00	3.00	0.00	0.00	3.00	0.00	2.00	0.00	0.00
10	C202	BA5202	Business Research Methods	0.00	2.40	0.00	0.00	2.00	0.00	2.60	0.00	0.00
11	C203	BA5203	Financial Management	3.00	3.00	0.00	3.00	3.00	0.00	1.00	0.00	3.00
12	C204	BA5204	Human Resource Management	2.20	2.80	0.00	2.00	2.00	0.00	1.80	0.00	1.80
13	C205	BA5205	Information Management	2.00	2.00	0.00	3.00	2.00	0.00	3.00	0.00	2.00
14	C206	BA5206	Operations Management	3.00	2.00	0.00	3.00	2.00	0.00	2.00	0.00	2.00
15	C207	BA5207	Marketing Management	0.00	2.80	0.00	2.20	2.60	0.00	1.40	0.00	0.00
16	C208	BA5211	Data Analysis and Business Modelling	0.00	0.00	0.00	3.00	3.00	3.00	0.00	0.00	3.00
17	C301	BA5301	International Business Management	0.00	0.00	0.00	3.00	2.60	0.00	0.00	0.00	2.80
18	C302	BA5302	Strategic Management	3.00	2.60	0.00	2.20	2.60	2.40	2.20	3.00	2.00
19	C303	BA5004	Integrated Marketing Communication	3.00	0.00	0.00	0.00	2.00	3.00	2.00	2.00	2.40
20	C304	BA5005	Retail Marketing	3.00	0.00	1.00	0.00	2.00	0.00	0.00	0.00	2.00
21	C305	BA5006	Services Marketing	3.00	0.00	0.00	0.00	2.00	1.00	2.00	0.00	2.00
22	C306	BA5008	Banking Financial Services Management	2.20	0.00	2.20	0.00	2.40	0.00	0.00	2.40	2.60
23	C307	BA5011	Merchant Banking and Financial Services	3.00	0.00	0.00	0.00	1.40	0.00	0.00	2.20	2.20
24	C308	BA5012	Security Analysis and Portfolio Management	1.80	0.00	2.00	0.00	1.60	0.00	0.00	2.00	1.00

S No	Course Code	Subject Code	Course Title								
25	C309	BA5019	Entrepreneurship Development	3.00	0.00	2.00	0.00	2.00	0.00	0.00	3.00	2.00
26	C310	BA5014	Industrial Relations and Labor Welfare	2.40	0.00	2.00	0.00	2.00	0.00	0.00	3.00	2.00
27	C311	BA5019	Strategic human resource management	0.00	0.00	2.80	0.00	0.00	2.60	0.00	0.00	2.80
28	C312	BA5311	Summer Training	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
29	C401	BA5411	Project Work	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Total PO				58.60	32.40	30.60	30.40	50.80	18.00	28.00	26.40	43.80
No of Subjects Correlated with PO				22	12	13	11	22	7	13	10	19
Average				2.66	2.70	2.35	2.76	2.31	2.57	2.15	2.64	2.31

<u>REGULATION 2021</u>
Course-PO matrix

S No	Course Code	Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
1	C101	BA4101	Statistics for Management	3	0	0	0	0	0	0	0
2	C102	BA4102	Management Concepts and Organizational Behavior	3	3	1	2	0	1	2.6	0
3	C103	BA4103	Managerial Economics	3	1.4	0	0	1.4	0	0	2.2
4	C104	BA4104	Accounting for Decision Making	3	0	0	0	2.6	0	0	0
5	C105	BA4105	Legal Aspects of Business	3	0	0	0	0	0	0	0
6	C106	BA4106	Information Management	3	2	0	2	0	0	2.4	0
7	C107	BA4107	Entrepreneurship Development	3	0	2.4	0	0	0	2.6	3
8	C108	BA4111	Indian ethos	3	0	0	0	1.4	0	2.4	2.8
9	C109	BA4112	Business Communication	3	0	3	0	0	0	0	0
10	C201	BA4201	Quantitative Techniques for Decision Making	0	3	0	0	3	0	2.2	0
11	C202	BA4202	Financial Management	3	3	0	3	3	0	0	3
12	C203	BA4203	Human Resource	2.2	2.8	0	2	2	0	0	1.8

13	C204	BA4204	Management Operations Management	3	2	0	3	2	0	0	1.8
14	C205	BA4205	Business Research Methods	3	2	0	3	2	0	0	2
15	C206	BA4206	Business Analytics	2.6	2	0	2.4	2	0	0	0
16	C207	BA4207	Marketing Management	0	2.8	0	2.2	2.6	0	0	2.4
17	C208	BA4211	Business Ethics	3	2	0	3	3	0	0	3
18	C209	BA4212	Data Analysis and Business Modelling	0	2	1	3	3	3	0	0
19	C301	BA4301	Strategic Management	3	2.6	0	2.2	2.6	2.4	0	2
20	C302	BA4302	International Business	0	0	0	3	2.6	0	0	2.8
21	C303	BA4001	Security Analysis and Portfolio Management	1.8	0	2	0	1.6	0	0	0
22	C304	BA4002	Financial Markets	3	0	0	0	1.4	0	0	2.2
23	C305	BA4003	Banking Financial Services Management	2	2	2	0	0	2	0	0
24	C306	BA4008	Retail Marketing	3	0	1	0	2	0	0	2
25	C307	BA4010	Integrated Marketing Communication	3	0	0	0	2	3	0	2.4
26	C308	BA4011	Services Marketing	3	0	0	0	2	1	0	2
27	C309	BA4015	Strategic human resource management	0	0	2.8	0	0	2.6	0	2.4
28	C310	BA4016	Industrial relations and labour legislations	3	0	2	0	2	0	2.4	0
29	C312	BA4020	International Human Resource Management	3	0	2	0	2	0	2.6	0
30	C313	BA4311	Creativity and Innovation Laboratory	2	2	0	0	2	1	0	2.6
32	C314	BA4312	Summer Internship	3	3	3	3	3	3	3	3
33	C401	BA4411	Project Work	3	3	3	3	3	3	3	3
Total PO				73.6	37.6	22.2	33.8	51.2	19	20.2	43.4
No of Subjects Correlated with PO				26	16	11	13	23	9	8	18
Average				2.83	2.35	2.02	2.60	2.23	2.11	2.53	2.41

3.2. Course Outcomes
3.2.1. Describe the assessment processes used to gather the data upon which the evaluation of Course Outcome is based.

- Each course is properly paraphrased and effectively given a code based on the course curriculum.
- Each course outcome indicates the learning outcomes of each course and it is properly designed according to the needs and requirements.
- Each course outcomes indicator is mapped along with the program outcomes. Mapping with PO and CO drives the values like 3,2,1,0.
- After measuring all the values, the average attainment level is calculated with the help of prescribed formula.
- Later the overall attainment level is calculated with the value derived in the average attainment level.
- Hence overall attainment level is calculated with the prescribed formula to achieve target program outcome with the input of course outcome.
- To find the attainment value of each subject CIA1,CIA2, Mode and University examination marks of each student for all the semesters is been considered.
- The final over all course outcome attainment level is been measured adding course end survey attainment with all the course outcome attainment level.

Components :

CO attainment for each course is calculated with the use of Assessment both internal and external and course end survey methods

- Internal Examination (15%)
- External Examination (80%)
- Course end survey (5%)

ASSESSMENT PROCESS

➢ ## THEORY SUBJECTS

S.No	Methods	Description of the Methods
1.	University final examination	Semester examination (theory or practical) are the metric to assess whether all the course outcomes are attained or not framed by the course owner. Semester Examination is more focused on attainment of course outcomes and uses a descriptive exam. Anna University conducts the examination at the end of the semester covering all the course outcomes.
2.	Internal Assessment Test	The Internal Assessment marks in a theory paper shall be based on three tests generally conducted after completion of 15days, 45 and 60 days of each semester.

Test	Portion Coverage	Marks	Duration
Assessment test – 1	Unit 1, 2	60	2 hours
Assessment test – 1	Unit 3, 4	60	2 hours
Model Exam	Unit 1,2,3,4,5	100	3 hours

Retest is also conducted for every test failures and absentees for the hoping for students to give an opportunity to such students to improve their Internal Assessment Marks. It is a metric to continuously assess the attainment of course outcomes. Marks are considered as basic for the Internal Assessment of the relevant subject.

Evaluation		Weightage	Evaluation Component	Components
Continuous Evaluation	Internal Assessment Test I	15%	Written Examination	Part A, Part B & Part C
	Internal Assessment Test II		Written Examination	Part A, Part B & Part C
	Model Examination		Written Examination	Part A, Part B &Part C
Comprehensive Evaluation	End Semester Examination	80%	Written Examinations	Part A, Part B &Part C
Course End survey	End of the semester	05 %	Survey	Course outcomes

3.	Assignments	The students are given with assignment topics in each unit with submission dates in the beginning of every semester. The Internal Assessment marks will be based on the evaluation by the faculty members of the concern subjects.
4.	Seminar	The students are assigned with seminar topics either individually or in team. The Internal Assessment marks will be based on the evaluation by the faculty members of the concern subjects.

5.	Project	For certain practical subjects a small project will be allocated to the students as a team. The project is evaluated by viva voce examination conducted by concern faculty
6.	Case study	The faculty prepare case study in the field the concern subject for each unit and assign to team with 6-8 members. The team will be asked to present and discuss case study along with team members
7.	Quiz	Quiz may be conducted on the theoretical concepts and also current business trends in market.

> Question Paper Pattern for CIA 1 & 2

S.No	Part of the Question Paper	Pattern of question	Marks allocated
1	Part A	10 Short Questions	20
2	Part B	2 Questions	26
3	Part C	1 Question or Case Study analysis	14
		Total Marks / Duration	60 / 2 hrs

> Question Paper Pattern for model exam

S.No	Part of the Question Paper	Pattern of question	Marks allocated
1	Part A	10 Short Questions	20
2	Part B	5 Questions	65
3	Part C	1 Question or Case Study analysis	15
		Total Marks / Duration	100 / 03 hrs

> ## LABORATORY SUBJECTS

Lab Assignment can be one of the measuring criteria to mainly assess student's practical knowledge with their designing capabilities. In case of practical, the Internal assessment marks shall be based on the laboratory records, completion of experiments and one practical test. External examination inclusive of practical and viva voce will be conducted by external examiner nominated by Anna University.

➢ SEMINAR

One seminar is conducted per student in the first year in 2017 regulation. Two seminars are conducted in the first and second semesters as per 2021 regulation. A committee consisting of the Head of the Department and senior faculty member of the department shall be the Seminar Coordinator(s). The Internal Assessment marks are given based on the evaluation done by the committee members.

Components	Marks	Criteria
	20	Clarity in presentation
	20	Communication
Presentation	20	Understanding concepts
	20	Answering queries
	20	Organizing the presentation

➢ PROJECT WORK

- The purpose of the project work is primarily to demonstrate the application of knowledge of skills acquired in the three semesters of the program, by studying and analyzing a selected problem in the work situation in a systematic manner while suggesting solution to the management.

- The project is done individually. The project work duration is for 4 months. It is desirable that the sponsoring organization has to identify the area of project work for their participants at the beginning of the training program itself.

- The final Project work will be started with the consultation of internal guide by the commencement of 4th semester.

- At the end, the students submit the report along with the completion letter from the company.

- The student shall prepare at least two copies of the report: one copy for submission to the department and one copy for the student. More copies may be prepared as per the organization requirement.

- End semester Examination for external evaluation with viva voce is done with one internal faculty from the department and external represented faculty from the university.

Process for project evaluation

- Evaluation is done at each level based on the presentation and meeting with the guide.
- A total of 3 review meetings will be held.

Table No 3.6: Project Evaluation Process

S .No	Topic	Level of completion
1	Project Identification, Introduction, Literature Survey, Objectives, Questionnaire	60%
2	Research Methodology, Analysis and Interpretation, Findings, Suggestion and Conclusion	80%
3	Submission of Report and Mock Viva	100%

Marks allocation for projects

INTERNAL ASSESSMENT (20MARKS)			END SEMESTER EXAMINATIONS			
Review I	Review II	Review III	Thesis Submission (30)	Viva-Voce (50)		
			External Examiner	Internal	External	Guide
5	7.5	7.5	30	15	20	15

➢ **SUMMER INTERSHIP**

The students should undergo the summer project at the beginning of the 3rd semester. The students do the internship in the companies. Students may have their own source to join the companies or else can seek help from the faculty. The students should submit the project report along with the completion letter from the company. The evaluation of the summer project will be based on the presentation and the report submitted. The evaluation is done by HOD, Senior faculty member and the allotted project guide.

➢ **COURSE END SURVEY**

At the end of the semester the students were surveyed through online google form for course outcomes attainment opinion calculation purpose. Score collected by google form will be processed and course outcome attainment level will be calculated for each course outcome.

3.2.2. Record the attainment of Course Outcomes of all courses with respect to set attainment levels

The Course Outcomes were measured by students' performance. The scores of all the students in different assessments in a course were tabulated and mapped to Course Outcomes. Threshold limits for student's performance or score were set at the beginning of the course.

Step 1: Setting threshold level

Threshold levels were set for all courses. Most of the companies' basic criteria for job application requirements is 60% or CGPA of 6 out of 10. Therefore, the threshold has been fixed as 60%.

Step 2: Setting Attainment Level

The attainment of Course Outcomes of all courses with respect to set Attainment levels for

- Attainment Level 3: 80% or more students scoring more than the threshold
- Attainment Level 2: 70 to 79% of students scoring more than the threshold
- Attainment Level 1: 60% to 69% of students scoring more than the threshold`

Step 3: CO attainment level is calculated for all the COs stated for all courses

The Course Outcomes for each course were measured using different assessment tools as provided in the respective course outlines, like quizzes, assignments, cycle test, class participation, presentation, end term examination etc. Various components of assessments were mapped to COs. The performance of all students in respective COs was calculated, to determine the number of students who crossed the prescribed threshold limit. If more than 80% of students crossed the set threshold limit, then CO attainment is assigned 3, which is being measured using specific assessment components defined in each course. Accordingly, if 70% of the students cross the threshold limit, CO attainment is assigned '2'. If 60% of the students crossed the threshold limit, then CO attainment is assigned '1' and in case less than 50% students crossed the threshold limit then CO attainment is assigned '0'. As per 2017 regulation 80% weightage was given to end semester exam and 20% weightage was given to internal assessments.

CO Attainment Level For Batch 2020-22

S No	Course Code	Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	C101	BA5101	Economic Analysis for Business	2.05	0.00	2.05	0.00	0.00	0.00	0.00	2.61	2.05
2	C102	BA5102	Principles of Management	2.04	2.59	1.67	0.00	2.41	0.00	0.00	0.00	0.00
3	C103	BA5103	Accounting for Management	2.78	0.00	2.22	0.00	0.00	0.00	0.00	0.00	0.00
4	C104	BA5104	Legal Aspects of Business	2.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

5	C105	BA5105	Organizational Behavior	1.89	0.00	2.84	0.00	0.00	0.00	0.00	0.00	0.00
6	C106	BA5106	Statistics for Management	2.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	C107	BA5107	Total Quality Management	0.00	2.79	0.00	2.79	1.86	0.00	1.86	0.00	0.00
8	C108	BA5111	Spoken and Written Communication Lab	3.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00
9	C201	BA5201	Applied Operations Research	0.00	2.87	0.00	0.00	2.87	0.00	1.91	0.00	0.00
10	C202	BA5202	Business Research Methods	0.00	2.31	0.00	0.00	1.92	0.00	2.50	0.00	0.00
11	C203	BA5203	Financial Management	2.65	2.46	0.00	2.08	2.27	0.00	0.95	0.00	2.65
12	C204	BA5204	Human Resource Management	2.04	2.59	0.00	1.85	1.85	0.00	1.67	0.00	1.67
13	C205	BA5205	Information Management	1.86	1.86	0.00	2.78	1.86	0.00	2.80	0.00	1.86
14	C206	BA5206	Operations Management	2.81	1.88	0.00	2.81	1.88	0.00	1.88	0.00	1.88
15	C207	BA5207	Marketing Management	0.00	2.59	0.00	2.04	2.41	0.00	1.30	0.00	0.00
16	C208	BA5211	Data Analysis and Business Modelling	0.00	0.00	0.00	3.00	3.00	3.00	0.00	0.00	3.00
17	C301	BA5301	International Business Management	0.00	0.00	0.00	2.78	1.81	0.00	0.00	0.00	2.59
18	C302	BA5302	Strategic Management	2.78	2.78	0.00	2.78	2.78	2.78	2.78	2.78	2.78
19	C303	BA5004	Integrated Marketing Communication	2.77	0.00	0.00	0.00	1.85	2.77	1.66	1.85	2.21
20	C304	BA5005	Retail Marketing	2.78	0.00	0.93	0.00	1.85	0.00	0.00	0.00	1.85
21	C305	BA5006	Services Marketing	2.77	0.00	0.00	0.00	1.85	0.92	1.85	0.00	1.85
22	C306	BA5008	Banking Financial Services Management	2.04	0.00	2.04	0.00	2.23	0.00	0.00	2.23	2.41
23	C307	BA5011	Merchant Banking and Financial Services	2.78	0.00	0.00	0.00	1.67	0.00	0.00	2.62	2.62
24	C308	BA5012	Security Analysis and Portfolio Management	1.66	0.00	1.84	0.00	1.47	0.00	0.00	1.84	0.92
25	C309	BA5019	Entrepreneurship Development	2.78	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
26	C310	BA5014	Industrial Relations and Labor Welfare	2.22	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
27	C311	BA5019	Strategic human	0.00	0.00	2.62	0.00	0.00	2.43	0.00	0.00	2.62

28	C312	BA5311	Summer Training	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
29	C401	BA5411	Project Work	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Total PO Attained				54.91	30.72	28.91	28.92	47.53	17.90	27.14	25.48	42.67
PO Target				58.6	32.4	30.6	30.4	50.8	18	28	26.4	43.8
Attainment Level				2.50	2.56	2.22	2.63	2.16	2.56	2.09	2.55	2.25

CO-PO Attainment Through Direct Method
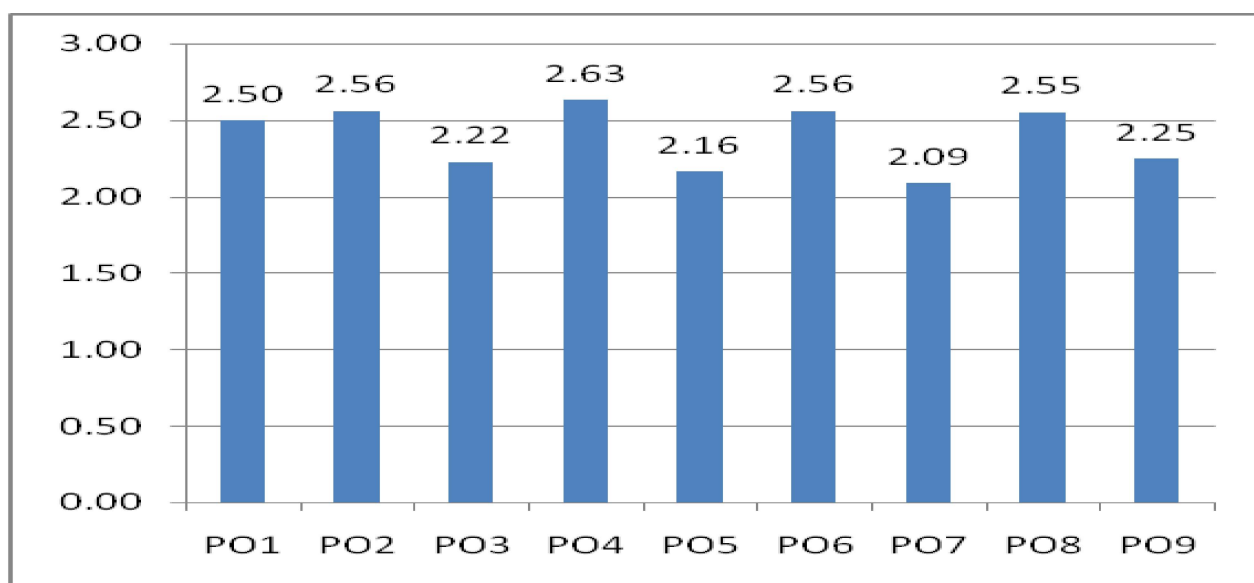
Fig : **CO Attainment Level For Batch 2020-22**

CO Attainment Level For Batch 2019-21

S No	Course Code	Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	C101	BA5101	Economic Analysis for Business	2.42	0.00	2.42	0.00	0.00	0.00	0.00	2.52	1.96
2	C102	BA5102	Principles of Management	2.04	2.47	1.62	0.00	2.32	0.00	0.00	0.00	0.00
3	C103	BA5103	Accounting for Management	2.62	0.00	2.20	0.00	0.00	0.00	0.00	0.00	0.00
4	C104	BA5104	Legal Aspects of Business	2.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	C105	BA5105	Organizational Behavior	2.60	0.00	2.84	0.00	0.00	0.00	0.00	0.00	0.00
6	C106	BA5106	Statistics for Management	2.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	C107	BA5107	Total Quality Management	0.00	2.79	0.00	2.79	1.86	0.00	1.86	0.00	0.00
8	C108	BA5111	Spoken and Written Communication Lab	3.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00
9	C201	BA5201	Applied Operations Research	0.00	3.00	0.00	0.00	3.00	0.00	2.00	0.00	0.00
10	C202	BA5202	Business Research Methods	0.00	2.40	0.00	0.00	2.00	0.00	2.60	0.00	0.00
11	C203	BA5203	Financial Management	3.00	3.00	0.00	3.00	3.00	0.00	1.00	0.00	3.00
12	C204	BA5204	Human Resource Management	2.20	2.80	0.00	2.00	2.00	0.00	1.80	0.00	1.80
13	C205	BA5205	Information Management	2.00	2.00	0.00	3.00	2.00	0.00	3.00	0.00	2.00
14	C206	BA5206	Operations Management	3.00	2.00	0.00	3.00	2.00	0.00	2.00	0.00	2.00
15	C207	BA5207	Marketing Management	0.00	2.80	0.00	2.20	2.60	0.00	1.40	0.00	0.00
16	C208	BA5211	Data Analysis and Business Modelling	0.00	0.00	0.00	3.00	3.00	3.00	0.00	0.00	3.00
17	C301	BA5301	International Business Management	0.00	0.00	0.00	2.78	1.81	0.00	0.00	0.00	2.59
18	C302	BA5302	Strategic Management	2.78	2.78	0.00	2.78	2.78	2.78	2.78	2.78	2.78

19	C303	BA5004	Integrated Marketing Communication	2.62	0.00	0.00	0.00	1.65	2.62	1.36	1.68	2.62
20	C304	BA5005	Retail Marketing	2.78	0.00	0.93	0.00	1.85	0.00	0.00	0.00	1.85
21	C305	BA5006	Services Marketing	2.48	0.00	0.00	0.00	1.48	0.94	1.65	0.00	1.85
22	C306	BA5008	Banking Financial Services Management	2.04	0.00	2.04	0.00	2.23	0.00	0.00	2.23	2.41
23	C307	BA5011	Merchant Banking and Financial Services	2.78	0.00	0.00	0.00	1.67	0.00	0.00	2.62	2.62
24	C308	BA5012	Security Analysis and Portfolio Management	1.66	0.00	1.84	0.00	1.47	0.00	0.00	1.84	0.92
25	C309	BA5019	Entrepreneurship Development	2.62	0.00	1.85	0.00	1.85	0.00	0.00	2.62	1.85
26	C310	BA5014	Industrial Relations and Labor Welfare	2.22	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
27	C311	BA5019	Strategic human resource management	0.00	0.00	2.62	0.00	0.00	2.43	0.00	0.00	2.62
28	C312	BA5311	Summer Training	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
29	C401	BA5411	Project Work	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Total PO Attained				55.77	32.04	29.21	30.55	48.42	17.77	27.45	25.07	43.73
PO Target				58.6	32.4	30.6	30.4	50.8	18	28	26.4	43.8
Attainment Level				2.54	2.67	2.25	2.78	2.20	2.54	2.11	2.51	2.30
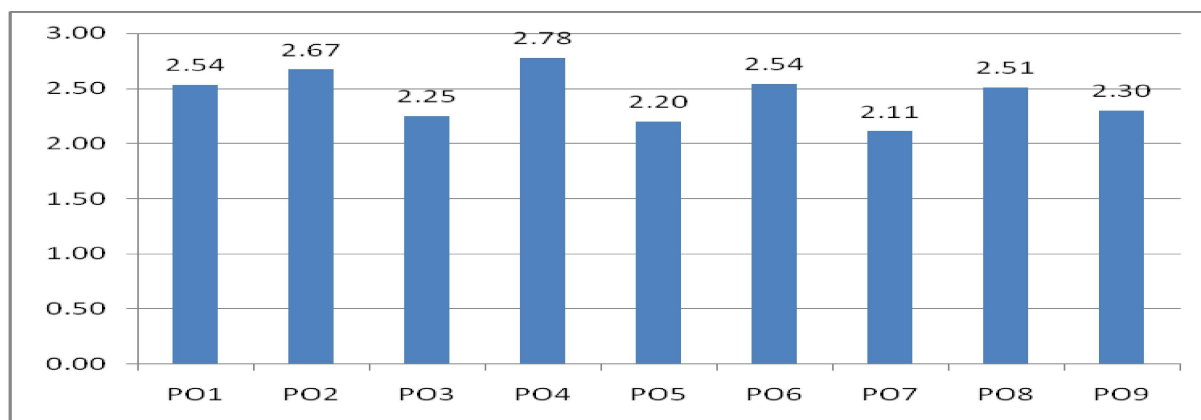
Fig :CO Attainment Level For Batch 2019-21

CO Attainment Level For Batch 2018-20

S No	Course Code	Subject Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	C101	BA5101	Economic Analysis for Business	2.32	0.00	2.32	0.00	0.00	0.00	0.00	2.32	1.86
2	C102	BA5102	Principles of Management	2.04	2.22	1.52	0.00	2.30	0.00	0.00	0.00	0.00
3	C103	BA5103	Accounting for Management	2.52	0.00	2.10	0.00	0.00	0.00	0.00	0.00	0.00
4	C104	BA5104	Legal Aspects of Business	2.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	C105	BA5105	Organizational Behavior	2.60	0.00	2.84	0.00	0.00	0.00	0.00	0.00	0.00
6	C106	BA5106	Statistics for Management	2.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	C107	BA5107	Total Quality Management	0.00	2.79	0.00	2.79	1.86	0.00	1.86	0.00	0.00
8	C108	BA5111	Spoken and Written Communication Lab	3.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00
9	C201	BA5201	Applied Operations Research	0.00	2.30	0.00	0.00	2.20	0.00	2.30	0.00	0.00
10	C202	BA5202	Business Research Methods	0.00	2.31	0.00	0.00	1.92	0.00	2.50	0.00	0.00
11	C203	BA5203	Financial Management	2.40	2.42	0.00	2.04	2.08	0.00	0.92	0.00	2.48
12	C204	BA5204	Human Resource Management	2.04	2.59	0.00	1.85	1.85	0.00	1.67	0.00	1.67
13	C205	BA5205	Information Management	1.86	1.86	0.00	2.78	1.78	0.00	2.80	0.00	1.86
14	C206	BA5206	Operations Management	2.62	1.80	0.00	2.62	1.80	0.00	1.80	0.00	1.80
15	C207	BA5207	Marketing Management	0.00	2.42	0.00	2.04	2.18	0.00	1.20	0.00	0.00
16	C208	BA5211	Data Analysis and Business Modelling	0.00	0.00	0.00	3.00	3.00	3.00	0.00	0.00	3.00
17	C301	BA5301	International Business Management	0.00	0.00	0.00	2.78	1.81	0.00	0.00	0.00	2.59
18	C302	BA5302	Strategic Management	2.78	2.78	0.00	2.78	2.78	2.78	2.78	2.78	2.78

19	C303	BA5004	Integrated Marketing Communication	2.62	0.00	0.00	0.00	1.65	2.62	1.36	1.68	2.62
20	C304	BA5005	Retail Marketing	2.78	0.00	0.93	0.00	1.85	0.00	0.00	0.00	1.85
21	C305	BA5006	Services Marketing	2.48	0.00	0.00	0.00	1.48	0.94	1.65	0.00	1.85
22	C306	BA5008	Banking Financial Services Management	2.04	0.00	2.04	0.00	2.23	0.00	0.00	2.23	2.41
23	C307	BA5011	Merchant Banking and Financial Services	2.78	0.00	0.00	0.00	1.67	0.00	0.00	2.62	2.62
24	C308	BA5012	Security Analysis and Portfolio Management	1.66	0.00	1.84	0.00	1.47	0.00	0.00	1.84	0.92
25	C309	BA5019	Entrepreneurship Development	2.60	0.00	1.82	0.00	1.82	0.00	0.00	2.60	1.85
26	C310	BA5014	Industrial Relations and Labor Welfare	2.22	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
27	C311	BA5019	Strategic human resource management	0.00	0.00	2.62	0.00	0.00	2.43	0.00	0.00	2.62
28	C312	BA5311	Summer Training	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
29	C401	BA5411	Project Work	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Total PO Attained				54.13	29.50	28.88	28.68	45.59	17.77	26.83	24.85	42.64
PO Target				58.6	32.4	30.6	30.4	50.8	18	28	26.4	43.8
Attainment Level				2.46	2.46	2.22	2.61	2.07	2.54	2.06	2.48	2.24
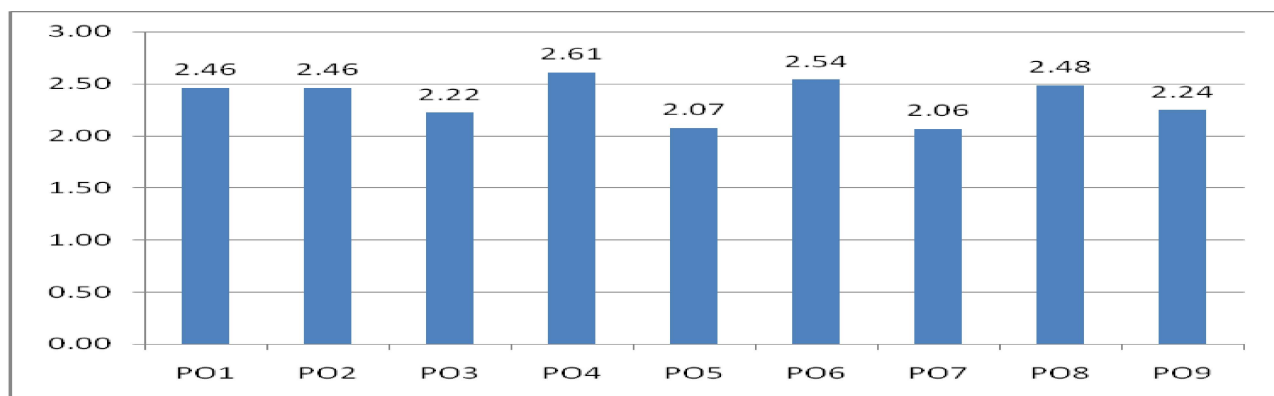
Fig : CO Attainment Level For Batch 2018-20

CALCULATION EXHIBIT

JEPPIAAR ENGINEERING COLLEGE
Jeppiaar Nager , OMR
Semencherry, CHENNAI- 600 119.
DEPARTMENT OF MBA Batch 2020-22

Course Code	C101
Subject Code	BA5101
Subject Name	Principles Of Management

Course Outcomes

	CO	
C101.1	CO1	**Understand** management art, managerial roles and human relations in an organization.
C101.2	CO2	**Describe** the nature of policy making, strategic planning and decision making process.
C101.3	CO3	**Understand** the organization, delegation of authority, centralization and decentralization process which results to gain knowledge about human resource management.
C101.4	CO4	**Define** the foundations of individual and group behaviours, and also to improve the leadership qualities.
C101.5	CO5	**Explore** the controlling techniques in an organization.

Program Outcomes

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	2	0	2	0	0	0
CO2	2	3	2	0	2	0	0	0
CO3	2	3	2	0	2	0	0	0
CO4	3	3	2	0	2	0	0	0
CO5	2	2	1	0	3	0	0	0
Average	2.20	2.80	1.80	0.00	2.20	0.00	0.00	0.00
	2.2	2.8	1.8	0	2.2	0	0	0

Program Outcomes

PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	ty to communicate and negotiate effectively, to achieve organizational and individual g
PO4	Ability to understand one's own ability to set achievable targets and complete them
PO5	Ability to adhere to ethical standards and fulfill social outreach

CO Attainment

Regulation	2017	Course Code	C101	Batch	2020 - 2022
Sub.Code / Name	BA5102-Principles of Management			Year / Sem	III

	Assessment	LEVEL	COs	CIA 1	CIA 2	MODEL	INTERNAL ATTAINMENT	EXTERNAL ATTAINMENT	Course Enf Survey (5)	CO ATTAINMENT
	Target Level 60% to 69% = Moder	1	CO1	1		1	1.0		2.84	2.69
	Target Level 70% to 79% = Good	2	CO2	3		2	2.5		2.97	2.92
	Target Level 80% to 100% = Excell	3	CO3		0	2	1.0	3	2.91	2.70
			CO4		3	2	2.5		2.61	2.91
			CO5			0	0.0		2.59	2.53

PO TARGET

Course	CO-	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BA5101 - Economic Analysis for Business	C101.1	2	3	2	0	2	0	0	0
	C101.2	2	3	2	0	3	0	0	0
	C101.3	2	3	2	0	3	0	0	0
	C101.4	3	3	2	0	2	0	0	0
	C101.5	2	2	1	0	3	0	0	0
	C101	2.20	2.80	1.80	0.00	2.60	0.00	0.00	0.00

PO ATTAINMENT

Course	CO ATTAINMEN	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BA5101 - Economic Analysis for	C101.1	2.69	2.69	2.69	0.00	2.69	0.00	0.00	0.00
	C101.2	2.92	2.92	2.92	0.00	2.92	0.00	0.00	0.00
	C101.3	2.70	2.70	2.70	0.00	2.70	0.00	0.00	0.00
	C101.4	2.91	2.91	2.91	0.00	2.91	0.00	0.00	0.00
	C101.5	2.53	2.53	2.53	0.00	2.53	0.00	0.00	0.00
DIRECT ATTAINMENT (DA)		2.75	2.75	2.75	0.00	2.75	0.00	0.00	0.00
FINAL Attainment		2.02	2.57	1.65	0.00	2.38	0.00	0.00	0.00

3.3. Attainment of Program Outcomes and Program Specific Outcomes

3.3.1. Describe assessment tools and processes used to gather the data to evaluate Program Outcomes and Program Specific Outcomes

Program Outcomes

Program Outcomes are observable and measurable knowledge, skills or behaviour that a student is able to demonstrate upon program completion. Program Outcomes provide useful guidance at the program level for the curriculum design, syllabi of courses, delivery and assessment of students' learning. The curriculum of the program was designed by considering the Vision, Mission, Program Educational Objectives and Program Outcomes. Program outcomes for regulation 2017 (Batch 2020-22) are given below .

REGULATION 2017

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to upgrade their professional and managerial skills in their workplace
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
PO6	Ability to take up challenging assignments.
PO7	Ability to understand one's own ability to set achievable targets and complete them.
PO8	Ability to pursue lifelong learning.
PO9	To have a fulfilling business career.

Assessment Methods

➢ The assessment tools and processes to gather data was mentioned in 3.2.1 .
➢ The course outcomes are mapped for each program outcome.
➢ The attainment of course outcomes achieved are translated into program outcomes based on the CO-PO Matrixes and course– PSO Matrixes.
➢ The Programme Advisory Committee (PAC) meeting is conducted to fix the target for all POs/PSOs based on the skill level.
➢ The attainment of POs are calculated using two methods•
   • Direct attainment
   • Indirect attainment

➢ Direct PO attainment for the courses is calculated through weighted average by considering the following inputs o CO-PO mapping of courses o CO attainment level

➢ Indirect PO attainment is obtained by taking surveys and feedback from the graduates for the following events
   • Exit survey
   • Employer survey
   • Faculty survey
   • Alumni survey

The cumulative PO attainment is calculated by considering   80% weightage for direct attainment and 20% weightage for indirect attainment.

The program coordinator and HOD verify the PO attainment of the corresponding batch at the end of 2nd th year.
The set target of POs will be revised after successful attainment of 3 consecutive batches. The process of PO attainment is shown in figure

SET TARGET FOR PO/PSO BY PAC MEETING

CO/PO	DIRECT ATTAINMENT	INDIRECT ATTAINMENT	EXIT SURVEY
CO ATTAINMNET	CALCULATION OF DIRECT PO ATTAINMENT	CALCULATION OF INDIRECT PO ATTAINMENT	PARENT SURVEY
VAC			EMPLOYER
			FACULTY SURVEY
			STUDENT

FINAL PO ATTAINMENT
{[0.8 * DIRECT PO ATTAINMENT] + [0.2 * INDIRECT PO ATTAINMENT]}

ATTAINMENT VERIFICATION

PO ATTAINMENT VERIFICATION BY PROGRAM COORDINATOR AND HOD

YES

IS THE TARGET ACHEVIED FOR 3 BATCHES ?

