

|| Om Shri Manjunathaya Namaha ||



**SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF  
BUSINESS MANAGEMENT (ID KACOGN10919) (ESTD – 1978)**

(Affiliated to Mangalore University | Managed by SDME Society, Ujire)

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**SELF STUDY REPORT  
CYCLE - III**

Submitted to



**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

**P.O. Box No. 1075, Nagarbhavi, Bangaluru - 560072**

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## **PREFACE**

Shri Dharmasthala Manjunatheshwara College of Business management, established in 1978, has been a pioneer in management education since its inception. With special focus on quality and promotion of excellence at all levels, the institution aspires to provide management education by emphasizing on skill enhancing learning programmes which develops core competence, knowledge, leadership and values. The institution strives to provide quality education in order to enhance employability, engender social concern and instil ethical values among students.

With the ever changing expectations of the stakeholders, the curricular and extra-curricular activities are designed to meet the needs of the job market and society. The modalities and pedagogies followed are mainly focussed on moulding the character and personality of the students to enable them to use their intelligence and sharpen their skills. The best practices followed by the institution create a conducive and healthy atmosphere for the students to excel.

In the first assessment of 2005, the college was accredited with B+ grade and in the subsequent re-accreditation in the year 2010 we succeeded in securing A grade. Inspired by this, the IQAC focused on setting higher standards and initiated measures to bring about qualitative improvement by involving all the stakeholders. In the third cycle of assessment and accreditation, the preparation of SSR has given us an opportunity for deeper self reflection and self evaluation. The constructive suggestions given by the previous NAAC peer team have been immensely helpful to build further on the vision and mission of the institution. We believe that the report is a reflective space to chart and showcase the growth and development of the institution.

Date: 25-01-2017

PRINCIPAL



## EXECUTIVE SUMMARY

Shri Dharmasthala Manjunatheshwara College of Business Management, Mangaluru is managed by Sri Dharmasthala Manjunatheshwara Educational (SDME) Society (R) Ujire. The society has a rich and diverse experience of managing more than 50 professional and general education institutions. It is headed by Padmabhushana awardee Dr. D.Veerendra Heggade, Dharmadhikari of Sri Kshethra Dharmasthala who is an educationist and a social reformer. Under his visionary leadership, and able guidance, the institution has been playing a leading role in imparting management education.

The IQAC decides the benchmark and parameters for enhancing and sustaining overall quality through the formulation of appropriate policies. Various functional committees ensure the implementation of the policies.

The college was established in 1978 under the aegis of Sri Kshetra Dharmasthala by Dr D. Veerendra Heggade with the objective of providing professional management education and instil the spirit of entrepreneurship and innovation among the students. Believing that learning is a continuous process, the college had adopted the motto “**Learning for Life**” and strives hard to transform students into lifelong learners. The college has developed the reputation as pioneer in the field of management education and has attracted students who aspire to be entrepreneurs and corporate business leaders.

The college has grown significantly over a period of 38 years, from initial strength of **183** students and **7** teachers, to the present level of **1321** students and **38** teachers. The institution has an active website [www.sdm.ac.in](http://www.sdm.ac.in) which provides details about the courses offered, calendar of events, student support facilities as well as other necessary information to the stakeholders. A quarterly magazine **Sync Vision** keeps the stakeholders informed about the activities on the campus.

NAAC accredited the college with ‘B+’ grade in the first phase (2005), and subsequently with ‘A’ grade (C.G.P.A. of 3.16 out of 4) in second phase (2010). Implementation of several innovative measures during the post-NAAC period has enabled the institution to bring about further qualitative improvements.

The institutional goals are aligned with curriculum objectives. The vision and mission aim at developing competencies of the students to meet the challenges of business, industry and service sector and also spread Indian ethos and spirituality to survive and succeed in business. To achieve this, the institution offers professional education in management [BBM/BA(HRD)], commerce (B.Com) and computer applications (BCA). Though it follows the University curriculum as an affiliated college, in order to integrate institutional goals with academic programmes, the college offers 12 short term courses namely Tally, Research Methodology, Income Tax, Marketing Skills, Basics of Management, Personality Development, Journalism, Tourism, Consumer Protection, Web Designing, Cyber Law and Value Education.

Being a pioneer in the field of management education, our affiliating university has always looked upon us as a resourceful institution to take up the leadership in the syllabus revision. The college was the centre for the syllabus revision workshop during 2011, 2012 and 2013 and was instrumental in inviting the deans, the chairpersons and the members of the BOS, academic peers, industrialists, businessmen, practicing professionals, management consultants and bankers as per the direction of the University. Apart from hosting the syllabus workshops, our



faculties have also been the members of BoS and BoAE of the affiliating University and other autonomous colleges.

The learning objectives are met by a healthy blend of curricular and co-curricular activities. Industry-institution interaction is promoted to bridge the gap between theory and practice and provide hands-on experience. Factory visits are organized and professionals from industry, research bodies, domain experts, subject experts are invited as guest speakers to share their vast knowledge and experience with students. Programs are organized in association with professional organisations, research bodies and industries to maintain better rapport. Sensitization programmes are conducted to create awareness about issues such as human rights, environment and gender.

As the motto of the institution is “Learning for life”, efforts are made to transform the students into life-long learners and innovators. Academic calendar containing the teaching, learning and evaluation schedules is prepared well in advance. Along with the academic activities, the co-curricular and extracurricular activities are also planned and scheduled so that the curricular programmes are given prime time and priority.

Student centric teaching methods focusing on creativity and participation such as ICT enabled teaching/learning, Group discussions, Role play, Presentations by students, Creation of models, Innovative assignment, Case studies, Book reviews, brain storming and student faculty enable a lively atmosphere in the class rooms. Being a management college, it has setup an EDP cell and thereby grooms and mentors the students to start their own ventures and inspires entrepreneurial skills among students.

The evaluation of the learning outcome is based on formative and summative assessment. Summative assessment is done as per University norms and formative assessment done by the institution consists of:

- **Viva-voce** is an innovative technique used to improve communicative skill and enhance confidence among the students. One-to-one interaction also enables faculties to give feedbacks and suggestions to the students for their improvement.
- **Assignments** to get in-depth knowledge on emerging issues and developments in various fields.
- **Seminars and presentations** to boost their self confidence.
- **Student centric learning methods** like case study, role play and brainstorming gives a simulation exercise which enables them to understand the practical aspects.
- **Practical tests** to get hands-on experience.

Class participation is given a weightage in internal assessment in which interest in academics, skill learning, quality and quantity of work, qualities like problem solving, team work, dependability, reflection, resourcefulness, ethics, social sensitivity, entrepreneurship, writing and oratory skills, interpersonal relationship and communication are evaluated. With the view to promote overall development of students, weightage is given to behavioural aspects. It is assessed through observation and continuous monitoring. Though subjective factors make the assessment challenging, all efforts are made to maintain objectivity and transparency.

In order to streamline the curriculum delivery, the faculties maintain lesson plans consisting of teaching methodology, activities and learning outcomes. Faculties are encouraged to participate in workshops and seminars to keep themselves abreast of the latest developments in their subjects. Retention of the faculty members is



ensured through good work culture, opportunities for self actualization, respect and appreciation, freedom of expression, impartial and just dealings.

The college has a research committee to encourage and support research activity. The committee encourages the faculties and students to take up minor research projects. Research committee invites experts to address and motivate the faculties to take up sponsored research projects. They guide the faculties about the procedures for applying to funding organisation and the preparation of project proposals. Faculties have been able to obtain 8 minor research projects for which a grant of Rs. 7,11,500.00 has been sanctioned by the UGC. 18 research papers have been published by the faculty and 7 faculty development programmes on research have been organised. Two faculty members have completed and 5 are currently perusing Ph.D. degree. Research journals, access to N-list, high speed Internet (36 mbps leased Internet), Wi-Fi, learning resource centre and library resources are the research facilities available to the researchers. A short term course on research methodology is offered to the final year students of BBM and B.Com to develop research culture.

The institution formally signed the MoU with District Consumer Federation(R) Mangaluru to offer a short term course on consumer protection. This has enabled the students to get practical exposure by visiting government offices to study about consumer rights. Consultancy services like training to the retail dealers of Indian Oil Corporation have been taken up by the college.

Wide range of extension activities are organized to raise awareness about social issues and ensure community engagement among the students to fulfil their social responsibility. Apart from NSS, Youth Red Cross and Rovers and Rangers, all the departments have organized programmes such health awareness camps, blood donation camps, street plays, AIDS awareness programme, marching for cause, annual camps at villages, Swacch Bharath Mission and visit to old age homes and orphanages. Leadership training programmes, quiz, drawing competition, art and craft training, sports meets to the school children and residents of old age homes and orphanages are also organised.

The college is located at the heart of the city which has the campus area of 1.30 acres. State of the art infrastructure is provided by college management and funds from UGC. To create conducive learning environment, the college has 28 spacious, well furnished and ventilated class rooms and a well furnished air conditioned conference hall with 160 seating capacity, LCD projector, Public Address (PA) system, Wi-Fi network and attached pantry on first floor. Other facilities are examination room, counselling centre, tutorial rooms, centralized library, learning resource centre, reprography centre, three air conditioned computer labs, 5 staff rooms, placement cell, college office, principals chamber (AC), presidents room (AC), discussion room (AC), guest room, fixed overhead LCD projectors, PA system, wired and Wi-Fi network, server, pantry, basement, college courtyard, sports room, NSS room, auditorium with a seating capacity of 800, IQAC office, canteen, coffee vending kiosk, aqua guards and water coolers, automatic generators, UPS.

Library has a rich collection of 23,598 books and 68 journals/periodicals. Facilities available in the library include Dspace for easy access of question papers and syllabus, bar coding of the resources for easy access and circulation of the books, automating user's attendance, online public access catalogue (OPAC), access to online journal and E-Book portals through N-LIST, computers and internet facility to



access electronic resources, spacious reading room and accessible stack space and library management software.

The institution encourages the extensive use of ICT and computer-aided teaching/learning materials by providing adequate number of computers and peripherals in the computer lab and library for both the students and the faculty. All class rooms are equipped with fixed over-head projectors and the departments have been provided with the desktops. Portable laptops are provided for use in the classrooms. Internet connectivity (BSNL leased line internet with 36 Mbps available 24/7) with Wi-Fi facility enables the faculties to get the latest information. Students are encouraged to prepare presentations by using ICT. Available infrastructure is optimally used to conduct curricular and co-curricular activities. Necessary steps are taken for upkeep and maintenance of infrastructural facilities.

Ample opportunities are provided to the students to promote their holistic development through wide range of curricular and co-curricular activities. To encourage the students to take part in extracurricular activity, the student council has formed various associations like finance, marketing, commerce, SCAN, HRD, literary, fine arts, sports, NSS, Rovers & Rangers and Red Cross. These associations plan out various activities throughout the year to develop overall personality of the student.

In order to ensure the smooth conduct of the activities, schedule of all the major programmes are finalized and published in the academic calendar. Every association plans out their activities in the beginning of the academic year and displays it on their respective notice board to ensure student participation. To give an orientation about the activities, each association makes a presentation in the beginning of the year. Students have to enrol as members of one of the associations but they are encouraged to take part in the activities of other associations. Following are the associations:

- **Marketing association:** The association organizes various activities like Corporate Quiz, Brand Wars, Ad Guru, Product Launch and ad copy designing.
- **Finance association:** Activities organised include Money talk, An Argument, Bid and Win, The Analyst, Financial Crossword, Make my portfolio, Audit and Black and White.
- **HRD Association:** Back Fire, Radio Jockey, Best M.C, Tandems, Jam, Best HR and HRTV 24x7 are the activities organized.
- **Commerce association:** It organizes Meet the CEO, quiz competition, treasure hunt, mock press and paper presentations.
- **SCAN:** It conducts activities like V-Brush, Quick Hands, Designing Quest, Magnum Opus, Virtual Arena, Toggle-Toggle, Bazooka.
- **Literary Association:** English, Hindi and Kannada language Clubs organize competitions like Essay writing, Elocution, Poetry writing, Story writing and Pick and Speak, Dumb Charades, Tom, Dick and Harry and Pictionary.
- **Fine Arts Association :** It organizes Pencil sketching, Cartoon sketching, Collage, Flower arrangement, Rangoli, Singing, Mehendi design, Wealth From Waste, Fancy Dress, College Anthem singing competition, Interclass Variety Entertainment Competitions on Independence Day, etc. **Sports Association:** It organizes inter class competitions in Indoor Games like Chess, Carrom– Singles and Doubles, Table Tennis– Singles and Doubles, Shuttle Badminton– Singles and Doubles. Outdoor Games like Kabaddi, Foot Ball, Cricket, Volley Ball and Throw Ball.
- **National Service Scheme:** Major activities of NSS includes One Day Camp, Awareness Programme, Vanmahostava Celebrations, Yoga Training Programme,



Visit to Orphanage, Campus Cleaning, Blood Donation, Laksha Vraksha Abhiyana, Nirmala Nagara Abhiyana, National Youth Day Celebrations, Leadership Training Programme and Sadbavana day celebration.

- **Red Cross:** Activities conducted are blood donation, street play to give health awareness and visit to old age home.
- **Rovers and Rangers:** Organizes Leadership training programme, observes Kargil Vijayadivas, world heart day, visit to old age home, Trekking Camp, blood donation and grouping programmes.

#### **Inter-collegiate fests:**

The effort for enhancing skills does not stop at the institutional level. Skills for organizing events are imparted by giving responsibility of conducting the management/IT fests. The following fests organized by the college provide practical knowledge to the students involved in designing the fests. Both the organizing as well as participating team benefit from this fests in terms of sharpening their skills.

**Genesis – A University Level Management Fest:** It is the platform for first year's to enhance management skills.

**Inspire:** It is an interclass fest organized by the final year BCA students to first and second year students in order to train them for the upcoming fest SYGMA and also to give them knowledge about technical fest.

**Synergy – A National Level Management Fest:** Synergy is a two days National Level Management Fest exclusively for undergraduate management students. It provides a platform for the budding managers by bringing together management students across the country.

Synergy helps the students to develop confidence to face the corporate world. It is a forum to strengthen their management skills and strive towards success.

**Sygma – State Level IT Fest:** Sygma is a State Level IT Fest for computer science students. The fest provides an opportunity to the students to develop their IT skills.

**“Progenitor”** The senior students conduct orientation programme through management games and activities for the first year students in the beginning of the academic year.

Every day, after class hours, various associations conduct their competition and programme in which students are motivated to take part. The institution has a special association called ‘fest forum’ which provides training for students to enable them to participate in inter-collegiate competitions. As a result of this, students have emerged as Overall and Overall Runners-up in various intercollegiate management and cultural fest organized by other institutions of repute. College provides students safety insurance policy from United India Insurance Company Ltd. The policy covers the students for accident resulting into hospitalization/ death.

Each class has a class advisor who acts as a mentor. The mentors collect a detailed bio-data of all the students of their class in a prescribed format at the beginning of the academic year and interact with the students on one-to-one basis. A mentor gives the following type of counselling:

- Academic counselling- choice of elective subjects and guidance for improvement, tutoring if required.
- Personal and psycho-social counselling - resolving value conflicts and stress related problems.
- Career counselling– guidance about career and higher learning opportunities.

The career guidance cell provides necessary guidance to the students. It creates awareness about various streams of higher education, studying abroad, job





opportunities and organises campus recruitment. It invites experts from institutions of higher learning to address the students. Mock interviews, personality tests and soft skill development programmes are also organised.

The Governing Council, comprising of the president, vice presidents, secretaries and members of eminence chosen from various professional and the academic communities formulates the administrative policies. Secretaries of the management, principal and IQAC of the college design the strategies for implementation. The management provides the necessary infrastructure and other facilities to transmit the required knowledge and skill-sets to the stakeholders. The governance model practiced at the institution is based on the time-tested tenets of mutual trust, transparency and decentralization with accountability at every level. The college promotes a culture of participative management and thus follows bottom up approach by allowing a free flow of ideas and sharing of experiences with a special focus on operational efficiency and cumulative growth in the whole planning and implementation process. To ensure this, general staff meetings are conducted in the beginning of the academic year while planning activities for the year. Thus all are involved in planning, decision-making and implementation through a transparent approach.

Internalization of many best practices has spread the quality culture amongst all the stake holders. Innovations in various aspects of academics are encouraged and supported, as a result of which many novel methods are incorporated in the system. Several post-NAAC innovative initiatives have enabled the institution to reinforce and sustains distinctive environment of excellence in education.

Strategic Action plan for the institutional development include strengthening industry-institution interaction, introducing additional short-term courses as per the needs of the industry, increasing ICT component in teaching-learning, motivating faculties to present and publish research papers, applying for funded projects, increasing skill enhancement activities, organising extension activities to address the social needs and strengthening placements.

SWOC analysis provides a complete picture of the strength, weaknesses, opportunities and challenges of the institution. Some of the strengths that the institution enjoys are widely acclaimed SDM brand due to the commitment of the management to social service, long standing reputation gained by being a unique single faculty management college for more than 20 years, high demand for the courses, offers 12 short term courses, greater scope for the courses in the job market, opted by students from business families with practical knowledge, preferred by students who want to pursue professional courses, dedicated and committed faculty, good alumni network who are the ambassadors of the institution, meritorious Students, location at the heart of the city with good infrastructural facilities, experienced and qualified staffs, wide range of extension activities, collaboration with professional organization used for institutional benefits, industry institution interaction, skill enhancement activities, organization of management and IT fests, use of ICT tools, campus placement, programmes to inculcate values and ethics, innovative teaching pedagogy, mentoring and counselling by class advisors, FDP for staff empowerment, availability of funds from UGC for minor research projects and seminars / conference and supportive environment to the students to participate in inter-collegiate events.

Some of the weaknesses are government policy of not extending grant-in-aid, limited scope for curriculum improvement in the affiliation system, lesser connectivity and



fewer local placement opportunities in a tier II city like Mangaluru when compared to metropolitan cities.

Opportunities identified are placements due to upcoming SEZ, scope to conduct wide range of certificate courses, opportunities for availing funds for research and seminars, and greater scope for self development for staff and students.

Challenges face include multiple regulatory authorities governing the administration, competition from new generation institutions with better infrastructure, retention of high profile faculty, getting right resource persons and inability to update the syllabus according to corporate expectations under affiliation system.

A proactive management, motivated and enthusiastic staff, dynamic students, supportive parents, enthusiastic alumni and responsive local community have enabled the institution to keep pace with developmental needs to meet the challenges of higher education.



## Profile of the College

### 1. Name and Address of the College:

Name : SHRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE OF BUSINESS MANAGEMENT

Address : M.G. ROAD,  
KODIALBAIL POST  
MANGALURU TALUK – 575 003  
DAKSHINA KANNADA  
KARNATAKA

City : MANGALORE      Pin : 575 003      State : KARNATAKA

Website : <http://www.sdm.ac.in>

### 2. For Communication:

Designation	Name	Telephone with STD code	Mobile	Fax	Email
Principal	Mrs. Aruna P. Kamath	O: 0824-2496980 R: 0824-2225859	9964142796 9844258518	2496980	principal@sdmcbm.ac.in
Vice Principal	Dr. Muralidhara Rao K. S.	O:0824-2494186	9945370431	2496980	muralidhar_koikude@rediffmail.com
Steering Committee Co-ordinator	Mr. Arun Francis Sequeira	O: 0824-2494186	7204650146	2496980	arunmcwin@gmail.com

### 3. Status of the Institution:

Affiliated College  
Constituent College  
Any other (specify)

✓
x
x

### 4. Type of Institution:

a. By Gender  
i. For Men  
ii. For Women  
iii. Co-education

x
x
✓

b. By Shift  
i. Regular  
ii. Day  
iii. Evening

✓
x
x

### 5. It is a recognized minority institution

Yes  
No

✓
x



If yes specify the minority status (Religious/linguistic/any other) and provide documentary evidence. [Annexure-1]

**Linguistic**

**6. Sources of funding:**

Government	<input checked="" type="checkbox"/>
Grant-in-aid	<input checked="" type="checkbox"/>
Self-financing	<input checked="" type="checkbox"/>
Any other	<input checked="" type="checkbox"/>

**7. a. Date of establishment of the college:**  
(dd/mm/yyyy)

01	07	1978
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**b. University to which the college is affiliated**

**Mangalore University**

**c. Details of UGC recognition:**

Under Section	Date, Month & Year (dd-mm-yyyy)	Remarks (If any)
i. 2 (f)	28-08-2002	
ii. 12 (B)	28-08-2002	

(Enclose the Certificate of recognition u/s 2 (f) and 12 (B) of the UGC Act) [Annexure-4]

**d. Details of recognition/approval by statutory/regulatory bodies other than UGC (AICTE, NCTE, MCI, DCI, PCI, RCI etc.)**

Under Section/ clause	Recognition/Approval details Institution/ Department Programme	Day, Month and Year (dd-mm-yyyy)	Validity	Remarks
i.				
ii.				
iii.				
iv.				

(Enclose the recognition/approval letter)

**8. Does the affiliating university Act provide for conferment of autonomy (as recognized by the UGC), on its affiliated colleges?**

Yes  No

If yes, has the College applied for availing the autonomous status?

Yes  No

**9. Is the college recognized**

a. by UGC as a College with Potential for Excellence (CPE)?

Yes  No



If yes, date of recognition: ..... (dd/mm/yyyy)

b. for its performance by any other governmental agency?

Yes  No

If yes, Name of the agency ..... and

Date of recognition: ..... (dd/mm/yyyy)

**10. Location of the campus and area in sq.mts:**

Location *	Mangalore (Urban)
Campus area in acres	1.30 Acres
Built up area in sq. mts.	2348.84 Sq. Mtrs

(\* Urban, Semi-urban, Rural, Tribal, Hilly Area, Any others specify)

**11. Facilities available on the campus (Tick the available facility and provide numbers or other details at appropriate places) or in case the institute has an agreement with other agencies in using any of the listed facilities provide information on the facilities covered under the agreement.**

- Auditorium/seminar complex with infrastructural facilities
- Sports facilities
  - Play ground
  - Swimming pool
  - Gymnasium
- Hostel
  - Boys' hostel 
    - i. Number of hostels
    - ii. Number of inmates
    - iii. Facilities (mention available facilities)
  - Girls' hostel 
    - i. Number of hostels
    - ii. Number of inmates
    - iii. Facilities (mention available facilities)
  - Working women's hostel 
    - i. Number of inmates
    - ii. Facilities (mention available facilities)
- Residential facilities for teaching and non-teaching staff (give numbers available — cadre wise)
- Cafeteria
- Health centre
- First aid



Inpatient			<input checked="" type="checkbox"/>
Outpatient			<input checked="" type="checkbox"/>
Emergency care facility			<input checked="" type="checkbox"/>
Ambulance			<input checked="" type="checkbox"/>
Health centre staff			
Qualified Nurse	<input checked="" type="checkbox"/>	Part-time	<input checked="" type="checkbox"/>
Full time			
Qualified doctor	<input checked="" type="checkbox"/>	Part-time	<input checked="" type="checkbox"/>
Full time			
Facilities like banking, post office, book shops			<input checked="" type="checkbox"/>
Transport facilities to cater to the needs of students and staff			<input checked="" type="checkbox"/>
Animal house			<input checked="" type="checkbox"/>
Biological waste disposal			<input checked="" type="checkbox"/>
Generator or other facility for management/regulation of electricity and voltage			<input checked="" type="checkbox"/>
Solid waste management facility			<input checked="" type="checkbox"/>
Waste water management			<input checked="" type="checkbox"/>
Water harvesting			<input checked="" type="checkbox"/>

**12. Details of programmes offered by the college (Give data for current academic year)**

Sl. No.	Programme Level	Name of the Programme/ Course	Duration	Entry Qualification	Medium of instruction	Sanctioned/ approved Student strength	No. of students admitted
1	Under-Graduate	BBM	3 Years	II PUC	English	210	210
		BCA	3 Years	II PUC	English	120	114
		BA(HRD)	3 Years	II PUC	English	60	58
		B.Com	3 Years	II PUC	English	80	76
	Post-Graduate						
	Integrated Programmes PG						
	Ph.D.						
	M.Phil.						
	Ph.D						
	Certificate courses						
	UG Diploma						
	PG Diploma						
	Any Other (specify and provide details)						



**13. Does the college offer self-financed Programmes?**

Yes  No

If yes, how many?

**14. New programmes introduced in the college during the last five years if any?**

Yes  No  Number

**15. List the departments: (respond if applicable only and do not list facilities like Library, Physical Education as departments, unless they are also offering academic degree awarding programmes. Similarly, do not list the departments offering common compulsory subjects for all the programmes like English, regional languages etc.)**

Faculty	Departments (eg. Physics, Botany, History etc.)	UG	PG	Research
Science	BCA	✓		
Arts	BA(HRD)	✓		
Commerce	BCom	✓		
Any Other (Management)	BBM	✓		

**16. Number of Programmes offered under (Programme means a degree course like BA, BSc, MA, M.Com...)**

- a) Annual system
- b) Semester system **04**
- c) Trimester system

**17. Number of Programmes with**

- a) Choice Based Credit System
- b) Inter/Multidisciplinary Approach
- c) Any other (specify and provide details) **04 (Credit Based)**

**18. Does the college offer UG and/or PG programmes in Teacher Education?**

Yes  No

If yes,

- a. Year of Introduction of the programme(s).....  
(dd/mm/yyyy)  
and number of batches that completed the programme

- b. NCTE recognition details (if applicable)  
Notification No.: .....  
Date: ..... (dd/mm/yyyy)



Validity: .....

c. Is the institution opting for assessment and accreditation of Teacher Education Programme separately?

Yes  No

**19. Does the college offer UG or PG programme in Physical Education?**

Yes  No

If yes,

a. Year of Introduction of the programme(s).....  
(dd/mm/yyyy)

and number of batches that completed the programme

b. NCTE recognition details (if applicable)

Notification No.: .....

Date: ..... (dd/mm/yyyy)

Validity:.....

c. Is the institution opting for assessment and accreditation of Physical Education Programme separately?