NO   Yes

REVISE THE TARGET

Fig : PO Attainment Calculation

IN DIRECT METHOD ASSESSMENT METHODS

S.No	Assessment Method	Method Description	Frequency
1.	Alumni: Survey Questionnaire	Collect variety of information and satisfaction about program and college from the Alumni students .	Yearly
2.	Exit Feedback: Survey Questionnaire	Collect variety of information and satisfaction about program and college from the final year students.	Yearly
3.	Employer''s Feedback Form	Collect variety of information about the graduates'' skills, capabilities and opportunities.	Yearly
4.	Faculty Feedback	Collect variety of information about outcome based education in teaching and learning process.	Yearly

3.3.2. PO and PSO attainment levels

Batch 2020-2022

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Direct Attainment	2.50	2.56	2.22	2.63	2.16	2.56	2.09	2.55	2.25
Indirect PO Attainment	2.71	2.59	2.42	2.34	2.46	2.59	2.56	2.66	2.44
Overall PO Attainment	2.54	2.57	2.26	2.57	2.22	2.56	2.18	2.57	2.28

PO Attainment for 2020-2022 Batch
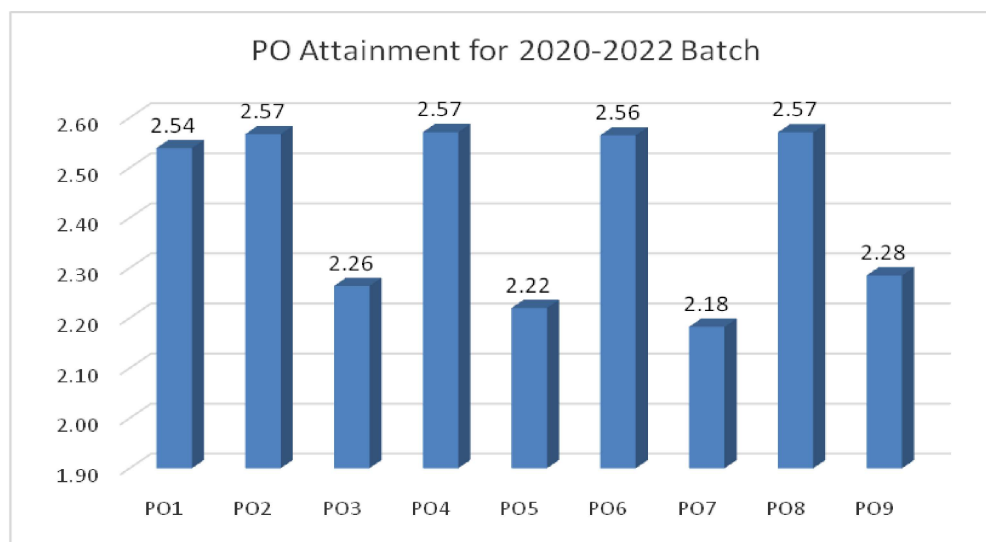
Batch 2019-2021

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Direct Attainment	2.54	2.67	2.25	2.78	2.20	2.54	2.11	2.51	2.30
Indirect PO Attainment	2.88	2.98	2.34	2.71	2.16	2.44	2.36	2.41	2.15
Overall PO Attainment	2.61	2.73	2.27	2.77	2.19	2.52	2.16	2.49	2.27
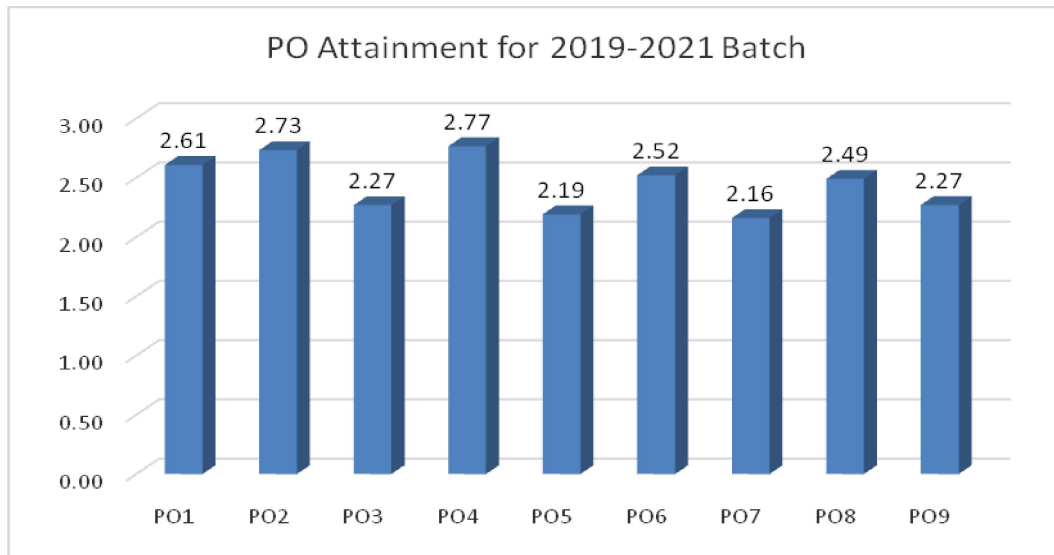
Batch 2018-2020

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Direct Attainment	2.46	2.46	2.22	2.61	2.07	2.54	2.06	2.48	2.24
Indirect PO Attainment	2.48	2.47	2.16	2.89	2.19	2.37	2.46	2.48	2.35
Overall PO Attainment	2.46	2.46	2.21	2.67	2.09	2.51	2.14	2.48	2.26

Calculation Sheets
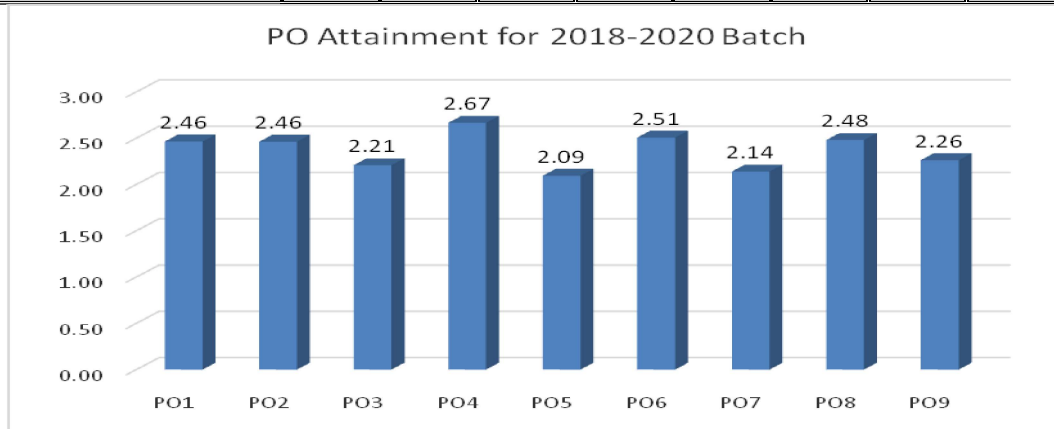
Final Attainment 2020-2022 [Compatibility M

Evaluation of Programme OutCome Attainment Through CO

S.No	Course No	Overall CO Attainment	Program outcomes								
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
1	C101	3	2.05	0.00	2.05	0.00	0.00	0.00	0.00	2.61	2.05
2	C102	3	2.04	2.59	1.67	0.00	2.41	0.00	0.00	0.00	0.00
3	C103	2.2	2.78	0.00	2.22	0.00	0.00	0.00	0.00	0.00	0.00
4	C104	2.2	2.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5	C105	1.4	1.89	0.00	2.84	0.00	0.00	0.00	0.00	0.00	0.00
6	C106	2.2	2.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
7	C107	3	0.00	2.79	0.00	2.79	1.86	0.00	1.86	0.00	0.00
8	C108	3	3.00	0.00	3.00	0.00	0.00	0.00	0.00	0.00	0.00
9	C201	3	0.00	2.87	0.00	0.00	2.87	0.00	1.91	0.00	0.00
10	C202	3	0.00	2.31	0.00	0.00	1.92	0.00	2.50	0.00	0.00
11	C203	3	2.65	2.46	0.00	2.08	2.27	0.00	0.95	0.00	2.65
12	C204	3	2.04	2.59	0.00	1.85	1.85	0.00	1.67	0.00	1.67
13	C205	3	1.86	1.86	0.00	2.78	1.86	0.00	2.80	0.00	1.86
14	C206	3	2.81	1.88	0.00	2.81	1.88	0.00	1.88	0.00	1.88
15	C207	3	0.00	2.59	0.00	2.04	2.41	0.00	1.30	0.00	0.00
16	C208	3	0.00	0.00	0.00	3.00	3.00	3.00	0.00	0.00	3.00
17	C301	3	0.00	0.00	0.00	2.78	1.81	0.00	0.00	0.00	2.59
18	C302	3	2.78	2.78	0.00	2.78	2.78	2.78	2.78	2.78	2.78
19	C303	3	2.77	0.00	0.00	0.00	1.85	2.77	1.66	1.85	2.21
20	C304	2.2	2.78	0.00	0.93	0.00	1.85	0.00	0.00	0.00	1.85
21	C305	3	2.77	0.00	0.00	0.00	1.85	0.92	1.85	0.00	1.85
22	C306	2.2	2.04	0.00	2.04	0.00	2.23	0.00	0.00	2.23	2.41
23	C307	3	2.78	0.00	0.00	0.00	1.67	0.00	0.00	2.62	2.62
24	C308	3	1.66	0.00	1.84	0.00	1.47	0.00	0.00	1.84	0.92
25	C309	3	2.78	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
26	C310	3	2.22	0.00	1.85	0.00	1.85	0.00	0.00	2.78	1.85
27	C311	3	0.00	0.00	2.62	0.00	0.00	2.43	0.00	0.00	2.62
28	C315	3	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
29	C401	3	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00

PO Attainment Calculation

			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
PO Attained Total			54.91	30.72	28.91	28.92	47.53	17.90	27.14	25.48	42.67
PO			59	32	31	30	51	18	28	26	44
Direct Attainment of PO - Through CO			22	12	13	11	22	7	13	10	19
			2.50	2.56	2.22	2.63	2.16	2.56	2.09	2.55	2.25

PO-CO Mapping | **CO-PO Attainment** | EXIT SURVEY | A S | A S - PO | Employer Survey | Employer-PO

Employer Survey 2020-2022 BATCH

S.NO	Name of the Company	Your view on strength of our graduates	The candidate is capable of applying knowledge gained	Candidate is capable of identifying and solving the problems	Does the candidate is able to analyse and develop solutions to workplace problems	Self-motivated and taking an appropriate level of responsibility	How would you rate our students with respect to communication skills	How would you rate our students with respect to being open to new ideas and learning new technologies	How would you rate the overall performance of our graduates in achieving the organisational goals and objectives.
1	Gypelite	2	2	3	3	2	3	2	2
2	CIEL scootsy logistics private limited	2	3	2	3	3	3	2	2
3	SSE manufacturing	2	3	3	2	2	2	3	3
4	Live Connections	2	3	2	2	3	2	3	3
5	Global Software Services	2	3	2	2	1	3	2	3
6	DHL global Services	3	2	3	2	2	2	2	3
7	Butterfly Gandhimathi Appliances	2	3	3	3	2	2	3	3
8	Foxconn Hon Hai Precision Industry C	2	2	3	3	2	3	2	3
9	Soft Solutions Pvt. Ltd	2	3	3	2	2	3	2	3
10	HCL technology pvt ltd	2	2	3	3	2	3	2	1
11	Mobius Knowledge services	2	2	2	2	3	3	3	2
12	Realtekh software services	3	2	3	2	2	3	3	2
13	Culminant Outlook Pvt Ltd	2	3	2	3	3	2	2	2
14	Global CPQ Pvt Ltd	2	2	3	3	3	1	3	2
15	Asian Institute of nephrology and urolo	3	2	2	3	3	2	2	2
16	Wipro Technologies	2	3	3	2	1	2	2	2
17	Hind Terminak pvt ltd	2	3	2	3	3	2	2	2
18	MCC IT enabled Services	2	3	3	3	2	2	2	3
19	Soft Solutions Pvt.ltd	2	3	3	3	3	3	3	3
20	Athenova Technologies	3	2	2	2	2	2	2	2
21	Nettyfish Solutions Pvt.Ltd	3	3	3	3	3	3	3	3
22	Bro Mobile Private Limited	3	2	2	2	2	2	2	2
23	Genesis diamond tools	3	3	3	3	3	3	3	3
24	Price water house	3	3	3	3	3	3	3	3
25	Coopers Professional Services	2	2	2	2	2	2	2	2
	Average	2.32	2.56	2.6	2.6	2.36	2.44	2.4	2.44

PO-CO Mapping / CO-PO Attainment / EXIT SURVEY / A S / A S - PO / **Employer Survey** / Employer-PO / OVERALL

JEPPIAAR ENGINEERING COLLEGE

Batch : 2020-2022

Course : MBA Department

Final Programme Outcome Attainment

	Program outcomes								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
Direct Attainment	2.50	2.56	2.22	2.63	2.16	2.56	2.09	2.55	2.25
Indirect PO Attainment	2.71	2.59	2.42	2.34	2.46	2.59	2.56	2.66	2.44
Overall PO Attainment	2.54	2.57	2.26	2.57	2.22	2.56	2.18	2.57	2.28

PO Attainment for 2020-2022 Batch

EXIT SURVEY / A S / A S - PO / Employer Survey / Employer-PO / OVERALL / **Final PO Attainment**

Ready

Search Windows

CRITERION 4

CRITERION 4	CURRICULUM AND LEARNING PROCESS	125

      The Institution has in place an Outcome Based Education (OBE) process that is followed by the University. The department tries to adhere to the syllabus and a system is established to identify the gaps in the syllabus which is filled by providing add on programs to the students to make them industry ready. The Curriculum delivery is planned and delivered to attain the Program Outcomes (POs) identified by the University. The department starts with academic calendar that lists the academic and co curricular activities during the semester. Course allotment is followed by preparation of lesson plan. A well-designed evaluation system consisting of Quiz, Assignments, Seminars, Presentations, Internal Assessment Test (continuous evaluation) are set in place. Student feedback is collected in the beginning and at the end of the course. Based on the feedback appropriate actions are taken by the department. The students are provided with guidance in carrying out their internships and summer projects.

4.1 Curriculum

4.1.1 State the process for designing the program curriculum

The program follows the curriculum and syllabi of the Anna University. The focus is on ensuring compliance to the University's requirement, completing assessments as defined by the University and ensuring a good pass percentage as a final outcome.

➢ **Process of gap analysis**

Program Assessment Committee carries out course survey process to identify the alignment level of university curriculum and program outcomes, to identify the curricular gap those not met out through Anna University curriculum. This results in the identification of curricular gap which in turn leads to remedial measures to rectify the identified lapses. If there any curricular gap in the courses was identified, the report to the Centre for Academic courses , Anna university and initiate corrective actions.
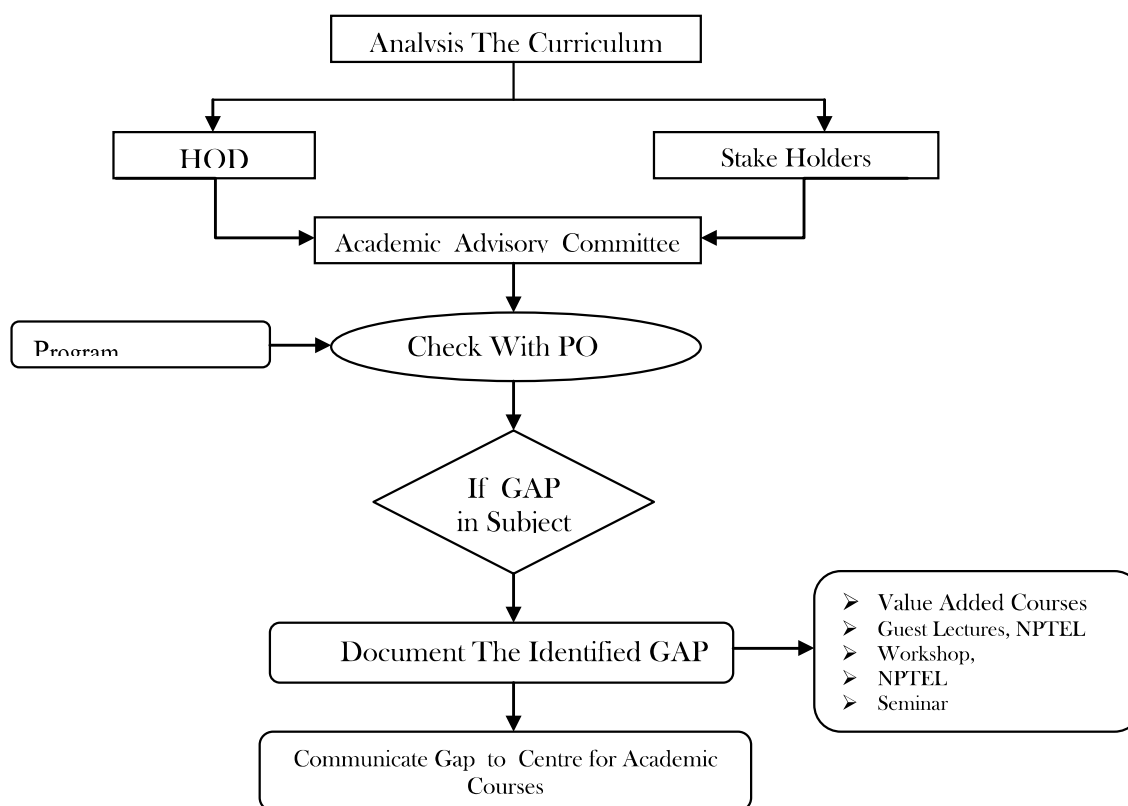
Fig.4.1. Process to Gap analysis

<u>Various Gaps / Issues identified</u>

➢ **Need for more weightage for internal assessment**

A greater weight for continuous assessment (40%) gave scope for a variety of assessment tools while simultaneously preparing students for the end-semester examination.

➢ **Defining the course outcomes**

Course outcomes were not defined in 2017 regulations.

➢ **Introduction of new courses**

New electives were identified in line with the requirements of the industry in the respective functional areas. These widen the scope of taking on different roles within their areas of specialization and also tap new opportunities as they progress in the career. Eg Digital marketing, Business Analytics, sectoral specialization etc.

➢ **Online course:**

Due to recent driven technology education, blending physical and online education is need of an hour. Hence University gives opportunity for undergoing online courses along with regular 2 years course.

➢ **Value added course**

Need for professional course which will enhance employability skills. More EEC courses have been added.

➢ **Current Trends**

The existing course needs to be updated with current trends in industry. Eg marketing elective, supply chain .etc.

4.1.2. Structure of the Curriculum

Anna University Regulations are applicable to the students admitted to M.B.A. Programmes.

Anna University follows CHOICE BASED CREDIT SYSTEM

Anna University revises the curriculum and syllabus every 3 -5 years once.

As of now **Anna University regulation 2021** followed.

The Curriculum and Syllabi of the MBA will be approved by the Academic Council of Anna University. Curriculum of a semester shall normally have a blend of lecture courses and practical courses including Employability Enhancement Courses. Each course shall have credits assigned. Each semester shall normally consist of 75 working days or 540 periods of each 50 minutes duration, for full-time mode of study or 250 periods for part-time mode of study. The Head of the Institution shall ensure that every teacher imparts instruction as per the number of periods specified in the syllabus and that the teacher teaches the full content of the specified syllabus for the course being taught.

Components of the curriculum

Foundation Courses (FC)	Mathematics or other basic courses
Professional Core Courses (PCC)	Core courses relevant to the chosen specialization/branch
Professional Elective Courses (PEC	Elective courses relevant to the chosen specialization.
Non-Functional Elective Courses (NEC)	Elective courses outside of the area of specialization
Employability Enhancement Courses (EEC)	Project Work and/or Internship, Seminar, Professional Practices, Summer Project, Case Study and Industrial / Practical Training

Instead of Non-functional elective, the student may be permitted to choose ONE course from other PG programmes with the approval of the Head of the Department offering such courses

Course Component	Curriculum Content	Total number of contact hours	Total number of credits
Professional Core Courses (PCC)	52.22	49	47
Professional Elective Courses (PEC)	20.00	18	18
Non-Functional Elective Courses (NEC)	3.33	3	3
Employability Enhancement Courses (EEC)	24.44	44	22
Total Number of Credits	100	114	90

4.1.3. Transaction of the Curriculum

The minimum prescribed credits required for the award of the degree shall be within the limits specified below

Programme	Prescribed Credit Range
M.B.A	90-94

CURRICULA AND SYLLABI FOR I TO IV SEMESTERS

SEMESTER - I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	TOTAL CONTACT PERIODS	CREDITS
THEORY								
1.	BA4101	Statistics for Management	PCC	3	0	0	3	3
2.	BA4102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3.	BA4103	Managerial Economics	PCC	3	0	0	3	3
4.	BA4104	Accounting for Decision Making	PCC	3	0	0	3	3
5.	BA4105	Legal Aspects of Business	PCC	3	0	0	3	3
6.	BA4106	Information Management	PCC	3	0	0	3	3
7.	BA4107	Non-Functional Elective	NEC	3	0	0	3	3
PRACTICAL								
8.	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
9.	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
			TOTAL	21	0	8	29	25

NOTE: In the first semester students need to choose one elective from the Non-Functional stream

SEMESTER – II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4201	Quantitative Techniques for Decision Making	PCC	3	0	0	3	3
2.	BA4202	Financial Management	PCC	3	0	0	3	3
3.	BA4203	Human Resource Management	PCC	3	0	0	3	3
4.	BA4204	Operations Management	PCC	3	0	0	3	3
5.	BA4205	Business Research Methods	PCC	3	0	0	3	3
6.	BA4206	Business Analytics	PCC	3	0	0	3	3
7.	BA4207	Marketing Management	PCC	3	0	0	3	3
PRACTICAL								
8.	BA4211	Business ethics (Seminar)	EEC	0	0	4	4	2
9.	BA4212	Data analysis and Business Modelling (Laboratory)	PCC	0	0	4	4	2
			TOTAL	21	0	8	29	25

Summer internship – minimum of 4 weeks of internship
The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER - III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4301	Strategic Management	PCC	3	0	0	3	3
2.	BA4302	International Business	PCC	3	0	0	3	3
3.		Professional Elective I	PEC	3	0	0	3	3
4.		Professional Elective II	PEC	3	0	0	3	3
5.		Professional Elective III	PEC	3	0	0	3	3
6.		Professional Elective IV	PEC	3	0	0	3	3
7.		Professional Elective V	PEC	3	0	0	3	3
8.		Professional Elective VI	PEC	3	0	0	3	3
PRACTICAL								
9.	BA4311	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10.	BA4312	Summer Internship	EEC	0	0	4	4	2
			TOTAL	24	0	8	32	28

SEMESTER - IV

SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
1.	BA4411	Project Work	EEC	0	0	24	24	12
			TOTAL	0	0	24	24	12

TOTAL :90 CREDITS

NON FUNCTIONAL ELECTIVES (2 electives)

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA4032	Entrepreneurship Development	NEC	3	0	0	3	3
2.	BA4033	Event Management	NEC	3	0	0	3	3

PROFESSIONAL ELECTIVES (PEC)

FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from **two functional** specializations

   Or

2. Students can take six elective subjects from any **one sectoral** specialization

Specialization Offered By the Department

Functional Specialization Offered :

➢ Financial Management

➢ Marketing Management

➢ Human Resource Management

➢ Operations Management

➢ Business Analytics

Sectoral specialization Offered

➢ Logistics and Supply Chain Management

➢ Infrastructure and Real Estate Management

➢ Tourism Management

Courses per Semester

Curriculum of a semester shall normally have a blend of lecture courses and practical courses including Employability Enhancement Courses. Each course shall have credits assigned.

Credit Assignment

Each course is assigned certain number of credits based on the following

Contact period per week	CREDITS
1 Lecture Period	1
1 Tutorial Period	1
1 Practical Period (Laboratory / Seminar / Project Work etc)	0.5

Instead of Non-functional elective, the student may be permitted to choose ONE course from other PG programmes with the approval of the Head of the Department offering such courses

PROCEDURES FOR AWARDING MARKS FOR INTERNAL ASSESSMENT (IA)

For all theory, laboratory courses, theory courses with laboratory component and project work the continuous assessment shall be awarded as per the procedure given below:

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

(i) Theory Courses:
- Two assessments each carrying 100 marks shall be conducted during the semester.
  The total marks obtained in all assessments put together out of 200, shall be proportionately reduced to 40 marks and rounded to the nearest integer
- Faculty members can choose a common method for evaluating all students under assignment such as case study / seminar / mini project / online certificate courses
- 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) Internship
- The students need to undergo Internship for a period of continuous 4 weeks in an

organization/ Research organization / Educational institution / industry (after due approval from the Head of the Institution) after the completion of the second semester examination.

➢ At the end of Summer Internship, the student shall submit an Attendance certificate from the organization where he/she has undergone training and also 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 Certificate of completion of Internship submitted by the students shall be attached to the mark list sent by the Head of the Institution to the Controller of Examination

DURATION OF INTERNSHIP	CREDITS
4 Weeks	2

*1 Week = 40 Internship Hours
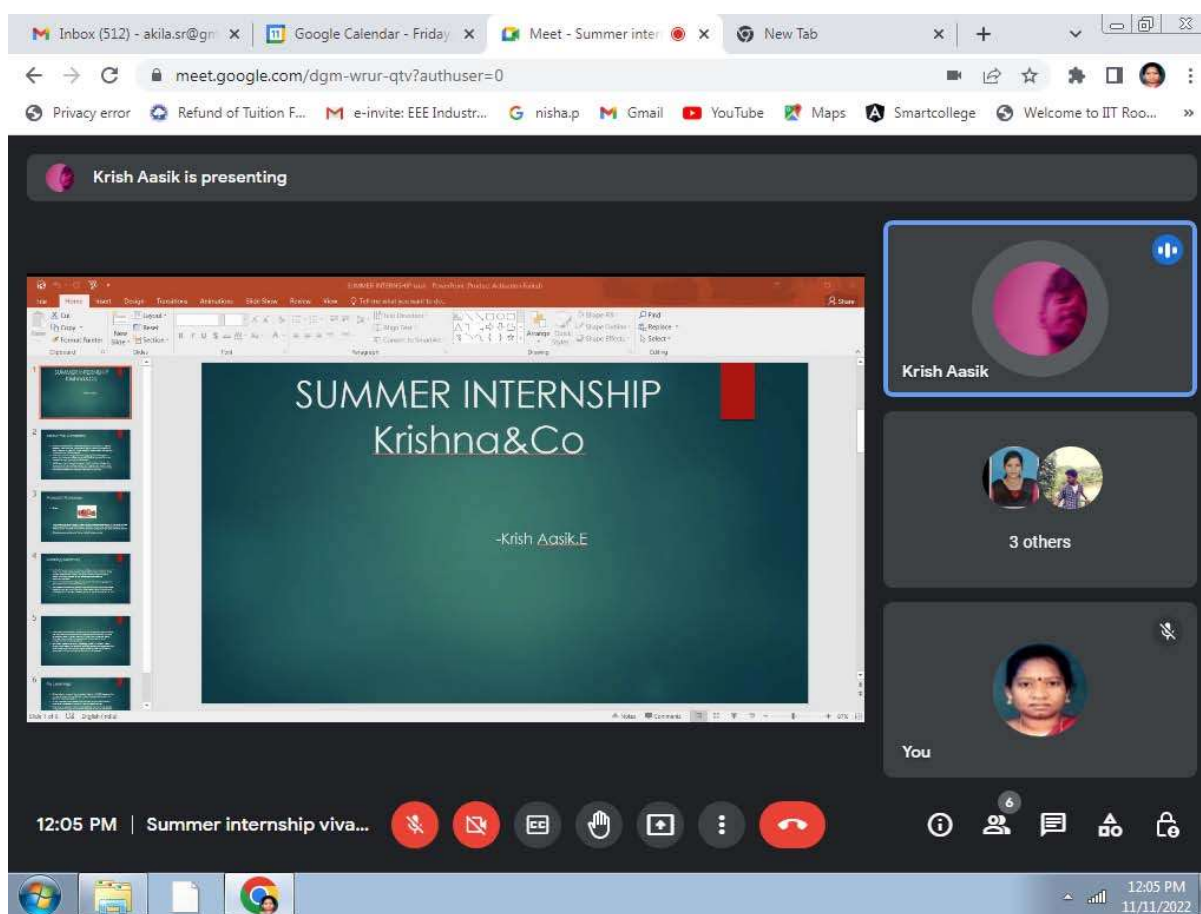
Online Summer Intership Review

(iv) Project Work

- ➤ The Project work for M.B.A shall be pursued for a period of 16 weeks during the final semester, with an additional of maximum 4 weeks for report writing, the total project duration not exceeding 20 weeks.

- ➤ The Project work shall be carried out under the supervision of a faculty member in the Department concerned. The faculty member must be possessing a M.B.A. degree (i) with a minimum of 2 years of teaching experience or (ii) Ph.D. degree

Value Added Courses

- ➤ The Students may optionally undergo Value Added Courses (VAC) over and above the topics covered in the curriculum to obtain practical and industry specific knowledge. The credits earned through the Value Added Courses shall be over and above the total credit requirements prescribed in the curriculum for the award of the degree. One / Two credit courses shall be offered by a Department of an institution with the prior approval from the Head of the Institution and the Centre for Academic courses without any additional fee charged from the students.

- ➤ Students can take a maximum of two one credit courses / one two credit course during the entire duration of the Programme

JEPPIAAR
ENGINEERING COLLEGE
RAJIV GANDHI SALAI, CHENNAI – 600 119.

DEPARTMENT OF MBA
VALUE ADDED COURSE

S.No.	Batch	Academic Year	Value Added Course Name	Total No. of Students enrolled	Date	Days	Duration per day	Name of the speaker
1.	2020-2022	2021-2022	WORKSHOP ON HOW TO EXCEL IN EXCEL	58	04.07.2021 05.02.2021 06.02.2021	3 days	5 hr	

HOD

PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
JEPPIAAR NAGAR,
RAJIV GANDHI SALAI,
CHENNAI-600 119

PRINCIPAL

Online Courses

- ➢ Students may be permitted to credit a maximum of two online courses (in his/her chosen area of specialisation) subject to a maximum of six credits, with the approval of the Head of the Institution and the Director, Centre for Academic Courses, in lieu of two professional elective courses. The Head of the Institution shall form a three member committee with members as HOD and a faculty member from the Department of the student,

- ➢ HOD of any other branch of the Institution to ensure that the student has not studied such courses and would not repeat it again as Professional Core/Professional Elective courses.

- ➢ Suitable online courses shall be chosen from the SWAYAM platform.

Course era Registration details - Batch 2020-22
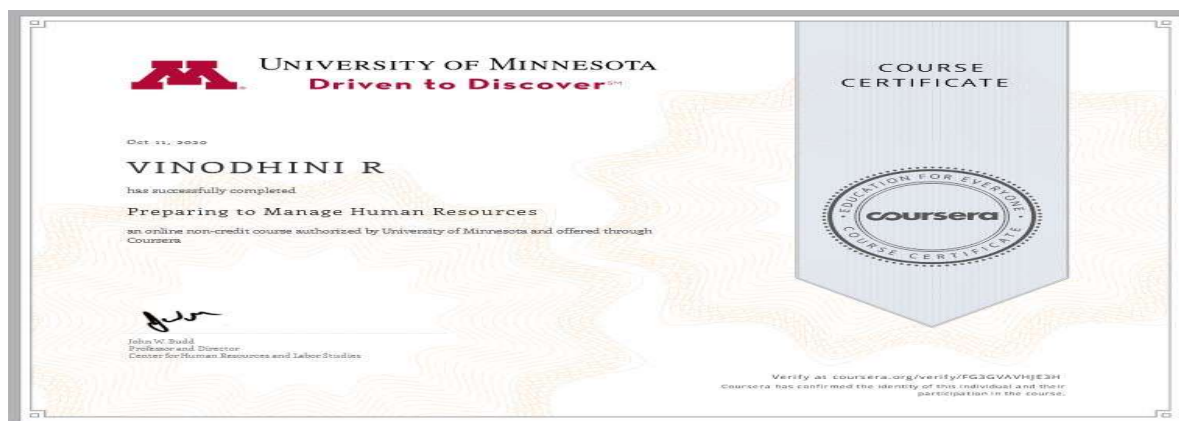
Requirements For Appearing For Semester Examination

➢ A candidate shall normally be permitted to appear for the University examinations of the current semester if he/she has satisfied the semester completion requirements and has registered for examination in all courses of the current semester.

➢ Further, registration is mandatory for all the courses in the current semester as well as for arrear(s) course(s) for the university examinations failing which, the candidate will not be permitted to move to the higher semester.

➢ A student who has passed all the courses prescribed in the curriculum for the award of the degree shall not be permitted to re-enrol to improve his/her marks in a course or the aggregate marks / CGPA

University Examination

➢ There shall be an End- Semester Examination of 3 hours duration in each lecture-based course.

➢ The examinations shall ordinarily be conducted between October and December during the odd semesters and between April and June in the even semesters.

➢ For the practical examinations (including project work), both internal and external examiners shall be appointed by the University.

The following will be the weightage for different courses:

i) Lecture or Lecture cum Tutorial based course:

Internal Assessment	-	40%
End Semester Examination	-	60%

ii) Laboratory based courses

Internal Assessment	-	60%
End Semester Examination	-	40%

iii) Project work

Internal Assessment	-	40%
Evaluation of Project Report by external examiner	-	15%
Viva-Voce Examination	-	45%

iv) Industrial training / Internship/ Practical training / Summer project / Seminar (All Employability Enhancement Courses except Project Work)

Internal Assessment	-	100%

Passing Requirements

➢ A student who secures not less than 50% of total marks prescribed for the course [Internal Assessment + End semester University Examinations] with a minimum of 45% of the marks prescribed for the end-semester University Examination, shall be declared to have passed the course and acquired the relevant number of credits. This is applicable for both theory and laboratory courses (including project work).

➢ If a student fails to secure a pass in a theory course (except electives)/ laboratory courses, the student shall register and appear only for the end semester examination in the subsequent semester. In such case, the internal assessment marks obtained by the student in the first appearance shall be retained and considered valid for all subsequent attempts till the student secures a pass.

➢ However, from the third attempt onwards if a student fails to obtain pass marks (IA + End Semester Examination) as per clause 14.1, then the student shall be declared to have passed the examination if he/she secures a minimum of 50% marks prescribed for the university end semester examinations alone.

Award Of Letter Grades

The award of letter grades will be decided using relative grading principle. The performance of a student will be reported using letter grades, each carrying certain points as detailed below:

Letter Grade	Grade Points
O (Outstanding)	10
A + (Excellent)	9
A (Very Good)	8
B + (Good)	7
B (Average)	6
C (Satisfactory)	5
RA (Re-appearance)	0
SA (Shortage of Attendance)	0
W (Withdrawal)	0

Eligibility For The Award Of The Degree

A student shall be declared to be eligible for the award of the M.B.A. provided the student has

➢ Successfully gained the required number of total credits as specified in the curriculum

corresponding to the student's programme within the stipulated time.

➢ Successfully completed the course requirements, appeared for the End-Semester examinations and passed all the subjects prescribed in all the 4 semesters within a maximum period of 4 years reckoned from the commencement of the first semester to which the candidate was admitted

Revision Of Regulations, Curriculum And Syllabi

The University may from time to time revise, amend or change the Regulations, Curriculum, Syllabus and scheme of examinations through the Academic Council with the approval of the Syndicate.

4.1.4. Overall quality and level of program curriculum

The overall quality and level of the program is outlined by the different dimensions listed below.

➢ **Program outcomes:**
The achievement of program outcomes for the past three batches is indicated in table

Batch 2018-2020				
	DA	IA	Total	DA Gap
PO1	2.51	2.48	2.51	0.15
PO2	2.46	2.47	2.46	0.24
PO3	2.04	2.16	2.06	0.31
PO4	2.26	2.89	2.39	0.50
PO5	2.06	2.19	2.09	0.25
PO6	2.40	2.37	2.39	0.18
PO7	2.05	2.46	2.13	0.11
PO8	2.39	2.48	2.41	0.25
PO9	1.93	2.35	2.02	0.37

Batch 2019-2021				
	DA	IA	Total	Gap
PO1	2.38	1.33	2.28	0.29
PO2	2.22	1.47	2.07	0.48
PO3	1.96	1.57	1.88	0.40
PO4	2.02	1.56	1.92	0.75
PO5	1.90	1.78	1.88	0.41
PO6	2.26	2.44	2.30	0.31
PO7	1.96	2.36	2.04	0.19
PO8	2.51	2.01	2.41	0.13
PO9	1.96	1.87	1.94	0.35

Batch 2020-2022				
	DA	IA	Total	Gap
PO1	2.50	2.71	2.54	2.50
PO2	2.56	2.59	2.57	2.56
PO3	2.22	2.42	2.26	2.22
PO4	2.63	2.34	2.57	2.63
PO5	2.16	2.46	2.22	2.16
PO6	2.56	2.59	2.56	2.56
PO7	2.09	2.56	2.18	2.09
PO8	2.55	2.66	2.57	2.55
PO9	2.25	2.44	2.28	2.25

➢ **Placement of students:**

One of the most important success factors for a **MBA** program is the final placement of graduating students. This has been extensively listed in Criterion 5 and Criterion 10. The placement details of the batch passed in past 3 years are highlighted in the given Table .

AY	Batch Strength	No of students placed
2021 -2022	60	41
2020 -2021	68	46
2019 -2020	97	61

➢ **Feedback by recruiters:**

 The feedback is a clear testimony to the quality of the program provided by our department. The result of a survey done among recruiters is indicated in the figure.
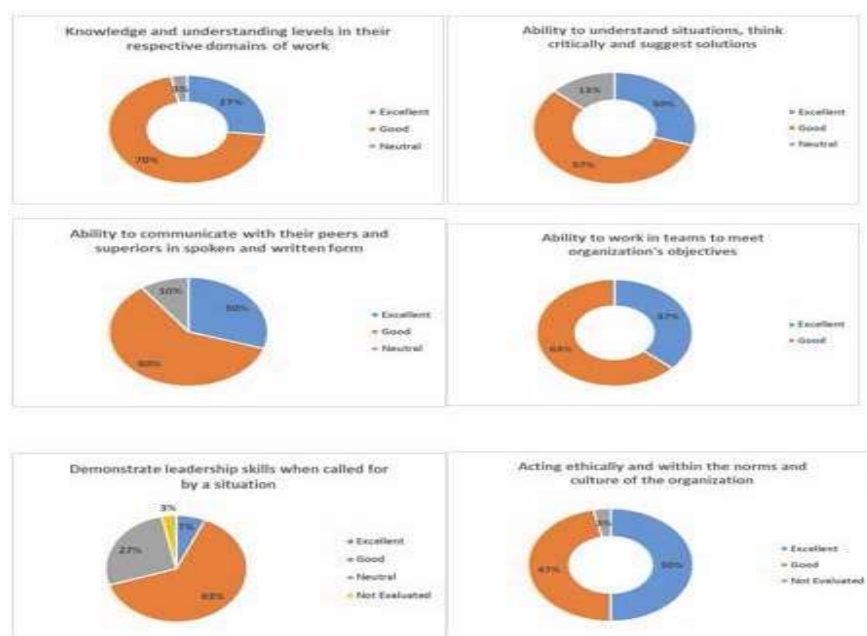
➢ Preference of Students:

Jeppiaar Engineering College is one among most preferred institution for MBA course. The vacancy position in counseling section is given here,

TAMILNADU MBA / MCA ADMISSIONS - 2023
DIRECTORATE OF TECHNICAL EDUCATION, CHENNAI - 25
GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE - 641 013
MASTER OF BUSINESS ADMINISTRATION (MBA) - VACANCY POSITION AFTER SCA TO SC CONVERSION

COLLEGE CODE	COLLEGE NAME	BRANCH NAME	OC	BC	BCM	MBC	SC	SCA	ST
1238	GRT Institute of Engineering and Technology, GRT Mahalakshmi Nagar, Chennai-Tirupathi Highway, Tiruttani Taluk, Thiruvallur District 631209	MBA	17	16	2	12	9	2	0
1241	T J S Engineering College Peruvoyal Near Kavaraipettai Gummidipoondi Taluk Thiruvallur District 601206	MBA	8	8	1	6	4	1	1
1243	Madha Institute of Engineering and Technology Erandamkattalai Village Sadhananthapuram Thandalam Post Chennai 600122	MBA	9	8	1	6	4	1	1
1303	Anand Institute of Higher Technology Old Mahabalipuram Road (OMR) Kazhipattur Kancheepuram District 603103	MBA	6	8	1	6	4	1	1
1304	Easwari Engineering College (AUTONOMOUS) Ramapuram Chennai 600089	MBA	0	0	0	0	0	0	0
1306	Jeppiar Engineering College, Old Mahabalipuram Road (OMR), Chennai 600119	MBA	0	0	1	2	0	0	0
1307	Jerusalem College of Engineering (AUTONOMOUS) Narayanapuram Pallikaranai Chennai 600 100	MBA	0	0	1	1	0	1	0
1310	Misrimal Navajee Munoth Jain Engineering College, Rajiv Gandhi Salai (OMR), Thorappakkam, Chennai 600097	MBA	2	4	1	4	3	0	0
1315	Sri Sivasubramaniya Nadar College of Engineering (AUTONOMOUS) Kalavakkam Old Mahabalipuram Road (OMR) Kancheepuram District	MBA	0	0	0	0	0	0	0

➢ Achievement of University Ranks

Our department students consequently secure Anna University Ranks among more than 150 college under Anna University offering MBA degree.

ANNA UNIVERSITY RANK HOLDERS
DEPARTMENT OF MANAGEMENT STUDIES
BATCH (2019-2021)

NAME	RANK	CGPA	PHOTO
LITTLE PRINCY B	12	9.1	
DHIVYA DEVI S	19	9.01	

JEPPIAAR
ENGINEERING COLLEGE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119.

ANNA UNIVERSITY RANK HOLDERS

Department Of Management Studies

Ms Anbarasi
8.99 , 15th Rank

Ms Priyadharsini
8.88 , 24th Rank

CONGRATULATIONS!!!!!

Management and Staffs are pleased to Congratulate Anna University Rank Holders of Batch 2020-2022

➢ Entrepreneurs :

Few of our students are have successfully launched a business enterprises and leading a lucrative business in various domains especially trading business.
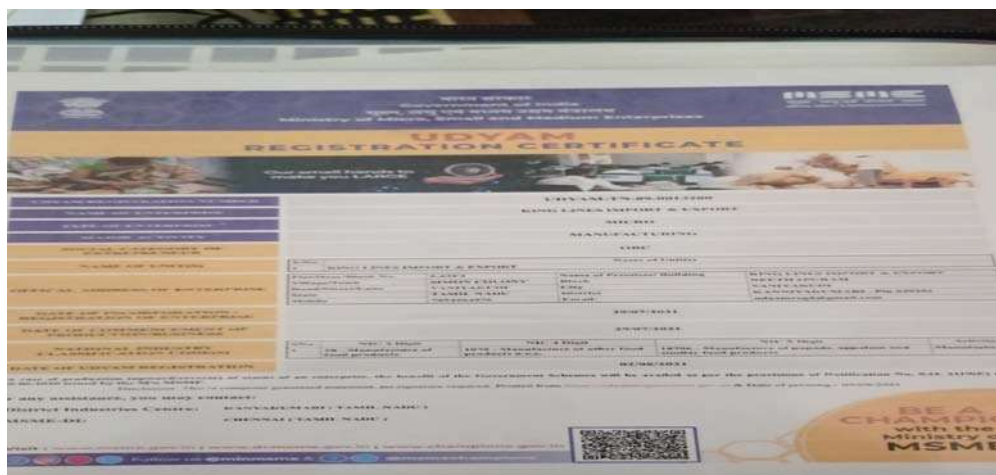
4.2 Learning Processes (40)

4.2.1 Describe Processes followed to improve quality of Teaching & Learning (40)

The Teaching Learning process followed at Jeppiaar Engineering College in department of Management studies is depicted through a simple chart here
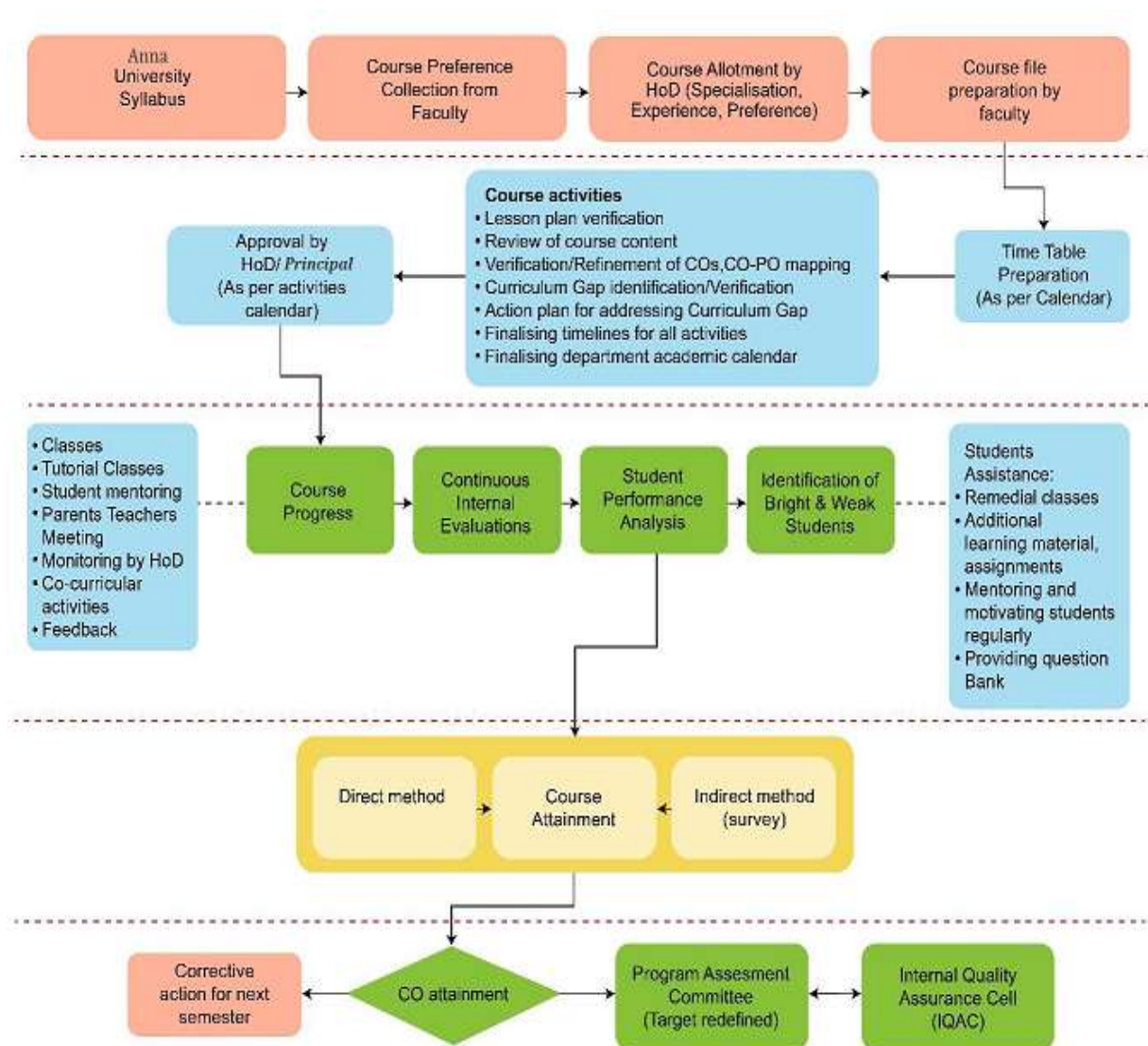
Fig 4.2.1: Process for Teaching Learning Methods

A. Adherence to Academic Calendar

The academic schedule for the affiliated institutions is prescribed for every semester by Anna University. Based on this schedule, academic calendar will be prepared and circulated to all the faculty members and students before the commencement of each semester. This helps in planning

the academic activities and co- curricular activities of the department

- ➢ Date of commencement of the academic session
- ➢ Duration of semester
- ➢ Commencement of Internal Assessment test
- ➢ Class committee meetings
- ➢ Commencement of practical and end semester examinations
- ➢ Date of Reopening of the forthcoming semester etc.
- ➢ Web portal Entries in Anna university portal for internal mark calculations.
- ➢ Last working day
- ➢ Seminars, conferences, workshops, guest lectures, Industrial visits, IIC activities, etc., are included separately in the event calendar to improve the quality of teaching learning process.