Yes  No

**20. Number of teaching and non-teaching positions in the Institution**

Positions	Teaching faculty						Non-teaching staff		Technical staff	
	Professor		Associate Professor		Assistant Professor		*M	*F	*M	*F
	*M	*F	*M	*F	*M	*F				
Sanctioned by the UGC / University / State Government <i>Recruited</i>				01			08	01		01
<i>Yet to recruit</i>										
Sanctioned by the Management/ society or other authorized bodies <i>Recruited</i>					09	25	03	04	01	04
<i>Yet to recruit</i>										

\*M-Male \*F-Female





**21. Qualifications of the teaching staff:**

Highest qualification	Professor		Associate Professor		Assistant Professor		Total
	Male	Female	Male	Female	Male	Female	
Permanent teachers							
D.Sc./D.Litt.							
Ph.D.					01	01	02
M.Phil.					02	06	08
PG				01	06	19	26
Temporary teachers							
Ph.D.							
M. Phil.							
PG						01	01
Part-time teachers							
Ph.D.							
M.Phil.							
PG						03	03

**22. Number of Visiting Faculty /Guest Faculty engaged with the College.**

05

**23. Furnish the number of the students admitted to the college during the last four academic years.**

Categories	2012 - 2013		2013 - 2014		2014 - 2015		2015-2016		2016-2017	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
SC	15	10	17	18	17	16	14	16	07	13
ST	02	03	02	01	02	02	04	04	04	04
OBC	415	224	428	215	417	233	594	291	500	434
General	400	354	420	316	402	272	141	84	84	71
Others	-	-	-	-	-	-	-	-		



**24. Details on students enrolment in the college during the current academic year:**

Type of students	UG	PG	M. Phil.	Ph.D.	Total
Students from the same state where the college is located	428				
Students from other states of India	26				
NRI students	04				
Foreign students	-				
<b>Total</b>	458				

**25. Dropout rate in UG and PG (average of the last two batches)**

UG  PG

**26. Unit Cost of Education**

(Unit cost = total annual recurring expenditure (actual) divided by total number of students enrolled)

(a) Including the salary component

(b) Excluding the salary component

**27. Does the college offer any programme/s in distance education mode (DEP)?**

Yes  No

If yes,

a) is it a registered centre for offering distance education programmes of another University

Yes  No

b) Name of the University which has granted such registration.

c) Number of programmes offered

d) Programmes carry the recognition of the Distance Education Council.

Yes  No

**28. Provide Teacher-student ratio for each of the programme/course offered**  
**37:1**

**29. Is the college applying for**

Accreditation : Cycle 1  Cycle 2  Cycle 3  Cycle 4

Re-Assessment:

(Cycle 1 refers to first accreditation and Cycle 2, Cycle 3 and Cycle 4 refers to re- accreditation)



**30. Date of accreditation\* (applicable for Cycle 2, Cycle 3, Cycle 4 and re-assessment only)**Cycle 1: Cycle 2: 

*\* Kindly enclose copy of accreditation certificate(s) and peer team report(s) as an annexure. [Annexure-4]*

**31. Number of working days during the last academic year.** **32. Number of teaching days during the last academic year**

*(Teaching days means days on which lectures were engaged excluding the examination days)*

**33. Date of establishment of Internal Quality Assurance Cell (IQAC)****34. Details regarding submission of Annual Quality Assurance Reports (AQAR) to NAAC.**

AQAR (i)	17/08/2011
AQAR (ii)	27/09/2012
AQAR (iii)	22/05/2013
AQAR (iv)	30/05/2014
AQAR (v)	22/06/2015
AQAR (vi)	24/05/2016

**35. Any other relevant data (not covered above) the college would like to include. (Do not include explanatory/descriptive information)**

**CRITERION : I**  
**CURRICULAR ASPECTS**



## CRITERION I : CURRICULAR ASPECTS

### 1.1 CURRICULUM PLANNING AND IMPLEMENTATION

#### 1.1.1. State the vision, mission and objectives of the institution, and how these are communicated to the students, teachers, staff and other stake holders?

With the view to convey institutional goals, the college has set the following vision and mission and has shared it with all the stakeholders so as to work in unity for attaining organizational excellence.

The vision of the institution is: “Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread Indian ethos”.

The mission of the institution is: “Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism, and positive attitude towards life through practical training which gives exposure to global business and industry.

#### The aims and objectives of the institutions are:

- To enrich the quality of life of the students through character building.
- To foster the development of professional management.
- To empower the students to become honest and optimistic entrepreneurs.
- To impart basic knowledge of functional aspects of management.
- To instil self confidence to lead and motivate through practical training.
- To develop a sense of patriotism and modern outlook.

#### Vision and mission are communicated through

- Prospectus / information hand book issued by the college.
- College calendar issued to the students at the beginning of academic year.
- College annual magazine ‘Dynamism Insignia’
- College website.
- Display at prominent places of the college.
- Orientation to the students before the commencement of academic year.
- Orientation by the class advisors.
- Staff orientation programmes.
- PTA meetings.

Efforts made to enlighten all the stakeholders about the vision and mission has resulted in the creation of a shared vision which is instrumental in the growth of the institution.

#### 1.1.2. How does the institution develop and deploy action plans for effective implementation of the curriculum? Give details of the process and substantiate through specific example(s).

In the beginning of every semester, a meeting is held by each department for subject allotment and preparation of time table based on the guidelines of the affiliating university. A departmental plan of action is prepared for the effective implementation of the curriculum. The action plan consists of the following:

- Maintenance of work dairy and review of the same by the HODs and Principal.
- Assignments



- Presentations by students
- Internal tests and viva-voce
- Case studies
- Student centric learning activities (quiz, role play etc.)
- Mini projects
- Field visits
- Subject related guest lecturers
- Extra classes and face-to-face assistance for slow learners
- Skill enhancement activities
- Student faculty programmes
- Extension and outreach activities
- Short term courses

**1.1.3. What type of support (procedural and practical) do the teachers receive (from the university and/or institution) for effectively translating the curriculum and improving teaching practices?**

**University:**

**Procedural:**

- Schedule and calendar of events.
- Syllabus for each subject in each course.
- Lists of text books and reference books on the topics in the syllabus.
- Regulations regarding internal assessment.
- Specifying the number of teaching hours needed to complete papers and units.
- Constructive suggestions given by the university affiliation committee.

**Practical:**

- Syllabus workshops are conducted by the university in association with various affiliated colleges to update the teachers on the syllabus.
- The university supports the endeavours of the institutions by deputing subject experts from the university departments.
- Seminars and workshops are also organized in associations with reputed academic and professional institutions.

**Institution:**

- In-house faculty development programmes are organized.
- Eminent scholars are invited to deliver guest lectures.
- Faculties are deputed to participate in workshops and seminars.
- The teaching staffs of the college are given opportunities to participate in orientation programs, refresher courses, training programs for upgrading and adapting themselves to current dynamic trends of education.
- Eminent subject teachers from the other colleges and universities are invited to address the students, on specific subject, current affairs, etc., to enrich the knowledge of the students.
- Faculties are encouraged to apply for minor research projects.



**1.1.4. Specify the initiatives taken up or contribution made by the institution for effective curriculum delivery and transaction on the curriculum provided by the affiliating university or other statutory agency?**

The institution appoints well qualified and efficient staff as per the requirements for the smooth functioning of the institution and delivery of the curriculum.

- Lecture plan is maintained.
- Guest lectures are periodically arranged by the various departments.
- The library is periodically updated.
- Internet access is provided to both students and staff as required.
- Desktops are provided in all the departments.
- ICT facilities have enabled the teachers to introduce innovative methods.
- The laboratories are upgraded to meet the requirements of the curriculum.
- Faculty Development Programmes are conducted at the beginning of each semester to orient the staff on the technicalities of modern methodologies in teaching.
- Field and industrial visits are organized by all the departments.

Majority of classes are interactive in nature—the practices like oral presentations, seminars, poster preparation, question-answer, pre-reading activities etc. are followed. The teaching session begin with brain storming on relevant topics for greater participation and gear up with deeper information with its application in day to day life.

**1.1.5. How does the institution network and interact with beneficiaries such as industry, research bodies and the university in effective operationalisation of the curriculum?**

Professionals and researchers are regularly called upon to give suggestions and views regarding the industry expectations. Their suggestions are incorporated into curriculum delivery. The institution directly interacts with industrialists and experts about emerging career opportunities.

The following strategies are implemented by the institution to make the students industry ready:

- Professionals from industry, research bodies, domain experts, subject experts are invited as guest speakers to share their vast knowledge and experience with students.
- The experts from industry and corporate sector offer counselling and guidance for personality development and enrichment of communication skills.
- Industrial visits organized by the college gives exposure to all the students and staffs with regard to the requirements of the industry and also promotes industry institution interaction.
- Project work done by the students in collaboration with the industries help them to acquire practical knowledge.
- Programs are organized in association with various institutions, research bodies and industries to maintain better rapport.
- The staff members and the students attend seminars, workshops and conferences conducted by other colleges and institutions in order to gain greater exposure.
- Faculties of the college organize seminars, workshops and conferences inviting resource persons from international and national level. The exposures



received on the various new fields enable the staff and students to excel in curriculum.

- Mangalore Management Association conducts monthly programs in the college in which our students actively participate.
- Students are encouraged to gain work experience during vacations.

**1.1.6. What are the contributions of the institution and /or its staff members to the development of the curriculum by the university? (Number of staff members/departments represented on the board of studies, student feedback, teacher feedback, stakeholder feedback provided, specific suggestions etc.**

Being a pioneer in the field of management education, our affiliating university has always looked upon us as a resourceful institution to take up the leadership in the syllabus revision. The college was the centre for the syllabus revision workshop during 2011, 2012 and 2013. The college was instrumental in inviting the deans, the chairpersons and the members of the BOS, academic peers, industrialists, businessmen, practicing professionals, management consultants and bankers as per the direction of the University. The proceedings of the workshops were submitted to the university. These types of ventures were possible because of the healthy rapport of the college with various bodies and also the University.

Apart from hosting the syllabus workshops, our faculties have also been the members of BoS and BoAE as mentioned below.

Department	Name of the Faculty	Position Held
BBM	Mr. Muralidhar Rao K. S.	BoAE member
		BoS member
	Mrs. Smitha M.	BoS member
BCA	Mr. Arun F. Sequeira	BoS member (2 times)

As the business world is undergoing rapid transformation, it is necessary to take the suggestion from well placed alumni, industrialists and academicians of other institutions. Hence, every opportunity available on various platforms is being made use of for collecting the feedback from the passed out students, teachers of other autonomous colleges about the improvements required in the syllabus. Efforts are made to incorporate such suggestions in the syllabus revision.

**1.1.7. Does the institution develop curriculum for any of the courses offered (other than those under the purview of the affiliating university) by it? If 'yes', give details on the process ('Need Assessment', design, development and planning) and the courses for which the curriculum has been developed.**

As an affiliated college, the curriculum prescribed by the affiliating university is adopted by the college for various courses such as BBM, BCA, BA(HRD) and B.Com. To widen the exposure through interdisciplinary approach, the college offers several short term courses for which the syllabus is developed by the institution itself. Some of the certificate courses offered are:

- Tally
- Research Methodology
- Income Tax
- Marketing Skills
- Basics of Management





- Personality Development
- Journalism
- Tourism
- Consumer Protection
- Web Designing
- Cyber Law
- Value Education

### Needs Assessment

As per the suggestions given by experts from the industries and alumni, certain unique skills are expected from the prospective employers. Hence efforts are made to equip the students with these skills by way of offering short term courses.

### Design, Development and Planning

The syllabi are designed in such a way so as to provide both theoretical as well as practical knowledge. Relevant modules are selected by the concerned faculties based on requirements. After discussions, suggestions from in-house faculty and experts are incorporated. Twenty five hours of theoretical input is provided. Assignments and projects are also expected to be completed by the students.

#### 1.1.8. How does institution analyse/ensure that the stated objectives of curriculum are achieved in the course of implementation?

The curriculum objectives are met by healthy blend of curricular and co-curricular activities consisting of:

- Planning of well-structured class time tables in the beginning of each semester to ensure that required hours of teaching are provided to all the subjects.
- Conducting regular departmental review meetings.
- Maintaining lesson plan to stream line curriculum delivery.
- Organising co-curricular activities by each of the subject association to promote conceptual skill, analytical skill, problem solving skill, communication skill, managerial skill, leadership and aptitude, creativity, practical exposure, decision making, holistic personality development etc.
- Conducting Remedial classes and bridge courses.
- Enhancing the learning experience through audio-visual materials, role play or enactment, guest lectures, assignments, case studies, seminars, presentations and other co-curricular activities.
- Assessing the student performance throughout the learning process through two internal tests, viva-voce, assignments, seminars, paper presentations and examinations.
- Organising various activities by the subject associations after the regular class hours with the view to enhance skills.
- Encouraging faculty members to participate in academic programmes.
- Receiving feedback from the students.

### 1.2 ACADEMIC FLEXIBILITY:

#### 1.2.1. Specifying the goals and objectives give details of the certificate/diploma/skill development courses etc. offered by the institution.

As an affiliated college, the institution follows the curriculum prescribed by the university. One of the objectives of the institution is to make the students



competent in the job market. So, following short term courses of 25 hours duration are offered to enhance the skills of the students:

**Details of Short Term Courses**

Name of the course	Objective	Class
Tally	To create awareness about accounting software.	I B.Com
Income Tax	To acquaint students with various aspects of income tax laws.	III BA(HRD)
Cyber Law	To enlighten students about the laws governing the use of computers and Internet	I BBM
Research Methodology	To enhance the knowledge about the procedures and methodologies of research. To enable the students to do the project in the sixth semester.	III BBM
Marketing Skills	To create awareness about marketing techniques. To enhance marketing skills among BCA students.	II BCA
Tourism	To create an awareness about the opportunities in tourism and related fields.	II BBM
Journalism	To explore the opportunities in the world of media.	II BA(HRD)
Personality Development	To impart techniques personality development to BCA students.	III BCA
Web Designing	To familiarize the students with the different technologies related to web development	Open to all
Basics of Management	To enhance the managerial skills of BCA students.	I BCA
Consumer Protection	To make the students aware about consumer rights and protection.	Open to all
Value Education	To make the students morally upright.	I BBM

**1.2.2 Does the institution offer programmes that facilitate twinning/dual degree? If 'yes', give details.**

No. As per the guidelines of the university, there is no scope for twinning/dual degree.

**1.2.3. Give details on the various institutional provisions with reference to academic flexibility and how it has helpful to students in terms of skills development, academic mobility, progression to higher studies and improved potential for employability**

The institution offers regular courses namely BBM, BCA, BA(HRD) and B.Com.

In all the streams, the core subjects are specified by the university but in certain semesters, electives can be opted. The institution selects the elective that is most beneficial to the students on the whole.



Being an affiliated college, the college has to abide by the courses and the time frame stipulated by the university. However, within this framework, efforts are made to provide some element of flexibility.

The electives available to the students are listed in table below:

Course	Electives
BBM	Financial Management/H.R.M (V and VI Semester) Auditing/Project (VI Semester)
BCA	Computer Oriented Numerical Analysis/Computer Oriented Statistical Methods/System Analysis and Designing (IV Semester) Artificial Intelligence/MIS/LAMP/Image Processing (V Semester)
B.Com	Income Tax/Human Resource Management (III, IV, V and VI Semester)

**1.2.4. Does the institution offer any self-financed programmes? If ‘yes’, list them and indicate how they differ from other programmes, with reference to admission, curriculum, fee structure, teacher qualification, salary etc.**

Except one section of BBM, other sections of BBM and BCA, BA(HRD) and B.Com courses are self-financed. Fees structure is fixed by the management. Special fee concession is given for meritorious students. Based on the regulations of the state and the university, a common policy is followed for both aided and self-financed courses in admission procedure, fee structure, curriculum and faculty qualification. The fee structure is decided as per the merit by the management and concessions are given when found necessary. Salary for the faculty is fixed by the management.

**1.2.5. Does the college provide additional skill oriented programmes, relevant to regional and global employment markets? If ‘yes’ provide details of such programme and the beneficiaries.**

The college offers the following short term courses:

- Tally
- Research Methodology
- Income Tax
- Marketing Skills
- Basics of Management
- Personality Development
- Journalism
- Tourism
- Consumer Protection
- Web Designing
- Cyber Law
- Value Education

In addition to this, the following programmes are also organised:

- Personality development activities
- Entrepreneur Development Programme “YASHA”
- Leadership Programme
- Mock Interview
- Training on Competitive examinations



**1.2.6. Does the university provide for the flexibility of combining the conventional face-to-face and Distance Mode of Education for students to choose the courses/combination of their choice if 'yes', how does the institution take advantage of such provision for the benefits of students?**

The college is affiliated to Mangalore University and offers only undergraduate courses in BBM, B.Com, BCA and BA(HRD). Staff members encourage the students to pursue courses which are available on-line such as MOOCS to acquire specialized qualification and skills. Most of these courses offer lighter self study work and thus they can be completed while pursuing regular full time degrees.

### **1.3 CURRICULUM ENRICHMENT**

**1.3.1. Describe the efforts made by the institution to supplement the university's curriculum to ensure that the academic programmes and institution's goals and objectives are integrated?**

Efforts are made to ensure that the curriculum imparted is aligned with institutional goals and objectives. The objectives of the institution stated in the vision aims at developing competencies of the students to meet the challenges of business, industry and service sector and also spread Indian ethos and spirituality to survive and succeed in business. Hence, instead of offering all the general degree programmes, the institution offers professional education in management, commerce and computer applications. In order to integrate institutional goals with academic programmes, the college organises 12 short term courses.

**1.3.2. What are the efforts made by the institution to modify, enrich and organize the curriculum to explicitly reflect the experiences of the students and cater to needs of the dynamic employment market?**

The institution has enriched the curriculum by inviting academicians and professionals to provide inputs. Experiences of the past students pave way for the direction in which the present students are moulded. In order to equip the students to face the dynamic employment market, soft skill programs are organized. Students are also given training to prepare for interviews and competitive examinations.

**1.3.3. Enumerate the efforts made by the institution to integrate the cross cutting issues such as gender, climate change, Environmental education, human rights, ICT etc, into the curriculum?**

Our affiliating university offers two compulsory papers in the first year namely:

- Indian constitution
- Human Rights, Gender Equity and Environmental Studies.

Besides, the value education classes have also given sufficient exposure to the students in these relevant areas. The theoretical knowledge thus gained has motivated the students to plan out more programmes in each of these areas. Issues related to gender, environment and human rights are given as themes for the mega event inter-class variety entertainment programme which is held every year on the Independence Day.

Following are the few examples of the activities which show the effort made by the institution to integrate cross cutting issues in the curriculum.



### **Gender**

The institution has a Women's Cell – SURAKSHA that creates awareness about various issues related to gender. The cell organizes awareness programmes such as women's health and happiness, resilience of women, overcoming hardships and discrimination.

### **Climate Change and Environmental Education**

Environmental science classes help to sensitize the students to environmental issues such as global warming and the protection and preservation of the environment. These issues are also dealt with in the form of debates, collages and other forms of presentation. Many burning issues on environment such as global warming, deforestation, destruction of natural resources etc. are highlighted in English classes as a part of the curriculum. The theme for the inter class 'Variety competitions' are nurture the nature, GO Green etc.

The institution also coordinates with other organizations to highlight various issues such as a walkathon on "World Heart Day".

In order to create awareness about environment friendly products, the college organised **UGC sponsored national conference on 'Green marketing in India - Emerging Opportunities and Challenges'**.

### **ICT**

The institution provides internet facilities free of cost to the students. Audio-visual materials are also used to enhance the teaching-learning experience. Computer fundamentals are taught as a compulsory paper ensuring that the students are computer literate by the time they finish their degree. The institution subscribes to N-List which provides free access to several online journals, net literacy, forums and lectures which forms a crucial link between teacher-student and technology. The Computer Application department trains the staff on the use of ICT in the classrooms.

### **Human Rights**

The Indian constitution, which is part of the curriculum, also sensitizes students about their constitutional rights. Experts and professionals like doctors, advocates, officers and officials from the police department are invited to guide the students. Persons from NGO's (Non Govt. Organization) are called to enlighten the students on social responsibility and duties such as blood donation, anti-dowry issues and traffic rules.

#### **1.3.4. What are the various value-added courses/enrichment programmes offered to ensure holistic development of students?**

- **Moral and ethical values**
- **Employable and life skills**
- **Better career options**
- **Community orientation**

The following enrichment programmes are offered by the college to ensure holistic development of students.

- **Moral and Ethical Values:**

Value education programmes and spiritual talks are conducted to instil moral and ethical values. Apart from this, every teacher makes it a point to constantly remind the student about the need for adopting good values in life. To create and encourage positive thoughts, and to promote moral righteousness,



topics related to moral and ethical principles are given for students in activities such as Debate, Essay writing, Group discussion, Elocution, Drawing competition, etc. Day begins with prayer and 'thought for the day' read out by the students to create positive atmosphere.

- **Employable and Life Skills:**

Organizing management fests inculcate various skills like team work, leadership, creativity, etc. Students are taken to industrial visits every year and are made to submit and present the reports. Several activities are conducted by the college throughout the year to help the learn life skills and improve their competencies.

- **Better career options:**

Career guidance and placement services help students choose career options. The students are given information about present market trends and career options available in different streams.

- **Community Orientation:**

Community oriented programmes are promoted through activities of NSS, Red Cross, Rovers and Rangers. Apart from this, every association organizes extension activities to promote community orientation among students.

### **1.3.5. Citing a few examples enumerate on the extent of use of the feedback from stakeholders in enriching the curriculum?**

Feedback from stakeholders has been useful in enriching the curriculum changes incorporated in the latest syllabus of BBM, BCA and BA(HRD). The following are few of the actions taken based on the feedback given by the alumni, industry expert, academicians and professionals:

- a) The BA(HRD) course was introduced based on the suggestions of alumni who felt the need for having an alternative course for BBM as some of the students were finding it difficult to cope up with quantitative papers in business management course.
- b) Introduction of practical classes in fourth semester BBM Computer Application paper and first semester BA(HRD) Computer Application paper even though the university has not made it mandatory.
- c) Introduction of Basics of Accounting to third semester and Financial accounting for fourth semester BA(HRD) students.

Feedback from former students and parents has led to the introduction of wide range of co-curricular activities. Each department conducts such activities to give sufficient exposure to the student.

### **1.3.6. How does the institution monitor and evaluate the quality of its enrichment programmes?**

IQAC regularly monitors and evaluates the quality of the enrichment programmes. Depending upon the nature of the programme, the methodology of evaluation differs.

All the activities planned are presented to IQAC before implementation. Suggestions given by IQAC members are incorporated. IQAC also gives a common checklist to verify and ensure that everything is in order. During the implementation of the enrichment programmes mentioned above, the concerned in-charges take all care to ensure that quality standards are maintained by taking care of every minute detail.



After the implementation of the programme, evaluation is done to ascertain whether the desired objectives have been attained. In the case of major programmes, the evaluation takes place on the same day. Evaluation of other minor programmes is done in the monthly meeting of IQAC. Feedback received in the IQAC meeting is further discussed in the staff meeting. To evaluate the programme, feedbacks are collected from the guests, resource persons and delegates who participate.

Monitoring helps in maintaining quality and evaluation is a guide to plan future programmes.

## 1.4 FEEDBACK SYSTEM

### 1.4.1. What are the contributions of the institution in the design and development of the curriculum prepared by the university?

The institution played a major role in the syllabus revision workshop during 2011, 2012 and 2013. The college took the initiative of inviting the deans, the chairpersons and the members of the BOS, academic peers, industrialists, businessmen, practicing professionals, management consultants and bankers as per the direction of the university who were actively involved in framing the syllabus. The syllabus framed in the workshop was adopted by the university.

### 1.4.2. Is there a formal mechanism to obtain feedback from students and stakeholders on curriculum? If 'yes', how is it communicated to the university and made use internally for curriculum enrichment and introducing changes/new programmes?

Efforts are made to collect the feedback from the alumni, industrialists and prospective employers.

**Academic peers:** When our institution premises is used as valuation centre by the university, interactions are organized among the senior teachers of other colleges to get their feedback based on which suggestions are given to the university.

**Alumni:** Efforts are also made to collect information about latest developments and emerging areas in the field of management from well placed alumni who visit the institution.

**Professionals:** When professionals are invited as guest speakers on various occasions, their feedback is sought.

**Parents:** Opinions of enlightened parents are also collected during the parent teacher meet and whenever they visit the institution.

Feedback and suggestions on curriculum thus collected from the stakeholders are being generally discussed in departmental meetings to find out the feasibility of implementing the same to improve the effectiveness of the curriculum.

### 1.4.3. How many new programmes/courses were introduced by the institution during the last four years? What was the rationale for introducing new courses/programmes?

**Any other relevant information regarding curricular aspects which the college would like to include.**

One regular course B.Com. was introduced to cater to the demands of the students who are interested in pursuing professional courses in commerce like CA and CS.

Eleven short term courses were introduced to equip the students with diverse skills which are essential in the challenging world.



**CRITERION : II**  
**TEACHING-LEARNING**  
**AND**  
**EVALUATION**





## CRITERIA II : TEACHING-LEARNING AND EVALUATION

### 2.1 STUDENT ENROLMENT AND PROFILE

#### 2.1.1 How does the college ensure publicity and transparency in the admission process?

Though the institution is well known in the academic circles, publicity is given through news papers and institutional website. Procedure for entire admission process is made transparent through the following:

- **Prospectus:**  
Prospectus contains the details of programmes offered, eligibility and procedure for admission to different programmes, infrastructure provided, teaching methodologies, etc.
- **Institutional Website:**  
Information about the programmes offered, details of the admission process are uploaded on the institution website: **www.sdm.ac.in**.
- **Admission notification:**  
Admission notification is displayed on the college notice board.
- **Steps to ensure transparency:**
  - Computerization of applicants.
  - Display of merit list of the selected candidates.
  - Complacence of University guidelines/norms.

A separate admission committee constituted for admissions ensures that the admissions are transparently done as per the university guidelines/norms.

#### 2.1.2 Explain in detail the criteria adopted and process of admission (Ex. (i) merit (ii) common admission test conducted by state agencies and national agencies (iii) combination of merit and entrance test or merit, entrance test and interview (iv) any other) to various programmes of the Institution.

##### **Process of admission**

Admissions are based on merit. Reservation policy stipulated by the University/Government is followed. Students who excel in sports, co-curricular and extra-curricular activities are given preference.

Based on entry level minimum percentage prescribed by the Mangalore University, college decides a higher cut off percentage. List of the selected student are displayed on the notice board. They have to appear for an interview in which a brief orientation about the college and the course is given to the candidates and the parents.

#### 2.1.3 Give the minimum and maximum percentage of marks for admission at entry level for each of the programmes offered by the college and provides a comparison with other colleges of the affiliating university with in the city/district.

Minimum percentage of marks for admission at entry level for each of the programmes offered by the college is as follows:

- BBM – 55%
- BCA – 55%
- B.Com. – 75%
- BA(HRD) – 45%

Other colleges of the affiliating university generally follow the university cut



off point of 35% for all the programmes. Regarding the maximum percentage, college attracts meritorious students who have scored as high as 97%.