Figure 4.2.2 Academic Calendar

The calendar allow students to make a broad assessment of the period during this semester, giving them sufficient time for their course preparation and meeting all deadlines relating to further assessments. The calendar also helps faculty members prepare individual evaluations to avoid overcrowding of demands on the students. In a way, this method inculcates the following skills among students in a very subtle manner:

- Time planning
- Working under time constraints
- Prioritizing
- Tentative Course plan

ERP (CAMU software) is used for each course page has details of the syllabus with course outcomes, session plan and a continuous assessment plan.

B. Improving Instructional methods and using Pedagogical Initiatives.

All faculty members put together and hold a direction file which contains all information of the course during a Semester.

Course files:

For each course, a course file is prepared by faculty concerned. The course file consists of following items:

Teaching plan:

Teaching plans for each and every course is prepared by the faculty. Syllabus is divided into 5 units and 45 lectures as per the teaching scheme prescribed by the Anna University. The course objectives are defined for each course in line with the COs.

Lesson plan

Lesson plans are prepared for every lecture in the teaching plan by the faculty member before the commencement of the semester and it is duly approved after careful examination by the Head of

the Department and Institution finally it is made available to students. The lesson plan encompasses the learning outcomes and the assessment outcomes.

All the faculties maintain the course file for the courses they handle. Its consists of

- ✓ Department vision and mission
- ✓ Program Educational Objectives (PEO's)
- ✓ Program outcomes (PO's)
- ✓ Calendar of events (college & Department)
- ✓ Individual Time table
- ✓ Syllabus (Theory /Lab)
- ✓ Course outcome (CO's)
- ✓ CO mapping with PO's
- ✓ Student list
- ✓ Course lesson plan
- ✓ Lesson schedule
- ✓ Attendance Register
- ✓ Course material
- ✓ Question paper (university /Question Bank)
- ✓ IA Question papers (Mapped with CO's & PO's)
- ✓ IA Question paper detailed scheme and solution
- ✓ Assignments with proof.
- ✓ Content beyond syllabus
- ✓ List of Weak students and assistance through remedial class.
- ✓ Consolidated Student Feedback
- ✓ Result Analysis.
- ✓ CO-PO-PSO Attainment (Final)

Pedagogical Initiatives to Enhance Learning

The faculty handling the subjects shall follow his/ her own way of teaching methodologies for the effective attainment of POs. Some courses require beyond the conventional Chalk and talk mode of teaching, such as live demo, project, PPT presentation, video demonstration etc. to deliver the courses for increasing the effectiveness and for attaining POs.

The various instructional and learning methods followed in our institution for the attainment of Pos are as listed below:

a. Classroom teaching (Chalk and Talk)

b. Live Demonstration of concepts with management games.

c. Audio- Video, Visual presentation(using Projectors)

d. Case studies, experiential learning and Participative

e. IIC Activities (EDP activities)

f. Self-study (Library)

g. Industrial visit

h. Project based learning

Lecture method and Interactive learning:

The faculty use chalk and board and audio visual aids in teaching. Students also are encouraged to interact at some point of the lecture hour by getting the doubts clarified instantly.

Tutorial: The faculty uses tutorial as a handholding method to teach students problem solving and case analysis. This is particularly used in numerical based subjects where the students are given problems to solve, and the faculty will guide the weak students in solving those problems.

Presentations: Emphasis is more on presentation method in the department of MBA as it helps in developing professionalism in the learning environment. The students are encouraged to make individual and group presentations on practical aspects of the topic. This improves their communication skills, presentation skills and builds confidence in them to face the corporate world where MBA students are expected to be good at making these presentations.

Team activities: The students are grouped into teams for carrying out some practical assignments. The faculty assigns complex and authentic problems to group of students which motivates them, encourages active learning among them and develops their team building skills. Team activities also develop critical thinking, communication, and decision-making skills.

Fig 4.2.3. Sample of Team Activities

Role Play: This is not only a fun and playful activity which not only engages the students about it also develops their Entrepreneur knowledge on the topic and improves their listening and speaking skills. It enhances the creativity and critical thinking skills among the students. The faculty encourages the students to present the case as a role play or design and enact advertisements applying the concepts learned in the subject.

Fig 4.2.4. Sample of Role play Activities

IIC Activities (EDP activities)

The students are grouped into teams for carrying out ED cell activities in IIC program like self driven activities and workshops etc. The faculties motivate the students to participate in IIC program to gain their knowledge from expertise (successful entrepreneurs). Its help our MBA students to get self motivation and creativity innovation in their carrier,

Fig 4.2.5. Sample of IIC Activities

Industrial visit: The students are taken on industrial visits to manufacturing companies to understand the production process, logistics, supply chain, marketing and broadly overall management and running of the organisation. This provides the students exposure to the actual working environment. They learn about the current industrial practices. This helps them to learn how the theoretical concepts learnt in the classroom are put in actual practice

Fig 4.2.6. Sample of Industrial visit

Self-study (Library)

To augment the Teaching Learning process, library resources are used in different ways by both students and faculty members. The library provides access to books, journals and magazines for both the teachers and the student's .The institution has a Central Library Book Bank facility for all the students. Department Libraries also function to cater to the immediate requirements. It has a

sufficient number of textbooks and reference books as per the syllabi framed by Anna University.

Fig 4.2.7. Jeppiaar Engineering college Library

Guest Lectures: Prominent industry personalities are invited to the department to deliver lectures to the students and faculty. This helps in understanding the practical aspects and application of theory in several business areas. The list of few guest lecturers are mentioned in the table below.

S No	Year	Topic of the Lecture	Speaker	Date	Venue
1.	22-2023	Union Budget 2023	Mr. Jeeva Palanirajan	12/4/2023	Seminar Hall
2.	22-2023	Digital Marketing	Mr. Geo Cyril	10/03/2023	Seminar Hall
3.	22-2023	Body shaming	Mr. Mantra Veerapandian	17/6/2022	Seminar Hall
4.	22-2023	Capital market	Mr. Jeyaprakash	29/11/2022	Seminar Hall

Project Based Learning:

The students undertake project work for a period of minimum 4 months in 4th semester where the students work on solving a real-life business problem using a rigorous research-based approach applying appropriate statistical methods. This is a full-fledged course in which students are required to submit a detailed report submitted to Anna University. Between the second and third semester, the students undertake a four-week Internship and organisation study. During this study students are required to perform an organization analysis. Other than these projects in few courses students will be asked undergo a small mini projects also.

C. Methodologies to support weak students and encourage bright students.

All the students who are admitted in the MBA program are not same. They differ in their academic background, skills, talents, interests, etc. Hence the department of MBA has the strategy to identify the potential of each student and try to supplement them with suitable pedagogy to bring out the best in them. All students are linked to faculty mentors when they join. A few hours are formally designated during the first semester for faculty mentoring. The students are mentored by the same faculty member throughout the program. The mentors encourage the students to meet them at other times as well in subsequent semesters. The mentoring also includes addressing the

challenges in academics. The class counselors along with course faculty assess the progress of the students after every Internal Assessment test and parents are intimated of the same through the ERP software. Students are categorized into bright students, average students and slow learners based on the overall performance of the students in the Internal Assessment, University Exams, and participation in extracurricular and co-curricular activities. The standard teaching learning method will continue for average students. However special attention is provided to the bright and slow learners. The process to identify the bright students and slow learners is given below:
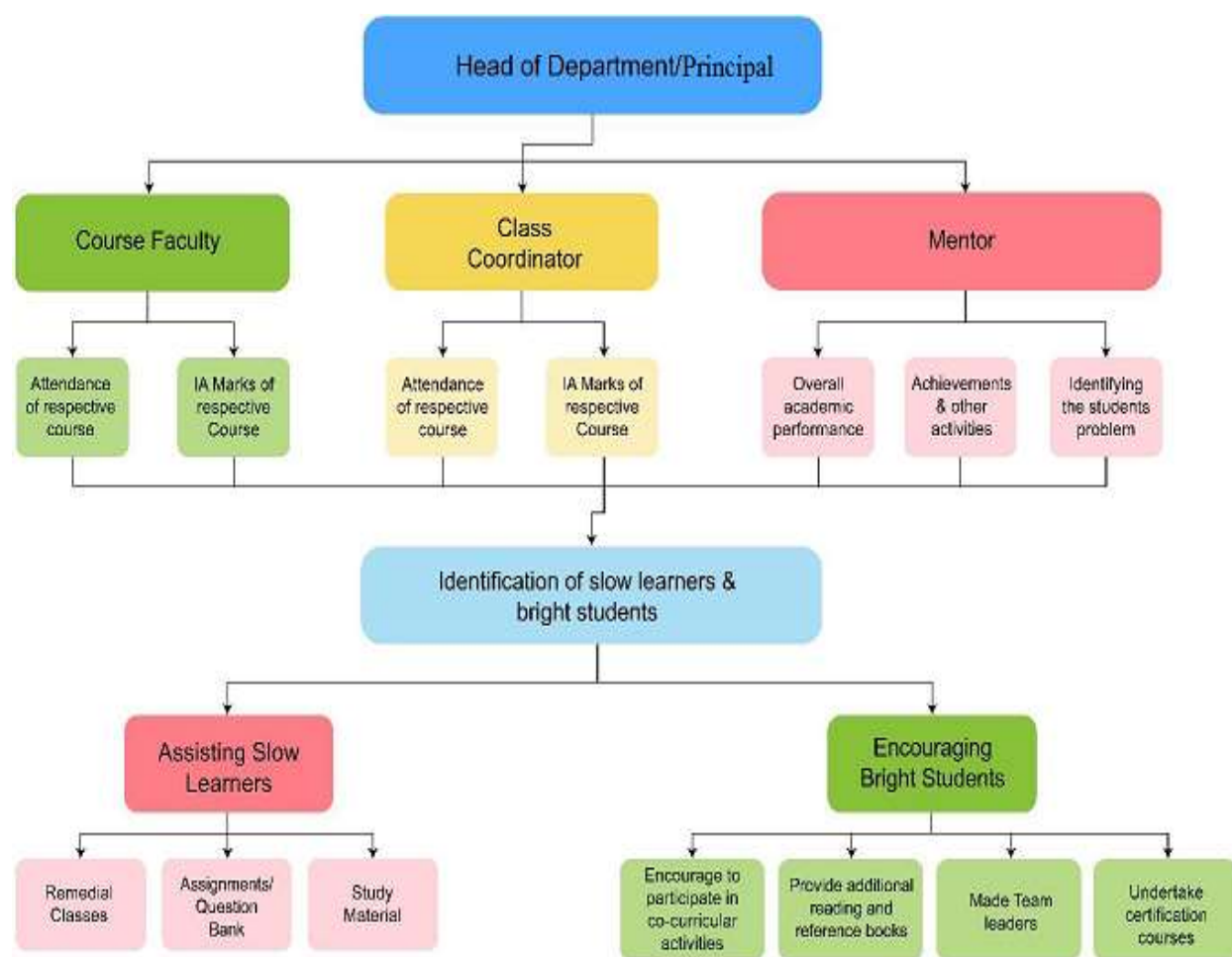
Fig 4.2.8 Process of Identification of Bright students and slow learners

Guidelines for Bright students

The institution selects topers in each semester and encouraged the students to register in NTPL online course publish Research ideas in Journals/Conferences, finally motivate the students to attain university rank. The institution also recognizes the top rankers in each batch are awarded gold medal and cash award during the Graduation Day.

D) Student feedback of teaching-learning process and action taken

A Class Committee consists of teachers of the concerned class, student representatives and a chairperson who is not teaching the class. It is like the 'Quality Circle' (more commonly used in industries) with the overall goal of improving the teaching-learning process.

The class committee for a class under a particular programme is normally constituted by the Head of the Department.

✓ The class committee shall be constituted within the first week of each semester.

✓ At least 2 student representatives (usually 1 boy and 1 girl) shall be included in the class committee.

✓ The chairperson of the class committee shall invite the Class adviser(s) and the Head of the Department to the meeting of the class committee.

The Chairperson of be Class Committee is required to prepare the minutes of every meeting, submit the same to the Head of the Institution within two days of the meeting and arrange to circulate among the concerned students and teachers. If there are some points in the minutes requiring action by the management, the same shall be brought to the notice of the management by the Head of the Institution.

The first meeting of the class committee shall be held within one week from the date of commencement of the semester in order to inform the students about the nature and weightage of assessments within the framework of the Regulations. Two or three subsequent meetings may be held at suitable intervals. During these meetings the student members, representing the entire class, shall meaningfully interact and express the opinions and suggestions of the class students to improve the effectiveness of the teaching-learning process.

Fig 4.2.9 Class Committee for teaching learning process

At the end of every semester a structured feedback is obtained from students for each course separately. The feedback is anonymous. The feedback is based on various parameters on a 10 point scale.

These parameters are in the following categories:

• Communication

• Knowledge dissemination

• Creativity of the teacher to make the class interesting etc.,

Fig 4.2.10 Student feedback of teaching-learning process

4.2.2. Quality of continuous assessment and evaluation processes (40) :

- Assignments are frequently given to students through which they promote self-learning and survey contents from multiple sources. Library utilization by students has highly improved.
- Assignment questions are prepared for all the courses in recent topics based on the course objectives and considering the nature of the university question papers.
- Innovative assignments addressing real world problems are a part of the learning process.
- Group assignments allow the students to share their ideas through discussions and brainstorming sessions.
- Assignment problems are chosen to provoke application of the learner's skill in problem solving using analytical and mathematical cognizance.

A) Process of Internal semester question paper setting, evaluation and effective process implementation:

- As per academic plan of university, internal assessment period is scheduled by exam cell with prior discussion with the principal.
- Subject In-charge prepares the question papers for respective subject for 60 marks for Assessments test and 100 marks for model examinations.
- First and Second unit (Half) (CO1 and CO2) will be considered for the AT1
- Third and fourth unit (Half) (CO3 and CO4) will be considered for the AT 2
- All the five units will be considered (CO1, CO2, CO3, CO4 and CO5)for the model examination.
- Two sets of question papers are prepared by subject expert based and gets approval from the HOD. The HOD will send the question paper to the exam cell.
- The exam cell releases the question papers on the day of Exam.
- Subject In-charge evaluates the answer scripts, marks are analysed and corrective action is taken.
- The evaluated answer sheets are shown to students and then grievances are accepted before tabulation.

Regulation 2017	100 marks for test (AT-1,2, Model exam)	20 marks conversion	Maximum of 20
Regulation 2021	100 marks for test (AT-1,2)	40 marks conversion	Maximum of 40

- For the slow learners, remedial classes are conducted for improving their academic performance. After remedial class, the slow learners are encouraged to attend Re-assessment test. Subject In- charge evaluate and asses the marks of slow learners.
- As per the above said University norms, Internal University Assessment marks will be entered in Web portals.

JEPPIAAR
ENGINEERING COLLEGE

<u>QUESTION PAPER FORMAT - ASSESSMENT TEST II</u>

Date: 22/12/2022

For PG I YEAR (I semester)

Maximum Marks - 60   Time Duration: 2 Hrs.   Timings – FN : 8.15am to 10.15am

Test Portion – 2nd Unit(½ unit) & 3rd Unit   Date : 04.01.2023 to 11.01.2023

Split Up

- Part A - 10x2 = 20 marks
- Part B - 2x13 = 26 marks (Either or type)
- Part C - 1x14 = 14 marks (Either or type)

✓ Two days will be given for correcting the concerned subject test papers.
✓ Subject handling faculty should prepare the Question paper. It should be verified/validated by Senior faculty and approved by HOD.
✓ Questions should be from previous university question paper/question bank only.
✓ **2 different sets of Question papers** should be submitted year wise to the Exam cell, signed by Subject handled faculty, Senior faculty & HOD.
✓ Department, Date, Time, Year / Sem, Sub. Code / Sub. Name should be mentioned clearly in the Question paper.
✓ Repetitions of questions must be minimal.
✓ Kindly prepare all the question papers in the **NBA / NAAC format** (two column, **orientation-landscape**) and submit it to exam cell on or before **29/12/2022.**

EXAMCELL CO-ORDINATOR

PRINCIPAL

PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
Jeppiaar Nagar, Rajiv Gandhi Salai,
Chennai-600 119.

JEPPIAAR
ENGINEERING COLLEGE

PG - I YEAR / II SEMESTER

<u>MODEL EXAMINATION TIMETABLE -JUNE 2023</u>

TIME : FN : 8.15 am - 11.15 am   Mark : 100

DATE / DEPT.	19.06.2023	20.06.2023	21.06.2023	22.06.2023	23.06.2023	26.06.2023	27.06.2023
MBA	BA4201 : Quantitative Techniques for Decision Making (Dr.Jagadeeswari)	BA4202 : Financial Management (Dr.Gopi .E)	BA4203 : Human Resource Management (Dr.Durgarani .M)	BA4204 : Operations Management (Dr.Gopi .E)	BA4205 : Business Research Methods (Dr.Akila .R)	BA4206 : Business Analytics (Ms.Bemita .M.J)	BA4207 : Marketing Management (Dr.Durgarani .M)

EXAMCELL CO-ORDINATOR

PRINCIPAL 7/6/2023

C. Evidence of COs coverage in class tests and mid-term tests:

The faculty members continuously track the coverage of course outcomes in the various assessments. At the end of the semester, the overall coverage of course outcomes and the achievement in each outcome are computed.

D. Quality of assignments and relevance to COs:

- The assignments are designed by the teaching faculty keeping in mind the course outcomes.

- The department of management study initiates innovative assignment to the students.

- Individual as well as group assignments are permitted to the students.

- One week time duration is given to submit the assignment.

- The assignments are evaluated and marks are allotted accordingly.

- The faculty members take responsibility to set question papers and evaluate them based on pre-set requirements for each course.

- While arriving at assessment tools and for setting question papers, faculty members keep in mind the expected course outcomes for each course and adequate weightage is given to its alignment with Program Outcomes

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- Assessment components like assignments, case studies, Quiz, Mini Project, class tests etc., are prepared to adhere to the Course Outcomes determined for each course.

4.2.3   Quality of student report/dissertation

In the course of the two year MBA students work on two types of project viz :

    I.   Summer Internship

    II.   Project Work

Summer Internship and Project work help the students in getting first-hand corporate experience and a preview of the roles and responsibilities in the industry. As per the Anna University guidelines, students of Department of MBA must undertake one summer internship for four weeks post the second semester exams but before the commencement of third semester and a project work for 16 weeks is carried out in the fourth semester. Summer Internship and project work assist students to integrate and formulate solutions for real life business problems in the company/ industry. Project coordinator in the department is responsible for allocation of Guides and Guides in turn are responsible for finalization of topic of student's project.

Summer Internship:

The objective of summer Internship is to expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the workplace for various functions of the organization. The summer Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester examinations but before the commencement of the 3rd semester classes. No two students shall work on the same organization. The student shall seek the guidance of the internal guide on a continuous basis.

A.   Identification of Company for Summer Internship

- **Briefing students regarding the guidelines of organization study:**
- All students of second semester are briefed regarding the guidelines of organization study by the HoD and Project Coordinator of the department.
- **Issuance of bonafide certificate:** Students are then issued bonafide certificate from the college duly signed by the Principal requesting for internship in companies stating the

purpose and duration of the internship.

- **Allocation of Internal guide:** Each student is allocated an internal guide to provide regular guidance for completion of work in a satisfactory and timely manner.

- **Identification of company by Students:** Students identify the companies and then approach them with the bonafide letter issued by the college and finalizes a company to undertake the internship.

- **Identification of external guide:** Once the students receive the confirmation letter from the company, an external guide would be allotted to them by the company to guide and provide information to the students.

B.   Relevance of the Internship and contribution towardsPO attainment

Table 4.2.3.1: Summer Internship contribution towards PO attainment

PO Statements	Summer Internship correlation	Explanation
Ability to apply the business acumen gained in practice.	High	Facilitates the students to directly interact with the staff of a business and acquire knowledgeabout their business model. Provides the students access tofinancial statement, strategy documents, policies & organisation structure of a business
Ability to understand and solve managerial issues	High	Detailed study about various departments helps students to understand various managerial issues and the possible solutions for the same.
Ability to communicate and negotiate effectively, to achieve organizational and individual goals.	High	Students communicates with employees in the organization , gets their guidance and support to finish the Internship on time.
Ability to understand one's own ability to set achievable targets and complete them.	High	Each student must take a leadon the individual project and complete it effectively with intimelines.
Ability to adhere to ethical standards and fulfill social outreach	High	Students understand about various ethical practices of the organization and the way organizations fulfill the social outreach. But the adherence to the same is limited for the students
Ability to take up challenging assignments	High	Students get exposed to the challenging environment and understands it. They do

		face lots of challenges getting financial, operational and various other informations from the company.
Ability to develop value based leadership	High	Each student must take a lead on the individual project and complete it effectively with in timelines.Students must exercise their decision-making skills to evaluate alternatives and suggest the best solution.
Ability to enhance entrepreneurial skills and handle its challenges	High	Facilitates more of managerial than entrepreneurial skills

C. Process for monitoring and Evaluation

- **Weekly evaluation of work by internal guide:** The work completed by the student is evaluated by the internal guide on weekly basis. Correction and suggestions are recommended by the internal guide which is incorporated bythe student.

- **Completion of Summer Internship and submission of report:** After working for four weeks in the company and incorporating all corrections suggested by the internal guide, the student must submit the final report. Students shall submit one hard copy of the report to the college.

D. Process to assess internship performance:

- **Final Viva Voce and Presentation:** The evaluation for 100 marks will be carried out internally based on the report and a VivaVoce Examination will be conducted by a Departmental Committee constituted by the Head of the Institution. The evaluation will be done as follows:

END SEMESTER EXAMINATION SUMMER INTERNSHIP (100 MARKS)		
EVALUATION BY GUIDE	REPORT SUBMISSION	VIVA-VOCE
20	40	40

Certificates submitted by the students along with the report shall be sent by the Head of the Institution to the Controller of Examination, Anna University.

E. Quality of Summer internship Report:

The report must include details about the history and formation of the company and detailed information about the different departments .

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A flowchart showing the Summer Internship Process with the following steps:
- Briefing Students about the summer Internship
- Issuance of Bonafide certificate
- Allocation of Internal guide
- Identification of Company by the Students
- Submission of Confirmation letter issued by the company
- Undertaking of Summer Internship for 4 weeks
- Submission of Completion Certificate and Report
- End Semester Examination Viva-Voce

Project Work: The objective of project work is to expose the students to understand the working of the organization/company/ industry and take up an in-depth study of an issue / problem in the area of specialization. Project work for **M.B.A** shall be pursued for a period of 16 weeks during the final semester, with an additional of maximum 4 weeks for report writing, the total project duration not exceeding 20 weeks. The Project work shall be carried out under the supervision of a faculty member in the Department concern

➢ **Process of Project allocation of companies and internal guides to students:**

✓ **Briefing students regarding the guidelines of Project Work:** All students of third semester are briefed regarding the guidelines of Project work by the HoD and Project Coordinator of the department in the presence of all faculty members.

✓ **Issuance of bonafide certificate:**
Students are then issued bonafide certificate from the college duly signed by the

Principal requesting for Project Work in companies stating the purpose and duration of the Project Work.

✓ **Allocation of Internal guide:**

Each student is allocated an internal guide to provide regular guidance for completion of work in a satisfactory and timely manner.

✓ **Identification of company by Students:**

Students identify the companies and then approach them with the bonafide letter issued by the college and finalizes a company to undertake the Project work.

✓ **Identification of external guide:**

Once the students receive the confirmation letter from the company, an external guide would be allotted to them by the company to guide and provide information to the students.

✓ **Identification of project title:**

Students are encouraged to identify project titles based on their specialization, area of interests and suggestions of internal guide. Students are required to follow the given schedule to identify the topic of research and project title before commencement of project.

S.No	Review	Timeline	Progress of work
1.	0th	One week before start of the project work	Confirmation letter from the company
2.	Ist	4th week	Title of the Project Objectives of the Study Company's Profile Product Profile Questionnaire
3.	IInd	10th week	Data Tabulation Data Interpretation
4.	IIIrd	16th week	Data Analysis Suggestions Findings Conclusions

B . Relevance of project work towards PO attainment:

B.   Process of Monitoring and Evaluation of Project Work:

PO Statements	Project work correlation	Explanation
Ability to apply the business acumen gained in practice.	High	Facilitates the students to directly interact with the staff of a business and acquire knowledgeabout their business model. Students apply various concepts studies in their area of specialization in practice.
Ability to understand and solve managerial issues	High	Allows students to identify a problem in their area of project work and helps to provide suggestions for the same
Ability to communicate and negotiate effectively, to achieve organizational and individual goals.	High	Students communicates with employees in the organization , gets their guidance and support to finish the project work on time.
Ability to understand one's own ability to set achievable targets and complete them.	High	Each student must take a leadon the individual project and complete it effectively with intimelines.
Ability to adhere to ethical standards and fulfill social outreach	High	Students understand about various ethical practices of the organization and the way organizations fulfill the social outreach. But the adherence to the same is limited for the students
Ability to take up challenging assignments	High	Students get exposed to the challenging environment and understands it. They do face lots of challenges getting financial and operational related information from the company, getting response from the employees and customers.
Ability to develop value based leadership	High	Each student must take a lead on the individual project and complete it effectively with in timelines. Students must exercise their decision-making skills to evaluate alternatives and suggest the best solution.
Ability to enhance entrepreneurial skills and handle its challenges	High	Facilitates more of managerial than entrepreneurial skills

- **Weekly evaluation of work by internal guide:** The work completed by the student is evaluated by the internal guide on the Review scheduled dates. In addition to that students contact their guides over phone and get clarifications if needed Corrections and suggestions are

recommended by the internal guide which is incorporated by the student.

- **Enhancing students project report:** Faculty members guide the students to enhance the quality of their reports by:

  a) Defining the precise objective statement of the study

  b) Questionnaire preparation for data collection

  c) Framing of hypotheses

  d) Statistical Analysis

- **Completion of Project Work and submission of report to internal guide:** After working for sixteen weeks in the company and incorporating all corrections suggested by the internal guide, the student start preparing their reports in the next four weeks.

- **Evaluation :** A mock viva would be conducted by the department faculty members to make students ready to face final viva conducted in front of the External examiner.

D. Process to assess Project Work Performance:

There will be a vice-voce Examination during End Semester Examinations conducted by a Committee consisting of the 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 assessment and End semester examination(as per regulation 2021) is given below

Internal Assessment (40 Marks)			End Semester Examination (60 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	
10	15	15	15	15	15	15	

Quality of Project Report:

The quality of the report is tested thoroughly by both the internal and external examiners by examining if the report contains the following

1. Introduction to the Industry, company and the project title
2. Review of Literature
3. Research Methodology
4. Data Analysis & Interpretation
5. Suggestions & Conclusion
6. Bibliography
7. Annexure

Project work Process:

Selection of Company /Organisation

⇩

Selection of Project title

⇩

Review I
(Title of the Project, Objectives of the Study, Company's Profile, Product Profile, Questionnaire)

⇩

Review II
(Data Tabulation, Data Interpretation)

⇩

Review III
(Data Analysis, Suggestions, Findings Conclusions)

⇩

Report Submission

⇩

End Semester Examination Viva-Voce

CRITERION 5

Criterion 5	Students' Quality and Performance	100

The Criterion 5 focuses on Student quality and their Performance in Academic and non- academic activities. The Department extends maximum support to students in their academic performance and progression. The quality of the students is assessed and evaluated at the time of their enrolment to the course. The institute permanently strives to prepare its students not just for examination, but also encourages the students to participate in co-curricular and extra-curricular activities. To enable holistic growth of students, the college provides several opportunities to display their talents and skills in the field of curricular, co-curricular and extra-curricular activities. The main aim of the department is to groom the students well and help them to get employment. The College aims at the holistic development of students to facilitate their better future.

Table 5.1   Student Intake

Item	2022-23	2021-22	2020-21	2019-20	2018-19
Approved Intake	60	60	60	90	120
Number of students admitted (N)	59	59	60	68	97

Table 5.2 – Success Rate

Year of entry	Number of students admitted (N)	Number of students who have completed	
		I Year	II Year
2022-23	59		
2021-22	59	45	
2020-21	60	51	54
2019-20	68	14	61
2018-19	97	46	84

5.1. Enrolment Ratio (Admissions) (20)

Enrolment Ratio= Number of students admitted/ Sanctioned Intake

Table 5.1- Student Intake

Year of entry	Sanctioned Intake	Total number of Students Admitted	Enrolment Ratio
2022-2023	60	59	98
2021-2022	60	59	98
2020-2021	60	60	100
Average Ratio			99

5.2 Success Rate (Students clearing in minimum time)

Average SI = Mean of Success Index (SI) for past three batches Success rate= 10 × Average SI

ITEM	2020-2022	2019-2021	2018-2020
Number of students admitted	60	68	97
Number of students who have graduated in minimum time	54	61	84
Success Index (SI)	0.90	0.90	0.87
Average SI	0.89		
Success Rate	8.9		

5.3   Academic Performance

Academic Performance	2020-2022	2019-2021	2018-2020
Mean of CGPA or Mean Percentage of all successful students (X)	7.5	7.3	7.1
Total no. of successful students (Y)	54	61	84
Total no. of students appeared in the examination (Z)	56	61	87
API = x* (Y/Z)	7.23	7.3	6.86
Average API = (AP1 + AP2 + AP3)/3	7.13		

5.4. 1 Placement, Higher studies and Entrepreneurship

The students of Jeppiaar Engineering College department of Management studies show a high level of participation in institution building and leadership initiatives. They bring diversity of views and pedagogy is led by them with the assistance from teachers. The enthusiasm and seriousness of students brings great success in terms of good academic record and strong placement.

Table 5.4 Placement, Higher Studies and Entrepreneurship

ITEM	2021-2022	2020-2021	2019-2020
Total Number of students admitted in first Year of the program (N)	60	68	97
No. of students placed in companies Or Government Sector (x)	41	46	61
No. of students pursuing Ph.D. / Higher Studies (y)	-	2	2
No. of students turned entrepreneur (In the areas related to management discipline) (z)	8	7	6
x + y +(1.2* z) =	50.6	56.4	70.2
Placement Index: (x + y +(1.2* z))/N	0.84	0.82	0.72
Average placement= (P1 + P2 +P 3)/3	0.80		
Assessment Points = 30 × average placement	24		

5.4.2 Quality of placements:

ITEM	2022-23	2021-22	2020-21	2019-20
No. of Students placed	52	41	46	61
Median Salary for Placement	2,91,632	4,11,264	2,83,071	3,10,000
Highest Salary	3,72,000	6,00,000	3,50,000	4,00,000

Batch 2021-23
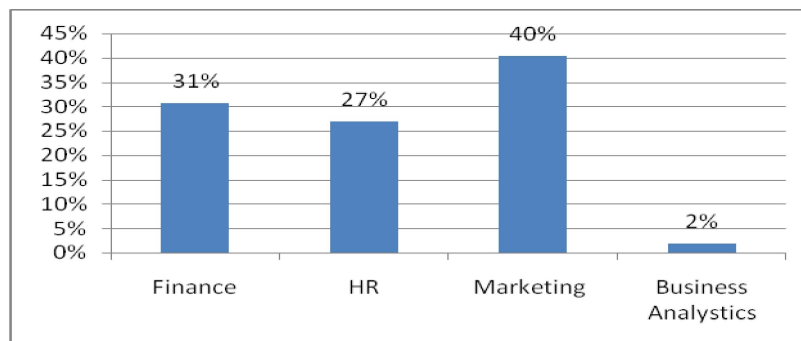
Figure 5.4 –   2021-2023 Placement by Functional Area

Table 5.4.2.1   Batch 2021 -23   Placement Details

SL. No	Reg. No	Name	Company Name	Salary PA.	Department	Designation
			MBA 2021-2023 Batch - Placement Data			
1	310821631001	ABINASH BINU B	OPPO Sales Executive	288000	Marketing	Sales Executive
2	310821631002	ABISHAN A	OPPO Sales Executive	372000	Marketing	Sales Executive
3	310821631003	ABISHEK A.V.	Fedby Information services Pvt., Ltd.,	306960	Finance	Data Processor
4	310821631004	AKALYA B	Urbanclap Technologies India Pvt Ltd	264000	Marketing	Customer Service Executive
5	310821631005	AKASH ROMARIO V	Galexon Engineering Industries	269400	HR	HR Assistant
6	310821631007	ANTONY PRATHICKSON J	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
7	310821631008	AROCKIYA AJAY F	Layam Talent Academy Foundation	219960	HR	Recruitment
8	310821631009	AUBCY GEORGE	Urbanclap Technologies India Pvt Ltd	264000	Marketing	Customer Service Executive
9	310821631010	BALAJI N	OPPO Sales Executive	288000	Marketing	Sales Executive
10	310821631011	BHAVANI A	Galexon Engineering Industries	269400	HR	HR Assistant
11	310821631013	DAVID D	Layam Talent Academy Foundation	219960	HR	Recruitment
12	310821631014	DHARSHINI R	Urbanclap Technologies India Pvt Ltd	264000	Marketing	Customer Service Executive
13	310821631015	DHIVYA R	Fedby Information services Pvt., Ltd.,	306960	Finance	Data Processor
14	310821631017	FREDINA W S J	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
15	310821631019	GUNALAN P	OPPO Sales Executive	372000	Marketing	Sales Executive
16	310821631020	HARINI LAKSHMI K S	Bruhat Logistics Pvt	300000	Marketing	Sales Executive
17	310821631021	HENRY MILAN AJAI V	Layam Talent Academy Foundation	219960	HR	Recruitment
18	310821631022	JAGAN MOHAN M V	OPPO Sales Executive	288000	Marketing	Sales Executive
19	310821631023	JAYAPRIYA J	Layam Talent Academy Foundation	219960	HR	HR Assistant

20	310821631024	JENIL JOHN M	Alight solution	300000	HR	HR Assistant
21	310821631025	JERRY HAVEN S	Alight solution	300000	HR	HR Assistant
22	310821631026	JOHNSON SOLOMON N	Avasoft Pvt., Ltd.,	350000	BA	Software Engineer
23	310821631027	KRISH AASIK E	Fedby Information services Pvt., Ltd.,	306960	Finance	Data Processor
24	310821631028	LOGABIRAM K B	NCR Corporation India Pvt Ltd	180000	HR	Recruitment
25	310821631029	MANOJ A	BNY Mellon	350000	Finance	Financial Analyst
26	310821631031	MAYA MOL J	Urbanclap Technologies India Pvt Ltd	276000	Marketing	Customer Service Executive
27	310821631033	MOHAMED ABDUL RAHMAN R	shriram chits	244950	Finance	Management Trainee
28	310821631034	MOHAMMED SHABEER HUSSAIN B	BNY Mellon	350000	Finance	Financial Analyst
29	310821631035	MOSAY S	BNY Mellon	350000	Finance	Financial Analyst
30	310821631036	NITHISHWARAN S	Galexon Engineering Industries	269400	HR	HR Assistant
31	310821631037	NITHYA SHREE K	Congruent Technology Pvt., Ltd.,	280008	Finance	Data Analyst
32	310821631038	PAVITHRA S	Urbanclap Technologies India Pvt Ltd	264000	Marketing	Customer Service Executive
33	310821631039	PRAMILA MK	Congruent Technology Pvt., Ltd.,	280008	Finance	Data Analyst
34	310821631040	PREETHI K.V	Koka Technology	300000	Finance	Data Analyst
35	310821631041	PRINSTON A	Kotaks Securities	280000	Marketing	Sales Executive
36	310821631043	RAJESH K	Bruhat Logistics Pvt	300000	Marketing	Sales Executive
37	310821631044	RAJESH KANNAN RK	Karur Vysya Bank	300000	Marketing	DSA Retail Asset
38	310821631045	ROBIN D	Bruhat Logistics Pvt	300000	Marketing	Sales Executive
39	310821631046	RUKSANA H	shriram chits	244950	Finance	Management Trainee
40	310821631047	SAMUVEL SUJITH S	OPPO	372000	Marketing	Sales Executive
41	310821631048	SANDHYA M	St Joseph's Garden School	222000	Admin	Admin
42	310821631049	SANTHINI P	Bruhat Logistics Pvt	264000	HR	HR Assistant
43	310821631050	SANTHOSH A	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
44	310821631051	SELSHIYA V	BNY Mellon	350000	Finance	Financial Analyst

45	310821631052	SHAIRAM V	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
46	310821631053	SHARMI R A	Congruent Technology Pvt., Ltd.,	280008	Finance	Data Analyst
47	310821631054	SUBHASH H	Galexon Engineering Industries	269400	HR	HR Assistant
48	310821631055	VASHIEYA M	Fedby Information services Pvt., Ltd.,	306960	Finance	Data Processor
49	310821631056	YAMINI S	Galexon Engineering Industries	269400	HR	HR Assistant
50	310821631057	YASHWANTH S	Congruent Technology Pvt., Ltd.,	280008	Finance	Data Analyst
51	310821631058	YOGESH B	Karur Vysya Bank	300000	Marketing	DSA Retail Asset
52	310821631059	YUVARANI B	Fedby Information services Pvt., Ltd.,	306960	Finance	Data Processor

Batch 2020-22

Placement by Functional Area:
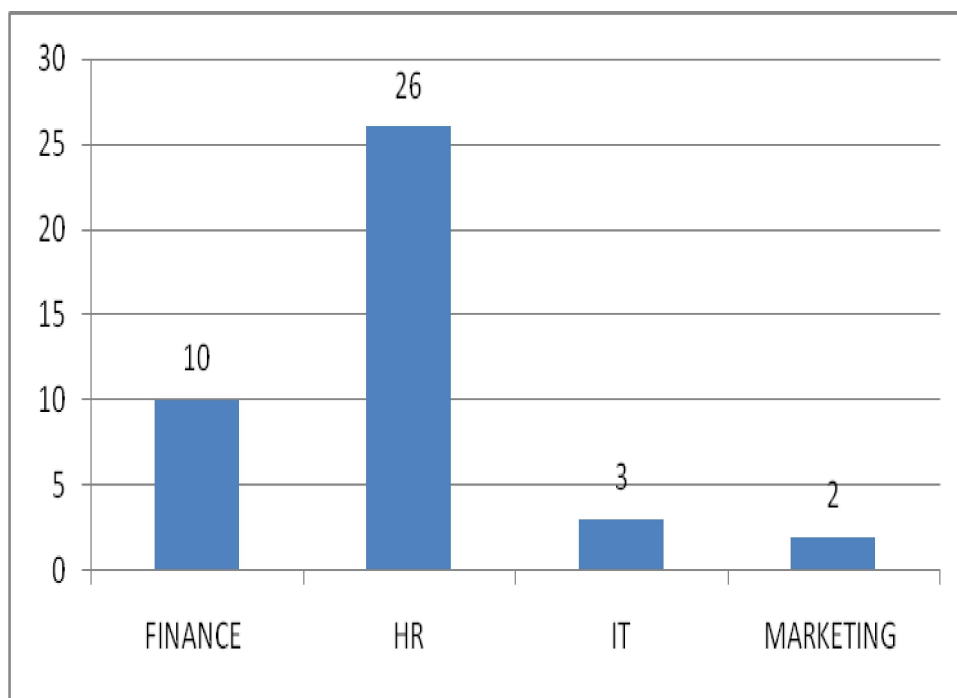
Figure 5.4.2.2 - Batch 2020-22 Placements for Functional Area