**2.1.4 Is there a mechanism in the institution to review the admission process and student profiles annually? If 'yes' what is the outcome of such an effort and how has it contributed to the improvement of the process?**

The profiles of the students enrolled are analysed. The admission process is reviewed based on the outcome of the analysis so that it can be improved in the future. Analysis of the students profile help the institution to establish the correlation between subjects offered at the pre-university level and the programme selected at the degree level. Based on such studies, it was decided to discourage students from arts background to join BCA programme. Candidates who have higher inclination for sports and fine arts are encouraged to opt BA(HRD) course. The mechanism of reviewing the admission process and measures to analyse the student profile has enhanced the performance of the students.

**2.1.5 Reflecting on the strategies adopted to increase/ improve access for following categories of students, enumerate on how the admission policy of the institution and its student profiles demonstrate/reflect the National commitment to diversity and inclusion**

- a) SC/ST
- b) OBC
- c) Women
- d) Differently abled
- e) Economically weaker sections
- f) Minority community
- g) Any other

The institution ensures equity and wide access to education to students belonging to different socio-economic and cultural backgrounds. Adhering to the university norms and guidelines, the college follows an inclusive admission policy. Scholarships and freeships granted by the government for the weaker section of the society are brought to their notice. Students excelling in cultural activities and sports are also given preference in the admission process as per the university norms. Instalment facility and fee concession are given whenever necessary.

**a) & b) SC/ST and OBC:**

Reservation policy of government is strictly followed and concession in the minimum cut off percentage is given. Awareness is created about scholarships and freeships granted by the government and guidance is given to avail the same.

**c) Women:**

Merit is the basis for admission and large numbers of meritorious female students are admitted to the college.

**d) Differently abled:**

Physically challenged student are admitted as per reservation policy.

**e) Economically Weaker Sections:**

Necessary guidance is given to the students to avail scholarships and freeships. Instalment facilities are given to the students from economically weaker section.

**f) Minority community:**

Reservation policy of government regarding admission of minority communities is strictly followed during the admission process.

**g) Any other (Specify):**



Students excelling in sports, co-curricular and extra-curricular activities are given seats.

**2.1.6 Provide the following details for various programmes offered by the institution during the last four years and comment on the trends .i.e., reasons for increase / decrease and actions initiated for improvement.**

**Details of various programmes offered by the institution for four years**

	2012 – 2013			2013 - 2014		
	Number of applications	Number of students admitted	Demand Ratio	Number of applications	Number of students admitted	Demand Ratio
BBM	415	309	1: 1.34	394	309	1:1.27
BA (HRD)	67	64	1:1.04	78	60	1:1.3
BCA	140	120	1:1.17	135	112	1:1.21
PGDBM	04	04	1	-	-	-

	2014 - 2015			2015 - 2016		
	Number of applications	Number of students admitted	Demand Ratio	Number of applications	Number of students admitted	Demand Ratio
BBM	390	225	1:1.73	405	209	1:1.94
BA (HRD)	70	43	1:1.62	54	54	1:1.00
BCA	130	105	1:1.24	213	119	1:1.79
B.Com. (Started in 2014-15)	150	74	1:2.02	202	76	1:2.71

- The demand for B.Com has steadily increased.
- In the recent past BCA graduates are having ample job opportunities in the IT sector and hence the demand for BCA is increasing.
- No specific trend is observed in BA(HRD) course.
- As students prefer MBA to PGDBM, it was discontinued.

## 2.2 CATERING TO STUDENT DIVERSITY

**2.2.1 How does the institution cater to the needs of differently-abled students and ensure adherence to government policies in this regard?**

- Lift facility is provided.
- Sufficient care is given by faculty members and fellow students are motivated by the teachers to assist the differently-abled students in all possible manners.
- Assistance is given to avail the facilities provided by the university in terms of scribe and extra time to answer the examination. Guidance is also offered to get the scholarships from the government.



**2.2.2 Does the institution assess the students' needs in terms of knowledge and skills before the commencement of the programme? If 'yes' give details on the process.**

- Admission committee assesses the students' needs in terms of knowledge and skills prior to the commencement of the programme.
- The committee also interacts with students to elicit information about their skills.
- In the beginning of the academic year, first year students from different streams such as science or arts who have opted BBM and BCA courses are given special attention by conducting introductory sessions for the streams they have chosen.
- Class advisors collect the student's bio-data in the prescribed format to know about their strengths and weaknesses, based on which guidance is given.
- As a general practice, before the commencement of any teaching, the teachers interact with the students to ascertain their background, subject stream, medium of instruction and aptitude for the current programmes, aspirations, areas of interest, their learning needs and skills.
- Most of the teachers organize bridge courses to help the students to cope with the level of syllabus.
- Tests are conducted to assess their proficiency in English and in the light of these tests students are identified in terms of their language skills.

**2.2.3 What are the strategies adopted by the institution to bridge the knowledge gap of the enrolled students (Bridge/Remedial/Add-on/ Enrichment Courses, etc.) to enable them to cope with the programme of their choice?**

- Bridge courses are conducted for subjects like accounting and mathematics.
- To orient the students about management education, all the class advisors guide the first year students to do practical assignment by preparing project reports about three organizations through interactions with the professionals.
- Remedial classes in subject like accounts are taken especially to the students with the non-accounting background.
- The students who need further help in subjects approach the concerned faculties.

**2.2.4 How does the college sensitize its staff and students on issues such as gender, inclusion, environment, etc.?**

- Gender sensitization programmes, such as legal literacy classes on women's rights.
- Observation of Women's Day.
- Street plays on gender and social issues for the public.
- Deputation of Faculty members and students to participate in seminars.
- Undertaking of a minor research project on 'Work-life balance of working women' sponsored by UGC by a faculty.
- Training programme on self defense.

**With regard to environment**

- Efforts are made to make the college campus plastic free.
- Associations incorporate topics related to environmental issues while conducting interclass competition.



- As part of the NSS activities, cleaning programmes and awareness campaigns are organized in public places.
- Street plays on environmental issues are conducted and these programmes are broadcasted on AIR and Local TV channels.
- Environmental related topics have been taken up in management fest.

### **2.2.5 How does the institution identify and respond to special educational/learning needs of advanced learners?**

#### **Identifying advanced learners:**

- Through student profiles collected by the class advisors
- Identifying advanced learners from assessment of the students in the light of their response, articulation of ideas, and engagement in learning.
- An analysis of the performance in internal assessment
- Voluntary approach by students

#### **Responding to the needs of Advanced Learners**

- Special mentoring by the faculty.
- Motivation to read reference materials and websites.
- Encouragement to undertake institution sponsored projects.
- Opportunities to prepare seminar papers and participate in debates and quiz.
- Encouragement to participate in fests.
- Motivation to organize interclass competitions and conduct inter-collegiate fests.
- Permission to use the library for longer duration.
- Involving them in software development.
- Encouragement to gain work experience during the vacations.
- Motivation to undertake project reports.
- Privilege of heading various associations and activities.
- Student faculties.
- Awards to best outgoing students.
- Proficiency prizes for excelling in academics.

### **2.2.6 How does the institute collect, analyze and use the data and information on the academic performance (through the programme duration) of the students at risk of dropout (students from the disadvantaged sections of society, physically challenged, slow learners, economically weaker sections etc. Who may discontinue their studies if some sort of support is not provided)?**

Most of the students of the above group are first generation learners. Hence parents are not in a position to guide or assist their wards intellectually. There were a few cases of dropouts because of the inability or unwillingness to maintain the level of academic discipline expected of the students here. The vital information on students who are at the risk of drop-out is gathered through the following platforms:

- **Interaction with parents** – Teachers discuss the performance of students with the parents in order to provide and obtain feedback. The college resorts to remedial steps whenever required and the teachers guide the parents on how they can motivate their wards.
- **Evaluation meetings** – At the end of each semester department-wise meetings are conducted to evaluate the academic and non-academic activities. Often, the problems experienced by the students are freely shared and the teachers use this data to take remedial measures.

- **Personal interaction with the students** – The personal interactions and cordial relationships between students and teachers help in easy identification of the problems of the students.
- **Regular monitoring** – Attendance of the students is regularly monitored as part of the continuous assessment and students at potential risk of dropping out are identified and are given special attention.
- **Continuous Assessment** – Through this process teachers are able to identify students with poor performance which is an indicator of probable dropouts.

## 2.3 TEACHING-LEARNING PROCESS

### 2.3.1 How does the college plan and organize the teaching, learning and evaluation schedules? (Academic calendar, teaching plan, evaluation blueprint, etc.)

- Academic calendar containing the teaching, learning and evaluation schedules is prepared well in advance. The initial planning is done at the departmental meeting and the following proposals are presented and approved in the staff meeting :
  - Schedule for internal test
  - Viva voce
  - Schedule for dissertation work
  - Factory visits
  - Seminars, workshops and symposiums
- Along with the academic activities, the co-curricular and extracurricular activities are also planned and scheduled so that the curricular programmes are given prime time and priority.
- In the beginning of each semester, preparation of the timetable for each class and allocation of subjects among teachers are done by the HoDs in consultation with all other faculty members. This is communicated to the students by displaying it on the notice board. The college follows the university calendar of events for commencement of the courses.
- Each faculty prepares lecture plan in the respective subjects. The faculties also plan the schedules for assignments and seminar presentations of the students.
- The college follows the semester system in which Continuous Assessments (CA) and semester-end examinations are adopted for the academic evaluation of students. The CA includes seminar presentation, assignment and internal tests. Specific aspects incorporated into evaluation include the following:
  - Evaluation of assignments and seminars is carried out based on well-defined criteria.
  - The answer scripts of test and assignments are handed over to students after the evaluation to ensure transparency.
  - Marks of continuous assessment are exhibited on the notice board.

### 2.3.2 How does IQAC contribute to improve the teaching-learning process?

- IQAC monitors lesson plans prepared by the faculty.
- Systematically follows up the teaching-learning and evaluation schedule.
- Encourages innovative teaching practices such as role play, student faculty, brain storming, collaborative and interactive learning, book review, case study, quiz and other student centric learning methods.



- Takes initiative to provide modern ICT tools.
- Initiates academic audit/dry run inspection of all the departments by formulating the guidelines of the audit and identifying faculties to carry out the audit.
- Conducts monthly/semester/annual planning and evaluation sessions.
- Organizes Faculty Development Programmes in areas like research methodology, counseling, minor research guidance and innovative teaching.
- Conducts a monthly meeting of the departments to share their ideas and about improving teaching learning process.
- Compiles and circulates a list of new topics on recent trends in emerging areas.
- Deputes faculty to academic programmes.

IQAC organized national seminar on 'Measures for Quality Enhancement and Sustenance in Higher Education' sponsored by NAAC in which sufficient inputs on improving teaching learning process were given.

### **2.3.3 How is learning made more student-centric? Give details on the support structures and systems available for teachers to develop skills like interactive learning, collaborative learning and independent learning among the students?**

#### **Support structure in learning:**

- Teaching plan and pedagogic processes.
- Faculty development programmes
- The interactive methodologies and strategies like Role play, Group discussion, Case study, Research-oriented assignments, Field work.
- Preparation of the notes
- Creative assignments and seminars
- Discussion of current issues, debate and quiz
- Student faculty programmes
- Deputation of Students to various programmes
- Organizing management fests
- Extension activities

#### **Systems available**

- Use of multimedia through ICT.
- Books, journals, reference materials and e-resources.
- Internet and Wi-Fi.
- Computer Laboratories.
- Learning resource centre.

#### **Empowering teachers to follow student centric learning methods:**

- In-house faculty development programmes on innovative teaching methodologies.
- Deputation of faculties for workshops on teaching techniques.
- Sharing of expertise by the deputed faculties.



**2.3.4 How does the institution nurture critical thinking, creativity and scientific temper among the students to transform them into life-long learners and innovators?**

As the motto of the institution is “Learning for life”, following curricular, co-curricular and extracurricular activities are organized to transform the students into life-long learners and innovators.

- Book reviews to stimulate to creative thinking.
- Interacting with entrepreneurs and eminent scholars to acquire new perspectives.
- Designing cover page of college magazine and college calendar.
- Participation in University youth festivals and other competitions.
- Hosting of street plays and mimes on relevant contemporary issues.
- Creating awareness about social issues.
- Developing report writing skills.
- Organizing innovative programmes.
- Involving students in community work.
- Providing ample opportunities to showcase talents.
- Street plays based on relevant contemporary issues.

**2.3.5 What are the technologies and facilities available and used by the faculty for effective teaching? Eg: Virtual laboratories, e-learning-resources from National Programme on Technology Enhanced Learning (NPTEL) and National Mission on Education through Information and Communication Technology (NME-ICT), open educational resources, mobile education, etc.**

- LCD projectors are installed in all the classrooms.
- Laptop and desktop computers are available.
- Information and Library Network (INFLIBNET) through which faculty have access to N-LIST (National Library and Information Services Infrastructure for Scholarly Content)
- NME-ICT Internet connection
- Leased Internet (38 mbps) is available.

**2.3.6 How are the students and faculty exposed to advanced level of knowledge and skills (blended learning, expert lectures, seminars, workshops etc.)?**

- Workshops, seminars and conferences (state and national) are regularly organized in which experts share their knowledge.
- The eminent alumni are invited to share practical experience.
- Interaction with entrepreneurs.
- Interactive methods are combined with computer-mediated teaching-learning activities.

**2.3.7 Detail (process and the number of students benefitted) on the academic, personal and psycho-social support and guidance services (professional counselling/mentoring/academic advice) provided to students?**

The institution has constituted committees to deal with student’s problems, relating to academic, personal and other psychological aspects.