Table 5.4.2.2 Placement Details

Batch 2020-22

SL. No	Reg. No	Name	Company Name	Salary PA.	Department	Designation
1	310820631002	ABINASH G	Sterling software pvt ltd	570000	Marketing	Management trainee
2	310820631003	AJITH KRISHNA S	Alten India Pvt Ltd	310000	FINANCE	HRBP
3	310820631004	ALAN A	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
4	310820631007	ASPIN ANANTHAN	Installco Wify Technology Private Limited	3,90,835	HR	Technician In Charge
5	310820631008	ARPUTHA A	DevCare Solutions	300000	HR	US IT Recruiter
6	310820631009	AROCKIA JENIFER D	Access Healthcare Services	470000	HR	Senior Employee Relation Associate - HRBP
7	310820631011	BHUVANESHWARI A K	First source Solutions Limited	200000	FINANCE	Associate
8	310820631012	CRUZ FRANKLIN	Karur Vysya bank	300000	FINANCE	BSSE
9	310820631014	GOKUL RAJ B	Parvathy Hospital	2,16,000	HR	Hr Trainee
10	310820631015	HARSHA R	Urban company	340000	HR admin	BDA
11	310820631016	INFANTA S	Access Healthcare Services	470000	HR	Senior Employee Relation Associate - HRBP
12	310820631019	JOHN JUL PICKER G	Access Healthcare Services	4.7 LPA	HR	Senior Employee Relation Associate - HRBP
13	310820631020	JOTHI PRAKASH J	Urban company	3.4 LPA	HR admin	BDA
14	310820631021	JUGISHA PIERCE S D	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
15	310820631022	KEERTI M	Access Healthcare Services	4.7 LPA	HR	Senior Employee Relation Associate - HRBP
16	310820631024	MAHESWARI K	Infosys	360000	IT	Systems engineer
17	310820631025	MARY AKSHARA P	Urban company	3.4 LPA	HR admin	BDA
18	310820631026	MARY JENISHA J	Urban company	3.4 LPA	HR admin	BDA
19	310820631027	MOHAMED FAGATH K	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
20	310820631029	NITHISH R	Parvathy Hospital	2,16,000	HR	Hr Trainee
21	310820631031	PRAVEEN RAJ S	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
22	310820631032	PREM KUMAR D	CAMS	600000	FINANCE	Deputy manager
23	310820631033	PRIYADHARSHINI N	CAMS	600000	FINANCE	Deputy manager

24	310820631036	RAJESH KUMAR R	SKADOOOSH	25000	Marketing	JUNIOR MARKETING EXECUTIVE
25	310820631037	RAM KUMAR D	Lincoln electric	168000	FINANCE	Finance trainee
26	310820631038	RANJANI R	Space Mantra Private Limited Noida	600000	IT	
27	310820631039	SAHAYA ANTONY AJU	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
28	310820631040	SAHAYA KABIN RAJ Y	Urban company	3.4 LPA	HR admin	BDA
29	310820631041	SAHAYA SANJAY S	CAMS	600000	FINANCE	Deputy manager
30	310820631042	SANDHIYA. R	JNN INSTITUTION OF ARTS AND SCIENCE	216000	TEACHING	Assistant professor
31	310820631043	SANDHIYA S	Specsmakers optician pvt ltd	270000	HR	Asst Manager HR
32	310820631044	SENMATHA M	Infosys	360000	IT	Systems engineer
33	310820631046	SHARON THRIZA H	State Street HCL Services	2,40,000	FINANCE	Senior Analyst
34	310820631047	SHIBANI S	Cogent innovation	2.60000	HR	Junior Hr recruiter
35	310820631048	SHYAM PRAKASH P	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
36	310820631049	SIMON RAJ R	Urban company	340000	HR admin	BDA
37	310820631052	SURYA PRAKASH R	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter
38	310820631054	THIRUMAGAL M	Access Healthcare Services	470000	HR	Senior Employee Relation Associate - HRBP
39	310820631055	UMA BHARATHI T	Apollo Arts and Science College	175000	TEACHING	Assistant Professor
40	310820631057	VARONIKA B	Access Healthcare Services	470000	HR	Senior Employee Relation Associate - HRBP
41	310820631058	VISHAL V	DevCare Solutions	6,00,000	HR	Team Lead - US IT Recruiter

Batch 2019-21

Placement by Functional Area:
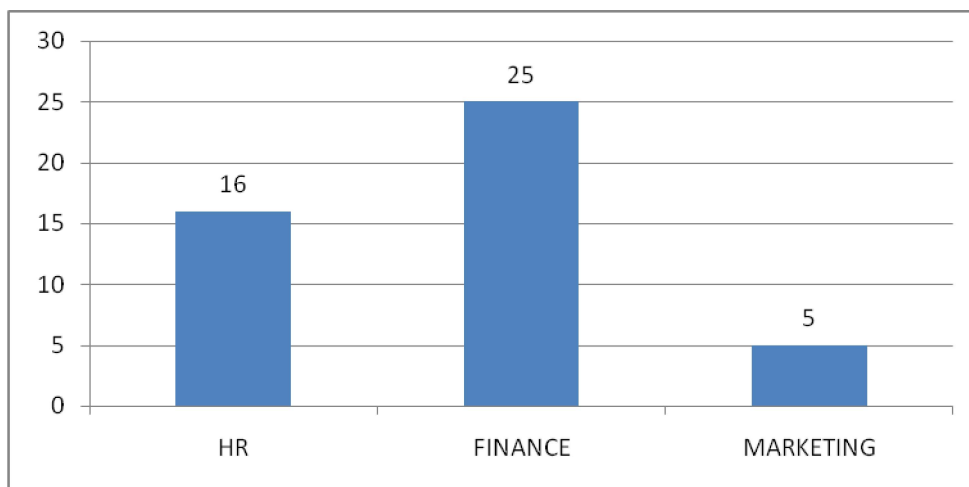
Figure 5.4.2.3 - Batch 2019 -2021   Placement - Functional Area

Table 5.4.2.3 Placement Details

Batch 2019-21

SL. No	Reg. No	Name	Company Name	Salary PA.	Department	Designation
1	310819631001	AARON R	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
2	310819631003	ASVIN BENIR B	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
3	310819631006	BHUVANESWARI R.	FED BY	3.0LPA	FINANCE	Data Processor
4	310819631009	DERPHIN J.	KOTAKS SECURITIES	3.5 LPA	FINANCE	Management Trainee
5	310819631010	DHARANI V	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
6	310819631011	DHEEPIKA M	KOTAKS SECURITIES	3.5 LPA	FINANCE	Management Trainee
7	310819631013	DINESH KUMAR K	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
8	310819631014	DINESH KUMAR M	L&T PVT LTD.	2.4 LPA	HR	HR Assistant
9	310819631015	EVANGELIN S.	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
10	310819631016	GODSON E R	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
11	310819631019	GUNASUNDARI.T	L&T PVT LTD.,	2.4 LPA	HR	HR Assistant

12	310819631020	JAI KISHORE U	L&T PVT LTD.	2.4 LPA	HR	HR Assistant
13	310819631021	JAYAKARTHIKA.K	L&T PVT LTD.,	2.4 LPA	HR	HR Assistant
14	310819631022	JOYSRI.R	L&T PVT LTD.,	2.4 LPA	HR	HR Assistant
15	310819631024	KARTHIKAI JYOTHI V	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
16	310819631026	KELWIN RICHARD J.	L&T PVT LTD.	2.4 LPA	HR	HR Assistant
17	310819631027	KOSALAI T	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
18	310819631028	KUMARESAN S	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
19	310819631029	LITTLE PRINCY B	FED BY	3.0LPA	FINANCE	Data Processor
20	310819631030	LOGESHWARI A.	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
21	310819631031	MOHAMED ASIK A	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
22	310819631033	NAVEENRAJ N	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
23	310819631035	NIVETHA.J	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
24	310819631038	PEVIN W	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
25	310819631041	PRIYANKA P	KARVEY STOCK BROKING LTD	3.5 LPA	FINANCE	Management Trainee
26	310819631042	RAHUL R	Fangs Technology Pvt.,Ltd.,	346320	Marketing	Retail Sales Executive
27	310819631043	RAMESH M	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
28	310819631044	RAM KUMAR R	KOTAKS SECURITIES	3.5 LPA	FINANCE	Management Trainee
29	310819631046	SANGEETHA. T	KOTAKS SECURITIES	3.5 LPA	FINANCE	Management Trainee
30	310819631047	SANKARAMOORTHY. T	AUJ CORP PVT LTD.,	1.8 LPA	HR	HR Assistant
31	310819631050	SATHISH G	FED BY	3.0LPA	FINANCE	Data Processor
32	310819631051	SATHISH V	FED BY	3.0LPA	FINANCE	Data Processor
33	310819631052	SHAKTHI. V	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
34	310819631053	SHEEJILI M	SHAREKHAN PVT LTD.,	2.5 LPA	FINANCE	Management Trainee
35	310819631055	Shivani.E	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
36	310819631056	SIVA KUMAR E.	FED BY	3.0LPA	FINANCE	Data Processor

37	310819631058	SUDHARSHANA V	FED BY	3.0LPA	FINANCE	Data Processor
38	310819631059	SWETHA D	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
39	310819631060	Syed Anwar	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
40	310819631061	THIRUVENKADAM S	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
41	310819631062	VARALAKSHMI M	Layam Talent Academy Foundation	219960	HR	HR Assistant
42	310819631063	VIJAY D	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
43	310819631064	VINITHA T	KOTAKS SECURITIES	3.5 LPA	FINANCE	Management Trainee
44	310819631065	VINITHA . V	L&T PVT LTD.,	2.4 LPA	HR	HR Assistant
45	310819631066	VINODHINI R	Layam Talent Academy Foundation	219960	HR	HR Assistant
46	310819631067	VISHALI.S	L&T PVT LTD.,	2.4 LPA	HR	HR Assistant

Batch 2018-20

Placement by Functional Area:
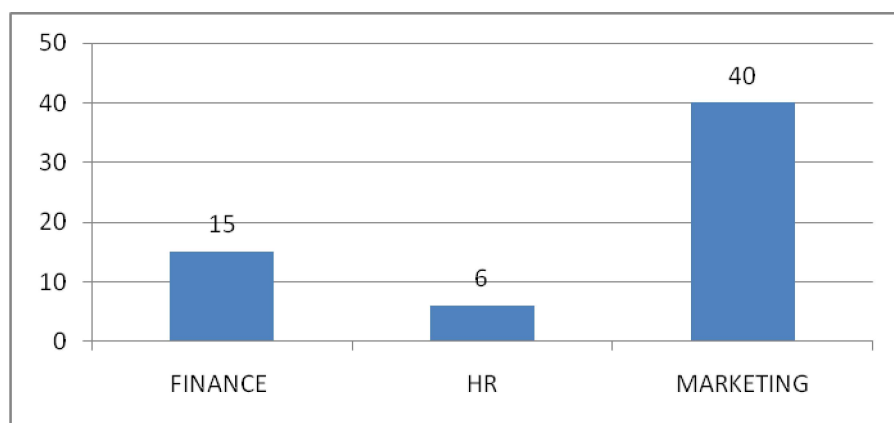
Figure 5.4.2.4 - Batch 2018 -2020   Placement - Functional Area

Table 5.4.2.4 Placement Details

Batch 2018-20

S.NO	Reg NO.	NAMES	Name of the employer with contact details	Pay package at appointment	Department	Designation
1	310818631003	Abhirami Thiagarajan	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
2	310818631004	Adithyan.M	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
3	310818631005	Akshya keerthy S	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
4	310818631006	J Albert Mervin	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
5	310818631007	annie ruth vandhana a	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
6	310818631010	Anu Thanga. A	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
7	310818631011	ARAVINDHAN K	KARVEY STOCK BROKING LTD	3.5 LPA	Marketing	Management Trainee
8	310818631012	J.ARULMURUGAN	NILKAMAL	4.0 LPA	HR	HR Assistant
9	310818631013	ASHIKA M	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee
10	310818631016	Deepika J	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
11	310818631017	DHIVYA R	NILKAMAL	4.0 LPA	Marketing	Management Trainee
12	310818631017	DHIVYA R	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
13	310818631019	S DHURABUDEEN	Muthoot Finance	2.4 LPA	Marketing	Business Development Officer
14	310818631020	GAYATHRI.S	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
15	310818631021	M.GEETHA	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
16	310818631022	GOKULAKRISHNAN .P	SHAREKHAN PVT LTD.	3.0 LPA	Marketing	Management Trainee
17	310818631023	G.V.Gopinath	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
18	310818631024	Harini	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive

19	310818631025	HARIPRASANTH.A	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
20	310818631026	HEMAPRIYA V	NILKAMAL	4.0 LPA	Marketing	Management Trainee
21	310818631028	Hemavathy D V	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
22	310818631030	S.Ilakiya	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
23	310818631033	Jerry Prince Sagayaraj K	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
24	310818631035	D.Jones Silvanes	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
25	310818631038	KRISHNA S	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
26	310818631040	LAVANYA S	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
27	310818631041	T. MANJULA	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee
28	310818631042	A.Mary Anni Sajitha	L&T PVT LTD	2.4 LPA	HR	HR Trainee
29	310818631045	Minu c s	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
30	310818631046	MOHANAPRIYA.P	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
31	310818631048	MUHILTHINI P	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
32	310818631050	NAKUL KRISHNAN R	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
33	310818631052	V K NANDHINI	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee
34	310818631053	M. Nevathitha	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
35	310818631055	NIVEDHA M	NILKAMAL	4.0 LPA	HR	HR Assistant
36	310818631057	N.NIVETHA	KARVEY STOCK BROKING LTD	3.5 LPA	Marketing	Management Trainee
37	310818631058	NIVETHA.R	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
38	310818631059	Nivedhitha.D	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
39	310818631061	D.PARTHIBAN	KOTAKS SECURITIES	3.5 LPA	Marketing	Management Trainee
40	310818631062	PAVITHRA .K	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive

41	310818631063	PENISH.P	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
42	310818631065	S.POORNIMA	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
43	310818631071	Raj Kumar C	ICICI SECURITIES	2.8 LPA	Marketing	Management trainee
44	310818631072	RAMYA CHRISTY.R	L&T PVT LTD	2.4 LPA	HR	HR Trainee
45	310818631073	RAMYA PRABHA P	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
46	310818631074	M.P.RANJITKUMAR	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee
47	310818631076	REXNA.F	L&T PVT LTD	2.4 LPA	HR	HR Trainee
48	310818631077	RIYAZ M	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
49	310818631078	S.ROBERT LOUIS	Muthoot Finance	2.4 LPA	Marketing	Business Development Officer
50	310818631079	J.ROSICA GOMEZ	KARVEY STOCK BROKING LTD	3.5 LPA	Marketing	Management Trainee
51	310818631081	SARA.A	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee
52	310818631082	Selvin Raja F	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
53	310818631083	P. Sheeba Vasantha Kumari	BNY Mellon	3.5 LPA	FINANCE	Financial Analyst
54	310818631084	Shyji.S	Muthoot Finance	2.4 LPA	Marketing	Business Development Officer
55	310818631089	Sutharsan S	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
56	310818631090	Swetha R	NILKAMAL	4.0 LPA	HR	HR Assistant
57	310818631091	K.Tharunya	Fangs Technology(VIVO)	3.5 LPA	Marketing	Sales Executive
58	310818631092	Umadevi. L	Muthoot Finance	2.4 LPA	Marketing	Business Development Officer
59	310818631093	Vishnu dassan	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
60	310818631096	R.YOGESHWARI	Fedby Information Services Pvt Ltd.	3.0LPA	FINANCE	Data Processor
61	310818631097	YUVAKRISHNAN S	SHAREKHAN PVT LTD.	2.5 LPA	Marketing	Management Trainee

Table 5.4.(Z) Entrepreneur

Fig 5.4. (Z)   Sample for Entrepreneur Registration certificate

5.5. Student Diversity (5) 5

Table 5.5 Student Diversity

Diversity Parameters	2022-23	2021-22	2020-21
% Gender diversity (Female students / total)	0.35	0.41	0.45
% Students with experience	2	3	3
% Students with PG qualification	0	0	0
% Students within state	0.96	1	0.96
% Students outside state	0.033	0	0.033
% Students outside Country	0	0	0

The Table 5.5.1 indicates the diversity of students joining admission:

Table 5.5.1 Diversity of Students Joining Admission

Year	Total Admitted	UG Background		Diversity based on mother tongue			Diversity based on work experience	
		Engg	Others	Tamil	Telugu	others	Fresher	Experience
2022-23	59	2	57	56	1	2	57	2
2021-22	59	7	52	55	4	0	56	3
2020-21	60	4	56	55	1	3	57	3

Table 5.5.2 Gender Diversity

Year	Sanctioned Intake		Within State	Outside state	Other country	Management Stream	Other Stream	Fresher	Experienced	Total
2022-23	60	M	36	2	0	37	2	36	2	
		F	21	0	0	21	0	21	0	
2021-22	60	M	35	0	0	31	4	32	3	
		F	24	0	0	21	3	24	0	
2020-21	60	M	32	1	0	32	1	31	2	
		F	26	1	0	23	4	26	1	

5.6. Professional Activities

5.6.1. **Student's participation in professional societies / chapters and organizing management events**

To facilitate and support the all-round development of students, our department offers different platforms through multiple academic and non-academic events where students bring forth their talents and prove their managerial skills. Students are encouraged to participate in intra- and inter-college events.

Various events such as **JET Alexander – A** Management Symposium, Students Development Program, Sports, **ICON STEM** Conferences and **LIBAzaar** among others, are organized by the students. These events clearly demonstrate their leadership skills, effective communication, time management, and team work.

JET ALEXANDRA is the flagship event management organized annually at the national level where we invite students from other business schools, IITs, and IIMs to participate in our events. Several academic and non-academic competitions are being held to create a sportsmanship spirit among the students.   Besides our department encourages sports and also conducts League events. With all the above mentioned programmes, the skills of the students in organising, leadership, networking, using technology, negotiation, time management, and crisis management are honed.

Professional Bodies:

Jeppiaar Engineering College is an institutional member of Madras Management Association (MMA), All India Management Association (AIMA), and Confederation of Indian Industry (CII). Our students regularly attend programs and also participate in various events and competitions organised by them. Our students participate in the student's convention by MMA and participate in competitions like paper presentations, Best mangers, Debate, Ad zap, and Business plan competition.   All the above mentioned activities create a sense of responsibility, unity among the students through group participation, awareness of real life business environment, ability to work under pressure, and develop positive outcomes.

Our students in MMA House

Madras Management Association Activities

2020-21

S.No	EVENT NAME	DATE	VENUE	PARTICIPANTS
1	"Mumbai Dabbawallas' Exemplary Performance"	19th July 2020	Online Webinar	15
2	POST-PANDEMIC WORLD AND INDIA " by Mr S Gurumurthy Chartered Accountant, Columnist, Political and Economic Analyst & Editor, Thuglak	17th Aug 2020	Online Webinar	25
3	20th MMA All India Management Students Convention 2019	17th Dec 2020	Online	27

2021-22

S.No	EVENT NAME	DATE	VENUE	PARTICIPANTS
1	MMA Conclave - "The Changing Environment of Tax Administration"	1st Nov 2021	MMA Convention Centre	3
2	20th MMA All India Management Students Convention 2020	18th Nov 2021	Hybrid	All First year students (2021-2023) attended
4	Leadership	21st Feb 2022	MMA Convention Centre	9
5	25th MMA Competition for Young Managers - "Betting on the Future – How India can make this decade its own"	22nd Feb 2022	MMA Convention Centre	6
7	MMA - Women Managers Convention 2022 "MARCHING AHEAD-Inspire Change in Human Kind"	26th March 2022	MMA Convention Centre	3

2022-23

S.No	EVENT NAME	DATE	VENUE	PARTICIPANTS
1	MMA - How e-commerce is transforming retail in India	20/01/2023	MMA Convention Centre	13
2	Building a robust Academic Entrepreneurial Ecosystem by Prof Ashwin Mahalingam	05/01/2023	MMA Convention Centre	21

Student Convention At MMA Sep 2022

Leadership by kavingnar inthiran, kalai vimarsagar, and MMA on February 21 2022

Organizing Management Events:

" JET ALEXANDRA " is an annual event that is planned, organized and conducted entirely by students. This provides a platform for students to develop team-working and leadership skills. The students form a core committee for the overall event and separate committees for each event. The event consists of various skill-based and knowledge-based competitions that sees a participation of students from various management institutes. The event is funded by the institution. The event is publicized online and by distributing posters in various educational institutions. This provides an opportunity for students to display their creative skills.

Name	Date	Events	No of participants
JET ALEXANDRA 23	10/03/2023	• Mastermind- (Best manager) • War of Words- (Debate) • One Shot- (Business Quiz) • Adzap • The Secret Quest- (Treasure Hunt) • Black or White- (Chess) • The Right Guess- (Hurdle Quiz)	85
JET ALEXANDRA 22	29/04/2022	• Paper Presentation • Stress Interview • Business Plan • Hurdle Quiz •	115
JET ALEXANDRA 21	23/07/2021	• Stress interview • Code crackers • Paper Presentation • IPL Bidding • Extempore	127

JET ALEXANDRA' 23   GLIMPSES

JET ALEXANDRA' 22   GLIMPSES

JET ALEXANDRA' 21 GLIMPSES

5.6.2. Student's Publication:

2020-21

S.No	Student Name	Paper Title	Conference/ Journal name	Date/ year
1.	H.Balaji	QUALITY OF WORK LIFE OF EMPLOYEES WITH SPECIAL REFERENCE TO KUN AUTO COMPANY PVT LTD, CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
2.	K.Jerry Prince Sagayaraj	IMPACT OF WORKFORCE DIVERSITY IN SERVICE INDUSTRY WITH REFERENCE OF ASTRA EVENTS & MARKETING SERVICES, CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
3.	S.Robe rt Louis	APPLICATION OF TOTAL QUALITY MANAGEMENT TOOLS FOR QUALITY IMPROVEMENT WITH REFERENCE TO RAVI INDUSTRIES,AMBUR	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
4.	V.Prav eenKumar	EMPLOYEES ATTRITION WITH REFERENCE OF NORTHERLY AUTOMOTIVE SOLUTIONS PVT LTD	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
5.	S.Penis h,Wilbert, AntoJerbin,Antony Nitesh	CUSTOMER SATISFACTION TOWARDS DIFFERNT FISHES WITH SPECIAL REFERENCE TO	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-	July 2020

		GLADSON EXPORT MUTTOM	Publication	
6.	G.V.Gopi nath, Kumaran	IMPLICATION OF LEAD GENERATION PROCESS IN SMART EXPOS AND FAIRS, CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
7.	S.SubinA ntony,C.Rajkumar	COST SAVING IN LOGISTICS IN THE INDIAN TRACTOR INDUSTRY WITH THE REFERENCE TO TAFE CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
8.	M.Adityan	INVESTORS PERCEPTION IN DIFFERENT INVESTMENT AVENUES WITH REFERENCE TO CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
9.	S.Parthiban	COMPARISON OF RISK AND RETURN OF EQUITY AND COMMODITY MARKET WITH REFERENCE TO CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
10	F.SelvinRaja,S.Dh urabudeen, S.Sudharsan,K.Ara vindhan,	A STUDY ON 5S IMPLEMENTATION AT TAFE PVT LTD, CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
11	S.Yuvakrishnan, P.Padmanathan, L.RajaVikraman,	A STUDY ON FINANCIAL INCLUSION ACTIVITIES OF BANKS: PRESPECTIVE FROM PEOPLE IN TAMIL NADU	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-	July 2020

			Publication	
12	P.Gokulakrishnan, D.JonesSilvanes,M P.Ranjith Kumar, Albert Mervin,A.HariPras anth	A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION IN FREIGHT FORWARDING SERVICES	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
13	M.Harini,P.Ramya Prabha,B.N.Subhas hini, R.Yogeshwari	EMPLOYEE COMPENSATION AT SCHAEFFLER INDIA LIMITED ,HOSUR	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
14	S.AkshayaKeerthy, S.Ilakiya,J.Deepika , J.ArulMurugan,T. Manjula	IMPACT OF QUALITY OF WORK LIFE ON ORGANIZATIONAL COMMITMENT AT FOURRTS INDIA	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
15	V.K.Nandhini,D.Sa ngeetha.K.Pavithra, A.Nivetha,P.Moha naPriya	A STUDY ON EMPLOYEE ENGAGEMENT AT GHCL PVT LTD, CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
16	J.RosicaGomez,M. Nivedha,M.Ashika, D.Nivedhita,S.Shyj i	A STUDY ON WORK-LIFE BALANCE OF EMPLOYEES IN MACHADO SONS PRIVATE LIMITED, MILLERPURAM	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
17	AbiramiThiagarajan	A STUDY ON IMPACT OF CORPORATE TRAINING ON EMPLOYEE PERFORMANCE AT WORK PLACE AT ARICH	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020

		INFOTECH PVT. LTD., CHENNAI		
18	D.V.Hemavathy,S.Lavanya,C.S.Minu,B.Nandhini,L.Uma devi	RECRUITMENT PROCESS OUTSOURCING	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
19	N.Nivetha,M.Nivet hitha,V.Remya	A STUDY ON EMPLOYEES COMMITMENT AND ORGANIZATIONAL PERFORMANCE AT GLOBAL TECHNO SOLUTIONS IN CHENNAI	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
20	M.Geetha,V.Hema priya,R.Dhivya,J.Je yaprakash,	A STUDY ON OVERALL SATISFACTION ON EMPLOYEE ENGAGEMENT AT TAMILNADU NEWSPRINT AND PAPERS LTD	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
21	M.Riyaz,A.Sara,A. Annie Ruth Vandhana,P.Monis ha,	A STUDY ON EMOTIONAL INTELLIGENCE AND ITS IMPACT ON JOB STRES AMONG EMPLOYEES AT TOSHIBA JSW POWER SYSTEM PVT. LTD	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
22	A.Poornapushkala,I .G.Irin,R.Swetha,A .MaryAnniSajitha,	A STUDY ON HUMAN CAPITAL MANAGEMENT	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
23	K.Nivedha,S.Poorn ima,K.Tharunya,R. Nivetha, A.AnuThanga	HR RECRUITMENT AND SELECTION PROCESS	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-	July 2020

			Publication	
24	P.SheebaVasantha Kumari,P.MinooPinheiro, P.Muhilthini,D.Hemavathi,L.Karthika	THE EXIGENCY INDOCRINATION OF EMPLOYEES AT AIRPORT AUTHORITY OF INDIA	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020
25	S.Krishna,S.Gayathri,F.Rexna,S.Steve Jeffery	A STUDY ON CASH FLOW MANAGEMENT AT GAVS TECHNOLOGY PRIVATE LIMITED	Proceedings of ICONSTEM 2020 ISBN 978-93-87534-15-7 Ideal International E-Publication	July 2020

TRACK 5 Business Strategy for Industrial Revolution 4.0 [BSIR]

The Fourth Industrial Revolution represents a new technological paradigm, where digital systems, the Internet, and the conventional industry will merge together, leading to a transformation of the multinational companies. Industry 4.0 has captured the interest of many stakeholders, among them top-level executives, governments and policymakers around the world. Many are interested in the adoption of emerging technologies as they offer the possibility of changing their company's strategies.

Mr. Nitin Bothra, Director , Nitin Wire Group, has delivered a informative speech on emerging technologies in multinational companies, technology integration in germany and top-level management. All the technical papers were presented via virtual mode and chaired by Dr.P.Periasamy, Associate Professor of finance, CMS B School, Jain Deemed to be University, Bengaluru and Dr. Rtn. K. Murali Krishnan, Managing Partner, Vel Systems

A STUDY ON EMPLOYEES COMMITMENT AND ORGANIZATIONALPERFORMANCE AT GLOBAL TECHNO SOLUTIONS IN CHENNAI

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durgamuralee@gmail.com

ABSTRACT: The Project was conducted to investigate and analyse the employee commitment in Global Techno Solutions, Chennai. The study was used to discover the employee's gratitude, positive impact, loyalty, positive commitment and climate in and out of the organization. Employee engagement surveys are designed to provide employees with the opportunity to tell their management team how they're feeling at work. The project was started and proceeded by collecting and fulfilling the objectives as set prior. The study targeted 300 employees out of which all the 200 respondents responded and returned their questionnaires contributing to a response rate of 100%.The samples were taken and further analysed using tests as Chi square, One sample T-Test, Regression analysis and F-test. The calculated value is greater than the tabulated value, therefore null hypothesis is rejected. Alternative hypothesis (H1) is accepted. "Therefore, we can say that there is a positive relationship between employees' commitment towards organizational

2021-2022

S.No	Student Name	Paper Title	Conference/ Journal Name	Date/ Year
1.	Harsha R	A Study On Employee Attrition And Employee Retention In It Sector	JNR Online Journal	August 2022
2.	Anbarasi Priyadharshini	A Study On Work-Life Balance In Working Women And Their Impact On Attrition: A Review Of Literature	International Journal Of Research In Computer Application & Management *ISSN 2231-1009*	June 2021

2022-2023

S.No	Student Name	Paper Title	Conference/ Journal Name	Date/ Year
3.	Rajesh K Abhishan A	E-Governance and Public Sector Services in Chennai District	Soveniour of 8th IEEE international conference ICONSTEM 2023 pg no 11	April 2023
4.	Sharmi R A, Jaganmohan M V, Hariniliakshmi K S, Sandhiya M, Mosay S, Selshya V	Research and innovation to market development : Artificial Intelligence in Business	Soveniour of ICONSTEM 2023 IEEE international conference pg no 89	April 2023
5.	Balaji N Fredina W S J	Analytics For Hospitals' Healthcare Data	Soveniour of ICONSTEM 2023 IEEE international conference pg no 167	April 2023
6.	Akalya B Manoj S	Inventory Management For Retailers	Soveniour of ICONSTEM 2023 IEEE international conference pg no 189	April 2023

A STUDY ON WORK-LIFE BALANCE IN WORKING WOMEN AND THEIR IMPACT ON ATTRITION: A REVIEW OF LITERATURE

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CHENNAI

ABSTRACT

The phrase 'work-life balance' conjures up an image of a scale with work on one side and family and other personal relationships on the other. In the middle is the woman with both arms extended trying to balance everything. The woman represents the stabilizer caught in the middle being divided her life into two parts - where she feels she should be and where society says she should be. But a woman is a whole being and the focus should be on her as a whole being and not on just two important aspects of her life. Work-life balance has been sold to women as being the key to happiness by suggesting all we need to do is to simply find a way to better fill our roles without going crazy. The Various study concluded that an efficient Work life Balance is detrimental to an employee for improving their job satisfaction and productivity. The company should focus on providing efficient Work Life Balance policies and programs to ensure proper Work Life Balance, which will help women to improve the employee productivity and also to control the attrition rate.

KEYWORDS
IT companies, work-life balance, attrition, Job satisfaction, organisation.

CRITERION 6

Criterion 6	Faculty Attributes and Contributions	250

The department maintains student-faculty ratio at 1:15 which is higher than the AICTE guidelines of 1:20. Faculty cadre for Professor, Associate Professor and that of Assistant Professor is maintained as per the guidelines of NBA and AICTE @ 2:2:4 on an average. The faculty members in department are professionally qualified with research and industry experience to maintain required faculty student ratio. Department takes different initiatives to retain the present faculty members. The faculty members use innovative methods like case study discussion, role plays, movie-based learning, current affairs discussion, group discussion and personal interview, industrial visits, industry interactions, management games, certification courses, Google Classroom , remedial classes etc to enrich the teaching learning process among the students. On the institute level there is a well-defined faculty performance, appraisal, and development system. The department follows the same to track the performance of the faculty members. The faculty members actively participate organising and attending workshops, conference, seminars, consultancy projects, faculty development programme, webinars etc. The faculty members are well motivated to publish their papers in referred journals, reputed conferences, books, book chapters case studies etc.

FACULTY DETAILS

MBA Dept Faculty Details (2022-2022)

S. No	Staff Name	Qualification			Association with the Institution	Designation	Date on which Designated as Profesor/ Associate Profesor	Initial Date of Joining	Department	Specialisation	Academic Research			Currently Associated (Y/N) Date of Leaving (In case Currently Associated is NO)	Nature of Association (Regular/Contract)
		Degree (highest degree)	University Degree	Year of attaining higher qualification							Research Paper Publications	Ph.D. Guidance	Faculty Receiving Ph.D.during the Assessment Years		
1	Dr.R.Akila	Ph.D	Mother Teresa Women's University	10/01/2013	Faculty	Profesor	1/6/2012	4/6/2003	MBA	Marketing, HR, Operation	40	YES		Y	Regular
2	Dr.N.Padmavathy	Ph.D	Bharathiar University	22/12/2014	Faculty	Profesor	1/6/2016	23-Jun-03	MBA	Marketing, HR, Operation	30	NO		Y	Regular
3	Dr.E. Gopi	Ph.D	Sathyabama Institute of	18/09/2020	Faculty	Associate Profesor	8/1/2020	3-Sep-07	MBA	Finance, Marketing Busines	11	NO		Y	Regular

			Scinece & Techology							s Analytics					
4	Dr. Durgarani. M	Ph. D	Bharathiar University	22/12/2014	Faculty	Associate Professor	6/9/2017	28-Jul-08	MBA	Marketing, HR	10	NO		Y	Regular
5	Mrs Benita M J	MBA	Anna University	1/12/2018	Faculty	Assistant Professor		20-Jun-20	MBA	HR, Marketing	1	NO		Y	Regular
6	Mrs.E. Francisca Antoinette Radhika	MBA	Sathyabama University	19/04/2008	Faculty	Assistant Professor		3-Aug-20	MBA	Finance, HR	0	NO		Y	Regular
7	Mr. Karutha Pandian B	MBA	Anna University	1/6/2018	Faculty	Assistant Professor		10-Aug-20	MBA	Finance, HR	0	NO		Y	Regular
8	Mrs. Nivetha R	MBA	Anna University	1/3/2021	Faculty	Assistant Professor		21-Jun-21	MBA	HR, Finance	0	NO		Y	Regular

MBA Dept Faculty Details (2021-2022)

| S. No | Staff Name | Qualification | | | Association with the Institution | Designation | Date on which Designated as Professor/Associate Professor | Initial Date of Joining | Department | Specialisation | Academic Research | | | Currently Associated (Y/N) Date of Leaving (In case Currently Associated is NO) | Nature of Association (Regular/Contract) |
		Degree (highest degree)	University Degree	Year of attaining higher qualification							Research Paper Publications	Ph.D. Guidance	Faculty Receiving Ph.D during the Assessment Years		
1	Dr.R.Akila	Ph.D	Mother Teresa Women's University	10/01/2013	Faculty	Professor	1/6/2012	4/6/2003	MBA	Marketing, HR, Operation	40	YES		Y	Regular
2	Dr.N.Padmavathy	Ph.D	Bharathiar University	22/12/2014	Faculty	Professor	1/6/2016	23-Jun-03	MBA	Marketing, HR, Operation	30	NO		Y	Regular
3	Dr.E. Gopi	Ph.D	Sathyabama Institute of Scinec	18/09/2020	Faculty	Associate Professor	8/1/2020	3-Sep-07	MBA	Finance, Marketing Business	11	NO		Y	Regular

			e & Technology							Analytics					
4	Dr. Durgarani. M	Ph.D	Bharathiar University	22/12/2014	Faculty	Associate Professor	6/9/2017	28-Jul-08	MBA	Marketing, HR	10	NO		Y	Regular
5	Mrs Benita MJ	MBA	Anna University	1/12/2018	Faculty	Assisstant Professor		20-Jun-20	MBA	HR, Marketing	1	NO		Y	Regular
6	Mrs.E. Francisca Antoinette Radhika	MBA	Sathyabama University	19/04/2008	Faculty	Assisstant Professor		3-Aug-20	MBA	Finance, HR	0	NO		Y	Regular
7	Mr. Karutha Pandian B	MBA	Anna University	1/6/2018	Faculty	Assisstant Professor		10-Aug-20	MBA	Finance, HR	0	NO		Y	Regular
8	Mrs. Nivetha R	MBA	Anna University	1/3/2021	Faculty	Assisstant Professor		21-Jun-21	MBA	HR, Finance	0	NO		Y	Regular

MBA Dept Faculty Details (2020-2021)

S. No	Staff Name	Qualification			Association with the Institution	Designation	Date on which Designated as Professor/Associate Professor	Initial Date of Joining	Department	Specialisation	Academic Research			Currently Associated (Y/N)	Date of Leaving (In case Currently Associated is NO)	Nature of Association (Regular/Contract)
		Degree (highest degree)	University Degree	Year of attaining higher qualification							Research Paper Publications	Ph.D. Guidance	Faculty Receiving Ph.D.during the Assessment Years			
1	Dr.R.Akila	Ph.D	Mother Teresa Women's University	10/01/2013	Faculty	Profes sor	1/6/2012	4/6/2003	MBA	Marketing, HR, Operation	40	YES		Y		Regular
2	Dr. Dileep.G	Ph D	Sathyabama University	13.04.2013	Faculty	Profes sor	2/1/2017	2-Jan-17	MBA	HR , Finance	10	NO		30/04/2021		Regular
3	Dr.N.Pad mavathy	Ph.D	Bharathiar University	22/12/2014	Faculty	Profes sor	1/6/2016	23-Jun-03	MBA	Marketing, HR, Operation	30	NO		Y		Regular

4	Dr.E. Gopi	Ph. D	Sathya bama Institute of Scinece & Techn ology	18/09/2020	Facult y	Assoc iate Profes sor	8/1/2020	3-Sep-07	MBA	Finance, Marketing Business Analytics	11	NO		Y	Regular
5	Dr. R. Satish	Ph. D	Sathya bama Univer sity	17/04/2010	Facult y	Assoc iate Profes sor	2/1/2017	2/1/2017	MBA	Finance, Marketing	40	YES		28/05/2021	Regular
6	Dr. Durgarani. M	Ph. D	Bharat hiar Univer sity	22/12/2014	Facult y	Assoc iate Profes sor	6/9/2017	28-Jul-08	MBA	Marketing, HR	10	NO		Y	Regular
7	Deepitha. S. Prasad	MB A	Sathya bama Univer sity	12/05/2011	Facult y	Assist ant Profes sor		1-Nov-13	MBA	HR , Finance	0	NO		29/05/2021	Regular
8	Revathi. V	MB A	Anna Univer sity	1/1/2014	Facult y	Assist ant Profes sor		14-Jul-14	MBA	HR , Operation	4	NO		25/05/2021	Regular
9	Balaraman M	MB A	Sathya bama Univer sity	03/08/2015	Facult y	Assist ant Profes sor		3-Jul-17	MBA	HR , Finance	2	NO		31/05/2021	Regular
10	Mrs Benita MJ	MB A	Anna Univer sity	1/12/2018	Facult y	Assiss tant Profes sor		20-Jun-20	MBA	HR , Marketing	1	NO		Y	Regular

11	Mrs.E. Francisca Antoinette Radhika	MBA	Sathyabama University	19/04/2008	Faculty	Assisstant Professor		3-Aug-20	MBA	Finance, HR	0	NO		Y	Regular
12	Mr. Karutha Pandian B	MBA	Anna University	1/6/2018	Faculty	Assisstant Professor		10-Aug-20	MBA	Finance, HR	0	NO		Y	Regular

6.1. Student-Faculty Ratio (SFR) (10)

Student Faculty Ratio (SFR) = S/F are indicated in Table 6.1

Table 6.1.1 Student Faculty Ratio

Year	2022-2023	2021-2022	2020-2021
P1.1	59	59	60
P1.2	58	60	61
Total No. of Students in the Department (S)	117	119	121
No. of Faculty in the Department(F)	8	8	12
Student Faculty Ratio (SFR)	14.63	14.88	10.08
Average SFR = 13.19			

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below: CAY, CAYm1 and CAYm2

Table 6.1.2 Regular and Contractual Faculty Details

Year	Total No of regular faculty in the department	Total No of Contractual faculty in the department
2022-2023	8	0
2021-2022	8	0
2020-2021	12	0

6.2 Faculty Cadre

Table 6.2 Faculty Cadre

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
2022-2023	1	2	2	2	3	4
2021-2022	1	2	2	2	3	4
2020-2021	2	3	3	3	5	6
Average Numbers	RF1 = 2.66	AF1 = 5	RF2 = 5	AF2 = 5	RF3 = 7.66	AF3 = 10
	AF1 / RFI 5/2.66 = 1.88		AF2 / RF2 5/5 = 1		AF3 / RF3 10/7.66 =1.31	

$$\text{Cadre ratio Marks} = \left\{ \left[\frac{AF1}{RF1}\right] + \left[\frac{AF2}{RF2} * 0.6\right] + \left[\frac{AF3}{RF3} * 0.4\right] \right\} * 10$$

= (1.88+1*0.6+1.31*0.4)*10

= 30.04

6.3. Faculty Qualification

FQ =2 x [(10X +4Y)/F)] where x is no. of regular faculty with Ph.D., Y is no. of regular faculty with MBA, F is no. of regular faculty required to comply 1:20 Faculty Student ratio (no. of faculty and no. of students required are to be calculated as per 6.1)

Year	Faculty with Ph.D. (X)	Faculty with MBA (Y)	Required Faculty for 15:1 (F)	FQ=2 x [(10 X+ 4Y) / F)]
2022-2023	4	4	8	14
2021-2022	4	4	8	14
2020-2021	6	6	10	16.8
Average				14.93

Table 6.3 Faculty Qualification

6.4. Faculty Retention

Retention of faculty members is a hallmark of Reasons behind the high rate of retention are quality infrastructure, high degree of management commitment towards faculty welfare, competitive compensation package, excellent support for research through internal project funding, attractive annual and long term incentives addressing motivational aspects as well as encouraging high performance & productivity and incentives for quality research and publications. Faculty members receive a very good logistic support to carry out quality research.

Table 6.4 Faculty Retention

Item	2022-23	2021-22
No of Faculty Retained	7	7
Total No. of Required Faculty in 2020-2021	12	12
% of Faculty Retained	58.3	58.3
Faculty Retained	7/12	7/12
	58.3	

6.5. Faculty Initiatives on Teaching and Learning

Innovations by the Faculty in teaching and learning shall be summarized as per the following description.

Faculty members of Department of MBA make a great effort to bring new and innovative teaching methodologies for the students. These innovative methodologies not only enhance the learning process of students but also make them conceptually robust. The teaching and learning initiatives are peer- reviewed by all the members during monthly faculty meeting. Department provides use of modern teaching aids like LCD projectors, Power Point Laser Presenter, Slide Changer. Department encourages Academic Discussions between faculty members and students using WhatsApp, Google Meet. Flip Class teaching Learning process is adopted by the faculty members. The department conducts seminar, workshops, experts talk

etc on a regular basis every academic semester. Faculty members use open-source platforms like NPTEL, Coursera to make subject easy to understand for students.

Faculty initiatives on teaching learning are as follows:

a. Real World Case study-based teaching-learning

b. Role plays

c. Current affairs

e. Group discussion and personal interview

f. Industrial Visits

g. Industrial Interaction

h. Management games

i. Certification courses

j. Remedial classes

l. Uses of library

m. Counselling

n. Uses of E-resources and ICT

a. Real World Case study-based teaching- learning: Case studies are discussed module wise for all the courses. These case studies significantly improve the analytical abilities of students by projecting real life business problems. Case study-based learning involves detailed examination of problems and exploration of possible solutions. Faculty members use a mix of textbook cases and journal case study from Harvard and Wiley. Table 6.5.1 shows the list of few of the case studies discussed in the classroom.

b. Role plays: Role play is the teaching methodology which allows the learner to take up task in real working conditions. It helps in learning and developing the competencies required for various jobs and positions in the organisation.

c. Current Affairs Discussion: Students are encouraged to read and watch news daily for better understanding of present-day scenario. Same is discussed in the classroom on a weekly basis. Students are divided into groups for the discussion and a faculty member is present as the moderator during the discussion in the classroom

d. Group Discussion and Personal Interview: Group discussion and personal interview is part of weekly schedule of **MBA** students. The discussion and interview are monitored by the faculty members. Personal interview is divided into two parts: specialization specific and general. Group discussion and personal interview help students in developing soft skills and personality. It also assists in the public speaking of students.

e. Industrial Visits: Industrial visits to organisations are arranged every semester for the students to provide them with practical exposure to the processes followed, day-today activities, best practices, and interaction with industry practitioners.

f **Industry interaction:** Students get a chance to engage themselves with industry leaders and practitioners all through the year. Industry interactions help students in developing an insight of the practical aspects of the course and internal working environment which they may not be able to visualize through classroom lectures.

g. **Management Games:** Management games are one of the most important aspect of teaching learning pedagogy. Management games help students in improving their analytical skills, decision making and enhance their attitude and personality as a team player. Games like brand positioning, best managers etc. are part of course execution for the students. Fig: 6.5.8 display the picture of management game being played in the classroom.

h. **Certification Courses:** Students are encouraged to take various certification courses for their skills enhancement and to make them industry ready. Following is the list of students who participated in certification course of Cambridge British English Certification Course.

i **Remedial Classes:** Remedial classes are taken on regular basis to help students understand the topics they might have missed or were not able to understand. These classes are taken in all the courses being taught every semester.

j **Uses of Library:** Faculty members and students use main library to access study materials and references. Library and Information Centre (LAIC) is a resource centre for teaching, learning & research. Library is spread in ground floor with 150 seating capacity, state of digital library, E-Learning Centre, Reference Section, Circulation Counter, OPAC (Online Portal Access Catelog) Search, Journals/Magazines and Newspaper Section are made available in the

entrance session of the library building. Library holds a collection of electronic resources, which include books, databases, audio- visuals, CDs/DVDs, e-books, e-journals, reports, previous years question papers, Project Reports. Learning Resources are available to access like DELNET, NDL, VTU consortium.

k **Counselling:** Each student is assigned with a "Counsellor " to guide and balance the opportunities in curriculum, extracurricular, placements etc. The work of mentor is to ensure participation of mentees in every available opportunity and help them to excel all round.

Table 6.5.1 Faculty Innovative Practices

Innovative Procedure	
Accounting for Decision Making	Adopted the slip test procedure. This is a quick 15minute test at the conclusion of class to evaluate how attentive the students were and how well they have understood the Material.
Principles of Management	Students will be asked to conduct an experimental study by applying the concepts learnt in Principles of Management Subject
Managerial Economics	Each group of students received twobanks. As they learned over the course, they monitored and compared how these two banks performed on numerous aspects. Presentations to share learning in class.
Financial Management	Analyzing written cases is a modifiedversion of an open-book exam. A case study was made available beforehand. The case's questions were raised in class, and the students were required to write and present their analyses there as well.
Marketing Management	Creating and delivering a marketingmstrategy for product development. This was a shared endeavor.
Marketing Management	Preparing and presenting a marketing plan for futuristic products. This was a group activity.
Human Resource Management	Students had to meet a HR Manager in a company, do an interview and understand the HR practices in that company. Objective was to relate concepts to industry practice. This was a group activity of 5 students. The learning was shared with the rest of the class.
Business Research Methods	Mini Research Project. Groups of students were asked to identify and define a problem. Follow the regular research process and provide solutions. Presentations made to class to share learning and a report submitted
Industrial Relation and Labour legislation	Analyzing written cases is a modified version of an open-book exam. A case study was made available beforehand. The case's questions were raised in class, andthe students were required to writeand present their analyses there as well
Integrated Marketing Communication	Students had to meet a Sales Manager in a company, do an interview and understand the sales / distribution management practices in that company. Objective was to relate concepts to industry practice. This was a group activity of 5 students.

Integrated Marketing Communication	Students will be divided into teams. They have prepare a Product concept and design marketing Strategy . Prepare Advertisement both Print and video advertisement and submit a report .
Strategic Management	Perform a brand assessment for a chosen brand and offer suggestionsfor enhancing brand equity. This group project aids in the comprehension of brand management ideas
Banking Services Managemen	Written case analysis, a modified form of an open book test. A case study was distributed in advance. The questions on the case were posed in the class and the students had to write and submit their analysis in the class
Banking Services Management	Groups of students were assigned two banks each. They tracked and compared the performance of these two banks on various parameters as learnt during the course. Presentations in the class to share the learning.
Financial Management	Finance Lab Exercise Choose any 2 companies of your choice from the industry given to you. ● Download the stock prices from yahoo finance for the chosen 2 companies and calculate the rate of return in Excel ● Calculate the expected return and risk for the 2 companies ● Interpretation on Risk and Return of the stocks considered ● Calculate the Coefficient of correlation What happens if you put these 2 companies in your portfolio?

6.6 Management Development Programme : nil

6.7 Faculty Performance, appraisal and development system

Describe the functioning status of the Performance Appraisal System for teaching and non-teaching staff within a maximum of 500 words

An appraisal System is an effective way of improving the performance of the individuals and managements helps to achieve their aims and desired targets successfully. Institution provides structural performance appraisal system to evaluate the exact performance for guaranteeing the quality of training from teaching and non-teaching staff. The teaching staff performance appraisal system consists of three Parts: Principal appraisal, HOD appraisal and self appraisal.

1. **Principal appraisal:**
    The Head of the Institution is the Administrative and Academic head of the Institution who liaise with the top management, staff and students of the institution. HOI appraises the HOD and faculties with various parameters like

HOD Evaluation
- Department academic & non academic achievements
- Leadership capability
- Coordination ability
- Involvement in college administrative activities.
- Department Research /Publication/Patent achievements

Teaching
- Staff teaching ability
- Staff support/involvement for college activities
- Work attitude
- Involvement in research & publications activities
- Support in Managerial activities

2. **Head of the Department(HOD) appraisal:**

   HOD provides the details of staff appraisal system by using Google form for evaluating the performance of staff members. It is a value based assessment by collecting the values of each performance and making calculations to publish their results. HOD assesses the performance of the teaching faculty members by,
   1. Staff teaching ability
   2. Research Practices
   3. subject Knowledge
   4. Communication Skills Level
   5. Work regularity and quality
   6. Delivery of content
   7. Motivation for weak Students
   8. Involvement in College activities

3. **Self Appraisal**

   It's mandatory for all the faculty members to complete their prescribed format of self appraisal every year by using JEC Self Appraisal Google form. It provides the involvement of faculty members and their effective presence in the department/college level. Self appraisal is prepared on the basis of these facts.

   1. Subject Skills
   2. Students feedback report from HOD
   3. University Examination results
   4. Counseling and interacting with the students
   5. Participation in FDP / Seminar / workshop
   6. Journal publication
   7. Fund Received or applied for Research work/ Patents / Workshops
   8. Quality of Projects
   9. Any Extra-curricular Activities

Non – Teaching Staff

The Support of Non-teaching staffs is the backbone of all the basic activities in training process. The responsibilities of the non teaching staff are also assessed. Non-Technical staff performances are evaluated by filling their JEC Self appraisal form for Non-Teaching staff. It is a value based assessment by collecting the values of each performance.   The parameters for assessment are as follow:

1. Training Support
2. Involvement in Higher Studies
3. Skills development
4. Housekeeping and adapting safety practices
5. Dress Code & Neatness
6. Active participation in the team work
7. Counselling Activities

 The annual appraisal forms are consolidated and are required to be presented before the committee of experts who will then categorize the performance levels. The Good Performers are rewarded with additional increments. The Moderate Performers are given a feedback to improve in certain areas while the poor performers are counselled by the concerned HOD and Principal and given an opportunity to show an improvement.

Figure   Appraisal Form

Figure   Appraisal Score

DEPARTMENT OF MANAGEMENT STUDIES

Staff Appraisal Report

Date: 05/04/2022

The staff appraisal review meeting with low API scorer was held on 05/04/22 at Dean Academics cabin. The report and suggestion have been given below:

Panel Members:
1. Dean – Academics
2. Principal
3. Concern department HOD's

S.No	Staff Name	Dept	Self Appraisal Score(30)	HOD Appraisal Score(50)	Principal Appraisal Score(20)	Overall Performance	Remedial Action Taken
1	Mrs Benita	MBA	13	37	19	69	Suggested to register for Ph.D
2	Mr Karuthapandi	MBA	13	33	17	63	Suggested to register for Ph.D
3	Mrs Radhika	MBA	14	36	16	66	Suggested to register for Ph.D
4	Mr Nivedha	MBA	13	33	17	63	Suggested to register for Ph.D

1. HOD-MBA

2. DEAN Academics

3. PRINCIPAL

PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
JEPPIAAR NAGAR,
RAJIV GANDHI SALAI,
CHENNAI-600 119

6.8. Visiting / Adjunct Faculty   : Nil

6.9. Academic Research

Details for the Academic Year : 2020-21, 2021-22.2022-23

Book Publication

Sl.No	Author	Title of the book/Chapters	Year of publication	ISBN No	Name of the publisher
1	R AKILA	Informatics & Cyber Law	2023		Paradox Publication

Chapter Publication

Sl.No	Author	Title of the book/Chapters	Year of publication	ISBN No	Name of the publisher
1	R AKILA	Crime against women in social networking site and critics on Indian laws	08-03-2022	978-93-5593-750-6	Department of Human Resource Management, Faculty of Humanities and Science,
2	R AKILA	Zero ticket bus travel scheme perception and its economic impact on women	08-03-2023	9789395054492	Department of Human Resource Management, Dr MGR Educational & Research Institute
3	Dr. E. GOPI	"An Anthology of Case lets"/ AI in recruitment is a game changer Page no. (75-80)	May 2020		Bharath Institute of Higher education and Research, Chennai.
4	Dr.N.Padmavathy	"Covid Pandemic Issues On Sustainable Development Goals - Gender Inequality In Unpaid Care Work"	2021	978-93-91373-45-0.	Shanlax Publications, Madurai, TamilNadu,
5	Dr.N.Padmavathy	Financial Inclusion : Key to achieve universal inclusive Economic Growth of India in the ISBN Edited Book on "Emerging trends in Business and	2022	978-81-95644-1-0	Wisdom India Publication, Bangalore.

		Technology for Sustainable Growth"			
6	Dr.N.Padmavathy	Impact of Human Capital Management Towards Organisational performance At Itc Limited on Multidisciplinary Research trends (Volume -2)	2022	978-93-94727-82-3.	Red Shine Publication Pvt.Ltd., Lunawada, India

JOURNAL   PUBLICATIONS

2020-2021

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Public ation	Page nos
1	Dr R AKILA	A study on employee attrition and employee retention in IT sector	Journal of Natural Remedies	ISSN: 2320-3358	Informatics & Publising Limited & Remedies Pvt Ltd	2020	21-26
2	Dr R AKILA	cyber crime challenges faced by female students in social network media	Mukt Shabd Journal	ISSN NO : 2347-3150	Mukt Shabd	2020	830-839
3	Dr R AKILA	Employee attrition in it sector and it's impact a Literature review	International Journal Of Research In Commerce, It & Management	ISSN 2231-5756	IJRCM	VOL UME NO. 10 (2020) , ISSU E NO. 07 (JULY)2020	1-3

4	Dr.N.Padmavathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278
5	Dr.N.Padmavathy	Drivers behavior in road traffic accidents in Urban Chennai	Alochana Chakra Journal	2231-3990	Alochana Chakra	2020	2274-2278
6	Dr. E. GOPI	An inquiry of toll and viability equilibrium with special respect to nurse in Madras Medical Mission Hospital	Mukt Shabd UGC JOURNAL	2347-3150	Mukt Shabd UGC JOURNAL	, volume X issue V May 2021,	1569-1576
7	Dr R Satish	An Impact Of Consumer Shopping Styles In Shopping Malls Over Purchase Behavior With Referecne To Chennai City	PalArch's Journal of Archaeology of Egypt / Egyptology,	2020-11-04	Vol. 17 No. 9 (2020):	17(9),	3513-3519

2021-2022

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	Sexual harassment at workplace faced by women	AIP Conference Proceedings **2385**	AIP Conf.Proc. 2385, https://do	AIP Publishing	06 Jan 2022	11000 1-12

		employees in private organization special reference to Tamilnadu and Pondicherry regions – India		i.org/10.1063/5.0070713			
2	**R AKILA**	Impact Of Emotional Intelligence On Job Stress	International Journal of Early Childhood Special Education (INT-JECSE)	ISSN:1308-5581	*Vol 14, Spl Issue 01, 2022*		**425 to 429**
3.	M.Durgarani	Nostalgia Marketing of Tourism and Hospitality in South Asia: A Leverage to India	International Journal of Special education	0827-3383	2022	2022	891-898

2022-2023

Sl. No.	NAME	Full Paper Title	Full Journal Title	ISSN	Publisher	Year of Publication	Page nos
1	R AKILA	An Analysis on Cyber Law Framework for Cyber Crimes against Women	SPECIALUSIS UGDYMAS SPECIAL EDUCATION 202	ISSN 1392-5369	Science Research Society	2022	6790 6805
2	R .AKILA	Cyber Crime Challenges against Women in Social Networking Media	Aalochan Drishti	ISSN : 2455-4219	Aalochan Journal of humanities	Vol ume - 25-III ,	93& 100

3	R AKILA	A study on the impact of Human Resource Planning on organisational Performance	International Journal of research and analytical reviews	ISSN 2348 1269	IJAR	Vol ume 9 , Issue 4 Dec 2022	70 to 75
4	R AKILA	A STUDY ON AWARENES S ABOUT FINANCIAL INCLUSION WITH REFERENC E TO INDIAN BANK (CHENGALP ATTU)	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICO NSTEM5693 4.2023.10142 84	IEEE	979-8-3503-4779-1/23/$3 1.00 ©2023 IEE	1-6
5	Dr.N.Padma vathy	The Impact of Drivers Behaviour in Road Traffic Accident	International Journal of Food and Nutritional Science	2319-1775	Transtellar Journal Publicatio ns and Research Consultanc y Private Limited	2022	550-556
6.	M.Durgaran i	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICO NSTEM5693 4.2023.10142 84	IEEE	2023	1-4
7	Dr. E. Gopi	An Investor's Opinion about Equity Market"	IEEE Xplorer Scopus indexed	DOI: 10.1109/ICO NSTEM5693 4.2023.10142 84	IEEE	2023	1-4

PATENTS PUBLISHED

Sl.No.	Name	Title of Patent	Registry No . / Year	Status (Applied / Published / Obtained)
1	Dr R AKILA	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	202241061016 26/10/2022	Published
2	Dr R AKILA	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published
3	**Dr.N.Padmavathy**	An investigation into how artificial intelligence techniques are being used in the financial and marketing sectors	2022	Published
4	Dr M.Durgarani	The Impact of Purchasing-Segmentation to Achieve Organizations-Sales Aims	202241006773 A 11/02/2022	Published
	Dr.N.Padmavathy	Customer Focused Ecommerce Site With Ai Bot	202211028074 A 20/05/2022	Published
5.	Dr M.Durgarani	Novel Advancement of Healthcare Management Using Iot	202341035564 A 16/06/2023	Published
6.	Dr. E. Gopi	Establishment of e-negotiator chat bot for building e-Commerce website	202241006816 09/02/2022	Published
7.	Dr. E. Gopi	Enhanced video surveillance system for police cops to monitor unusual activities	148/30052023. 18/06/2023	Published

2020-2021   <u>**CONFERENCES**</u>

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Cyber crime challenges and its impact in social empowerment	Department of Management, YIMS, Palakkad	Management in Uncertain Environment	27th & 28th August 2020
2	R AKILA	Challenges And Risk Faced By Women In Cyber SPAC	6th ICON STEM 2020	Enhancement in Industry 4.0	15th July 2020
3	R AKILA	determinants of work life balance among employees and its impact on their work performance	Annai vailankanni college of Engineering, AVK Nagar, Pottalkulam	Materials, Computing & Communication Technologies	20th June 2022

2021-2022

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	Innovation and rethinking business research & education during New Normal EON	Debre Tabor University college of Business and Economics	Business Management, Accounting & Finance, Economics and Tourism	9th to 10th May 2022
2	R AKILA	Impact of Emotional Intelligence on Job stress	Coal City University, Nigeria and Panagaea Geographical Association	Multidisciplinary International E - Conference	25th & 26th May 2022
3	R AKILA	Cryptocurrency – Its Current Trends And Future	Department of Management Studies, SRM Easwari Engineering College,	1st International e-Conference Challenges And Opportunities For Business Post-Covid-19	6th & 7th Jan 2022

| 4 | R AKILA | Determinants of work Life balance among employees and its Impact on their work performance | Annai vailankanni college of Engineering | International Conference on Materials, Computing &Communication Technologies" (ICMCCT 2022) | June 20th 2022 |

2022-2023

Sl.No.	NAME	Full Paper Title	College name	Theme	Date
1	R AKILA	A study on preference & perception of E-Vehicle among women in Chennai	Savitribai Phule Mahila Mahavidyala , Sastra	Recent interdisciplinary studies in Agriculture, forestry and Allied Sciences	30th Nov 2022
2	R AKILA	Crimes Against Women In SNS Media: An Critique Based On Indian Laws	ISARC INTERNATIONAL DICLE SCIENTIFIC RESEARCH AND INNOVATION CONGRESS DIYARBAKIR / TURKEY	**DİYARBAKIR / TURKEY**	26-27 NOVEMBER 2022
3	R AKILA	Impact of Covid on Education sectors and its adoption strategies	Covid 19 crisis and sustainable development goals in India : pathways for Adaption and Resilience	Post graduate department of Economics , Governement Arts college for Men	19th & 20th Oct 2022
4	R AKILA	A Study On Awareness About Financial Inclusion With Reference To Indian Bank (CHENGALPATTU)	Jeppiaar Engineering College	ICON STEM 2023	April 6th & 7th 2023

5	M.Durgarani	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6th & 7th 2023
5	E. Gopi	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6th & 7th 2023
6	Benita MJ	An Analysis on Increasing Awareness of Kabaddi Post Introduction of Pro-Kabaddi League	Jeppiaar Engineering College	ICON STEM 2023	April 6th & 7th 2023

NPTEL COURSES COMPLETED/Undergoing

Sl.No.		COURSE Name	Year of completion	GRADE
1	Dr R AKILA	Gender Justice and Workplace security	Aug –Sep 2022	79 (Silver)
2	Dr R AKILA	Enhancing Soft Skills and Personality	Feb – April 2022	84 (Silver)
3	Dr R AKILA	Basics of Digital Marketing	Feb – April 2023	-
4	Dr R AKILA	Yoga and Positive Psychology For managing career and Life	August – Sep 2023	-
5	M.Durgarani	Principles of Management	Jan- Apr 2022	85(Silver)
6	Dr N Padmavathy	"Enhancing Soft Skills and Personality"	Feb-April 2022.	72

ATAL FDP

Sl.No.	Faculty Name	FDP Name	Year of completion	Organised by
1	R AKILA	Digital Marketing	2020-9-2 to 2020-9-6	CHHATRAPATI SHAHU INSTITUTE OF BUSINESS EDUCATION AND RESEARCH KOLHAPUR
2	R AKILA	Cyber Security: A step towards awareness to Cyber Crime	2021-06-14 to 2021-06-18	ENGINEERING COLLEGE AJMER
3	R AKILA	Innovation Management	2021-2-22 to 2021-2-26	DR B R AMBEDKAR NATIONAL INSTITUTE OF TECHNOLOGY.
4	M.Durgarani	Sustainable Change Management	12/07/2021 to 16/07/2021	AUXILIUM COLLEGE (AUTONOMOUS).
5	M.Durgarani	Capacity Building through Emotional Intelligence for Women"	16/08/2021 to 20/08/2021	DR.SNSRAJALAKSHMI COLLEGE OF ARTS AND SCIENCE.
6	M.Durgarani	Developing Leadership and Team Management Skills"	05/12/2022 to 16/12/2022	IIT TIRUPATI
	Dr N. Padmavathy	"Emotional Intelligence"	2020-9-13 to 2020-9-17	INDIAN INSTITUTE OF INFORMATION TECHNOLOGY, ALLAHABAD.
	Dr N. Padmavathy	"'Outcome Based Education and Digital Pedagogy' focusing on 'Outcome based education, accreditation requirements and its compliance using	2021-06-26 to 2021-06-30	Kalinga Institute of Industrial Technology.

	digital pedagogy in professional courses'"			
	Dr N. Padmavathy	"Data Analysis using SPSS"	2020-10-5 to 2020-10-9	Mahatma Gandhi University.
	Dr N. Padmavathy	"National Education Policy - Sustainable Change Management in Planning and Architecture"	04/10/2021 to 08/10/2021	School of Planning and Architecture Vijayawada.
	Dr N. Padmavathy	"Sustainable Change Management in Technical Institutes for NEP – 2020 Implementation"	23/08/2021 to 27/08/2021	Government Engineering College, Bilaspur.

Research Supervisor Recognition (Only Anna University)

Sl.No	Recognition Details (Number)	Registered (No.s)	PhD awarded (No.'s)
1	Bharathiyar University Coimbatore	1	no

6.10. Sponsored Research

Research Fund Details

AY 2019-20

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
1.	Dr.N.Padmavathy	Professor	NCW, New Delhi	Seminar	Establishing safe shelter homes – strategies to reduce	Rs 2,10,000	

				crimes against women		
2.	Dr.R.Akila	Professor	ICSSR, New Delhi	Seminar	National seminar on Social Media Network : Security and Challenges	Rs 150000	12/09/2019
3.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 160000	18/09/2019
4.	Dr.N.Padmavathy	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 196000	25/09/2019
5.	Dr.N.Padmavathy	Professor	ICSSR, New Delhi	Seminar	National seminar on Financial inclusion – key to achieve universal inclusive economic growth of India	Rs 1,12,500	16/09/2019

2020-21

SL. NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
6	Dr.R. Akila	Professor	NCW, New Delhi	Research	A Study on compliance of Sexual harassment Act 2013 in Tamilnadu and Pondicherry states	Rs 168267	28/07/2020
7	Dr.R.Akila	Professor	ICSSR, New Delhi	Seminar	National seminar on Social Media Network : Security and Challenges	Rs 50000	19/11/2020
8	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 120000	22/07/2020
9	Dr.N.Padmavathy	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 147000	07/12/2020
1	Dr.N.Padmavathy	Professor	ICSSR, New Delhi	Seminar	National seminar on Financial inclusion – key to achieve universal inclusive economic growth of India	Rs 37332	14/01/2021

2021-22

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	Date
1.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic	Rs 80000	25/06/2021

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	DATE
					empowerme nt with special reference to Tamilnadu regions		
2.	Dr.N.Padmavath y	Professor	ICSSR, New Delhi	Research	A Study on the role of drivers behaviour in road traffic accident with special reference to urban Chennai	Rs 98000	26/10/2021

2022-23

SL.NO	FACULTY NAME	DESIGNATION	FUNDING AGENCY	NATURE	TITLE	FUND AMOUNT	DATE
1.	Dr.R.Akila	Professor	ICSSR, New Delhi	Research	Cyber Crime in Social Media Network against Women and its impact on their social, economic empowerment with special reference to Tamilnadu regions	Rs 39895	02-06-2023
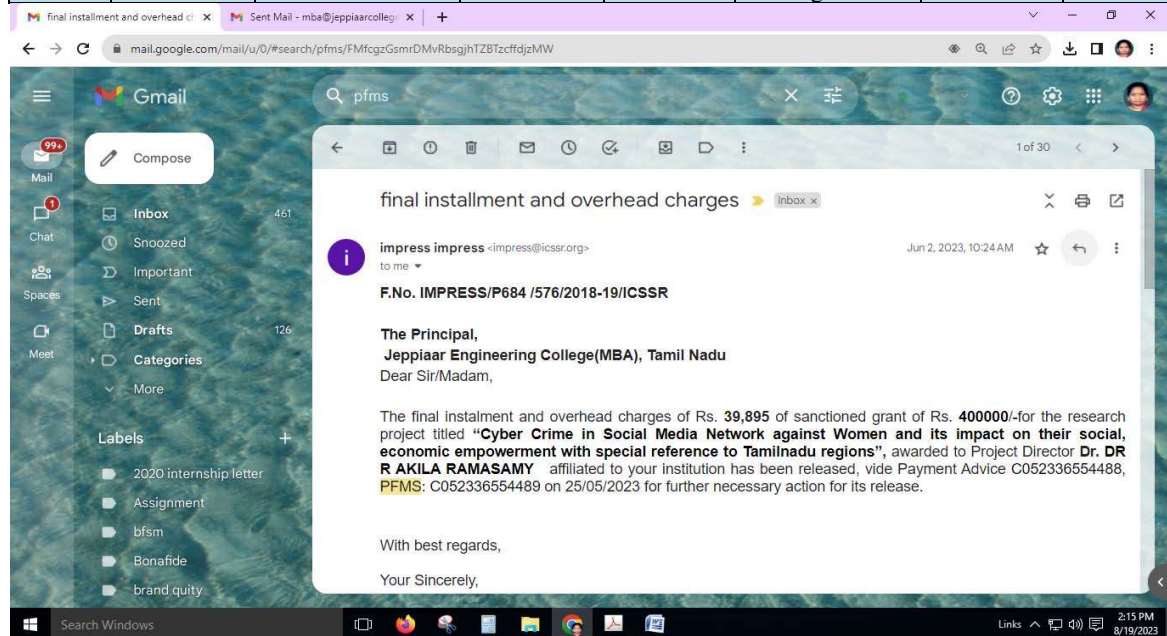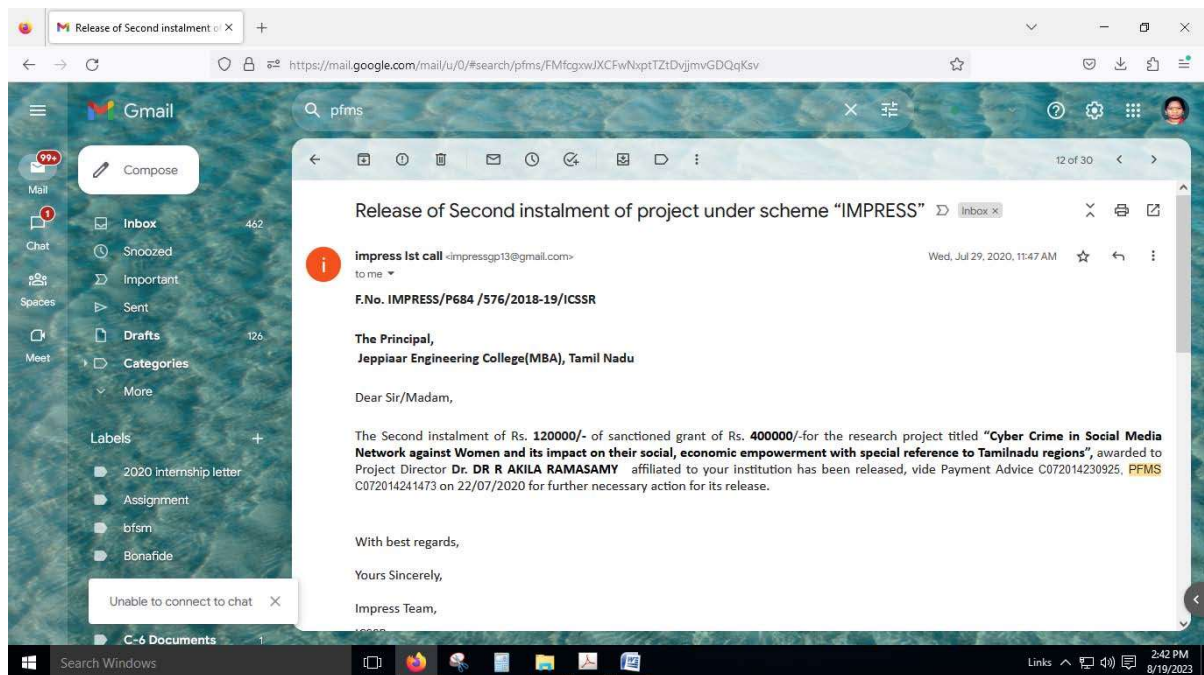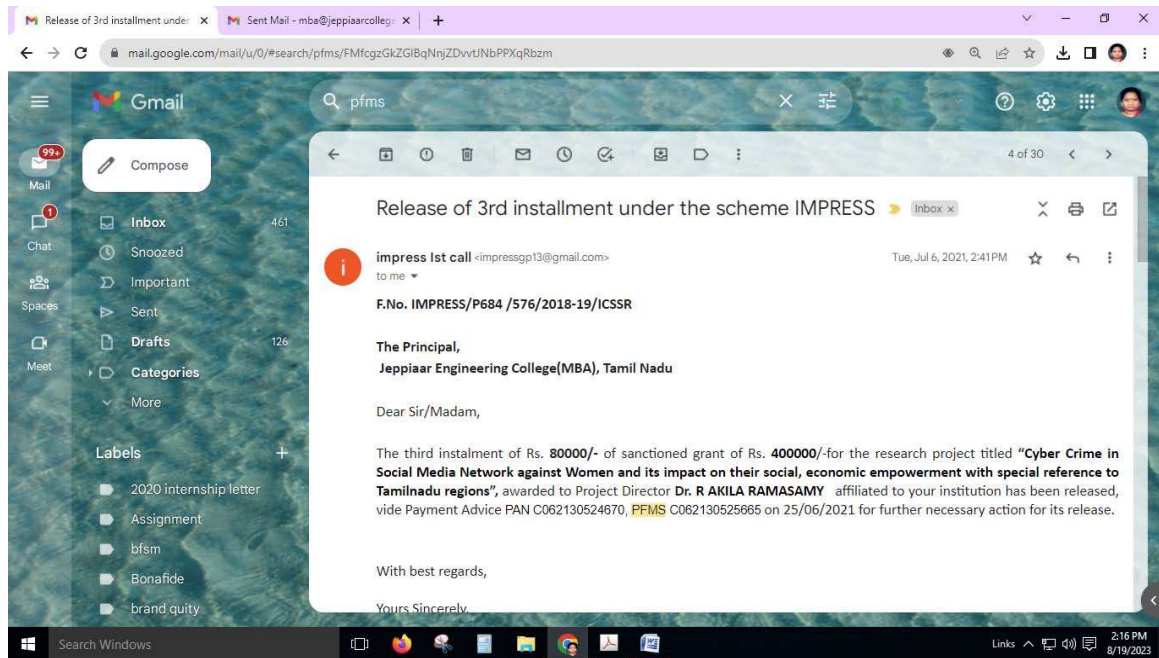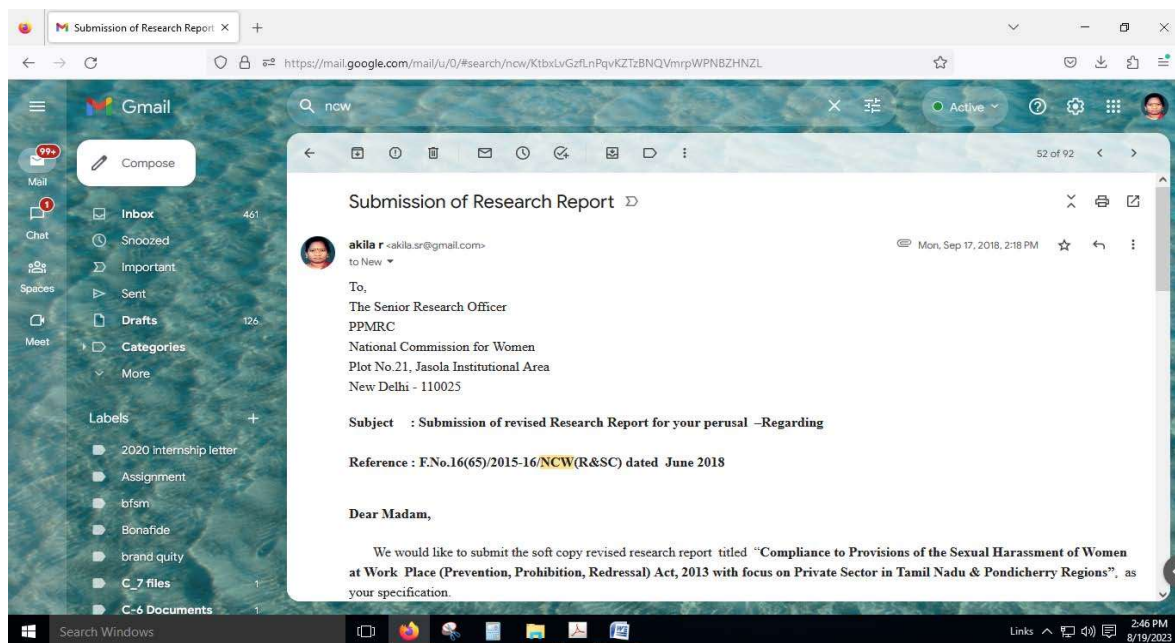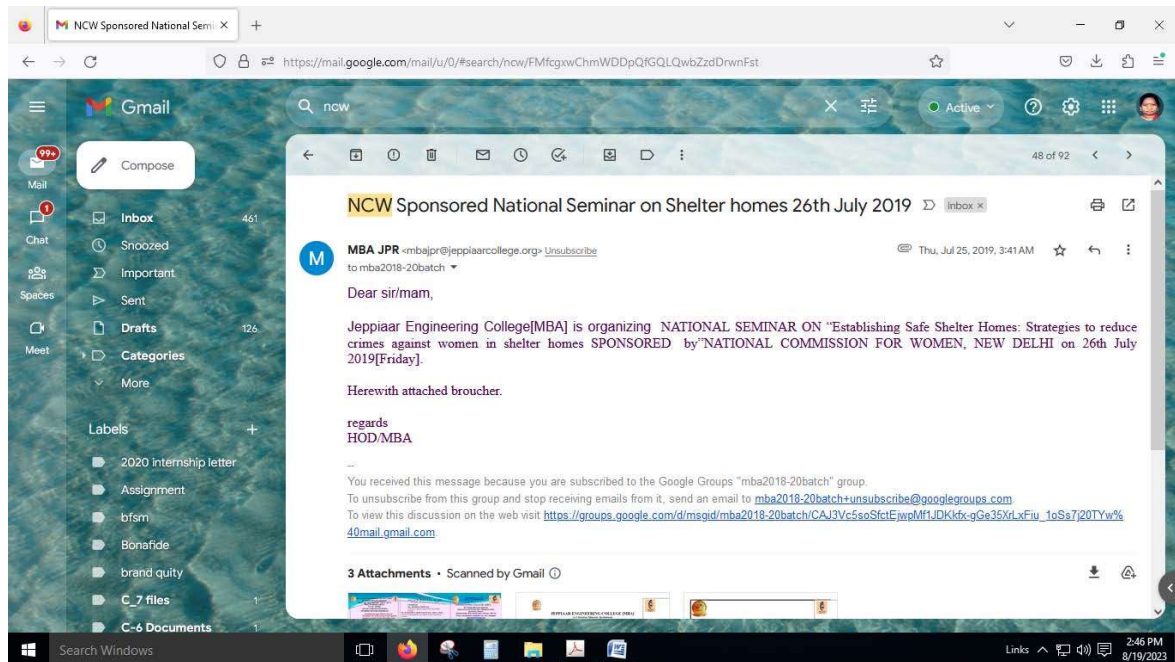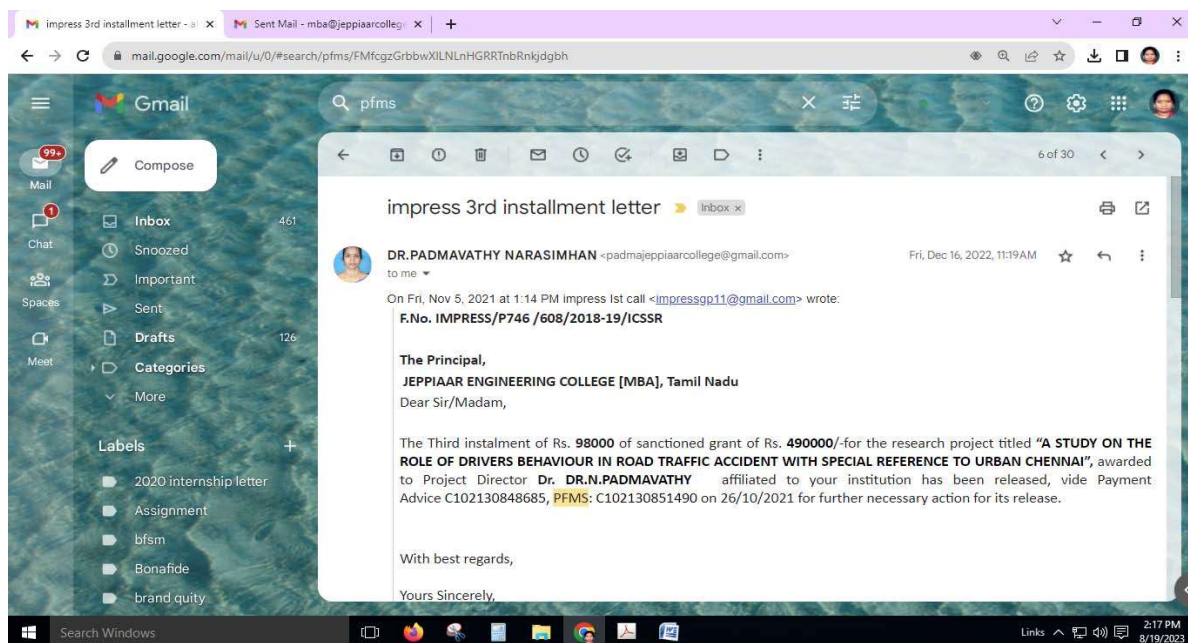
6.11 Consultancy

Table 6.11 Consultancy Fund From Industry

S.No	Year	Nature Of Assignment	Funding Company	Amount Received (in Rs.)	Duration
1.	2022-2023	A study on customer perception towards Rayal Enfield (Sholinganallur, Perungudi Adyar Zones)	Royal Enfield	110,000	1 year
2	2021-2022	A study on exporting opportunities and Challenges in Cashewnut exports in eastern countries	King Lines Food Products	95,000	1 year
3	2021-2022	Employee training on stress management	Trans stellar Publication	90,000	1 year
4	2020-2021	Employee Satisfaction study	Murali Machine Works Ltd	85,000	6 months

6.12   Faculty as consultant of the Industries

  Faculty members at higher education institutions can serve as consultants to industry in a variety of ways. Consulting can range from providing expert advice to participating in research and development initiatives with industry partners. Faculty members bring a unique set of skills and resources to the table, such as specialized knowledge, access to research facilities, and a network of academic contacts. Consulting can provide a great opportunity for faculty to engage in research and development activities while also providing industry partners with valuable insight. The primary role of faculty as consultants is to provide expertise and guidance to industry partners. Faculty members are highly qualified and experienced in their field, and can provide valuable advice on a variety of topics. By working in partnership, faculty members and industry partners can bring their respective skill sets to the table to create something of value

Table 6.12   Faculty as consultant of the Industries

S.No	Year	Faculty member as consultant	Company	Completion Status
1	2021-2022	Dr.R.Akila	King Lines Food Products	Completed
2	2021- 2022	Dr N Padmavathy	Transtellar Publication	Completed
3	2020-2021	Dr.E.Gopi	Futuro focus	Completed
4	2020-2021	Dr.M.Durgarani	Murali Machine Works Ltd	Completed

6.13. Preparation of teaching Case

  The faculty members have also discussed the original cases in the class room by involving the MBA students in groups. Typically the cases are administrated by the faculty members in the previous session and the students are asked to prepare well before giving their opinion in the class room. The faculty members review all the opinions of the students about the teaching case and an appropriate solution is arrived in the collective manner. The faculty members have prepared teaching cases in the areas such as Human Resource Management, Marketing Management, Financial Management, strategic Management, Research Methodology Legal aspects for Business. Apart from discussing the original cases,

the faculty members have the practice of discussing the standard teaching cases prepared by the other author who are experts in respective areas.

Table 6.10. Number of original cases prepared by the Faculty members

S.No.	Name of the FacultyMember	Total number of originalcases prepared
1	Dr.R.Akila	3
2	Dr. N.Padmavathy	3
3	Dr. E. GOPI	2
4	Dr.M.Durgarani	2
5	Mrs.M J Benita	2
6	Mrs. Nivetha R	1
7	Mrs.E. Francisca Antoinette Radhika	1
8	Mr. Karutha Pandian B	1

Case Discussion Methodology

The subject related cases are discussed in the Class Room in order to enhance the ability of the students with regard to problem solving and decision making. The cases are analyzed by the students in the class by thoroughly identifying the problem or opportunity present in the case. When students are presented with a case, they place themselves in the role of the decision maker as they read through the situation and identify the problem they are faced with. The next step is to perform the necessary analysis—examining the causes and considering alternative courses of actions to come to a set of recommendation.