- Each class has a class advisor for academic and personal guidance who holds frequent one-to-one interaction with students.
- They monitor the attendance and performance of the students.





- Placement and career guidance cell guides the students regarding career opportunities and higher education.
- The services of professional counselor are made available through consultation with the parents whenever necessary.
- Stress management sessions are organized.
- Interaction with parents to monitor the progress of their wards.

**2.3.8 Provide details of innovative teaching approaches/methods adopted by the faculty during the last four years? What are the efforts made by the institution to encourage the faculty to adopt new and innovative approaches and the impact of such innovative practices on student learning?**

The faculties are constantly motivated and encouraged to adopt innovative approaches/methods in the classroom such as:

- ICT enabled teaching/learning.
- Group discussions.
- Role play.
- Presentations by students.
- Factory visits.
- Creation of models.
- Innovative assignment.
- Case studies.
- Book reviews.
- Training on the use of new technology.

**Impact on Student Learning**

- Development of personality, leadership skills and self-confidence among students.
- Fostering of creativity and innovation.
- Empowering students to design various events in the management fests.
- Acquisition of problem solving skills.

**2.3.9 How are library resources used to augment the teaching-learning process?**

- Orientation given to all fresh batches of students on the effective use of the library.
- The students are given book-review as assignments.
- The students are encouraged to use the library books for preparing seminars and assignments.
- ‘Display Rack’ to create awareness about new arrivals.
- The content pages of new issues of journals are e-mailed to the faculty every month.
- Availability of back volumes of journals in print and electronic formats.
- Subscription to NLIST (INFLIBNET).
- Book Exhibitions.

**2.3.10 Does the institution face any challenges in completing the curriculum within the planned time frame and calendar? If 'yes', elaborate on the challenges encountered and the institutional approaches to overcome these.**

As the college is affiliated to the Mangalore University it follows the academic calendar prepared by the university. If the working days are lost due to any unexpected holidays or prolonged valuation of the university examination, classes are compensated by engaging extra classes after the regular hours.

**2.3.11 How does the institute monitor and evaluate the quality of teaching learning?****Monitoring of teacher performance:**

- Evaluation of the teachers by the students through feedback.
- Review of the academic performance of the students.
- Regular departmental and review meetings for the implementation of the follow-up action.
- Monitoring of lecture plans by the deans.
- Dry run inspection/academic audit by the IQAC at the end of each semester to monitor teacher performance.

**Monitoring of student performance:**

- Academic progress of the students is assessed at different stages and by different means like regular test papers, periodic seminars and assignments, fieldwork, conferences, dissertations and viva voce.
- Student discipline is continuously monitored by the committee headed by HOD/Dean.
- Progress report cards enable the parents to monitor the performance of their wards.

**2.4 TEACHER QUALITY****2.4.1 Provide the following details and elaborate on the strategies adopted by the college in planning and management (recruitment and retention) of its human resource (qualified and competent teachers) to meet the changing requirements of the curriculum:**

When the vacancy arises an advertisement is given in the newspapers. Eligible candidates are selected in the interview conducted by the selection committee consisting of management nominee, principal and subject experts. They select the candidates on the basis of the eligibility criteria fixed by the government and UGC. Faculty selection is done with utmost discretion, where the primary focus is on the non-negotiable factors such as academic excellence and the suitability of the candidate vis-a-vis the institutional vision. The Staff appointment is based purely on merit and is undertaken in a transparent manner.

Retention of the faculty members is ensured through good work culture, opportunities for self actualization, respect and appreciation, freedom of expression, impartial and just dealings. Faculties are encouraged to participate in workshops and seminars to keep themselves abreast of the latest developments in their subjects. The institution also recognizes individual achievements and contributions of its faculty.

**Details of Faculty:**

Highest qualification	Associate Professor		Assistant Professor		Total
	Male	Female	Male	Female	
<b>Permanent Teachers</b>					
Ph.D.	-	-	01	01	02
M.Phil.	-	-	02	05	07
PG	-	01	06	19	26
<b>Temporary Teachers</b>					
PG	-	-	-	01	01
<b>Part Time Teachers</b>					
PG	-	-	-	03	03

**2.4.2 How does the institution cope with the growing demand/scarcity of qualified senior faculty to teach new programmes/modern areas (emerging areas) of study being introduced (Biotechnology, IT, Bio informatics, etc.)? Provide details on the efforts made by the institution in this direction and the outcome during the last three years.**

- On account of its careful human resource planning, the college has a good mixture of qualified senior as well as junior teachers for handling most of the emerging areas and new courses.
- Inter-departmental faculty sharing.
- The college also takes special care to provide inputs in emerging areas by professionals in industry to supplement the regular classroom teaching.
- The teachers regularly attend seminars and conferences to update themselves on diverse issues like human rights, women studies, research methodology, etc.
- The college seeks the assistance of external experts and the alumni working in reputed organizations.
- In addition to this, the college regularly invites eminent persons and subject experts.

**2.4.3 Providing details on staff development programmes during the last four years elaborate on the strategies adopted by the institution in enhancing the teacher quality.**

**a) Nomination to staff development programmes**

**b) Faculty Training programmes organized by the institution to empower and enable the use of various tools and technology for improved teaching-learning**

- Teaching Learning Methods/Approaches
- Handling New Curriculum
- Content/Knowledge Management
- Selection, Development and use of Enrichment Materials
- Assessment
- Cross Cutting Issues
- Audio Visual Aids/Multimedia
- Open Educational Resources (OER)



- Teaching learning material development, selection and use
- c) Percentage of Faculty

a) Nomination to staff development programmes in the last four years:

**Nomination to staff development programmes**

Academic Staff Development Programmes	Number of faculty nominated
Refreshers courses	01
HRD programmes	23
Orientation programmes	36
Staff training conducted by the university	36
Staff training conducted by other institutions	36
Summer/winter schools, workshops, etc.	36

b) Faculty Training programmes organized by the institution to empower and enable the use of various tools and technology for improved teaching-learning:

- External resource persons were invited to conduct training programme on research methodologies, innovative teaching methodologies, ICT, students mentoring and counselling.
- The college had taken initiative in organizing BBM syllabus revision workshops in association with Mangalore University and Forum of Business Management Teachers (FOBMAT) with the assistance of subject experts and externals, in order to update the syllabus in accordance with the contemporary emerging issues and in tandem with the needs of industry/society. It is with this expertise that the college could initiate the revising of BA(HRD) curriculum.
- Well developed library and internet facility enable the preparation of enrichment materials.
- Sessions were conducted for the faculty members on assessment and evaluation during the syllabus revision workshops.
- Training programmes were organised to promote the use of audio visual aids/multimedia, Intranet communication and content management systems.
- Faculties were deputed to attend the curriculum development workshops.

c) Percentage of Faculty

20% have been invited as resource persons, 80% have presented papers and all the faculties have participated in the external Workshops/Seminars/Conferences.

**2.4.4 What policies/systems are in place to recharge teachers? (e.g.: providing research grants, study leave, support for research and academic publications teaching experience in other national institutions and specialize Entrepreneur Development Programmer industrial engagement, etc.)**

- Faculties are given OOD facilities to attend various seminars, workshops, conferences, refresher and other orientation courses.
- Expenses incurred for attending academic programmes are reimbursed.
- Exemptions are given from examination duty for Ph.D. work.



**2.4.5 Give the number of faculty who received awards/recognition at the state, national and international level for excellence in teaching during the last four years. Enunciate how the institutional culture and environment contributed to such performance/achievement of the faculty.**

NIL

**2.4.6 Has the institution introduced evaluation of teachers by the students and external Peers? If yes, how is the evaluation used for improving the quality of the teaching-learning process?**

- Evaluation of the teachers by the students is done through regular feedback.
- The outcome of the feedback is shared confidentially with individual teacher on one-to-one basis and remedial steps are taken.

## **2.5 EVALUATION PROCESS AND REFORMS**

**2.5.1 How does the institution ensure that the stakeholders of the institution especially students and faculty are aware of the evaluation processes?**

- **Prospectus:** The college prospectus is exhaustive and contains all the details about evaluation process.
- **College calendar:** College calendar contains the academic schedule and details of evaluation process.
- **Orientation programme:** Respective subject teacher gives the students a clear picture of the course-content and objectives, the number and nature of assignments and their date of submission, the level of seminar presentations expected, and the evaluation criteria applicable to these. They also communicate the information regarding examination pattern, evaluation process and grading system.
- **Display of University Circulars on the notice board:** University circulars are displayed on Students' notice board for their information.

**2.5.2 What are the major evaluation reforms of the university that the institution has adopted and what are the reforms initiated by the institution on its own?**

### **Reforms of the university:**

- Affiliating University has introduced credit based semester system.
- Weight is also given to co-curricular activities by making them a part of curriculum. College offers wide spectrum of activities and the students can choose area of their interest.
- General papers on 'Indian Constitution' and 'Human Rights and Environmental Studies' are introduced to all the courses. Multiple choice questions are used as evaluation method in the above papers.
- Internal assessment system is introduced.
- Computerization is introduced at all stages to expedite the results.

### **Reforms of the college:**

Evaluation is based on

- Two Internal test
- Two Practical test



- Assignments
- Seminars
- Viva-voce examination

Out of the above methods, viva-voce is an innovative technique used to improve communicative skill and enhance confidence among the students.

### 2.5.3 How does the institution ensure effective implementation of the evaluation reforms of the university and those initiated by the institution on its own?

- Intimation of evaluation schedule in advance.
- Giving information regarding examination pattern, evaluation process and grading system.
- Announcement Evaluation of criteria.
- Orientation to the faculty about the evaluation procedure.

### 2.5.4 Provide details on the formative and summative evaluation approaches adapted to measure student achievement. Cite a few examples which have positively impacted the system.

- **Formative evaluation:** The formative assessment is done based assignments (one or two per Semester), internal tests (two per Semester), viva-voce (at the end of the semester), seminars, project work/dissertation.

Examples for formative evaluation which has a positive impact are:

- **Viva-voce** is an innovative technique used to improve communicative skill and enhance confidence among the students. One-to-one interaction also enables faculties to give feedbacks and suggestions to the students for their improvement.
- **Assignments** to get in-depth knowledge on emerging issues and developments in various fields.
- **Seminars and presentations** to boost their self confidence.
- **Student centric learning methods** like case study, role play and brainstorming give a simulation exercise which enables them to learn the practical aspects.
- **Practical tests** to get hands-on experience.
- **Summative Assessment:** It is done at the end of each Semester in the form of three-hour theory/practical examinations conducted by the University to assess the academic competence. The advantage of end semester examination is that it encourages an exhaustive study of various topics and improves the analytical and writing skills.

### 2.5.5 Detail on the significant improvements made in ensuring rigor and transparency in the internal assessment during the last four years and weightages assigned for the overall development of students (weight-age for behavioural aspects, independent learn communication skills, etc.)

Class participation is given a weightage in internal assessment in which interest in academics, skill learning, quality and quantity of work, qualities like problem solving, team work, dependability, reflection, resourcefulness, ethics, social sensitivity, entrepreneurship, writing and oratory skills, interpersonal relationship and communication are evaluated. With the view to promote overall development of students, weightage is given to behavioural aspects. It is assessed through observation



and continuous monitoring. Though subjective factors make the assessment challenging, all efforts are made to maintain objectivity and transparency.

**2.5.6 What are the graduates attributes specified by the college/ affiliating university? How does the college ensure the attainment of these by the students?**

Graduate attributes	Measures for attainment
Employability	Skill enhancement activities for inculcating skills in various functional areas.
Entrepreneurial skills	Factory visits to give hands on experience, interaction with entrepreneurs, preparation of organization reports.
Leadership qualities	Management and IT fest.
Social concern	Wide range of extension activities.
Ethics and morality	Value education programmes.
Thirst for learning	Student faculty programmes.
Research aptitude	Minor research projects.

**2.5.7 What are the mechanisms for redressal of grievances with reference to evaluation both at the college and University level?**

With regard to academics, the internal assessment marks are displayed on the notice board and students can seek clarification from the teacher concerned before endorsing by way of signing.

In the university examination students can apply for revaluation, retotaling and personal seeing of the answer books as per the procedure of the University.

**2.6. STUDENT PERFORMANCE AND LEARNING OUTCOMES**

**2.6.1 Does the college have clearly stated learning outcomes? If 'yes', give details on how the students and staff are made aware of these?**

Every department specifies the learning outcome in terms of theoretical and practical knowledge expected from the students who complete the course. Besides this, the learning outcome of each subject is mentioned in the syllabus. Awareness about the learning outcomes is given through various platforms in the beginning of the academic year. In the orientation programme, students are made aware of the learning outcome expected from them at different stages. Faculties constantly remind the students about expectations that the institution has, not only in terms of academic performance but also in terms of skills to be possessed and values to be inculcated to uphold the tradition of the institution.

**2.6.2 Enumerate on how the institution monitors and communicates the progress and performance of students through the duration of the course /programme? Provide an analysis of the students results/achievements (Programme/course wise for last four years) and explain the differences if any and patterns of achievement across the programmes/courses offered.**

- The class advisor maintains the profile of the each student and monitors the overall performance.
- Progress report containing the internal test marks and attendance of each student is verified by the class advisor and sent to the parents.