CRITERION 7

CRITERION 4	INDUSTRY & INTERNATIONAL CONNECT	130

The report entails the details about the department's initiatives for the preceding three years referring to the connect with the industry. Information covered in the first section of the report includes consultancy from the industry, our faculty as consultants of industries, student-oriented programs - internships, project work, guest lectures, study tours and other collaborations with the industry professionals. The second part of the document covers the primary efforts undertaken by the department to establish International Industry association.

The department is active in organizing events, programs, sessions etc., specific to Industry connect and this being at its core has stimulated the faculty to organize and conduct many industry interactions every year by bringing in speakers coming from different spheres of the working world.

7.1   Industry Connect (90)

Connect is an initiative designed to link students and industry professionals in the field of Management. It is an effort to help students gain valuable insight into the world of business and develop the necessary skills to be successful in the workplace. Through Industry Connect, students are exposed to a variety of industry professionals, including engineers, entrepreneurs. Industry Connect provides students with a unique opportunity to gain exposure to the world of business and technology. Through a series of events, such as workshops, seminars, and networking events, students learn about the various aspects of the industry and gain valuable insight into the skills necessary to be successful. The initiative also provides students with the opportunity to network with industry professionals and develop relationships with potential employers. Through these networks, students can learn about job opportunities, internships, and other career opportunities. We had many connections to the industrial sector. We have a network of about 100 businesseswith which we may place interns. The following are the different ways that industries might connect:

INDUSTRY CONNECT

➢   **Alumni Interact**

- Admission
- Alumni Talk
- Guest Lecturer
- Alumni meet

➢   **Workshop , Conference, Seminar & Guest Lectures**
- Power Series Talk
- Carreer Development
- ICON Awards

➢   **Membership with industry Association**
- CII
- MMA
- Madras Ad Club

➢   **Industry Professional**
- Admission Panel
- Summer Projects Guidance & Evaluation
- Curriculum Design
- Comprehensive Viva Voce panel members

- ➢ Customized Programmes with Industries
  - Value Added Program

- ➢ Events /Club Activities
  - Judges
  - Panel members
  - Sponsors
  - Chief Guests etc.

- ➢ Joint Collaboration with industries

  - Nitin Wires
  - A Water distilleries
  - Diamond Engineering
  - Kamatchi Steel Industries
  - CII
  - MMA

7.1.1. Initiatives Related To Industry Interaction Including Industry Internship/Summer Training/Study Tours/ Guest Lectures

7 .1.1. a. Internships / Summer Training:

Students have the chance to obtain experience in the real world and understand linkages between ideas and practices through internships. This is consistent with the procedures used by the majority of students to provide opportunity and time to engage in practice-based learning. Internships and summer training are great opportunities for students and recent graduates to gain hands-on experience in their chosen field. Internships and summer training programs allow students to work in the industry they are interested in while gaining valuable skills, knowledge, and connections. Additionally, internships and summer training can provide students with the chance to explore different career paths and determine whether certain areas of study are a good fit for them.

<u>Summer Internship Batch 2019-21</u>

S.No	Reg No	Name	Company Name & Place
1	310819631001	Aaron R	Finecons
2	310819631003	B.Asvin Benir	John Brothers
3	310819631005	J.G.Benit Delphin	John Brothers
4	310819631006	R.Bhuvaneswari	Hemalatha Hi-Tech Industries
5	310819631007	L. Clindon	RR Ice Factory

6	310819631008	Darjin J	John Brothers Aqua Cool
7	310819631009	Derphin J	Relentless System
8	310819631010	Dharani V	Uniq Technologies
9	310819631011	Dheepika M	India Infotech
10	310819631012	S.Dhivya Devi	Sundaram Movers, Chennai.
11	310819631013	K.Dinesh Kumar	Expert Maritime Services
12	310819631014	Dinesh Kumar M	Kamachi Steels Private Limited, Chennai
13	310819631015	Evangelin.S	The Kcp Limited
14	310819631016	Godson	Murali Machine Works Ltd
15	310819631019	Gunasundari.T	Dosa Village Pvt Ltd.,
16	310819631020	Jai Kishore U	Assuredgain Financial Planners
17	310819631021	K.Jayakarthika	Harinarayanan Structurals Private Limited
18	310819631022	R. Joysri	Super Auto Forge
19	310819631023	Kamatchi Saranya. A	Reliance Retail Ltd
20	310819631024	Karthigai Jyothi V	Murali Machine Works Ltd
21	310819631026	J Kelwin Richard	Finecons
22	310819631027	Kosalai T	Finecons Private Limited
23	310819631028	Kumaresan .S	Paradigm International
24	310819631029	B.Little Princy	Winzone Softech
25	310819631030	Logeshwari. A	Sri Sivasakthi Engineering Works
26	310819631031	Mohamed Asik. A	Statistical Software Solution
27	310819631032	Muthu S	Relentless Systems
28	310819631033	N.Naveenraj	Meythoma International Green Cardamom Dealers
29	310819631035	J.Nivetha	Sachtech System & Engineers
30	310819631036	S.Nivetha	E.I.D Parry(India)Limited
31	310819631038	Pevin.W	Eicher Motor Ltd.
32	310819631039	Polak.U	Ic Tech Engineering Solutions
33	310819631040	S. Prince Victor	Finecons
34	310819631041	P Priyanka	Reliance Industries Ltd
35	310819631042	Rahul R	Uniq Technologies
36	310819631043	Ramesh M	Uniq Technologies
37	310819631021	K.Jayakarthika	Harinarayanan Structurals Private Limited
38	310819631044	Ramkumar R	Ucal Fuel Systems Ltd
39	310819631045	S. Ramya	Shantha Granites
40	310819631046	Sangeetha T	Thipuram Cooperation Urban Bank
41	310819631047	Sankaramoorthy	Trios Technologies Private Limited
42	310819631048	Santhosh Kumar S	Vijayamohini Mills
43	310819631049	Saranya K	Cheyyar Co-Op. Sugar Mill Ltd
44	310819631050	Sathish G	Kopla Polymers Pvt Ltd

45	310819631051	Sathish V	Trios Technologies
46	310819631052	Shakthi. V	General Electric.
47	310819631053	Sheejili.M	Organizational Study At Titan
48	310819631054	Sheldon A	Shalom Garments Ltd
49	310819631055	Shivani.E	Sv Engineering Private Limited
50	310819631056	Sivakumar E	Iwl Indian Ltd
51	310819631057	Sivamani	Trios Technology
52	310819631058	V Sudharshana	Metal Needss
53	310819631059	D.Swetha	Cs Astra Industrial Roboti
54	310819631060	Syed Anwar R	Ic Tech Engineering Solutions
55	310819631061	Thiruvenkadam S	Maschmeijer Aromatics (India) Pvt Ltd
56	310819631062	Varalakshmi M	Dosa Village Pvt Ltd.,
57	310819631063	Vijay D	Meythoma Private Limited
58	310819631064	Vinitha T	Meythoma International
59	310819631065	Vinitha V	Simson International
60	310819631066	Vinodhini R	Adithya Freight Forwarders Pvt Ltd
61	310819631067	Vishali S	Orchid Pharma Ltd.

Summer Internship Batch 2020-22

S.No	Reg No	Name	Company Name
1	310820631001	Abilash Ajai A	M.M.Motors
2	310820631002	Abinash G	Shocals.
3	310820631003	Ajith Krishna S	Indian Overseas Bank
4	310820631004	Alan A	Lofty Optical Industries Puthukadi
5	310820631005	Anbarasi A	Abi Agencies, Chennai
6	310820631006	Arockia Aswin V	J P Motors Colachel
7	310820631007	Arockia Jenifer D	Gladson Export Muttom
8	310820631008	Arputha A	Allsec Technology
9	310820631009	Aspin A	At Urban Company
10	310820631010	Balaji G	Uniq Technologies
11	310820631011	Bhuvaneshwari A K	Mass Industrial Solutions
12	310820631012	Cruz Franklin I	Five-Star Business Finance Ltd.
13	310820631014	Gokul Raj B	R.R.Industries,Hosur.
14	310820631015	Harsha R	Urban Company, Chennai.
15	310820631016	Infanta S	M.M Motors, Chennai
16	310820631017	Isach Raj A	Barrackpore Navachetna Welfare Society
17	310820631019	John Jul Picker G	Bhanes Engineering Private Limited
18	310820631020	Jothi Prakash J	Chennai Uniq Technologies
19	310820631021	Jugisha Pierce S D	Vivimed Life Sciences
20	310820631022	Keerti M	Habriq Construction&Architects,Anjugramam

21	310820631023	Lijo H	Joseco Wood Industry
22	310820631024	Maheswari K	Livewire Thoraipakkam, Chennai
23	310820631025	Mary Akshara P	Ire(India)Limited,Manavalakurichi, Kanyakumari
24	310820631026	Mary Jenisha J	Techneat Info Solutions Pvt Ltd
25	310820631027	Mohamed Fagath K	B.Thanu Pillai & Co
26	310820631028	Monisha L	Muthu Super Market
27	310820631029	Nithish R	Rajsujee International
28	310820631031	Praveen Raj S	Tsk Finance
29	310820631032	Prem Kumar D	Shri Balaji Motors(Royal Enfield)Pvt., Ltd,
30	310820631033	Priyadharshini N	Eqsis
31	310820631034	Priyanka R	Chemisol India
32	310820631036	Rajesh Kumar R	V.V.V&Sons Edible Oil Lomites
33	310820631037	Ram Kumar D	All Sec Technology
34	310820631038	Ranjani R	Urc Construction Pvt Ltd, Erode
35	310820631039	Sahaya Antony Aju	Jp Motors Colachel
36	310820631040	Sahaya Kabin Raj Y	Loafty Optical Industries, Puthukkadai
37	310820631041	Sahaya Sanjay S	L.S Motors Commercial Vehicles
38	310820631042	Sandhiya R	Murali Machine Works Ltd
39	310820631043	Sandhiya S	Igp Engineers Pvt Ltd Company
40	310820631044	Senmatha M	Vm Paper Tubes, Tirunelveli
41	310820631045	Sharanya G	Yes Yes Tools
42	310820631046	Sharon Thriza H	Avana Logistek Ltd, Tuticorin
43	310820631047	Shibani S	All Sec Technology
44	310820631048	Shyam Prakash P	Shocals.
45	310820631049	Simon Raj R	Joseco Wood Industry
46	310820631050	Sterni A	Srinivasa Hospital
47	310820631051	Suban D	Arya Trading Corporation , Kappukadu
48	310820631052	Surya Prakash R	Statistical Software Solutions Chennai
49	310820631053	Susmitha X	Spi Technologies Pvt Ltd
50	310820631054	Thirumagal M	Access Healthcare Services Pvt. Ltd
51	310820631055	Uma Bharathi T	Vidiem Maya Appliances, Chennai
52	310820631056	Vadivazhaki K	Kadal Construction,Erode
53	310820631057	Varonika B	Alliance Capital Asset Management Ltd
54	310820631058	Vishal V	Bhanes Engineering Private Limited
55	310820631059	Yasmin L	Urban Company

Summer Internship Batch 2021-23

S.No	Reg No	Name	Company Name & Place
1	310821631001	Abinash Binu B	Alwin Agency, Kaniyakumari
2	310821631002	Abishan A	Veronica Ice Plant, Kirathoor, Kanyakumari Dist

3	310821631003	Abishek Av	India Chemicals In Erode
4	310821631004	Akaly B	Trridev Labless Manufacturing Company Chennai
5	310821631005	Akash Romario V	Urban Clap Company, Guindy
6	310821631006	Anbu Kumar Nehemiah R	Kenn Automation, Kolathur, Chennai
7	310821631007	Antony Prathickson J	Madhu Ice And Agar Factory & Rameswaram
8	310821631008	Arockia Ajay F	Vm Paper Tubes-Thilagarpuram Ambasamudram
9	310821631009	Aubcy George	Live Apparels, Tirupur
10	310821631010	Balaji N	Ashford Thermal At Thiruvathur
11	310821631011	Bhavani A	Allsec Technologies Chennai
12	310821631012	Cherukuru Vamshi	The Chennai Port Trust, Chennai
13	310821631013	David D	Yamaha Showroom And Kallakurichi
14	310821631014	Dharshini R	Ebenezer Boat Centre, Thoothoor.
15	310821631015	Dhivya R	Twin Brothers & Perungudi
16	310821631017	Fredina Wsj	Kiyo Architect And Interiors, Mangadu, Chennai
17	310821631018	Gomathi A	We Shine Academy, Chrompet, Chennai.
18	310821631019	Gunalan P	Indian Chemicals,Erode
19	310821631020	Harini Lakshmi K S	Sundram Fasteners Limited (Padi)
20	310821631021	Henry Milan Ajai V	Ashford Thermal Insulation Pvt Ltd, Chennai
21	310821631022	Jagan Mohan M V	Innovative Retail Concept Pvt Ltd (Big Basket), Chennai
22	310821631023	Jayapriya.J	Hero Private Limited (Amirtha Motors) & Sankarapuram ,Kallakurichi (Dt)
23	310821631023	Jayapriya.J	Hero Private Limited (Amirtha Motors) & Sankarapuram ,Kallakurichi (Dt).
24	310821631024	Jenil John .M	Flyjac Logistics Pvt Ltd & Guindy Chennai 600032
25	310821631025	Jerry Haven S	Sharon Tea Industries,Ooty
26	310821631026	Johnson Solomon N	Avasoft Pvt Ltd, Navalut
27	310821631027	Krish Aasik E	Krishna & Co Palladam
28	310821631028	Logabiram K B	Vimal Enterprises, Chengalpattu
29	310821631029	Manoj A	We Shine Academy,Chennai
30	310821631031	Maya Mol J	Albutha Aqua Enterprises,Kollamkodu
31	310821631032	Meenalochani P	Promantus Pvt.Ltd & Iit Madras Research Park Chennai Kanagam Road Tharamani
32	310821631033	Mohamed Abdul Rahman R	The Chennai Port Trust Ltd , Broadway , Chennai
33	310821631034	Mohammed Shabeer Hussain B	Sundaram Brake And Linings, Mahendra World City, Chengalpet
34	310821631035	Mosay S	Schwing Stetter India Pvt Ltd,

			Irungattukottai
35	310821631036	Nithishwaran S	Yamaha Motors, Kallakurichi.
36	310821631037	Nithya Shree K	Mgm Group Of Companies, Chennai
37	310821631038	Pavithra S	Trridev Labless Manufacturing Company Chennai
38	310821631039	Pramila Mk	Hirelab Consultants Pvt Ltd, Nungambakkam
39	310821631040	Preethi Kv	Smarther Solutions Private Limited
40	310821631041	Prinston A	Aqua Ans Industry, Kurusady, Konam,Nagercoil. Kanyakumari
41	310821631042	Rajan.R	Hatsun Agro Products Limited.., Redhills Chennai
42	310821631043	Rajesh K	Rmp Aqua Farm & Villupuram
43	310821631044	Rajesh Kannan R	Vodafone Idea Private Limited & Ariyalur
44	310821631045	Robin D	Zf Commercial Vehicle Control Systems India Limited, Ambattur Industrial Estate, Chennai – 600058
45	310821631046	Ruksana.H	R.K.M Powergen Pvt Ltd, Chennai
46	310821631047	Samuvel Sujith	Spiderman Technology India Private Limited
47	310821631048	Sandhya.M	Nitin Wires Meshes And Fence ,Ecr Manamai
48	310821631049	Santhini.P	Central Palmgur And Palm Products Institute,Chennai
49	310821631050	Santhosh A	Trimax Express Service Adyar
50	310821631051	Selshiya V	Edi Digital Marketing, Perungudi
51	310821631052	Shairam V	Ruby Forex Pvt Ltd, Chennai
52	310821631053	Sharmi R A	Sri Velavan Motors Private Ltd Nandanam
53	310821631054	Subhash H	Kenn Automation & Chennai
54	310821631055	Vashieya M	Diamond Engineering Chennai Private Limited , Mambakkam
55	310821631056	Yamini S	Pee Gee Industries(Manufacturers Of Automobile Components) Chennai
56	310821631057	Yashwanth S	Mufe Musicals & Chrompet
57	310821631058	Yogesh B	Infian Bank, Teynampet, Chennai
58	310821631059	Yuvarani.B	D.V.Narayani Auditor Office,Chennai

7.1.1. a. 2. Final Semester Projects

Project work a research-based undertaking lasting 16 weeks is the final semester assignment. Project work enables the students to develop an inquisitive mind, always wanting to find out why things happen the way they happen. The usefulness of project work is that it enables the student to be methodical in his/her approach to solving the research problem. It enables the student to be more organised with the work and do things in an orderly manner. Acquiring appropriate project writing skills gives the students a sense of independence and self-confidence which drive them to always urge on producing original research reports. Project work is therefore required to offer a bridge to independent learning for students and organizational growth.

The students are allotted with internal guide and also guided by employees of the relevant companies throughout the assignment. Several of the excellent projects result in a journal publication. The companies that have given our students summer employment opportunities also.

Project Work Details of our students
Project Work 2019-21

S.No	Reg No	Name	Title Of The Project	Company Name
1	310819631001	Aaron R	A Study Of Risk Analysis Of Debts And Financial Statement In Tube Investments Cycle Of India , Chennai	Tube Investments Cycle Of India , Chennai
2	310819631003	B.Asvin Benir	Working Capital Management At Co-Operative Milk Producer Union,Kanyakumari	Co-Operative Milk Producer Union,Kanyakumari
3	310819631005	J.G.Benit Delphin	A Study Of The Shipping Documentation Process And Movement During The Covid Period at Chennai Port Trust.	Chennai Port Trust.
4	310819631006	R.Bhuvaneswari	A Study On Effectiveness Of Recruitment And Selection In L&T Limited	L&T Limited
5	310819631007	L. Clindon	A Study On Working Capital Management At Chennai Port	Chennai Port Trust
6	310819631008	Darjin J	A Study On Ratio Analysis Management Of	Kaniyakumari District Co-Operative Milk Producers

			Kaniyakumari District Co-Operative Milk Producers Union Limited	Union Limited
7	310819631009	Derphin J	Performance And Appraisal At Bitnipixs Technology Pvt.Ltd.	Bitnipixs Technology Pvt.Ltd.
8	310819631010	Dharani V	A Study On Customer Relationship Management In Information Technology (It) At IMIND Technologies, Chennai	IMIND Technologies, Chennai
9	310819631011	Dheepika M	The Study Of Recruitment Process At Ramsol Pvt.Ltd., Chennai	Ramsol Pvt.Ltd., Chennai
10	310819631012	S.Dhivya Devi	A Study On Corporate Social Responsibility Of NLC India Limited, Neyveli	NLC India Limited, Neyveli
11	310819631013	K.Dinesh Kumar	A Study Of On Employee Satisfaction At Expert Maritime Services, Chennai	Expert Maritime Services, Chennai
12	310819631014	Dinesh Kumar M	A Study On Customer Satisfaction Towards Kamachi Steels , Chennai	Kamachi Steels , Chennai
13	310819631015	Evangelin.S	A Study Of Effectiveness Of Performance Appraisal System At Winomechanic Private Limited, Chennai	Winomechanic Private Limited, Chennai
14	310819631016	Godson	A Study On Financial Position Analysis At Kerala Agro Industries Corporation Ltd,Thiruvananthapuram	Kerala Agro Industries Corporation Ltd,Thiruvananthapuram
15	310819631019	Gunasundari.T	A Study On Employee Satisfacton On Performance Appraisal At Ramsol Pvt Ltd	Ramsol Pvt Ltd
16	310819631020	Jai Kishore U	A Study On Factors Affecting Customers Investment Towards Life Insurance Policie at TATA AIG Insurance	TATA AIG Insurance
17	310819631021	K.Jayakarthika	Study On Effectiveness Of Recruitment And Selection Process At L&T Construction	L&T Construction
18	310819631022	R. Joysri	A Study On Recruiters Opinion Towards The Recruitment & Selection Process Of L&T Constructions, Coimbatore	L&T Constructions, Coimbatore
19	310819631023	Kamatchi Saranya. A	A Study On Payroll Software And Hr Role In Payroll Management At Ramsol Pvt	Ramsol Pvt Ltd, Chennai

				Ltd, Chennai	
20	310819631024	Karthigai Jyothi V	A Study On Participation Of Employees In The Management At Core Data Systems, Chennai.	Core Data Systems, Chennai.
21	310819631026	J Kelwin Richard	A Study On Employees Job Satisfaction At Coca-Cola Beverages Private Limited India, Thiruvallur	Coca-Cola Beverages Private Limited India, Thiruvallur
22	310819631027	Kosalai T	A Study On Employee Perception Towards The Organizational Culture At L&T Construction, Chennai	L&T Construction, Chennai
23	310819631028	Kumaresan .S	Study On Digital Advertisement And Its Effectiveness Of Towards Promotion Of Brittania Industry	Brittania Industry
24	310819631029	B.Little Princy	A Study In Job Satisfaction Of Employees At Avtar Steel Industries,Chennai	Avtar Steel Industries,Chennai
25	310819631030	Logeshwari. A	A Study Of Non - Performing Asset With Special Reference Of Loans At G.2156 Sozhanganallur Urban Co - Op Credit Society.	Urban Co -Op Credit Society, Sozhanganallur, chennai
26	310819631031	Mohamed Asik. A	A Study On Works Participation Management In Ignite System Private Limited - Chennai	Ignite System Private Limited - Chennai
27	310819631032	Muthu S	Study On Digital Marketing Of Trios Technologies	Trios Technologies
28	310819631033	N.Naveenraj	A Study On Employee Welfare Measurement At Larsen And Toubro Limited, Chennai	Larsen And Toubro Limited, Chennai
29	310819631035	J.Nivetha	A Study On Organizational Culture And Its Impact On Employee's Behaviour At KCP Ltd, Chennai	KCP Ltd, Chennai
30	310819631036	S.Nivetha	A Study On Employee Motivation Level At Rheinbrucke It Consulting,Chennai	Rheinbrucke It Consulting,Chennai
31	310819631038	Pevin.W	A Study On Financial Performance Of Bescal Steel Industries Pvt Ltd, Chennai	Bescal Steel Industries Pvt Ltd, Chennai

32	310819631039	Polak.U	A Study On Hr Practices At Equitas Small Finance Bank	Equitas Small Finance Bank
33	310819631040	S. Prince Victor	Customer Satisfaction On Digital Marketing At Gobumpr	Gobumpr
34	310819631041	P Priyanka	A Study On Employee Attitude Towards Organization At Larsen And Toubro Construction, Chennai	Larsen And Toubro Construction, Chennai
35	310819631042	Rahul R	A Study On Inventory Control Management With Reference To TMX Polymers, Chennai	TMX Polymers, Chennai
36	310819631043	Ramesh M	A Study On Cost Volume-Profit Analysis With Special Reference To Hanon Automotive System India Private Limited, Kancheepuram.	Hanon Automotive System India Private Limited, Kancheepuram.
37	310819631021	K.Jayakarthika	A Study On Employees Attrition At Ucal Fuel System Ltd Mm Nagar, Chengalpat	Ucal Fuel System Ltd Mm Nagar, Chengalpat
38	310819631044	Ramkumar R	A Study On Job Satisfaction Level Of Employees I N Shantha Granites, Chengalpattu	Shantha Granites, Chengalpattu
39	310819631045	S. Ramya	A Study On Self-Help Group Perception On Micro-Finance With Reference To Tamil Nadu State Rural Livelihood Mission, Vellore	Tamil Nadu State Rural Livelihood Mission, Vellore
40	310819631046	Sangeetha T	A Study On Effectiveness Of Digital Marketing Services At Vistonsoft Tecnologies Private Limited	Vistonsoft Tecnologies Private Limited
41	310819631047	Sankaramoorthy	A Study On Working Capital Management At HLL Lifecare Ltd	HLL Lifecare Ltd
42	310819631048	Santhosh Kumar S	A Study On Employee Motivation At Luminosoft Technology Pvt. Ltd., Chennai	Luminosoft Technology Pvt. Ltd., Chennai
43	310819631049	Saranya K	A Study On Financial Performance Using Ratios At Perfetti Van Melle Pvt Ltd,Chennai	Perfetti Van Melle Pvt Ltd,Chennai

44	310819631050	Sathish G	A Study On Financial Statements Analysis In Bluebharath Exim Pvt Ltd, Chennai	Bluebharath Exim Pvt Ltd, Chennai
45	310819631051	Sathish V	A Study On Financial Performance Of Tamil Nadu Industrial Investment Corporation At Tamil Nadu Industrial Investment Corporation Limited, Chennai.	Tamil Nadu Industrial Investment Corporation Limited, Chennai
46	310819631052	Shakthi. V	A Study On Evaluation Of Liquidity Position Through Ratio Analysis At Milma,Thiruvananthapuram	Milma,Thiruvananthapuram
47	310819631053	Sheejili.M	A Study On Financial Performance At Lofty Optical Industries, Pudukadai	Lofty Optical Industries, Pudukadai
48	310819631054	Sheldon A	Study On E-Recruitment Process At Rheinbrucke IT Consulting Private Limited,Chennai.	Rheinbrucke IT Consulting Private Limited,Chennai.
49	310819631055	Shivani.E	Working Capital Management At Jay Ushin Limited	Jay Ushin Limited
50	310819631056	Sivakumar E	~A Study On Stress Management Among The Employees In Sunshine Bakery Foods Pvt Ltd., Nilakottai (Tk),Dindigul(Dt).	Sunshine Bakery Foods Pvt Ltd., Nilakottai (Tk),Dindigul(Dt).
51	310819631057	Sivamani	A Study On Possible Automations In Accounting And Management Information System With Reference To C. H. Hariharan & Co	C. H. Hariharan & Co
52	310819631058	V Sudharshana	A Study On Human Capital Management At ITC Limited Sbu Printing And Packing Division,Chennai	ITC Limited Sbu Printing And Packing Division,Chennai
53	310819631059	D.Swetha	A Study On Digital Marketing At Trios Technologies ,Chennai	Trios Technologies ,Chennai
54	310819631060	Syed Anwar R	A Study On Cash Management With Reference To Bescal Steel Industry Chennai	Bescal Steel Industry Chennai
55	310819631061	Thiruvenkadam S	A Study On Employee Job Satisfaction At Ramsol Ltd, Chennai	At Ramsol Ltd, Chennai

56	310819631062	Varalakshmi M	A Study On Awareness About Financial Inclusion With Reference To Indian Bank, Chennai	Indian Bank, Chennai
57	310819631063	Vijay D	Employee Retention Techniques At Bharat Plastic Industries, Chennai	Bharat Plastic Industries, Chennai
58	310819631064	Vinitha T	Influence Of Recruitment And Selection Process For Organizational Growth At L&T Construction Chennai,Chennai	&T Construction Chennai,Chennai
59	310819631065	Vinitha V	An Analysis On Employee Engagement At Inncon Business And Technology Consulting, Chennai	Inncon Business And Technology Consulting, Chennai
60	310819631066	Vinodhini R	A Study On Role Of Recruitment And Selection Process At Larsen And Toubro Ltd. Construction HCI	Larsen And Toubro Ltd. Construction HCI
61	310819631067	Vishali S	A Study On Workman Absenteeism In Rohinis Food Products At Rohinis Food Products, Chennai-699110	Rohinis Food Products At Rohinis Food Products, Chennai-699110

Project Work 2020-22

S.No	Reg No	Name	Title Of The Study	Company Name
1	310820631001	Abilash Ajai A	A Study On Employee Motivation Factors With Special Referance To France Clothing Store, Uchakada.	France Clothing Store, Uchakada.
2	310820631002	Abinash G	A Market Research On E-Commerce - Analysis, Structure And It's Progress In Shocals Enterprises Pvt Ltd	Shocals Enterprises Pvt Ltd
3	310820631003	Ajith Krishna S	A Study On Effectiveness Of Training And Development Programme In Tube Investment Of India	Tube Investment Of India
4	310820631004	Alan A	A Study On Employee Attitude Towards Stress Management At Redova Logistics, Chennai	Redova Logistics, Chennai
5	310820631005	Anbarasi A	A Study On Non Performing Assets Of Fullerton India Credit Company Limited	Fullerton India Credit Company Limited
6	310820631006	Arockia Aswin V	A Study On Working Capital Management At Chennai Port Trust	Chennai Port Trust

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7	310820631007	Arockia Jenifer D	A Study On Working Capital Management In Vistonsoft Technologies	Vistonsoft Technologies
8	310820631008	Arputha A	A Study On Employee Retention At Jouve India Pvt Ltd	Jouve India Pvt Ltd
9	310820631009	Aspin A	A Study On Employee Well Being At CK Power Enterprises Pvt Ltd, Chengalpattu	CK Power Enterprises Pvt Ltd, Chengalpattu
10	310820631010	Balaji G	A Study On Online Shopping Network On E-Gadgets Purchasing Decisions At Uniq Technologies	Uniq Technologies
11	310820631011	Bhuvaneshwari A K	A Study On Cost Analysis At Autokshi Engineers Private Limited	Autokshi Engineers Private Limited
12	310820631012	Cruz Franklin I	A Study On Importance Of Induction Process In Alloysys Extrusion Private Limited	Alloysys Extrusion Private Limited
13	310820631014	Gokul Raj B	A Study On Work-Life Balance At TI Diamond Chain Ambattur, Chennai	TI Diamond Chain Ambattur, Chennai
14	310820631015	Harsha R	A Study On Factors Influencing The Joining Ratio Of Job Seekers At Domain2host, Chennai	Domain2host, Chennai
15	310820631016	Infanta S	A Study On Recruitment And Selection Process Followed In Captiv Techno Solutions, Chennai	Captiv Techno Solutions, Chennai
16	310820631017	Isach Raj A	A Study On Job Satisfaction Level Among The Employees At Ellipso Logistics Pvt Ltd	Ellipso Logistics Pvt Ltd
17	310820631019	John Jul Picker G	A Study On Employees Welfare In Domain2host Pvt Ltd, Chennai.	Domain2host Pvt Ltd, Chennai.
18	310820631020	Jothi Prakash J	A Study On Employee Recruitmen At Uniq Technologies Pvt Ltd	Uniq Technologies Pvt Ltd
19	310820631021	Jugisha Pierce S D	A Study On Effectiveness Of Training And Development At Orchid Pharma Private Limited	Orchid Pharma Private Limited
20	310820631022	Keerti M	A Study On Assessing Organisational Role Stress Level Of Employess At Vistonsoft Technologies, Chennai	Vistonsoft Technologies, Chennai
21	310820631023	Lijo H	A Study On Emotional Intelligence Of Employees At Domain2host	Domain2host
22	310820631024	Maheswari K	A Study On Student Satisfaction At Livewire Thoraipakkam, Chennai.	Livewire Thoraipakkam, Chennai.
23	310820631025	Mary Akshara P	A Study On Work Life Balance Among The Employees Of Signware Technologies Pvt. Ltd, Chennai	Signware Technologies Pvt. Ltd, Chennai

24	310820631026	Mary Jenisha J	A Study On Employee Stress Management At My Inception Tech	My Inception Tech
25	310820631027	Mohamed Fagath K	A Study On Financial Statement Analysis In Domain To Host Web Hosting Solutions	Domain To Host Web Hosting Solutions
26	310820631028	Monisha L	A Study On Investor Awareness Towards Online Trading – Done For Navia Markets Limited	Navia Markets Limited
27	310820631029	Nithish R	A Study On Employee Attitude Towards Stress Management At Redova Logistics, Chennai	Redova Logistics, Chennai
28	310820631031	Praveen Raj S	A Study On Effectiveness Of Training And Development In Raf Infotech	Raf Infotech
29	310820631032	Prem Kumar D	A Study On Brand Loyalty Towards Bescal Steels Pvt Limited	Bescal Steels Pvt Limited
30	310820631033	Priyadharshini N	A Study On Working Capital Management In Precision Hydraulics Company Pvt Ltd	Precision Hydraulics Company Pvt Ltd
31	310820631034	Priyanka R	A Study On Recruitment And Selection Process - Bescal Steel Industries	Bescal Steel Industries
32	310820631036	Rajesh Kumar R	A Study On "Career Development With Special Reference To Freighterix Cargo Solutions, Chennai	Freighterix Cargo Solutions, Chennai
33	310820631037	Ram Kumar D	A Study On Job Satisfaction In Madras Networking Company	Madras Networking Company
34	310820631038	Ranjani R	A Study On Recruitment And Selection Processand With Reference To Management Consuida, Noida	Management Consuida, Noida
35	310820631039	Sahaya Antony Aju A	A Study On Cash Management With Reference to Ellipso Logistics Pvt Ltd	Ellipso Logistics Pvt Ltd
36	310820631040	Sahaya Kabin Raj Y	A Study On Employee Engagement Activities At Alloysys Extrusion [P] Ltd	Ellipso Logistics Pvt Ltd
37	310820631041	Sahaya Sanjay S	A Study On Recruitment And Selection Process During The Pandemic At ATM Recruitment Consultancy, Chennai	At ATM Recruitment Consultancy, Chennai
38	310820631042	Sandhiya R	A Study Of Labour Welfare In Ruchi Soya Industries Ltd	Ruchi Soya Industries Ltd
39	310820631043	Sandhiya S	A Study On The Role Of Emotional Intelligence In Managing Stress Among Employees Of A-Check Global Solutions Private Limited, Chennai.	A-Check Global Solutions Private Limited, Chennai.

40	310820631044	Senmatha M	A Study On Organizational Citizenship Behavior Towards Flyton Xpress, Chennai	Flyton Xpress, Chennai
41	310820631045	Sharanya G	A Study On Importance Of Employee Induction At Bot Vfx India Private Limited	Bot Vfx India Private Limited
42	310820631046	Sharon Thriza H	A Study On Customer Retention In Nissi Fresh, Kolathur, Chennai	Nissi Fresh, Kolathur, Chennai"
43	310820631047	Shibani S	A Study On Employee Retention At Bharath Graphics Pvtltd	Bharath Graphics Pvtltd
44	310820631048	Shyam Prakash P	A Study On Software Application Implementation On Devcare Solution, Urapakkam, Chennai.	Devcare Solution, Urapakkam, Chennai.
45	310820631049	Simon Raj R	A Study On Talent Management At Thermox Polymers, Chennai	Thermox Polymers, Chennai
46	310820631050	Sterni A	A Study On Performance Appraisal Management – Zeniline Global Logistic Private Limited, Chennai	Zeniline Global Logistic Private Limited, Chennai
47	310820631051	Suban D	A Study On Work-Life Balance Of Employees In Wings Foods And Chemicals Private Limited, Chennai.	Wings Foods And Chemicals Private Limited, Chennai
48	310820631052	Surya Prakash R	A Study On Cash Flow Management In Ajute International Pvt Ltd	Ajute International Pvt Ltd
49	310820631053	Susmitha X	A Study On Employee Motivation In Picastra Logistics	Picastra Logistics
50	310820631054	Thirumagal M	Measures To Mitigate Training Attrition at APK Solutions, Chennai.	APK Solutions, Chennai
51	310820631055	Uma Bharathi T	A Study On Financial Performance Analysis Of Fullerton India Credit Company Limited	Fullerton India Credit Company Limited
52	310820631056	Vadivazhaki K	A Study On Employees Welfare, Health And Safety Measures With Reference To Thermox Polymers Ltd	Thermox Polymers Ltd
53	310820631057	Varonika B	A Study On Portfolio Management In Uniq Technologies	Uniq Technologies
54	310820631058	Vishal V	A Study On Employees Welfare In Domain2host Pvt Ltd, Chennai.	Domain2host Pvt Ltd, Chennai.
55	310820631059	Yasmin L	To Evaluate The Effectiveness And Satisfaction Level Of Employees On Training And Development With Reference To Celebrity Fashions Limited, Chennai	Celebrity Fashions Limited, Chennai

S.No	Reg No	Name	Title of the Study	Company Name
1	310821631001	Abinash Binu B	A Study On The Consumer Buying Behaviour Of Rental Houses In Real Estate With Reference To Epk Groups	EPK Groups
2	310821631002	Abishan A	A Study On Accessing Stress Level Of Employees At Oppo Pvt Ltd	Oppo Pvt Limited, Chennai
3	310821631003	Abishek Av	A Study On Job Satisfaction Levels Among The Employees At Lanson Toyota	Toyota Chennai
4	310821631004	Akalya B	A Study On Employee Retention At Allset Business Solution	All Set Business Solution Chennai
5	310821631004	Akalya B	A Study On Employee Retention At All Set Business Solution Chennai	All Set Business Solution Chennai
6	310821631005	Akash Romario V	A Study On Work Life Balance Of Employees On Wings Foods And Chemicals Private Limited	Wings Foods And Chemicals Private Limited,Durai Swamy Road,T.Nagar, Chennai 60017
7	310821631006	Anbu Kumar Nehemiah R	A Study On Employee Relation At Indian Oil Cooperation	Indian Oil Cooperation, Manali, Chennai
8	310821631007	Antony Prathickson J	A Study On Satisfaction Level Of Interview Process Of K21 Consultancy	K21 Consultancy, Chennai
9	310821631008	Arockia Ajay F	A Study On The Role Of Emotional Intelligence In Managing Stress Among Employees Of Allset Business Solutions (Indiamart)	Allset Business Solution (Indiamart)
10	310821631009	Aubcy George	A Study Of Employees Attitude Towards Stress Management At Urban Company,Chennai	Urban Company ,Chennai
11	310821631009	Aubcy George	A Study Of Employees Attitude Towards Stress Management At Urban Company	Urban Company,Chennai
12	310821631010	Balaji N	Study On Gender Equality In Management At Oppo Mobiles India Pvt Ltd	Oppo Mobiles India Pvt Ltd In Chennai
13	310821631010	Balaji N	Study On Gender Equality In Management At Oppo Mobiles	Oppo Mobiles India Pvt Ltd In Chennai

			India Pvt Ltd	
14	310821631011	Bhavani A	A Study On Employees Absenteeism At Garuda Aerospace	Garuda Aerospace, Chennai
15	310821631012	Cherukuru Vamshi	A Study On The Effectiveness Of Recruitment And Selection Process At Ciel Hr Services Pvt Ltd.	Ciel Hr Services Pvt Ltd, Anna Nagar
16	310821631013	David D	A Study On Employee Engagement At Signware Technologies	Signware Technologies, Chennai
17	310821631014	Dharshini R	A Study On Employee Motivation Factors With Special Reference To France Clothing Store, Uchakada, Trivandrum.	France Clothing Store Uchakada, Trivandrum.
18	310821631015	Dhivya R	A Study On Recruitment And Selection At Znano Technologies	Znano Technologies Pvt Ltd
19	310821631017	Fredina Wsj	A Study On Usage Of Social Networks And Web-Based Hris For Hiring And Selection On Property Perfect	Property Perfect Ltd, Chennai
20	310821631018	Gomathi A	A Study On Employee Retention Strategy At Midas Safety Pvt Ltd	Midas Safety Pvt Ltd, Kancheepuram
21	310821631019	Gunalan P	A Study On Employee Retention With Special Reference At Epk Groups	EPK Groups, Chennai
22	310821631020	Harini Lakshmi K S	A Study On Employee Stress And It's Impact On Job Performance At Focast Capital Pvt Ltd	Focast Capital Pvt Ltd, Chennai
23	310821631021	Henry Milan Ajai V	A Study On Screening And Sourcing The Candidates In Recruitment Process At Iotrix Digital Business Enterprises	Iotrix Digital Business Enterprises, Royapettah
24	310821631022	Jagan Mohan M V	A Study On Stress Management At Careerschool Hr Solutions	Careerschool Hr Solutions, Chennai
25	310821631023	Jayapriya J	A Study On Competency Mapping Of Hr Professionals At Allsec Technologies Limited	Allsec Technologies & Allsec Technologies Limited, Velachery, Chennai
26	310821631024	Jenil John .M	A Study On Employee Retention At Diamond Engineering (Chennai)Pvt.Ltd.	Diamond Engineering (Chennai)Pvt.Ltd

27	310821631025	Jerry Haven S	A Study On Performance Appraisal At Garuda Aerospace Pvt Ltd	Garuda Aerospace Pvt Ltd, Chennai
28	310821631026	Johnson Solomon N	A Study On Organizational Role Stress Level Of Employees At Ava Software Pvt Ltd.	Ava Software Pvt Ltd, Navalur, Chennai
29	310821631027	Krish Aasik E	A Study On Digital Payment System In India At Garuda Aerospace Pvt Ltd	Garuda Aerospace Pvt Ltd, Chennai
30	310821631028	Logabiram K B	A Study On Safety And Welfare Measures For Employees In Ncr Corporation India Pvt Ltd	Ncr Corporation India Pvt Ltd, Mahindra City.
31	310821631029	Manoj A	A Study On Employee Welfare Measures At Bescal Steel Industries Ltd	Bescal Steel Industries Ltd,Mannady-Chennai
32	310821631030	Margarette. R	A Study On Employee Engagement And Practices At Skampl	Skampl,Chennai
33	310821631031	Maya Mol J	A Study On The Role Of Social Media In The Recruitment Process With Reference To A SBI It Solutions	SBI IT Solutions,T.Nagar ,Chennai.
34	310821631032	Meenalochani P	A Study On Effectiveness Of Recruitment Process At Ielektron Technologies Engineering Pvt.Ltd	Ielektron Technologies Engineering Pvt.Ltd,Chennai
35	310821631033	Mohamed Abdul Rahman R	A Study On Employee Engagement At Ciel Hr Services Pvt Ltd	Ciel Hr Services Private Limited, Anna Nagar , Chennai
36	310821631034	Mohammed Shabeer Hussain B	A Study On Techniques Of Sourcing Candidates At Smart Fusion Corporate Solutions	Smart Fusion Corporate Solutions , Anna Salai , Chennai
37	310821631035	Mosay S	A Study On Awareness About Cashless Economy With Reference To Indian Bank	Indian Bank, Chennai
38	310821631036	Nithishwaran S	A Study On Customer Satisifiaction Towards Real Estate At Property Pistol Private Limited, Chennai.	Property Pistol Private Limited, Chennai.
39	310821631037	Nithya Shree K	A Study On Worklife Balance Of Employees At Unique Organisation,Chennai	Unique Organisation, Kilpauk, Chennai
40	310821631038	Pavithra S	A Study On Training Need Analysis At Sbl It Solution	Sbl It Solutions, Chennai

41	310821631039	Pramila Mk	A Study On Challenges Posted In Recruitment Strategies At Quess Corp Ltd.	(Quess Corp Ltd , Sydapet)
42	310821631040	Preethi K V	Effectiveness Of Recruitment At Allset Business Solutions	Allset Business Solutions, Thousand Lights, Chennai
43	310821631041	Prinston A	A Study On Recruitment And Selection Process With Reference To Takecare Manpower Services Pvt Ltd	Takecare Manpower Servicepvt Ltd, No.1/65, Agaram Mainroad, Thiruveachery, Tambaram, Chennai
44	310821631042	Rajan.R	A Study On Employee Job Satisfaction At Ielektron Technology	Ielektron Technology, Chennai
45	310821631043	Rajesh K	A Study On The Challenges Facing By The Freight Forwarders Bruhat Logistics	Bruhat Logistics Pvt Ltd , Chennai
46	310821631044	Rajesh Kannan R	A Study On Working Capital At Mehtas Multispeciality Hospital Pvt Ltd	Mehta's Multispeciality Hospital Pvt Ltd , Chennai
47	310821631045	Robin D	A Study On Employee Job Satisfaction At Voltech Manufacturing Company Ltd	Voltech Manufacturing Company Ltd, Chennai
48	310821631046	Ruksana H	An Organizational Study On The Factors Influencing The Effectiveness Of Employee Empowerment At Rkm Powergen Private Limited	Rkm Powergen Pvt Ltd T.Nagar Chennai
49	310821631047	Samuvel Sujith.S	A Study On Tradition And Modern Recruitment In Captiv Techno Solution Private Limited	Captiv Techno Solution Private Limited
50	310821631048	Sandhya M	A Study On Training And Development For Achieving Organizational Goals At Kenn Automation Pvt.Ltd	Kenn Automation Pvt.Ltd , Chennai
51	310821631049	Santhini P	A Study On Customer Opinion And Satisfaction Towards Telemarketing With Reference To Property Perfect	Property Perfect, Thousand Lights Chennai
52	310821631050	Santhosh N	A Study On Impact Of The Organizational Culture At Edelweiss	Edelweiss At T Nagar

53	310821631051	Selshiya V	A Study Of Building Relationship Between Iot And Consumer At Aa 2 Akh	Aa 2 Akh Tech, Chennai
54	310821631052	Shairam V	A Study On Effectiveness Of Recruitment And Selection Process At Cavin Infotech Pvt Ltd	Cavin Infotech Pvt Ltd, Chennai
55	310821631053	Sharmi R A	A Study On Profitability Analysis Of Jbm Auto System Pvt Ltd At Chennai	Jbm Auto System Pvt Ltd , Chennai
56	310821631054	Subhash H	A Study On Performance Appraisal Of Employees At Kenn Automation	Kenn Automation,Chennai
57	310821631055	Vashieya M	A Study On Employee Retention At Allsec Technologies Limited	Allsec Technologies Limited Velacherry , Chennai.
58	310821631056	Yamini S	A Study On Employee Engagement At ESK Software Services (P) Ltd	ESK Software Services (P) Ltd Nagar,Ekkatuthangal ,Chennai- 600032
59	310821631057	Yashwanth S	A Study On Employee Retention And Engagement At Fresh2day Pvt. Ltd	Fresh2day Pvt. Ltd, Chennai

7.1.3. c. Study Tours/Industry Visit

Students will learn about industry practices and get a sense of "scale" by visiting industries.

Some of the industries visited by our students are listed below.

Table 7.1.3 Industrial Visit

S.no	Date	Batch	Company Name & Place
1	07.09.2021	2020-22	Farm Guru Water Plant- Sholavarm, Chennai
2.	11.09.2021	2020-22	Modern Bakers Madras Pvt Ltd, Madhavaram. Chennai
3	10.02.2022	2020-22	Nitin Wire Group , Chennai
4	22/04/2022	2021-23	SR Mineral Water Plant , Ambattur , Chennai
3	21/09/2022	2021-23	Modern Bakers Madras Pvt Ltd, Madhavaram. Chennai
6	30/11/2022	2021-23	Eco Kitchen, Injambakkam, Chennai
7	07/12/2022	2021-23	Kamatchi Steels , Chennai
8	14/12/2022	2022-24	Eco Kitchen, Injambakkam, Chennai
9	28/03/2023	2022-24	Farm Guru, Sholavaram, Chennai.
10	22/09/2023	2023-25	Eco Kitchen, Injambakkam, Chennai

MBA first year students from Jeppair
college visited ECO kitchen today

info@ecokitchen.org   www.ecokitchen.org

Our Students at Modern Bakers

Our Students at Kamatchi Steels

Our Students at Farm Guru with Founder Mr Sai

Study Tour

Our Students in the final year used to go on study tour to various places within India.

Due to corona the study tour was not organized for 2020-21and 2021-22 academic years.

In 2022-23 our II year MBA Students went for a study cum entertainment tour to Kerala.

2021-23 Batch on Tour

JEPPIAAR
ENGINEERING COLLEGE

DEPARTMENT OF MBA
II YEAR TOUR NAME LIST

S.No	Register	Name	Age	Gender
1	310821631001	Abenash binu.B	22	Male
2	310821631002	Abishan.A	22	Male
3	310821631004	Akalya .B	21	Female
4	310821631006	Anbu Kumar Nehemiah.R	21	Male
5	310821631007	Antony Prathickson.J	22	Male
6	310821631008	Arockia Ajey .F	22	Male
7	310821631009	Aubey George	22	Female
8	310821631011	Bhavani A	22	Female
9	310821631012	Cherukuru Vamshi	21	Male
10	310821631014	Dharshini R	21	Female
11	310821631015	Dhivya Ravichandran.R	22	Female
12	310821631017	Fredina.WSJ	21	Female
13	310821631022	Jagan Mohan M V	21	Male
14	310821631023	Jayapriya.J	21	Female
15	310821631024	Jenil john .J	22	Male
16	310821631025	Jerry Haven.S	21	Male
17	310821631027	Krish Aasik.E	23	Male
18	310821631028	Logabiram Baskaran .K.B	22	Male
19	310821631029	Manoj .A	22	Male
20	310821631031	Maya mol.J	21	Female
21	310821631032	Meenalochani P	22	Female
22	310821631033	Mohamed Abdul Rahman .R	21	Male
23	310821631034	Mohammed Shabeer Hussain. B	23	Male
24	310821631035	Moxay S	23	Male
25	310821631036	Nithyashree K	21	Female
26	310821631038	Pavithra .S	22	Female
27	310821631039	Pramila.M.K	22	Female
28	310821631040	Preethi K V	21	Female
29	310821631042	RAJAN .R	21	Male
30	310821631043	Rajesh. K	23	Male
31	310821631044	Rajesh kannan RK	22	Male
32	310821631047	Samuvel Sujith S	24	Male
33	310821631048	Sandhiya. M	22	Female
34	310821631049	santhini.p	22	Female
35	310821631052	Shairam V	21	Male
36	310821631056	Yamini.S	23	Female
37	Faculty Escorts	Gopi.E	42	Male
38	Faculty Escorts	Shamini.M	29	Female

PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
JEPPIAAR NAGAR,
RAJIV GANDHI SALAI,
CHENNAI-600 119

7.1.3.d. Guest Lectures

A guest lecture in the MBA department provides an opportunity for students to learn from industry experts. It offers a chance to gain valuable insights into the professional practices and trends within the business world. The guest lecturer can provide an overview of the current market conditions, discuss career options, and provide advice on how to build a successful career. The lecture topics often focus on business strategies, management techniques, and the latest trends in the industry. Students can also learn about the various aspects of business such as marketing, finance, and human resources. It provides students with an opportunity to gain valuable insights into the professional world and to network with industry experts.

Table 7.1.3 d Guest Lectures

Batch	Guest Speaker	Topic	Date
2021-23 &2022-24	Mr.P.S.T Rajkumar, Financial Education , Counselor & Coordinator, ICICI Ltd	Financial Literacy Program	07/06/2023
2021-23 &2022-24	Mr.Saravanan.S, Centre Manager CIIMS Academy	How to prepare for IAS Exam	05/05/2023
2021-23 &2022-24	Mr.Jeeva Palanirajan, Joint Director, King Makers Academy	Union Budget 2023 Analysis	12/04/2023
2021-23 &2022-24	Mr.Geo Cyril, Network STR group	Digital Marketing	30/03/2023
2021-23 &2022-24	Mr,Jayaprakash,Founder&MD, Mcube Academy.	Workshop on Capital Market	28/11/2022 & 29/11/2022
2021-23 &2022-24	Dr.Nivedhitha Assistant Professor, IIM-Kozhikode	Book Reading session	23/11/2022
2021-23 &2022-24	Mr.Cecil Britto, Lead, talent Acquisition Agilysis	Placement Training	21/11/2022
2021-23 &2022-24	Dr.Gopinath.V.K, Associate Professor, VIT Chennai	Career Opportunities in higher education	19/11/2022
2020-22 &2021-23	Mr.J.Saravana Kumar, Director, Futuro Focus, Chennai	Microsoft Excel for MBA Professionals	04/07/2022,05/07/2022, 6/07/2022,
2020-22 &2021-23	Mr Mantra Veerapandian Film Director	Body Shaming	17/06/2022
2020-22 &2021-23	Mr.Bharathidasan Mani, Market Analyst, M9 Stock, Chennai	Introduction to stock Market	31/05/2022
2020-22 &2021-23	Mr.Karthik Rajaa, CEO & Founder, Sacs Marketing	Influencer Marketing	30/05/2022
2020-22	Mr Nazeer Basha	MBA to Manager	05/02/2022

&2021-23	Manager –Learning Development , CTS		
2020-22 &2021-23	Mr A B Senthilkumar – Entrepreneur Catering Services	Todays servant Tommorrow An Entrepreneure	31/01/2022
2020-22 &2021-23	Ms Lavanya Paranthagan Instructional Strategist , Canada	Corporate World Post Covid	25/01/2022
2020-22 &2021-23	Mr Arun Kumar Mr Suman Phani Raman Mr Jegatheesan Ms Jayakarthika Mr Paul Pradeep	Workshop on investment opportunities and financial planning	25/10/2021 to 29/10/2021
2019-21 & 2020-22	Mr Jagatheeswaran Vice president, Training & Research , learn and earn Training Academy –Chennai	Fundamental of Stock market	27/09/2021
2019-21 & 2020-22	Dr M Radhakrishnan Director Training & placement St peters Institute of higher education and research	Career Empowerment	25/09/2021
2019-21 & 2020-22	Mr.Gautham Krishna, Director, DG Pvt Ltd	Employability Skills	12.03.2021
2019-21 & 2020-22	Mr.Siddarth, Founder- MD Eco plates	Challenges in Entreprenuership	10.02.2021
2019-21 & 2020-22	Mr.S.Annamalai, Sr.Advocate	Laws in Business	03.12.2020
2019-21 & 2020-22	Mr.Karthikeyan, Manager- Marketing, Tenneco	Trends in marketing	05.10.2020

7.1.4 Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer internships (10)

Professionals from the industry contribute at various levels to drive the learning processes.

7.1.4. a. Curriculum Development:

As we are affiliated to Anna university, Chennai., the curriculum is developed by Anna university whenever required. However, the department fruitfully takes necessary steps to match the students gap and curriculum. We sign MOUs with companies to collaborate with industry to update our students to gain latest business information. The following are the companies

1. Murali Machine Works Ltd.,Chennai
2. King Lines food Products
3. Beejay academy, Chennai
4. Mcube Academy, Chennai
5. Futuro Focus, Chennai
6. Fedby Informatio Service Pvt ltd.Chennai

7.1.4 b Projects

Summer projects form a very important part of academic qualification for any student to be able to prove their ability to do their best at work. They help students to discover their strengths in the domain of their interest. It gives students an opportunity to meet new people and mentors who could be potential collaborators to work with in the future. Projects are intended to build the prolific profile of candidates seeking prospective jobs. Students gain experience, knowledge and skills which are needed to do well in the industry through project work or internships. Above all having guidance from the external guides in the absence of internal guides fosters the spirit of learning in students and instils confidence.

7.1.4.c. Contribution to Assignments:

The department encourages the student team to meet managers / representatives in various companies to understand the practices and policies of the company. This was done in the courses pertaining to different electives like Human Resources, Marketing, Finance, Operations etc.

<div align="center">Table 7.1.4   Sample List of Companies</div>

- ELLIPSO LOGISTICS PVT LTD
- K21 CONSULTANCY
- OPPO PVT LIMITED
- WE SHINE ACADEMY
- ALWIN AGENCY
- HARINARAYANAN STRUCTURALS PRIVATE LIMITED
- REDOVA LOGISTICS
- WINOMECHANIC PRIVATE LIMITED
- R.R.INDUSTRIES
- KAMACHI STEELS
- KIYO ARCHITECT AND INTERIORS
- UNIQ TECHNOLOGIES PVT LTD
- CIEL HR SERVICES PVT LTD
- BITNIPIXS TECHNOLOGY Pvt.Ltd.
- EXPERT MARITIME SERVICES
- SUPER AUTO FORGE

7.1.4. d. Internships:

An internship is a period of work experience offered by an employer to give students and recent graduates the opportunity to gain work experience in a particular field. Internships provide valuable experience in a professional environment and offer the chance to develop skills and gain insight into a particular industry. All the company based internships will have a company guide and drive the student towards the identification of a business problem and a method to solve it. Research methodology is integrated with the help of faculty guide. This makes the company projects more intensive. The learning from internships is a life time skill for the student.

As a part of curriculum every student has to undergo 4 weeks compulsory internship in an organization after II Sem before III Semester reopens. The report of the same will submitted to the department after the stipulated time. The report will be evaluated for 100 marks by a committee formed purely by the department. The internship is guided and supervised by industry

person for every student in the organization. Thus student will get connected closely as a student in the industry and explore industry challenges and issues very easily.

7.1.5. b. Industry sponsorship of student activities

During their internships, MBA students at Jeppiaar Engineering college build strong relationships with companies. This network is used to identify potential sponsorship opportunities. Few students are able to obtain industry sponsorship for some of the student symposium activities of conference, workshop, management meet, seminarand etc. The following companies are involved in student sponsorship activities.

1. King Lines food Products
2. Beejay academy
3. Mcube Academy
4. Futuro Focus

7.1.6. Involvement of Industry professional as members of various academic bodies/board

Department Advisory Board members Existing

➢ Mr.Benna, Head-Operations,VIVO Mobiles, Chennai

➢ MR.R.Ajith Kumar – Proprietor, Margin Free mart, Kanyakumari.

Department Advisory Board members Past Members

➢ Dr .G.Saravanan
Npi Manager – India Earthmoving Division, Caterpillar

➢ Mrs. Uma Parameshwari
Hr Manager
Run Services, Chennai

➢ Mr.Glenn Roger Carr
Founder & Director
Finmark Trainers India Pvt. Ltd., Chennai

➢ Mr.S.Sivakumar
Chief Executive Capital Market Services, Chennai-20

➢ Mrs.Fairian Miarim Jr
Senior Hr
Congruent Soultions

➢ Mrs.Irine Alaish M E
Hr Executive
Infosys

7.2. International Connect

At Jeppiaar Engineering College opportunities for connecting internationally for student exchange and faculty exchange program are less as our institution is in affiliation status. It is not possible for such collaboration. But faculty members, student connect with international speakers, resource person through online for webinar, Association events etc.

7.2.1 MoUs/Partnerships and its effective implementation

7.2.2   Student Exchange Programs

As our program is affiliated to Anna University, there was no scope forstudent exchange program

7.2.3 Faculty Exchange Programs   Not Applicable

7.2.4 Collaborative Research Projects   NIL

OTHER ACADEMIC ACTIVIITES

Organised a seminar on Critique on Indian Laws ,Our II MBA student Ms Vashiya interacted with Judge from Singapore

International Conference Organised By the institution

Invited as Session Chair for a International Conference

Chalisgaon Education Society's
B.P. Arts, S.M.A. Science and K.K.C. Commerce College,
Chalisgaon, Maharashtra, INDIA
International Seminar on
Commerce and Business Management in Changing World
Supported by
Faculty of Commerce & Management, KBC North Maharashtra University
Association of Indian Management Scholars – AIMS International • Rotary International, District 3030

CERTIFICATE

This is to certify that, Respected Dr R Akila
has actively participated in International Seminar on Commerce and
Business Management in Changing World on 14th June 2020 using video
conferencing. We appreciate valuable participation.

Prof. K. S. Khaparde
HOD (Convener)

Prof. Ajay Kate
Vice Principal & IQAC Coordinator

Prof. Dr. M. V. Bildikar
Principal

VELTECH RANGA SANKU ARTS COLLEGE
(Affiliated to University of Madras)
42 VelTech-Avadi Road, Avadi, Chennai - 600062, Tamil Nadu

DEPARTMENT OF COMMERCE
E-CERTIFICATE

c.no : VTABCOM0W011

This is to certify that **Mr/Ms/Dr. DR R AKILA** of **JEPPIAAR ENGINEERING COLLEGE** has
participated in International Webinar on **"COVID 19 – ISSUES AND CHALLENGES IN INDIAN
HIGHER EDUCATION"** on 4th July, 2020.

Mr.M. Umadevi
Organising Secretary

Dr.K. Sivaperumal
Convenor

Ms.M.Arasakumari
Vice-Principal

Dr.T.Jeyachandran
Principal

Patrician College of Arts and Science

A Christian Minority Institution
A sister concern of St. Michael's Academy and St. Patrick's A.I. Hr. Sec. School
Affiliated to the University of Madras & Accredited 'A' Grade by NAAC.
Canal Bank Road, Gandhi Nagar, Adyar, Chennai - 600020

Ranked No.1 in Tamil Nadu and No.27 among Non-Autonomous Colleges in India

PATRICIAN INSTITUTION INNOVATION CELL

CERTIFICATE OF PARTICIPATION

This is to certify that **Dr R Akila** of **Jeppiaar engineering college** has actively participated in the international webinar on "**Intellectual Property & Innovation Management**" hosted by Patrician College of Arts and Science, from Thursday 11th June 2020.

Dr. Usha George
Principal

Dr. Fatima Vasanth
Academic Director

Rev Bro. Johnson Rex Dhanabal
Director & Secretary

Sri Ramakrishna College of Arts & Science
(Autonomous)

Accredited with A+ Grade by NAAC, Affiliated to Bharathiar University
Nava India, Peelamedu, Coimbatore -641006

Certificate of Participation

This is to certify that **Dr Akila R, Associate Professor** of **Jeppiaar engineering college** has Successfully attended Virtual International Faculty Development Programme on "*Innovative Teaching Techniques & Research Methodology*" from 15th to 20th November 2021 organised by the Department of Commerce with Computer Applications, Sri Ramakrishna College of Arts and Science, Coimbatore, Tamil Nadu.

Dr Geetha R
Convenor and Head
Department of B Com CA

Dr Shivakumar B L
Principal & Secretary

CERTIFICATE
of participation

This certificate is given to

Dr R Akila

for his/her active participation in the international webinar on "Using Social Media For Personal Brand Building" on May 20, 2020. The session was conducted by Ms Victoria Ihebuzo.

Congratulations!

Prof (Dr) KS Bhati Dean-IMS Law
College

Prof Govind Prasad Goyal
Program Coordinator-Law

ANNAI VAILANKANNI COLLEGE OF ENGINEERING

AVK Nagar, Pottalkulam, Kanyakumari District.
Recognized under section 2(f) of UGC Act, 1956.
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai, India.

Third International Conference on

Materials, Computing & Communication Technologies

ICMCCT 2022

CERTIFICATE

OF PRESENTATION

This is to certify that **Dr. AKILA.R** of **Jeppiaar Engineering College, Rajiv Gandhi Salai,Chennai.** has presented a paper entitled **DETERMINANTS OF WORK LIFE BALANCE AMONG EMPLOYEES AND ITS IMPACT ON THEIR WORK PERFORMANCE** in the Third International Conference on "Materials, Computing & Communication Technologies" (ICMCCT 2022) Organized by **ANNAI VAILANKANNI COLLEGE OF ENGINEERING**, AVK Nagar, Pottalkulam on June 20, 2022

Convener   Principal

INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY
(A CENTRAL UNIVERSITY)
Amarkantak – 484886, Madhya Pradesh, India
IN COLLABORATION WITH

Business Standard

IW/BS-U/2020/EC-134/20

ORGANISED
INTERNATIONAL WEBINAR
ON THE TOPIC
COPING WITH COVID-19 ON HIGHER EDUCATION IN GLOBAL SCENARIO

This is to certify that

Dr R Akila

Associatte Professor

Jeppiaar engineering college

Chennai , India

has Successfully **Participated** in the International Webinar on 'Coping With COVID-19 on Higher Education in Global Scenario', organized by Indira Gandhi National Tribal University (A Central University), Amarkantak, Madhya Pradesh, India in Collaboration with Business Standard on 22.05.2020 (Friday).

Prof. Dr. S. K. Baral
Convenor
Department of Commerce, Faculty of Commerce & Management
Indira Gandhi National Tribal University (A Central University)
Madhya Pradesh, India

Dr. Manoj Kumar Dash
Co-Convenor
Dean, School of Commerce and Business Studies and
HOD, Department of School of Economics & Management
Khallikote University, Berhampur, Odisha, India

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yuvakṣhētṛa
Institute of Management Studies (YIMS)
Ezhakkad, Mundur, Palakkad – 678631, Kerala.
Affiliated to the University of Calicut & Managed by the Diocese of Palghat

INTERNATIONAL CONFERENCE ON MANAGEMENT IN UNCERTAIN ENVIRONMENT

Participation Certificate

This is to Certify that

Dr R Akila

MBA

has participated in the International Conference *"Management in Uncertain Environment"* on 27ᵗʰ & 28ᵗʰ August 2020 and has successfully presented the Article on

Cyber crime challenges and its impact in social empowerment

Organised by the Department of Management, YIMS, Palakkad

Ms. Shylaja menon
H.O.D

Dr. Tomy Antony
Principal

Rev. Dr. Mathew Vazhayil
Director

246

CERTIFICATE
of participant

This is to certify that

Dr. R. Akila

In oral and technical presentation, recognition and appreciation of research contributions to

3. INTERNATIONAL DİCLE SCIENTIFIC RESEARCH AND INNOVATION CONGRESS
26-27 NOVEMBER 2022 DİYARBAKIR / TURKEY
with the paper entitle

'' Crimes Against Women In Sns Media: An Critique Based On Indian Laws ''

Uzm. Yasemin AĞAOĞLU
Head Of Congress Group

Sefa Salih BİLDİRİCİ
HEAD OF İSARC

Coal City University, Nigeria
Department of Mathematics and Computer Science

Pangaea Geographical Association, India
Solapur Maharashtra India

In Collaboration with

Vasundhara Kala Mahavidyalaya, Solapur
Department of Geography and IQAC

Mudhoji College, Phaltan
Department of Geography and IQAC

D. P. Bhosale College, Koregaon
Department of Geography and IQAC

TWO DAYS MULTIDISCIPLINARY INTERNATIONAL E-CONFERENCE
on
GLOBAL, REGIONAL AND LOCAL PRESPECTIVES ON SUSTAINABLE
LIVELIHOODS: HEALTH CARE, WILDLIGE, WATER, ENERGY, AGRICULTURE
CLIMATE CHANGE AND GEO - SPATIAL TECHNOLOGIES

CERTIFICATE OF PARTICIPATION

This is to certify that
Prof./Dr./Mr./Ms. Dr.R.SASIKALA, MBA, S.A.Engineering College (Autonomous)

has participated in Two Days Multidisciplinary International E-Conference on "Global, Regional and Local Perspectives on Sustainable Livelihoods: Health Care, Wildlife, Water, Energy, Agriculture, Climate Change and Geo-Spatial Technologies" Jointly Organized by the Coal City University, Nigeria and Pangaea Geographical Association, India in collaboration with Vasundhara Kala Mahavidyalaya, Solapur, Mudhoji College, Phaltan and D. P. Bhosale College, Koregaon on 25th and 29th March. He/She has participated and presented a research paper entitled IMPACT OF EMOTIONAL INTELLIGENCE ON JOB STRESS

CRITERION 8

CRITERION 8	INFRASTRUCTURE	75

The Department of MBA has state of art infrastructure which is in line with the AICTE norms. The department infrastructure is designed in a way to facilitate both curricular and co-curricular activities. The department is well equipped with adequate number of classrooms, tutorial rooms, conference hall, computer lab, discussion room. classrooms are equipped with LCD Projectors and speakers, White boards with marker pens. The central library is a shared facility for students of the department. The central library is well equipped with management books, journals, and e resources. Students can avail library facilities on any working day. Adequate number of computers with latest configuration is available in the department. Camu is LMS platform used by the faculty and the students to improve the teaching learning process. in the department. Camu is a collaborative learning community, which brings together all stake holders to create an experiential and contextual learning platform. Separate Boys and Girls Hostel facility is available within the campus. The inmates are provided with typical room settings on sharing basis. The institute has a common department- Department of Physical Education which is responsible for conducting sports & games. The department of MBA participates actively in all the activities conducted by the department of physical education.

8.1. Classrooms & Learning facilities Infrastructure

Jeppiaar Engineering College campus is spread across 120 acres of lush green land with total built-up area of 1,10,972 m2 encompassing state of art infrastructural facilities like adequate classrooms, laboratories, computing equipments, HOD cabins, staff rooms, auditorium, conference halls, seminar halls, reading room, project labs, central library, common rooms, hostels, medical room and ramps for the physically challenged students. The college has excellent classrooms to conduct regular classes in the twelve different building blocks. A separate block is maintained to conduct semester examinations. Placement training programmes are carried out in an exclusive well equipped laboratory. Spacious interview cabins are available for placement activities. Medical facilities are provided by qualified medical professionals. The college premises have an Indian Bank branch which is easily accessible by students and faculty. The college maintains an updated website which provides detailed information about the institution and various events happening in the college. The institution maintains zero percentage deficiency for the last five years as per the standards set by the Anna University for faculty, laboratories and library.

Classrooms:
The college has 68 well-lit and ventilated classrooms with wide corridors. The size of each classroom is as per the norms specified by AICTE. Each department has ICT enabled class rooms with LCD projector and Wi-Fi connectivity for successful incorporation of technology in teaching with regular practices.

Laboratories and computing equipment:
There are 58 fully equipped with advanced equipments laboratories in the college. Each department has its own computing facility with the latest software to meet their own requirements for carrying out academic and research work. In addition to the regular curriculum, students are encouraged to pursue their studies/project work in the emerging areas of research. The college has 1120 computers with latest version such as core 2 Duo, Dual core and i3. Software are updated periodically. Student to computer ratio is maintained as per AICTE norms. Students are provided individual computer in all laboratory sessions and encouraged to work after the working hours. Computers are also provided in staff rooms and library. The central library is equipped with a digital laboratory having a capacity to hold 80 students simultaneously to access the e-resources.

Incubation Centre, Research & Development and Online Course facilities :
The college has well established incubation centre, which provides firsthand experience in entrepreneurship and promotes innovation driven activities. The college has signed Memorandum of Understanding with MSME and encourages students and faculty to apply for proposals. The college has research centers in the departments of bio-technology and computer science engineering, which are recognized by Anna University to enable the faculty and PG scholars to pursue Ph.D. programme. The college provides all possible support to faculty to undertake various research activities and get funding for projects from various government and non governmental agencies. An ICT enabled hall is made available to facilitate the students and faculty to pursue various online courses provided by SWAYAM NPTEL.

Campus View

Auditorium

Seminar Hall

Table 8.1.1 Overall College Physical Infrastructure

S.No.	Facility	TotalNo.	TotalAreainSq.m
1	ClassRooms	68	6813
2	DrawingHall	1	201
3	Laboratories	58	10111
4	ExaminationHalls	4	2327
5	AdministrativeBlock	1	266
6	StaffRooms	21	704
7	SeminarHalls	3	862
8	LibrarySeminarHallwithSmartBoard	1	320
9	CentralLibrary	1	5316
10	ResearchandDevelopment	1	432
11	PlacementandTraining	1	1164
12	ConferenceHall	1	77
13	NSS	1	34
14	EntrepreneurshipCell	1	34
15	ABHS-AdvisoryBureau ofHigherStudies	1	34
16	Aero Hanger	1	864
17	IncubationCentre	1	34
18	Auditorium	1	1800
19	Gym	2	332
20	Dispensary	1	22
21	Department ofPhysicalEducation	1	117
22	VisitorsLounge	1	245
23	Messblock	1	9814
24	LadiesHostels	1	15903
25	LadiesHostelMess	1	1750
26	GentsHostels	1	22216
27	Gents HostelMess	1	2233
28	ToiletsinallBlocks	28	919
29	CirculatingAreaandVeranda	41	23984
30	Canteen	2	62
31	OtherAmenities(CommonRoom)	4	181
32	EB roomandGenerator Room	1	848
33	BOSHTrainingCentre	1	233
34	Store Room	1	100
35	IndianBank	1	420
36	DanceRoom	1	100
37	Music Room	1	100
TotalAreasinSq.m			1,10,972

Table 8.1.2: Availability of classroom with latest devices

Academic Year	2022-23	2021-22	2020-2021	2019-2020
No. of Classroom	3	3	3	5
Seating Capacity	60	60	60	60
No. of seminar Hall	1	1	1	1
No. of Group Discussion Room	1	1	1	1
No. of LCD Projectors	3	3	3	3
No. of White Board with Markers	3	3	3	5

The department is well equipped with necessary infrastructure with adequate number of classrooms, seminar halls, lab, and recreational area.

Sports facilities:

The department of physical education has been equipped with field area of 32,626m2, which provides excellent sports facilities for the overall development of students. Talented and deserving sports persons are motivated by providing incentives like 100% tuition fee waiver, free hostel accommodation, sports kit, travelling allowance etc. "Jeppiaar Sports Academy" identifies talented, potential students among the under privileged and grooms them into professional footballers.

JEPPIAAR ENGINEERING COLLEGE

4.1.2. Sports Facilities

Sl.No	Sports/Indoor or Outdoor Games/Gym/Yoga	Number of Courts		Total Area in Sq. m
		Men	Women	
Outdoor Games				
1	Basket Ball	1	1	2500
2	Kabaddi	1	1	2500
3	Volley ball	2	1	3750
4	Foot ball	1(common)		18780
5	Athletics 400 M Track	1(common)		
6	Kho-kho	1(common)		1250
7	Throw Ball	1(common)		1250
8	Handball	1(common)		1250
Indoor Games				
9	Chess	1	1	300
10	Carrom	1	1	300
11	Table Tennis	1	1	300
12	Gymnasium	1	1	330
13	Yoga Centres	1(common)		116
Total Areas in Sq. m				32626
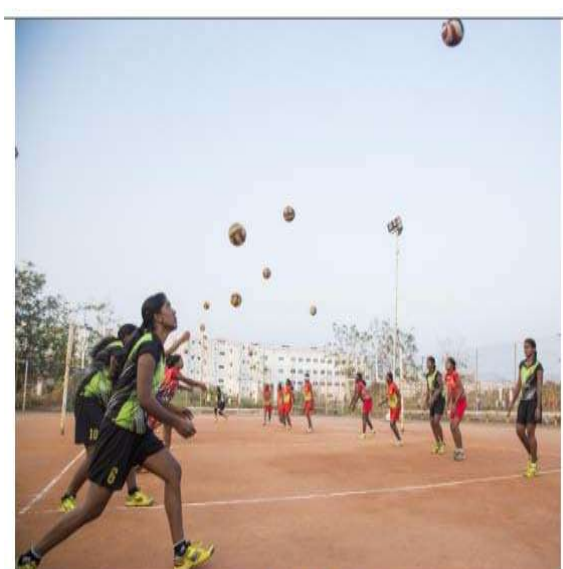
OUTDOOR GAME GROUND

VOLLEY BALL COURT

THROW BALL COURT

Games (indoor, outdoor) Facilities:

There are sufficient numbers of play grounds for organizing indoor and outdoor sports activities with the field area of 1,346m2 and 31,280m2 respectively. Sports facilities for students such as football ground and courts for volleyball, hand ball, throw ball, basketball, table tennis etc. are available. The sports zone is open to both students and staff after working hours. The students and staff are encouraged and provided with all necessary facilities to participate in inter university, intra university and other sports tournaments.

Gymnasium Facilities:

A fully equipped two gymnasiums with a total area of 330m2 separately for boys and girls are available in the campus. It includes cardiac training equipment such as treadmill, elliptical machine, cycling and rowing machine. It also has weight training equipment like cross pulley

machine, smith machine, multi chest press, bench press and lat pull down machine. Students are encouraged to use it in the early morning and in the evening after working hours.

GYMNASIUM - BOYS

GYMNASIUM - GIRLS

Yoga Facilities:

In addition to academics, our college conducts many cultural and physical activities regularly. "Yoga Activities" are conducted for a healthy body, mind and soul. The students are trained in a spacious hall on **SKY (Simplified Kundalini Yoga)** Systems by a qualified trainer.

YOGA CENTRE

Cultural Facilities

The institute has a spacious auditorium, with excellent acoustics and a massive seating capacity that is available for cultural activities. Practice session of cultural activities such as plays, mimes, folk dance and street plays are performed in the auditorium. Programs are planned to impart professional ethics, societal service, environmental protection and patriotism. The college also conducts intra-college cultural competitions. Cash prizes and merit certificates are distributed to the students on the college day.

Dance Room:

The college has a troupe of professional dancers named "18 degrees", which performs in the college programs and participates in various inter college competitions. The college provides all the needed facilities like a separate room with the mirror and music systems for the troupe to practice for their performance.

CULTURAL EVENT BY DANCE TROUPE – 18 DEGREES

Music Room:

Talented students are identified and encouraged to practice regularly. They are made a part of college owned orchestra troupe "FRETS". The college provides an acoustically equipped room with all needed musical instruments for the troupe to practice for their performance

8.2. Library (10)

About ILMS - Library Automation Software

Our College Library has been built to International Standards, Spread over an area of **60,000 sq.ft.** It is centrally air-conditioned. Specialized collection of books, Journals & Non-book materials are available in Basic Sciences, Engineering and Technology, Biotechnology, Humanities and sciences. The collection is replete with **1,04,397 Volumes of Books, 8,292 Titles & 550 CDs.** The college has access to 1,273+ e-resources, ASME Journals, IELonline, Springer Link. The central library has various textbooks, reference books, eBooks, journals, magazines, e-Journals, project reports and NPTEL video relatedto engineering and allied subjects. It has a total of 19585 titles, 159366 volumes, 579 online journals, 26 magazines, 1152 non book material CDs, 9 different newspapers and more than 4500 project reports. The library is fully automated through Integrated Library Management System (ILMS) named Inspro Plus software, version-6.9 (updated 2019) and the year of automation was 2014. Previous to this Auto Libsoftware was in vogue. The software is web enabled for intranet and internet environments. The Inspro Plus software is developed by M/s.PalpapIchinichi Software International Ltd, Chennai. It is developed using DOTNET as front-end tool and SQL serveras backend databases. The Library Management System consists of modules such as master, operation and report management. The software displays photographand other details of students and faculty while issuing books. Book reservation facility and the status of a book such as with drawn/ write- off/ damaged/ lost are easily located. Facilities like data base back up restore and book bank are available in the library.

Library

Our College Library has been built to International Standards, Spread over an area of **60,000sq.ft**. It is centrally air-conditioned. Specialized collection of books, Journals & Non-book materials are available in Basic Sciences, Engineering and Technology, Biotechnology, Humanities and sciences. The collection is replete with **1,04,397 Volumes of Books, 8,292 Titles & 550 CDs**. The college has access to 1,273+ e-resources, ASME Journals, IELonline, Springer Link.

Membership: All Students, faculty and Senior Administrative Staff are members of the library.

Library Automation: The Auto lib software is used for Library Automation.

Bar-coding System: All the books are bar-coded in the library and barcode laser scanners are used in the circulation counter for book transaction.

Library Facilities:

- Digital Library Service
- Reprography Service
- Circulation Service
- Reference Service
- Book Bank Service

Computing Infrastructure:

- IBM x225 Server
- 100 core 2 duo Clients
- Network Connections:Internet connection through fiber optic.

- Institutional Membership:British Council Library,Chennai,
  Indian Institute of Technology,ChennaiAnna University,Chennai.

E-JOURNALS – 1273+

- ASME Journals (American Society of Mechanical Engg.):http://scitation.aip.org
- IEL Online (IEEE & IET): http://ieeexplore.ieee.org
- Springer(Non-medical):http://www.springerlink.com
- WEB OPAC(Online Catalogue):http://www.jeppiaarcollege.org

MBA Department Library Details

	No of Titles	No of Books
Central Library	1367	3300
Departmental Library	244	8506
Total	1611	11806
E Journals	229	

CENTRAL LIBRARY
INSPROPLUS SOFTWARE
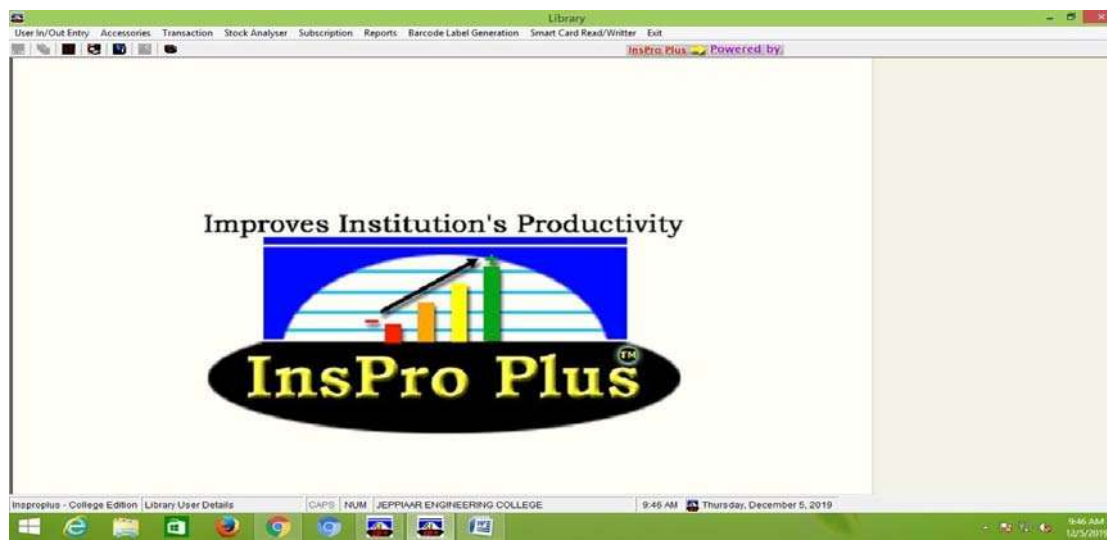
SCREENSHOT

OPAC– SearchEngine
TransactionReports

TransactionReports

8.3. IT Infrastructure & Learning Management System

8.3 A) IT Infrastructure (15)

Jeppiaar Engineering College upgrades its IT infrastructure regularly to meet the current technical requirements. The college has very strong IT infrastructure and fulfills the norms of AICTE and Anna University. The College was previously availing internet service from Airtel with 71Mbps band width and currently it is upgraded to 100 Mbps band width leased line provided by M/s.Hathway Telecom Systems Pvt. Ltd. WiFi connectivity of 100 Mbps is maintained annually.

Wi-Fi connectivity of 100 Mbps is provided in the administrative and academic areas through Wi-Fi router from M/s. Telecom Systems Pvt. Ltd. Additionally Ethernet ports are provided all over the campus for laptops/devices in need of internet connectivity. V-LAN network facility is implemented to connect all the systems with internet.

. The staff rooms are either provided with LAN or Wi-Fi facility to enhance the teaching - learning process. Wi-Fi facility is also provided for both boys and girls hostels for enhancing their skills through online courses, projects and for downloading extra study materials.

Cyberoam firewall is available as a next-generation firewall. It offers stateful and deep packet inspection over the network, application and user identity-based security. It protects the organization from DoS, DDoS and IP spoofing attacks. It is provided to prevent unauthorized internet users from/to accessing private networks connected to the internet, especially intranets.

The college plans towards the usage of Information and Communication Technology at all levels of interactions with the stakeholders by a well-established Enterprise Resource Planning (ERP) system. This system helps the college to collect, store and manage data effectively from various departments and units. A professional network system administrator takes care of the IT related needs of the campus such as hardware and networking. An ERP software, Inspro Plus which has 15 modules facilitate computerized process for student admission, attendance and academics monitoring, exam result analysis report, parentteacher communication, transfer of educational certificates, financial and administrative operations.

The institution has six operating system software and required number of application software, which are used to continuously facilitate the operations of the various departments. All laboratories are continuously updated with latest version of computers such as core 2 Duo, Dual core and i3. The college has well established language laboratory to enhance communication skills of students. High end IBM Xeon Window servers are available for smooth conduct of various activities such as online examinations, hands on training, online competitive exams, etc. For uninterrupted computing, UPS is available in all computer laboratories.

1. Name of the internet provider : Hathway
2. Available Bandwidth :100 Mbps Lease Line
3. Wi-Fi availability : Available in administrative and academic blocks
4. Security arrangements : Firewall enabled network
5. Access speed: Excellent
6. Availability of an Exclusive Server : Yes
7. Availability of Exclusive Space/room : Yes
8.. Availability of Digital Library Contents : Yes
9. Availability of E-books : Yes – Delnet
10. Availability of E-journals : Yes – Delnet/ IEEE
11. Institute's own e-mail facility : Yes to faculty
12.Laser jet Printers-10

13.Richo Printer – 1
14.Licensed Software in MBA Department: PoM, Tally, Quora, SPSS
15. No.of Computer Lab available : 1
16. No.of Computers :25

8.3.1 Network Security Devices
● Cyberoam Firewall(CR 500iNG-XP) Model

8.3.2 Network Switches
● Core switch-Diverter :D-link DGS-3627G
● Managed Network Switch
D-Link DGS-3100-24

8.3. B) Learning Management System
The Learning Management System (LMS) used by Jeppiaar Engineering College is built on Moodle Platform called CAMU. Many of the features of Moodle are effectively leveraged for maximizing the learning outcomes. The Syllabi, Time table, Assessment schedule, Result analysis are included in the respective course pages. Learning and reading materials are uploaded regularly.

e-learning

➤ Each course have a Google Classroom where course materials, assignments, online test were done.