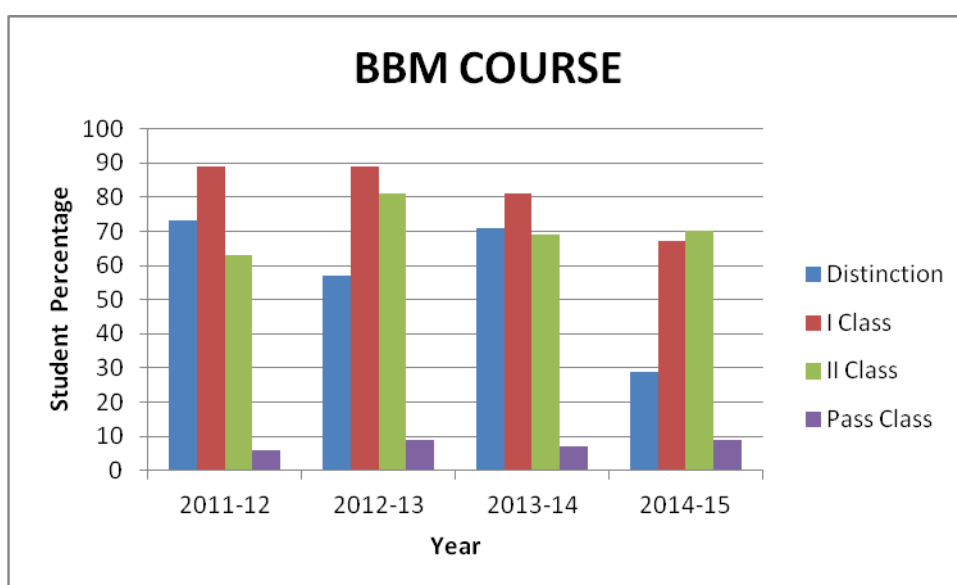
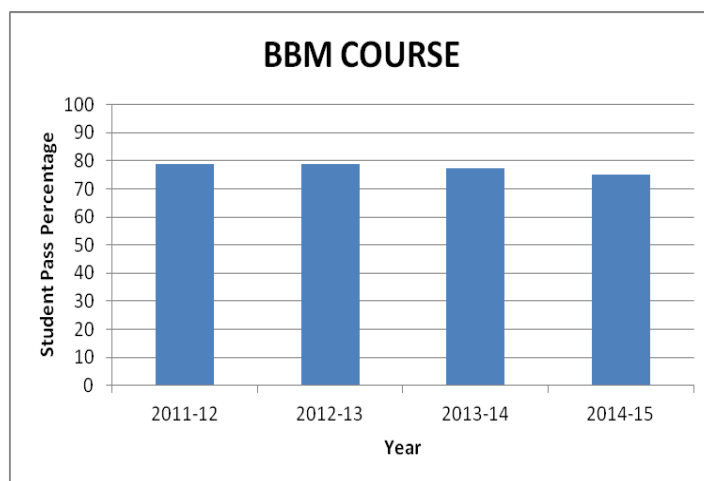
Analysis of the university examination result reveals the following trends:

Regarding the patterns of achievement across the programmes and courses, it is observed that nearly 50% of the students of all the courses take up higher studies. In BBM, a few students with business background take up a career in the beginning, join their family business and diversify it later. In case of BCA, some students go for independent software development ventures. In BA(HRD) course, students occupy various positions in the field of HR.

The results obtained by the Institution for the last four years are as follow:

**Details of BBM - last 4 batches Students**

Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	293	78.84	73	89	63	06	VII, X
2012-13	300	78.67	57	89	81	09	--
2013-14	295	77.29	71	81	69	07	III, VI, IX
2014-15	280	75.00	29	67	70	09	III, VIII, IX

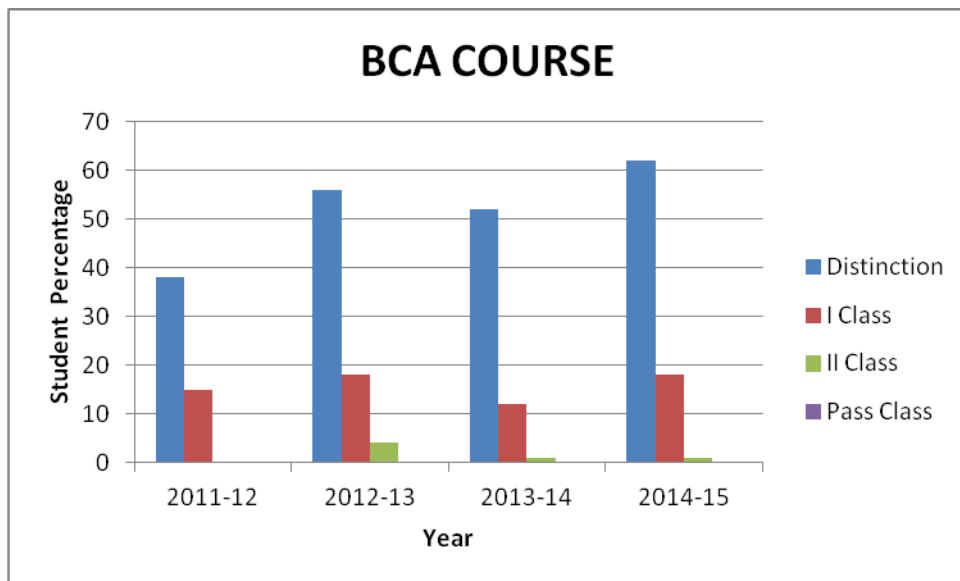
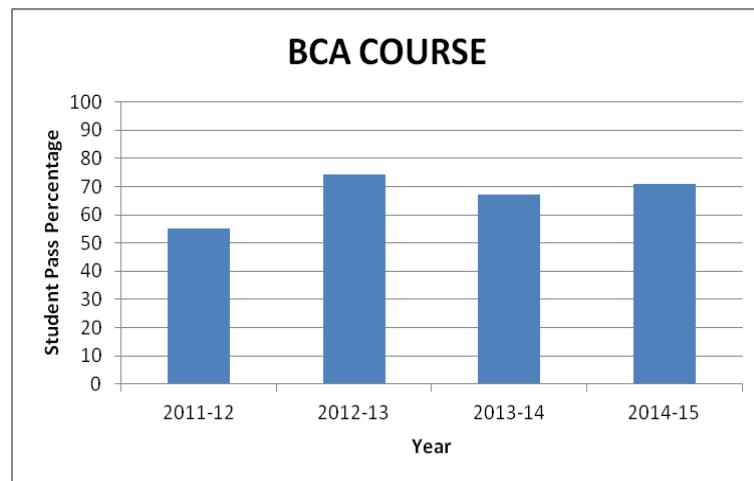


Major fluctuations are not observed over the years in BBM results. Constant effort has been made to improve the performance of the students.



Details of BCA - last 4 batches Students

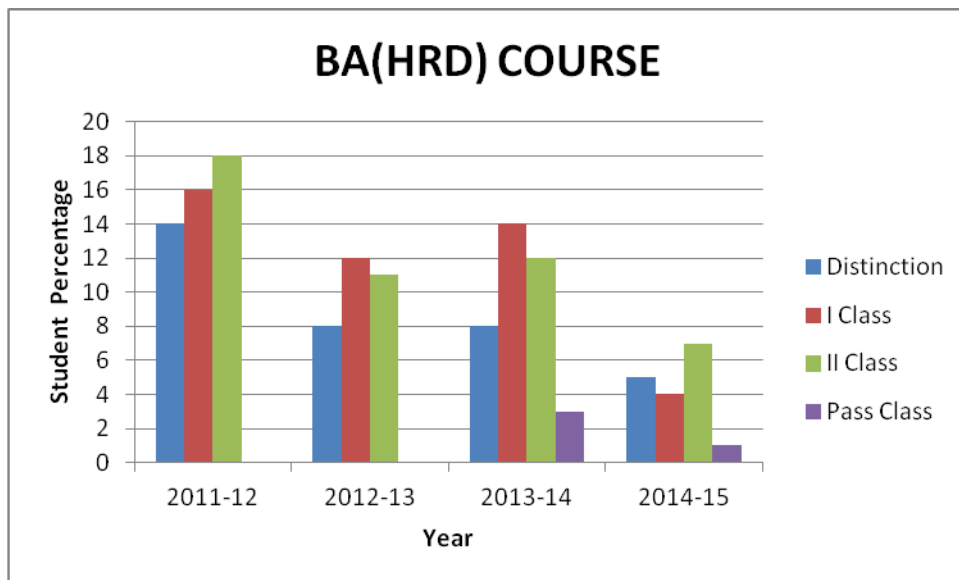
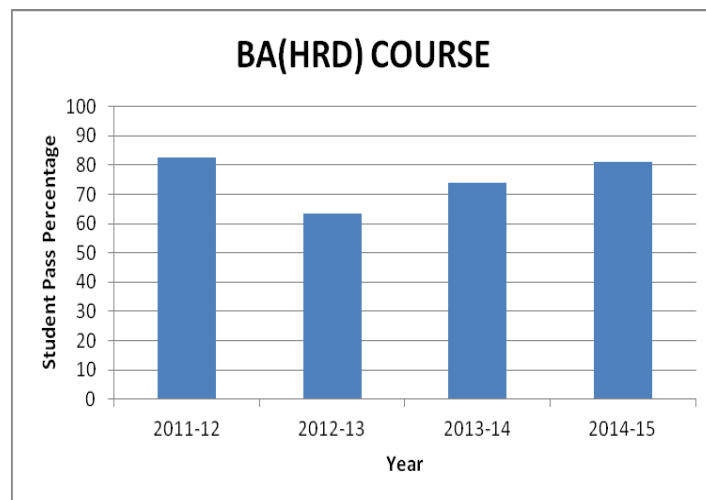
Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	96	55.21	38	15	--	--	--
2012-13	105	74.29	56	18	04	--	IV, VI, VIII
2013-14	97	67.01	52	12	1	--	VIII
2014-15	114	71.05	62	18	01	--	--



Availability of seats in the professional course like engineering influences the preference of students to take up BCA course. During the years when meritorious students joined the course the results have been good. However efforts are made to improve the results.

**Details of BA(HRD) - last 4 batches Students**

Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	58	82.76	14	16	18	--	I, II, III
2012-13	49	63.27	08	12	11	--	--
2013-14	50	74.00	08	14	12	03	I, II, III
2014-15	43	81.00	05	04	07	01	II



Syllabus of BA(HRD) was revised in 2012-13 and quantitative papers like basic accounting and financial management was introduced. As many students were not able to cope up with this, the results came down. Continuous efforts are made to improve the results.

Though university averages are not available for comparison, results of the institution have always been better than the university average results.



**2.6.3 How are the teaching, learning and assessment strategies of the institution structured to facilitate the achievement of the intended learning outcomes?**

Every subject has an intended learning outcome which is mentioned in the syllabus and concerned teacher gives an orientation about the same. Based on this the following steps are taken to achieve them.

- Innovative teaching methods
- Assignments, seminars, classroom activity and projects
- Advanced learners are encouraged to undergo summer vacation projects and student faculty programmes.
- Guest lectures by experts.
- Industry-institution interaction.
- Short term courses.
- Seminars, workshops, fests, field/factory/ industrial visits.
- Co-curricular and extra-curricular activities.
- Evaluation of the students through class test, seminar, assignments, internal test, semester exam, practical exam and viva-voce.
- Student centric learning methods.

**2.6.4 What are the measures/initiatives taken up by the institution to enhance the social and economic relevance (student placements, entrepreneurship, innovation and research aptitude developed among students etc.) of the courses offered?****Student Placement**

Being a business management college, all the programmes offered ensure employability. To enhance this further, following efforts are made through placement cell:

- Career guidance programmes.
- Skill enhancement programmes.
- Campus recruitment.
- Guidance to attend pool drives held at other institutions.

**Entrepreneurship:**

- Programmes to inculcate entrepreneurial culture among the students through EDP cell.
- Encouragement to take up project work though it is optional paper for final year BBM.
- Preparation of reports on three business enterprises through personal visit.
- Factory visits to give hands on experience.

**Research aptitude:**

- A short term course on research methodology.
- Presenting research based paper.
- Subscribing Research journals.
- Taking up research projects.

**Other initiatives:**

- Co-curricular and extra-curricular activities.
- Innovative teaching methodologies.
- Extension activities.



- Hosting management and IT fests
- Innovative assignments, seminars and classroom activities.
- Student faculty programmes.
- Guest lecturers on emerging areas by experts.
- Industry-institution interaction.

### **2.6.5 How does the institution collect and analyse the student performance and learning outcomes and use it for planning and overcoming barriers of learning?**

The student performance and learning outcomes are analysed based on:

- Continuous evaluation process- performance in tests, viva-voce and assignments.
- Participation in the co-curricular and extra-curricular activities.
- Organizing fests, workshops, seminars, conferences.
- Performance in campus placements.

The above pointers enable the analysis of student performance which helps in identifying learning barriers. Thus the factors hindering student performance like language barrier, personality traits, peer group pressure, stress and health related factors are noted. Remedial classes, mentoring and counselling are some of the efforts made to overcome these barriers.

### **2.6.6 How does the institution monitor and ensure the achievement of learning outcomes?**

- Academic performance is monitored by the teachers.
- If the evaluation outcome is not satisfactory, appropriate measures are taken.
- Participation in co-curricular and extra-curricular activities is monitored.

### **2.6.7 Does the institution and individual teachers use assessment/ evaluation outcomes as an indicator for evaluating student performance, achievement of learning objectives and planning? If 'yes' provide details on the process and cite a few examples.**

The institution and individual teachers use the following assessment/evaluation outcomes as an indicator for evaluation of student performance, achievement of learning objectives and planning.