➤ Email , Whatsapp are also used for further communication.

GOOGLE CLASSROOM - IHRM

GOOGLE CLASSROOM - BRM

CRITERION 9

CRITERION 9	ALUMNI PERFORMANCE AND CONNECT	50

The college has its registered Alumni association that is called JEC Alumni Association. The Alumni of the department are well placed and holding prominent positions in the industry. They are actively involved with the department in identifying the gaps in the curriculum, mentoring, and guiding the students for their internships and project works, career planning sessions and talks with the students to enrich and provide industry exposure to the students etc. Annual Alumni meet is held to connect with them apart from connecting via website, mails, social media etc

9.1. Alumni association

The prestige and pride of our college is the great marvellous contribution by our Alumni through the JEC Alumni Association. The JEC Alumni Association was formed in the year 2009 with a wide vision for connecting the fresh emerging engineers with the Alumni's. The Alumni Association of Jeppiaar Engineering College organizes Alumni meet "MUNNODI KOODAL" every year during last Saturday of June, a program to facilitate, consolidate and coordinate Alumni Activities at Jeppiaar Engineering College. JEC Alumni Association President is Mrs. Madhurikkha. S, Secretary is Ms. R. Revathi and the Treasurer is Mr. Dilip Singh J JEC Alumni Association acts as the linking bridge between the past and the present, endeavoring to build a better future. It connects a community of novel, motivated, inquisitive, talented and development-oriented alumni making their mark across different sectors. Alumni Association provides a platform for the alumni to network and interact with the students; faculty members and the management, thereby enhancing the educational experience at the institute and promoting brand Jeppiaarites in the business world environment.

Alumni Association aims at creating and sustaining a mutually beneficial relationship between the institute and its alumni network. The team intends to increase alumni engagement in various academic, placements, cultural and social activities at the institute and beyond to ensure interaction between them and the students. Alumni provide all assistance and cooperation to the institute in its placement initiatives for the growth and development of student career. This would help students to get a first-hand insight into the corporate world and the alumni to network with their batch mates, friends and teachers. The established and esteemed alumni provide placement referrals from time to time. Alumni of the college make the current students up-to-date with various job opportunities and corporate requirements. Invitations to the alumni as trainers, guest lecturers, project evaluators, speakers at orientation of new batch and other similar activities, which enable to strengthen the bond between the past and present for brighter future. Many alumni also have recommended the Institute to their siblings, friends during admissions. The alumni are also invited to connect to national conference arranged by the institute in the form of Chairs and members of organizing committee to give a platform for networking and knowledge sharing to the Alumni and present students. With the alumni being the part of IQAC, it acts as a facilitator for quality improvement and assurance. Alumni Association calls upon our honored alumni to come forward and connect to their alma mater. The Alumni Association thereby provides a platform not to just merely give back, but get back to their institution. Management tries to maintain a life-long good relation between the institute and its alumni to support the current students for their overall development.

Office bearers

List of Executive Committee Members

JEC ALUMNI ASSOCIATION - Jeppiaar Engineering College, Chennai-600 119.

Sr No.	Name	Designation	Occupation	Address
1.	PRAMOTH KUMAR	Joint Secretary	Employee	No.7/51B, JJ Nagar, Mugappair West, Poonamallee Taluk, Tiruvallur District, Tamil Nadu, Pincode - 600037, India
2.	B VIDHYA	Treasure	Employee	No.62 to 67, Anandam Apartments, Govindasamy Nagar, 2nd Street, Kandachavadi, PERUNKUDI, Sholinganallur Taluk, Chennai District, Tamil Nadu, Pincode - 600096, India
3.	V REENA JOSHI VINCE	Vice President	Employee	Plot No.6, MGR Street, Tiruvancheri, MADAMBAKKAM, TAMBARAM Taluk, Chengalpattu District, Tamil Nadu, Pincode - 600126, India
4.	J DILIP SINGH	Secratory	Employee	No.30, 2nd Kalilasapuram Street, NAZARETH, Eral Taluk, Thoothukkudi District, Tamil Nadu, Pincode - 626617, India
5.	P SWETHA	Executive Committee Member	Employee	No.6, Pandian Street, VGP Nagar, Mugappair West, Poonamallee Taluk, Tiruvallur District, Tamil Nadu, Pincode - 600037, India
6.	S MADHURIKKHA	President	Employee	H.No.33/18, Vadivel Puram, West Mambalam, Puliyur, Egmore Taluk, Chennai District, Tamil Nadu, Pincode - 600033, India
7.	C JEREMIAH	Executive Committee Member	Employee	No.4/122, KTC Nagar, Sankarapari 3rd Street, Eral Taluk, Thoothukkudi District, Tamil Nadu, Pincode -

9.2 Involvement of alumni

9.2.1 Alumni meet

Every year, the MBA Department conducts an alumni meet and holds the largest alumni gathering. Every year, the reunion attracts more than 150 former attendees. They treasure the time they spent in college with their friends and families at their sides. They take part in a variety of engagement activities, including games, professional entertainment, an alumni wall, and photo booths.
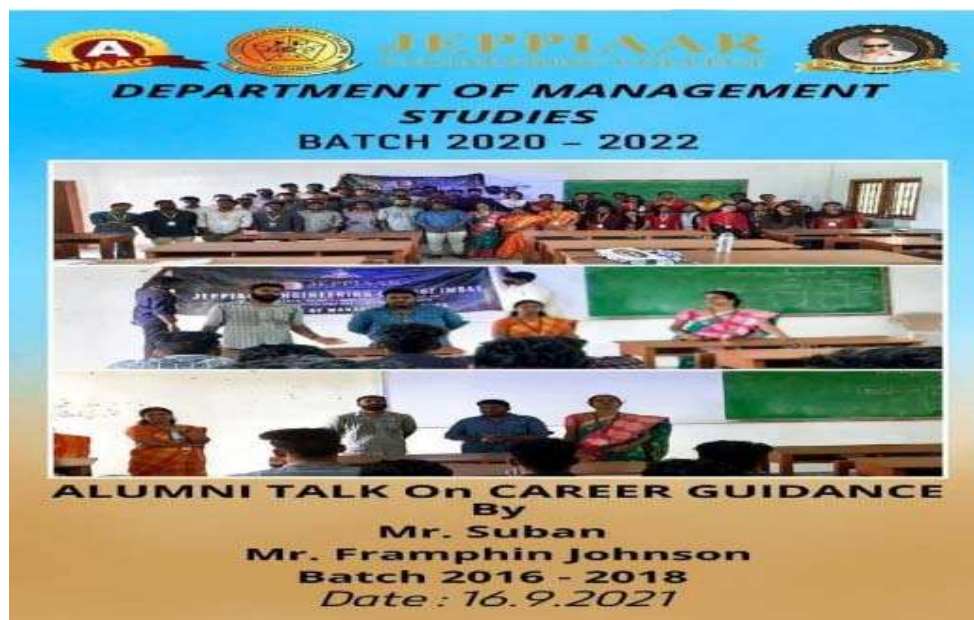
9.2.2 Visit to the Institution and Interaction with the students:

Alumni regularly visit the institution and interact with the current batch students and share their experience in the organization they are working with , Expectations of the companies, areas of focus, current trends, grooming them to get placed, book reading session to inculcate the reading habit etc

TABLE 9.2 VISIT BY THE ALUMINI

Name of Alumni	Designation	Batch
Dr. Prince Jason	Assistant Professor- VIT, Bhopal	2004-06
Ms.Mary Monica Zac.D	Lead Consultant - Genpack	2009-11
Dr.K.S.Nivethitha	Assistant Professor- IIM Kozhikode	2009-11
Ms. Riki Thomas	Assistant HR - TCS	2010-12
Ms. Sharmila. A	Stock trader - Sharekhan Pvt Ltd.,	2013-15
Ms.Mary Deepika	HR Executive - RR Donnelley	2014-16
Mr.Nirmal Kumar	Lead associate- WNS Global Services	2014-16
Mr. Mahendran V	Financial Analyst- BNY Mellon	2015-17
Mr.Benna K	Manager- Terminal Insights ang GTM –Fangs Technology Pvt Ltd.,	2015-17
Mr.Sathish G	Associate – Retail Process, Amazon	2019-21
Mr JOHNSON WESLY R	Sales officer -Asian paints ltd	2016-18
SATHEESHKUMAR G	Operation Manager Bajaj Finserv Ltd	2016-18
SURENDRA KUMAR K	Senior Manager - HR, Admin and Operations Satvat Infosol Pvt Ltd	2004-2006

JOHN DELESBRA A	Financial LMT Human resource recruiter	2017-0219

9.2.3 Project Guidance:

Alumni play a major role in project guidance for the students. They have referred companies for undertaking the projects. They do provide project guidance by helping them to choose the topics and proceeding with the same. They also help them in all possible ways to complete the undertaken projects

TABLE 9.3 PROJECT GUIDANCE

Name of Alumni	Designation	Batch	Project Guidance Provided to Batch
Aanchanaa Karam Chandra Mohan	Assistant Professor, Loyola College	2011-13	2019-21
Edwin Jose. Y. A	Financial Analyst - RR Donnelley	2013-15	2020-2022
Ms. Vishnupriya. P	Data Processor - Accenture	2013-15	2019-2021
Mr.Karthik	HR Associate – HTC Ltd.	2014-16	2021-2023
Mr.Ranjith M	Team Leader- State Street HCL	2015-17	2020-2022
Mr.Prasanth G V	Associate- BNY Mellon	2015-17	2019-2021
Mr. Marimuthu K	HR Executive -Heraizen Technologies	2016-18	2019-2021 2021-2023
Mr.Dinesh Kumar	Associate – TCS	2019-21	2021-2023

9.2.4 Alumni Mentoring

Alumni mentoring is a great way to provide guidance and advice to current students. Through alumni mentoring, alumni can offer support and insight that is based on their own experiences as a student and their current professional life. Alumni mentors can provide a valuable connection between academia and the professional world, helping students make informed decisions about their academic and career paths. Alumni mentors are often a great resource for students who need advice and guidance. Alumni mentors provide a unique perspective that can be invaluable to students looking to make the most of their academic and professional experiences.

TABLE 9.4 ALUMNI MENTORING

Name of Alumni	Designation	Batch	Batch for which mentoring done
Mr.Rajkumar	Associate Manger-HR-Standard Chartered	2008-10	2020-2022
Ms.Poonkuzhali J	HR Executive - RR Donnelley	2009-11	2019-2021
Ms.Lakshmi. G	Finance Associate - Muthoot Finance	2013-15	2021-2023
Mr. Gokulraj	Deputy Manager- ICICI Bank Ltd	2014-16	2019-2021

Mr. Pradish M	Marketing Executive - Hdfc Home Loan	2015-17	2021-2023
Mr.Selvaraj	Deouty Manager-Sales- Adarsh Group	2015-17	2020-2022
Mr.Imran J	HR Associate Fangs Technology	2016-18	2020-2022
Mr. Ranjith Kumar P	Relationship Manager – Indiamart	2018-20	2019-2021

9.2.5 Placement assistance

Our alumni offer placement assistance to our students. Alumni often serve as mentors, career advisors, and job references, and they can be instrumental in helping students find jobs after graduation. In addition, many alumni organizations offer career services and networking opportunities that can help students find employment.

TABLE 9.5 PLACEMENT ASSISTANCE

Name of Alumni	Designation	Batch	Topic	Batch underwent assistance
Mr.Cecil Britto	Lead, Talent Acquisition, Agilysis.	2007-09	Facing HR Interview	2019-21 2021-23
Ms.Priya Janarthanan	Vice President – Bank of New York	2009-11	Employability Skills	2020-22
Mr. Rajkumar R	Business Development Executive – BNY Mellon	2014-16	Group Discussion	2019-21 2020-22
Mr.Mathew	Sr Business Development Manager- Smart Software Testing Solutions	2015-17	Body Language and grooming to ace Interviews	2021-23
Mr.Sasidharan. S	Senior Associate – BNP Paribas	2015-17	Group Discussion	2020-22
Ms. Doji C	Making Executive - Nilkamal	2016-18	Developing Communication Skills	2021-23

9.2.6. Entrepreneurs

Alumni of an educational institution are often considered ideal examples of successful entrepreneurs. They have the benefit of having received quality education and training, as well as the skills and knowledge to apply it in their own business. Alumni entrepreneurs have the distinct advantage of being able to leverage the relationships and networks established during their studies, and use them to their advantage.

TABLE 9.5 LIST OF ALUMINI ENTREPRENUERS

Name of Alumni	Designation	Batch
Mr.Durai babu S	Lakshmi Printers, Chengalpet.	2009-11
Mr.Manikandan	Anandam Catering Services, Chennai	2013-15
Mr.Ajith Kumar R	M.R.Margin Free Mart, Kanyakumari	2014-16
Ms.Josiphina Rani	SK Bakers, Chennai	2016-18
Mr.Kumaran	Talent Event Management Company, Chennai.	2018-20

9.3. Methodology to Connect with Alumni and its Implementation

The department has various mechanisms that are built to stay connected with its Alumni. They are as follows.

A. Alumni Portal

- The college website has a separate alumni portal where the Alumni can register and give details of their current whereabouts and how they would like to contribute back to the institute.
- The portal helps the institute to connect with its alumni.

B. Alumni Database:

- Through the portal, the institute connects with the Alumni and is able to maintain the database of all the registered Alumni.

C. WhatsApp Groups:

- There are separate WhatsApp groups in our MBA department.
- One group is the overall Alumni group where the Alumni from the first batch to the latest batch are there and any important achievements of the Alumni and the institute is shared in that group.
- This helps the alumni to network with the institute and among themselves.

D. Alumni Meet:

- The Alumni meet once in a year in the institute during the Annual Alumni meet of the institution as well as once separately it is held only for the MBA department
- During the department Alumni meet, the current students also join and get introduced to the Alumni and this provides a platform to connect and network with the Alumni.
- There are separate syndicate discussions and brainstorming sessions held in order to discuss the career aspects and industry expectations from the MBA students.
- The Alumni also visit the institute to interact with the students on various aspects like mentoring them on career aspects.
- The Alumni also assist the students with preparation for interviews.
- Sometimes they have come forward to conduct skill enhancement workshop like interview skill, preparing resumes, Career guidance, etc.
- These mechanisms help in building a close bond with the Alumni and having a good rapport with the Alumni.

CRITERION 10

CRITERION 10	CONTINUOUS IMPROVEMENT	50

The key aspects of Criterion 10 are Continuous Improvement which describe the steps taken by the institution to provide necessary assistance to the students in terms of academics such as providing meaningful experiences for learning at the campus, facilitating holistic development and their continuous improvement. The improvement of the Department performance is assessed through the attainment of POs, Academic Audit, Improvement in Placement, and the quality of the students. Department has attained the Program Outcomes and improved the performance of the students by using innovative teaching learning process and identifying weak and bright students. Remedial coaching is provided for academically weak students so that they can improve in their academics. The consistent academic and other support rendered, has resulted in increased net selections in placements and gradual improvement in average pay package. Academic Audit is conducted by the Institute regularly to assess the quality of Teaching learning process and to enhance the overall development of the department. Institute has a rigorous admission process to admit the talent and provide them training as suitable to the demand of the industry.

REGULATION 2017

|	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to upgrade their professional and managerial skills in their workplace
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
PO6	Ability to take up challenging assignments.
PO7	Ability to understand one's own ability to set achievable targets and complete them.
PO8	Ability to pursue life long learning.
PO9	To have a fulfilling business career.

10.1. Actions taken based on the results of evaluation of each of the POs

The target values are set in consultation with the members of Department Advisory Board along with the faculty members of the program. The Target level is set as **2** in all courses. If there are any deviations from the set target, action plan is prepared and implemented. The following table shows the PO attainment for the 3 batches.

Table 10.1.1: PO attainment for 3 Batches (Both Direct & Indirect Attainment)

POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
2020-22	2.54	2.57	2.26	2.57	2.22	2.56	2.18	2.57	2.28
2019-21	2.28	2.07	1.88	1.92	1.88	2.30	2.04	2.41	1.94
2018-20	2.51	2.46	2.06	2.39	2.09	2.39	2.13	2.41	2.02

PO ATTAINMENT FOR 3 BATCH
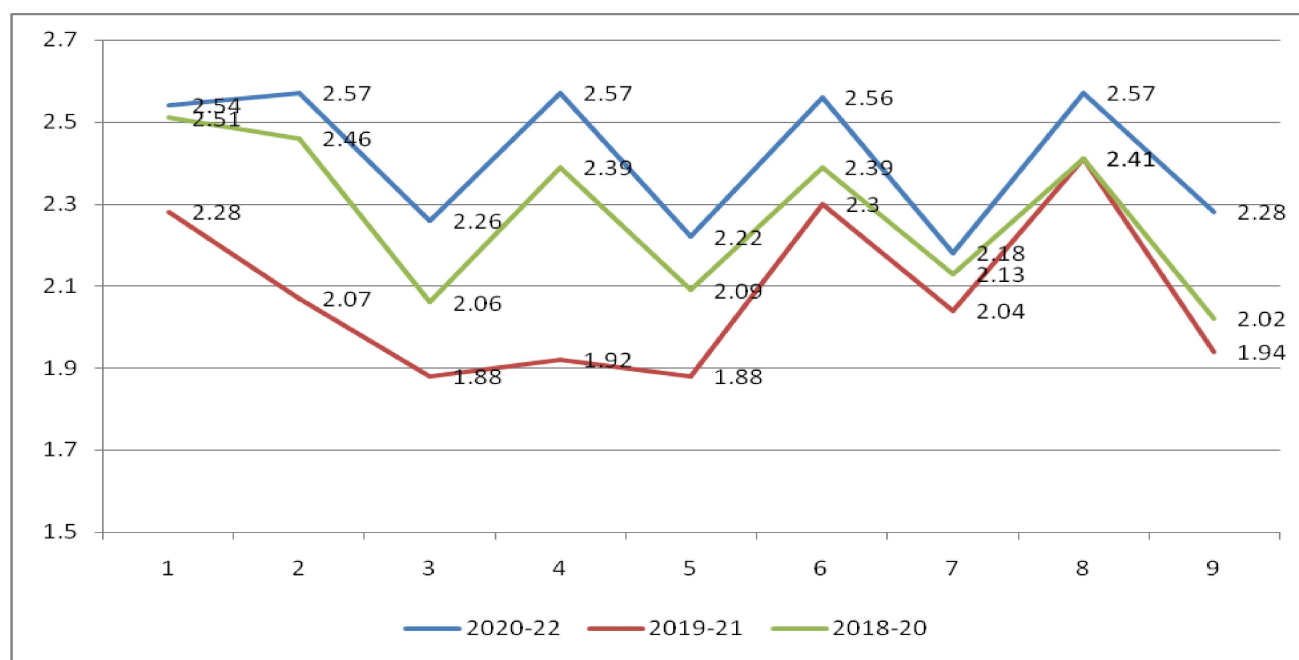
Fig. 10.1.1: Shows the PO attainment for 3 Batch.

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10.1.2 POS ATTAINMENT LEVELS AND ACTIONS FOR IMPROVEMENT

Attainment of Program Outcomes

Attainment of program outcomes with direct assessment for the batches 2018-20, 2019-21 and 2020-22 is given in tables.

Table No 10.1.2.1

PO DIRECT ATTAINMENT FOR BATCH 2018-20

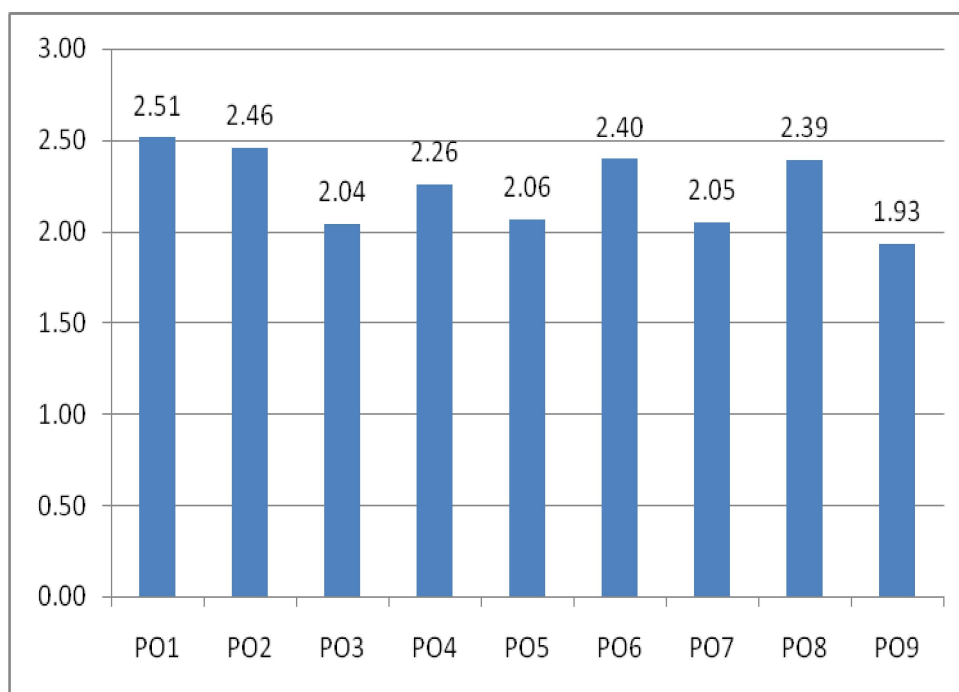|	DA	GAP
PO1	2.51	0.15
PO2	2.46	0.24
PO3	2.04	0.31
PO4	2.26	0.50
PO5	2.06	0.25
PO6	2.40	0.18
PO7	2.05	0.11
PO8	2.39	0.25
PO9	1.93	0.37

Figure 10.1.2.1 PO attainment for the batch 2018-20 using Direct Assessment

Table 10.1.2.1.2 REVIEW & ACTION PLAN

PO	PO Description	Action plan
PO1	Ability to apply the business acumen gained in practice	Achieved 2.51 for business knowledge for batch 2018-20. The course outcomes will be revised
PO2	Ability to understand and solve managerial issues.	Achieved 2.46 for ability of understanding and solving and managerial issues in batch 2018-20. Problem-solving case studies will be added in the courses. Workshop on critical thinking skills. Introduce critical thinking orientation in all courses.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.	Achieved 2.04 for communication skills in batch 2018-20. Introduce non-curricular activities to build communication skills. Encourage more students to participate in management events.
PO4	Ability to upgrade their professional and managerial skills in their workplace	Achieved 2.26 for upgrade knowledge for professional and managerial skills in batch 2018-20. Introduce non-curricular activities to professional and managerial skills. More students will deputed for management association activities.
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.	Achieved 2.06 for managerial decisions in a dynamically unstable environment knowledge in batch 2018-20. Include contemporary issues and developments in each course and more case studies group projects will be encouraged
PO6	Ability to take up challenging assignments.	Achieved 2.40 for taking up challenging assignments in batch 2018-20. Introduce non-curricular activities, case studies to enhance skills set to take challenging assignments.

PO7	Ability to understand one's own ability to set achievable targets and complete them.	Achieved 2.05 for ability to set achievable targets and complete in batch 2018-20. Continue group assignments and projects.
PO8	Ability to pursue lifelong learning.	Achieved 2.39 for pursuing lifelong learning in batch 2018-20. Identify limited number of self-study topics in selected courses.
PO9	To have a fulfilling business career.	Achieved 1.93 for having fulfilling business career in batch 2018-20. Encourage general reading through club activities.

Table 10.1.2.2

PO DIRECT ATTAINMENT FOR BATCH 2019-21

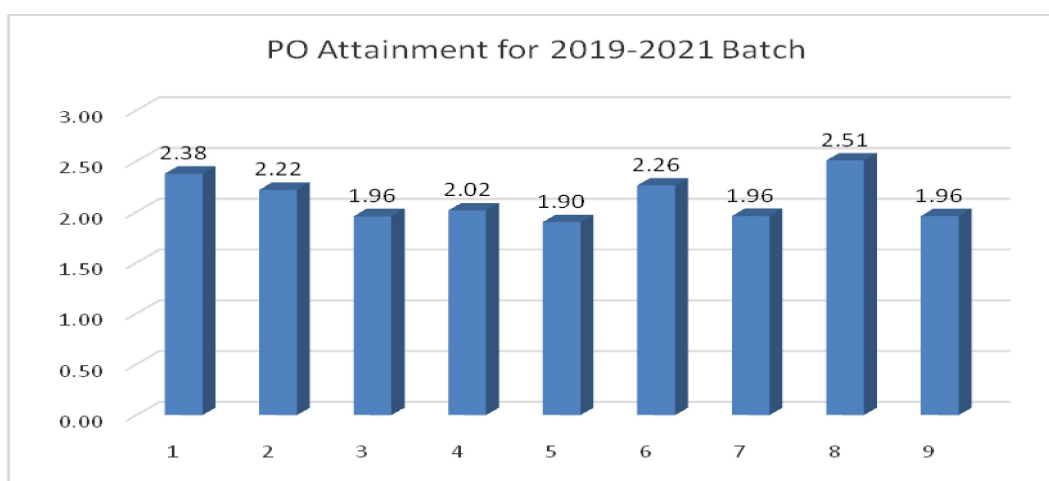| 2019-2021		
	DA	GAP
PO1	2.38	0.29
PO2	2.22	0.48
PO3	1.96	0.40
PO4	2.02	0.75
PO5	1.90	0.41
PO6	2.26	0.31
PO7	1.96	0.19
PO8	2.51	0.13
PO9	1.96	0.35

Figure 10.1.2.2   PO attainments for the batch 2019-21 using Direct Assessment

Table 10.1.2.2.1   REVIEW & ACTION PLAN

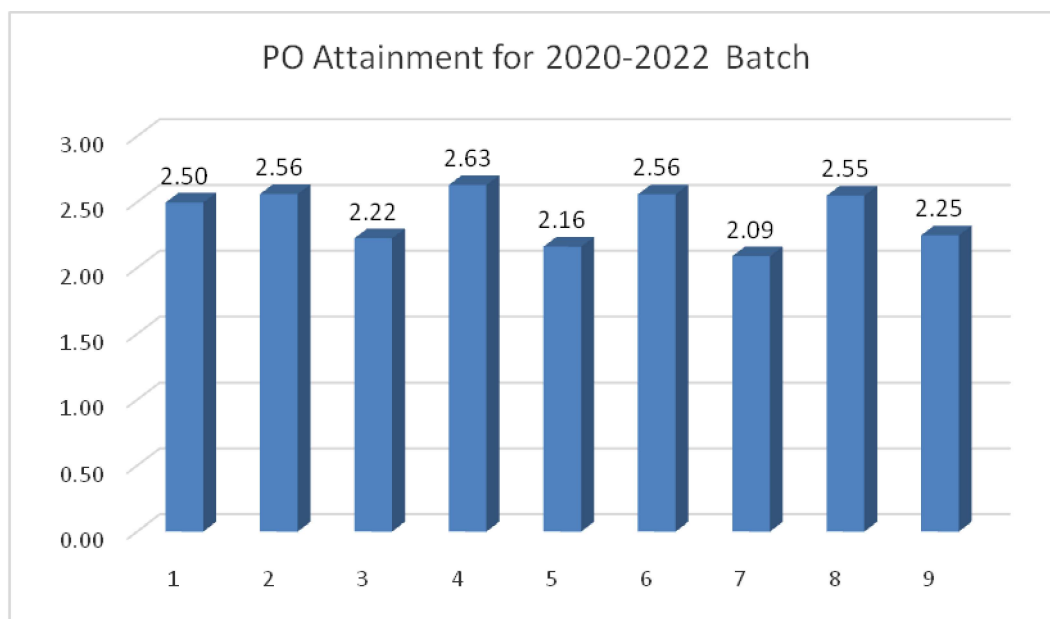| PO	PO Description	Observation & Action Plan
PO1	Ability to apply the business acumen gained in practice	In 2018-20, the domain knowledge attainment was 2.51 and it has reduced to 2.38 in 2019-21 batch. As most of the classes II Semester & III Semester went on online the domain knowledge came down. The course plan, delivery plans will be revised for next batch. A deep domain knowledge opportunity will be provided to the students in the form of industry visit and more industry connect activities.
PO2	Ability to understand and solve managerial issues.	In 2018-20, the critical thinking & problem solving attainment was 2.46 and it has reduced to 2.22 in 2019-21 batch. No practical and physical exposure to functional areas and industry were given to students. More assignment, managerial games, case study etc will be planned for next batch
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.	In 2018-20, the communication skills attainment was 2.04 and it has reduced to 1.96 in 2019-21 batch. As most of our students come from rural background and due to covid 19 lock down , missed physical exposure of class room activities and industrial connect the attainment might be reduced. The more communication exercise and lab activities will be planned to improve the attainment.
PO4	Ability to upgrade their professional and managerial skills in their workplace	In 2018-20, the professional & managerial skills attainment was 2.26 and it has reduced to 2.02 in 2019-21 batch. Workshop on managerial skills. Critical thinking orientation will be organized . Problem-solving case studies will be included in courses. In few subjects written case assessments will be conducted,
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.	In 2018-20, the managerial challenges and managerial decisions attainment was 2.06 and it has reduced to 1.9 in 2019-21 batch. Summer internship activities and managing visits of alumni and industry professional. Students will be involved in organizing departmental activities such as inaugural functions, workshops, etc., Group assignments, group projects, interaction with corporate will be done in more number.

PO6	Ability to take up challenging assignments.	In 2018-20, the Challenging assignment ability attainment was 2.40 and it has reduced to 2.26 in 2019-21 batch. More case study, participation in extra curricular activities, Group project can increase the skill set of challenging assignments
PO7	Ability to understand one's own ability to set achievable targets and complete them.	In 2018-20, the Target achievement ability attainment was 2.05 and it has reduced to 1.96 in 2019-21 batch. More group projects, interaction with corporates , team work, team building skills , Continue group assignments and Projects can help to improve this skill set
PO8	Ability to pursue life long learning.	In 2018-20, the life long learning attainment was 2.39 and it has increased to 2.51 in 2019-21 batch.
PO9	To have a fulfilling business career.	In 2018-20, the fulfilling business career attainment was 1.93 and it has reduced to 1.96 in 2019-21 batch. Self study, flip classes, case studies can help to increase fulfilling business career.

Table 10.1.2.3

PO DIRECT ATTAINMENT FOR BATCH 2020-22
\\

2020-2022		
	DA	GAP
PO1	2.50	0.17
PO2	2.56	0.14
PO3	2.22	0.13
PO4	2.63	0.13
PO5	2.16	0.15
PO6	2.56	0.01
PO7	2.09	0.07
PO8	2.55	0.09
PO9	2.25	0.06

Figure 10.1.2.3   PO attainment for the batch 2020-22 using Direct Assessment

Table 10.1.2.3.1 REVIEW & ACTION PLAN

PO	PO Description	Action plan
PO1	Ability to apply the business acumen gained in practice	In 2019-21, the domain knowledge attainment was 2.38 it increased to 2.5 in 2020-22 batch. Course outcomes will be reviewed, New electives will be considered. More assignments and industry expertise will be shared
PO2	Ability to understand and solve managerial issues.	In 2019-21, the critical thinking & problem solving attainment was 2.22 and it has increased to 2.56 in 2020-22 batch. Industrial visits , case study, intership will be enforced.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.	In 2019-21, the communication skills attainment was 1.96 and increased to 2.22 in 2020-22 batch. More communication exercise will be organized. Seminar, presentation will be enforcing. Club will be formed and more exercises will done.
PO4	Ability to upgrade their professional and managerial skills in their workplace	In 2019-21, the professional & managerial skills attainment was 2.02 and it has increased to 2.63 in 2020-22 batch. Students will be motivated to join MMA , and other managerial association and to participate in various.

PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.	In 2019-21, the managerial challenges and managerial decisions attainment was 1.9 and it has increased to 2.16 in 2020-22 batch. More Managerial games, Guest lecture, Seminar, Alumni talk will be organized.
PO6	Ability to take up challenging assignments.	In 2019-21, the Challenging assignment ability attainment was 2.22 and it has increased to 2.56 in 2020-22 batch. Motivate students to participate in extracurricular activities, association activities.
PO7	Ability to understand one's own ability to set achievable targets and complete them.	In 2019-21, the Target achievement ability attainment was 1.96 and it has increased to 2.09 in 2020-22 batch. Continue group assignments and projects.
PO8	Ability to pursue lifelong learning.	In 2019-21, the life long learning attainment was 2.51 and it has increased to 2.55 in 2020-22 batch Self-study topics in selected courses. Encourage general reading through club activities..
PO8	To have a fulfilling business career.	In 2019-21, the fulfilling business career attainment was 1.96 and it has increased to 2.25 in 2019-21 batch. Case studies of specific business situations will provide the skills for assessment of the business environment. This approach will help them to understand the industry and continue have fulfilling business career.

10.2. Academic Audit and actions taken during the period of Assessment (10)

The purpose of an academic audit is to encourage departments to evaluate their "education quality processes" – the key faculty activities required to produce, assure, and continuously improve the quality of teaching and learning. The Internal Quality Assurance Cell (IQAC) conducts Academic audit to assess the academic performance of both individual faculty and the whole department. The IQAC plans, guides, and monitors quality enhancement activities of the department. The Institute has regular interactions with Principal/Dean/HoD to ensure that the policies and procedures are followed and there is reasonable participation of all faculty members in decision making processes intended to improve academic performance. The policies and plans are reviewed in consultation with faculty members who provide their opinion on the design of the quality policy.

Course files:
All faculty members maintain a course file for each course handled. These are periodically reviewed by the Principal.

Class committee:
A class committee is formed in the first few weeks of the students joining the program. The purpose of this forum is explained to the students and a list of interested students drawn up. A list of eight students per class of sixty is drawn up to ensure representations across gender, educational level, etc, UG background

and academic track record. The committee meets the Dean/Director twice in a semester and all academic issues discussed.

Question papers for internal assessments:
These are discussed with the HoD and reviewed prior to the administration of the tests.
The quality of the question papers are checked for difficulty levels and coverage of COs.

Performance Assessment
This is a review mechanism to assess the outcomes in different courses at the end of every semester. This is a joint review mechanism with the faculty for the course. It identifies gaps in course outcomes in different courses, reasons for the gaps and records the action / steps to be taken when the course is offered again. This reviews on achievement of Program Outcomes done when the final semester is completed for a batch of students.

External audit:
External audit will be done after completion of a academic year . The suggestions given in during the audit are:
➢ Revise the course outcomes statement and make them a little more generic
➢ Introduce practical application exercises
➢ Improve the framing of rubrics for practical courses and project work
➢ All documents and records are available in e-copy format with faculty and supported with back-up (for the subject Economic Analysis of Business)
➢ Knowledge level in the question paper can be included (Sample: Economic Analysis of Business)
➢ Session with topic coverage can be made available along with lesson plan.

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

Assessment is based on improvement in:
• Placement: number, quality placement, core industry, pay packages etc.
• Higher studies: admissions for pursuing Ph.D in premier institutions
• Entrepreneurs

Placements:
The MBA is a terminal program where graduating students opt for a career. The only option for higher education is a PhD which some of them may aspire to do at a later stage in life. Various initiatives have been taken in the past to improve the placement of students. Some of these are listed below:
➢ Regular placement training is done by an outside expert agency every year. The training covers areas of resume building, group discussion and facing interviews.
➢ Training programs were conducted on Business Analysis, Data Analytics, Digital Marketing and by experts.
➢ Mock interviews are conducted by alumni.
➢ The students are encouraged to take up certifications offered by NISM.

The placement statistics for the last five years are indicated in table below. They show a Consistency in the number of students placed and an improvement in the salary levels offered to the students. More importantly, the recruiters are reputed companies who offer good career paths to the students.

Placement statistics for the batches 2017-19, 2018-20, 2019-21, 2020-21 and 2021-23

Details	2018-20	2019-21	2020-22	2021-23
No. of Companies shown interest	46	38	56	85
No. of Companies recruited	10	9	19	17
Batch Strength	84	58	56	58
Total Number of Students placed	61	46	41	52
Highest Salary (Rs. Lacs p.a.)	400000	350000	600000	372000
Average Salary (Rs. Lacs p.a.)	310000	283071	411264	291632
Minimum Salary (Rs. Lacs p.a.)	240000	180000	168000	180000

Progression of salary levels offered to students

Salary (Rupees)	2018-20	2019-21	2020-22	2021-23
6 Lakhs & Above Offers	-	-	12	-
4- 6Lakhs Offers	-	-	7	-
3-4 Lakhs Offers	32	18	12	25
Total	32	18	31	25

It can be inferred from the above tables that enough opportunities are created for students to get placed. At the end of the formal process of placement, there are a few students who remain unplaced because of specific role preferences and locational constraints. Most of these unplaced students get opportunities outside on their own. The above table indicates the progressive nature of salaries for MBA graduates from school. The school has adjusted to the changing environment conditions (due to COVID) and is able to create a good rapport with industry and help students to gain these opportunities. This data also indicates the wide acceptability of graduates from our college.

We have also made a conscious effort of developing industry demanded skill courses in the form of Value-Added Courses (VACs) and these are largely delivered by industry resources. The VACs that come under this category are Business analytics, Digital marketing, Excel ,Tally etc.

Entrepreneurship:

Over the years, graduates from Jeppiaar Engineering College have started their own ventures. Few of such ventures over the last three years are:

1 Subin Antony
2. Kumaran
3. Rajakumar
4. Anbu Kumar

10.4.   Improvement in the quality of students admitted to the program

Jeppiaar Engineering College has a well-drafted admissions policy that will be fine-tuned year on year based on the learnings. The objective of such fine tuning is to support the enhancement of quality of admissions. The college attracts large number of enquires and is one of the preferred institutions in Tamil Nadu and is always listed as top institution in the minds of students. There has been tremendous

improvement in the quality of students admitted in the institute. The quality of student is measured on the following parameters:

• Number of applications received in comparison to the number of students admitted.

• Diversity of students admitted in terms of geography, gender, and stream.

Admissions to the institute are made in two streams.
  ➢ 66 percent of the seats are filled in through the Management Quota and the
  ➢ 34 Percent of the seats are under the Government Quota.

The following few points indicate our relentless journey in improving the quality of students admitted into the program.

Analysis of improvement in the quality of students admitted to the program.
1. **The number of students admitted against sanctioned seats:**
   Table below presents the data for last five-year admission scenario in terms of number of sanctioned seats and actual admissions. It is evident that the institute can fill its sectioned seats in MBA program. The enrolment ratios are showing an improvement.

Year	Sanctioned Intake	Admission	%
2022-23	60	59	98
2021-22	60	59	98
2020- 19	60	60	100
2019 -20	90	68	76
2018 -19	120	97	81

Government Quota:
   The admission under the Government Quota is done through a centralized counseling process. Candidates with TANCET scores are only considered. They are ranked on the basis of their TANCET score and allotted seats based on their preferences and availability of seats. Most of the seats of get taken up in the first day. By end of second day, all seats are taken up in most of the categories. This is an indication that Jeppiaar Engineering College is a preferred institution among students aspiring to do MBA program.

The GQ cut-offs for the batches past few batches indicates that students in top 3-4 percentile secured admission.

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TANCET Ranks

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Exam	2020-21		2021-22		2022-23	
	Starting Rank	Ending Rank	Starting Rank	Ending Rank	Starting Rank	Ending Rank
TANCET	69.2	13.667	79.3	6.63	90.97	13

This data demonstrates the preference of students towards Jeppiaar engineering college.

Management Quota

The Department have sanctioned intake of 60 out of which Management admission are 40 and remaining from TANCET counselling. The students volunteer to join **MBA** program in various specializations, offered by Department under management quota, have to pass through the selection process as per guidelines of Self financing colleges consortium.

The below table shows the details about students admitted through Management Stream for the past 3 years. The admission through management stream has shown an improvement over a period of time. Our institution attracts good quality students for admissions under the management quota. The admission through management stream has shown an improvement over a period of time.

Number of students admitted through Management Seats

Year	2018-19	2019-20	2020-21	2021-22	2022-23
No of seats filled by Management Quota	53	34	44	42	42
Percentage	55	50	73	71	71

Student Academic Background:

The institute has good amount of diversity among students. In terms of academic background, a good combination of different streams is being represented in the class. The institute has majority of students with B.Com and BBA background, however, there is a considerable increase in BBA/BBM and Engineering students over a period of time.

Year	2020-21	2021-22	2022-23
Arts & Science	53	54	55
B.E /B.Tech/	7	5	4

Declaration

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

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 in force as on date and the institute shall 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 will be initiated by the NBA in case any false statement/information is observed during pre-visit, visit, post visit and subsequent to grant of accreditation.

Signature

Name : Dr J Francis Xavier

Date: 05/10/2023

Place: Chennai

PRINCIPAL
JEPPIAAR ENGINEERING COLLEGE
JEPPIAAR NAGAR,
RAJIV GANDHI SALAI,
CHENNAI-600 119

ANNEXURE -1

PROGRAM OUTCOMES

REGULATION 2017

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to upgrade their professional and managerial skills in their workplace
PO5	Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
PO6	Ability to take up challenging assignments.
PO7	Ability to understand one's own ability to set achievable targets and complete them.
PO8	Ability to pursue life long learning.
PO9	To have a fulfilling business career.

REGULATION 2021

	Statements
PO1	Ability to apply the business acumen gained in practice.
PO2	Ability to understand and solve managerial issues.
PO3	Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
PO4	Ability to understand one's own ability to set achievable targets and complete them
PO5	Ability to adhere to ethical standards and fulfill social outreach
PO6	Ability to take up challenging assignments and pursue lifelong learning.
PO7	Ability to develop value based leadership
PO8	Ability to enhance entrepreneurial skills and handle its challenges