- Performance in the semester examination
- Performance in internal assessment.
- Participation in the co-curricular and extra- curricular activities.
- Participation in extension activities.
- Campus placements.

Outcome of the evaluation is definitely an indicator of evaluating student performance and achievement of learning objectives. This is an evident from the following examples which prove that students who fared well in academics and developed their skills, are doing well in various fields:

- Students who were high performers in academics have completed their professional courses like CA and CS which is an example to justify that better performance in the institution has resulted in successful career in future.
- Students, who have actively participated in organizing management fests/IT fests, were able to develop various skills because of which they were able to occupy key positions in the corporate world.

- Students, who were able to develop leadership skills through active participation in various co-curricular and extra-curricular activities, have set up their own enterprise.
- Technically competent students who have shown special interest in programming and software development have ventured into independent software development.

**CRITERION : III**

**RESEARCH, CONSULTANCY**

**AND**

**EXTENSION**



**CRITERION III : RESEARCH, CONSULTANCY AND EXTENSION****3.1 PROMOTION OF RESEARCH****3.1.1 Does the institution have recognized research centres of the affiliating University or any other agency / organization?**

The college is not a recognised research centre, but it has a research cell to inculcate and foster the research culture. Faculties are actively involved in research activities as they have been doing minor research projects funded by the UGC and are also pursuing M.Phil. and Ph.D.

**3.1.2. Does the Institution have a research committee to monitor and address the issues of research? If so, what is its composition? Mention a few recommendations made by the committee for implementation and their impact.**

The college has a research committee to encourage and support research activity in the college. The committee encourages the faculties and students to take up minor research projects. The committee organizes Faculty Development Programmes to guide and assist the researchers.

Composition of Research Committee

1. Chairperson - Principal
2. Secretary - Dean, Department of HR
3. Members - 06 faculties

**The committee has made the following important recommendations**

- a) To encourage faculties to pursue Ph.D. degree.
- b) To publish research articles.
- c) Taking up minor research projects.
- d) To motivate students to take up project work.
- e) To organize workshop on research methodology.
- f) To collaborate with industry and professional associations.

**Impacts of the recommendations:**

- a) Number of faculty members completed Ph.D. degree – 02
- b) Number of faculty members pursuing Ph.D. degree – 05
- c) Completed UGC minor research projects – 07
- d) Minor research project applied to UGC and ICSSR – 18
- e) Management sponsored research projects– 25
- f) Industry sponsored research project – 01
- g) Ongoing UGC sponsored minor research project 01 (2016)
- h) Organised Faculty Development Programmes on research – 07
- i) Student projects --1478
- j) Number of publications- 18

**3.1.3. What are the measures taken by the institution to facilitate smooth progress and implementation of research schemes/projects?**

- **Autonomy to the principal investigator**
- **Timely availability or release of resources**
- **Adequate infrastructure and human resources**
- **Time-off, reduced teaching load, special leave etc. to teachers**
- **Support in terms of technology and information needs**
- **Facilitate timely auditing and submission of utilization certificate to the funding authorities**
- **Any other**
  - a) Principal investigator is given complete autonomy in utilizing the amount sanctioned for the project.
  - b) Funds for UGC sponsored minor research projects are transferred to the investigators as soon as it is released from the UGC.
  - c) Research facilities such as access to E-journals and reference materials are available in the library. The Library subscribes N-LIST Online Journals and E-Book repositories.
  - d) The interlibrary loan facility is available.
  - e) The library is open from 8 A.M. to 5.30 P.M.
  - f) The college has a learning resource centre to provide access to electronic resources.
  - g) The college subscribes 36 Mbps leased internet connection. WiFi is available.
  - h) Faculty members pursuing Ph.D. degree are given some concessions in the university examination duties.

**3.1.4. What are the efforts made by the institution in developing scientific temper and research culture and aptitude among the students?**

Institution promotes participation of students in research through:

- Research projects
- Paper presentations
- Organizing inter-collegiate paper presentation competition
- Offering short term course on research methodology
- Inviting eminent personalities from industry and professional association to interact with students to inculcate research culture.



**3.1.5. Give details of the faculty involvement in active research (Guiding student research, leading Research Projects, engaged in individual/ collaborative research activity, etc**

Details of the faculties involved in research activities.

Sl. No.	Department	Researcher's Name	Title of the Thesis	Research Guide and University	Completed/ On going
1.	Business Management	Dr. Muralidhar Rao K. S.	An Evaluation of Banc Marketing and Bancassurance from an Indian Perspective with Special Reference to Coastal Karnataka.	Prof. Y. Muniraju, Mangalore University.	Completed
2.	Hindi	Dr. Jyothi	Hindi Rachnakaronke Upanyasome Chithrith Purush Pathr.	Dr. Suma D. Rodnavar, Dharvad University.	Completed
3.	Human Resource	Mr. Thrishanth Kumar	Transfer of Learning in IT and ITeS Industry in Karnataka: Facilitators, Inhibitors and Strategies (Diagnostic findings from multiple case studies).	Prof. P.S. Yadapadithaya, Mangalore University.	Ongoing
4.	English	Mr. Ashwin L. Mendonca	William Gibson: An Exploration of Postmodern and Posthuman Territories.	Dr. R. Shashidhar, Mangalore Univeristy.	Ongoing
5.	Hindi	Mrs. Shalini	Narendra Kohlike Vyangy Nibandome Sthri.	Dr. Nagesh, Dharvad University.	Ongoing
6.	Economics	Mr. Prasanna Kumar T.	Agricultural price policy and Indian agricultural development: A Study of Karnataka.	Prof. K. C. Basavaraj, Mysore University.	Ongoing
7.	Business Management	Devi Prasad	Behavioural Finance.	Prof. Mallikarjunappa, Mangalore University.	Ongoing

Details of the faculty members engaged in Minor research projects sponsored by UGC and Management.

Sl. No.	Department	Faculty Name	Title of the Project	Funding Agency	Completed/ On going
1.	Financial Management	Mrs. Smitha M.	A Comparative Study of Health Insurance Schemes offered by Public and Private sectors.	UGC	Completed
2.	Human Resource	Mr. Thrishanth Kumar	Transfer of Learning in IT industry in Karnataka: Facilitators, Inhibitors, and Strategies (Diagnostic Findings from Multiple case studies).	UGC	Completed
3.	Marketing	Mrs. Kavitha Prabhu	Customer Attitude towards General Insurance Product.	UGC	Completed
4.	Financial Management	Mrs. Shaini Naveen	Role of Educational Loan by Commercial Bank on Higher-education.	UGC	Completed
5.	Commerce	Mrs. Veena D. Kotian	A Comparative study on Work Life Balance among Working Women in Metro and Non-metro cities.	UGC	Completed
6.	Financial Management	Ms. Sowmya Hegde	Branchless Banking for the Poor as a part of Financial Inclusion.	UGC	Completed
7.	Economics	Mr. Prasanna Kumar T.	A Study on Effects of Urban Micro finance on Urban poverty with reference to Karnataka.	UGC	Completed
8.	Business Management	Mr. Devi Prasad	A Study on Socio-Economic problems of unorganized sector with special reference to beedi workers in D.K district.	UGC	Ongoing

Details of the students guided by the faculties in their research projects.

Sl. No.	Department	Student Name	Title of the Project	Research Guide	Completed/ Ongoing
1.	Finance	Mr. Irfan Mr. Adarsh Mr. Akshay	A Study on Financial Evaluation of Non-banking Financial Corporation.	Mr. Gururaj	Completed
2.	Marketing	Gautham Selva Kumar Girish Pai Aravind	A Study on Customer Satisfaction Services Provided by Ideal Travels.	Mrs. Deepashree Shenoy	Completed
3.	Commerce	Pooja Abhilash Uchil Sushmitha	A Comparative Study on E-Banking Facilities Provided by Public Sector and Private Sector Banks.	Mr. Thilakraj	Completed

4.	Economics	Shrikanth Anand Varshanath	A Study on Financial Literacy Among the Students of Mangaluru City.	Mr. Prasanna Kumar T.	Completed
5.	Human Resource	Sharlet Nihal	A Study on Work Life Balance in Educational Sector.	Mrs. Anasuya Mrs. Preethika Ms. Parineetha	Completed
6.	Business Law	Deeksha C. H. Dhamini	Awareness of Consumer Protection Act Among Students with Reference to Mangalore University.	Mrs. Supritha and Mrs. Vasudha	Completed
7.	Management	Venkatesh S. Sadhana Gajanan Mariyam Farana Divya Fernandes	Benefits of Open source software with reference to SDM college of Business management, Mangaluru.	Mr. Ashwin L. Mendonca	Completed
8	Computer Applications	Mr. Mohammad Rafeel Mr. K Gopesh Nayak Ms. Apeksha Revankar Ms. Evangeline Sharlet	Effectiveness of Training and Development: A Study at Star Health & Allied Insurance Company Limited, Mangaluru.	Mr. Arun F. Sequeira	Completed
9.	Human Resource	Raif Zakaria Ashritha Vikyath	A Study on Women Empowerment - The Role of SHG's with reference to Mangaluru Taluk.	Mr. Thrishanth Kumar	Completed
10.	Commerce	Divyashree p, Manasa Shraddha Athmika Neha	A Study on Consumer Behaviour towards small cars in Mangaluru City.	Mrs. Manju	Completed
11.	Finance	Divisha Madhura Akhil	A Study on \ Motivational Theories and its practical implications, with Reference to Kalbavi Cashew Industry.	Ms. Sowmya Hegde	Completed
12.	Consumer Club	Bhuvanesh Vignesh Kamath	A Study on Public Distribution System with Special Reference to Coastal Karnataka.	Mr. Deviprasad	Completed
13.	Marketing	Dishanth M. Ullal Anand Krishnan Karshini Tyagarajan	A Study on Customer Satisfaction Towards Whatsapp.	Mrs. Shwetha Y.	Completed
14	Finance	Supritha Ruhinaaz	Business Correspondent Model of Branchless banking in Financial Inclusion.	Sowmya Hegde	Completed
15	Marketing	Santhosh Shet Deeksha	Customer Perception towards online marketing at Mangaluru City.	Kavitha Prabhu and Rashmi T.	Completed
16	Commerce	Aishwarya Preetham	WorkLife balance among women employees with reference to IT Industry	Veena Kotian	Completed

			in Mangaluru.		
17	Economics	Rakshitha Akash	A Study on Socio-Economics status of Pragathi Bandhu Group.	Prasanna Kumar	Completed
18	Human Resource	Samantha Navya	Transfer of Learning in IT industry in Mangaluru: Facilitators, Inhibitors, and Strategies.	Thrishanth Kumar	Completed
19	Business Law	Pruthvika Shet	Employee Satisfaction with reference to Achal Industries, Urvastore, Mangaluru.	Supritha & Parinitha	Completed
20	English	Dhriti Divakar	A Study on Evaluation of English Literature.	Madhumathi Raja	Completed
21	Computer Applications	Vinayak Mallya	Sim Card Registration System.	Divya Uchil	Completed
22	Consumer Club	Lakhan Safwan Likitha	A Study on Awareness on Banking Service Among Customer.	Devi Prasad	Completed
23	Finance	Goutham Sudhanva Akhilesh	Impact of Micro insurance with reference SKDRDP	Gururaj	Completed
24	Human Resource	Nithin Agnela Safwan	Stress Management in Education Sector with reference to Higher Primary Schools in Mangaluru.	Anasuya and Preethika	Completed
25	Commerce	Chethan	A Study on Analysis of working capital with reference to Lancy Constructions Mangaluru.	Thiak Raj	Completed
26	English	Aishwarya Dinesh	Common Errors in English.	Ashwin Loyal Mendonca	Completed

**3.1.6. Give details of workshops/ training programmes/sensitization programmes conducted/organized by the institution with focus on capacity building in terms of research and imbibing research culture among the staff and students.**

A short term course on research methodology is offered to the final year students of BBM and B.Com to develop research culture among the students. Though project work is an optional paper to the BBM students, large numbers of students are encouraged to take it up, so that an aptitude for research is created. Apart from the structured programmes, faculties who guide the project report continuously provide necessary inputs to help them in their field work. Experts are invited to guide the faculties through the programmes mentioned below:

Sl. No.	Date	Title of the Faculty Development Programmes	Resource Persons	International/ National/State/ Regional
1	06-09-2013	Quality Assurance International Perspectives.	Dr. Iqbal, Assistant Professor, Department of Banking and Finance, The Kingdom University, Baharain.	Regional
2	08-07-2013	Guidance on Minor	Prof. Catherine,	Regional

		Research.	Principal, Colaco College, Mangaluru.	
3	05-04-2013	Guidance for Funded Research.	Prof. Jeevan Pinto, Professor, Department of MCA, Srinivas College, Mangaluru.	Regional
4	08-09-2015	Statistical Techniques for Data Analysis.	Mrs. Shubharekha, Head of the Statistics Department, St. Agnes College.	Regional
5	04-04-2016	Problem Identification and Multi-Disciplinary Approach in Research.	Dr. Suprabha, Assistant Professor, NITK.	Regional
6	30-06-2016	Writing Research Papers	Dr. Vijaya Kumari Assistant Professor, St. Anns College of Education, Mangaluru.	Regional
7	02-08-2016	Statistical tool for Research and data analysis	Ms. Sumitha Achar Asst Prof. Aloysius Institute for Management and Information Technology	Regional
8	26-09-2016	Research Publications	Dr. Yathish Kumar, Associate Professor, University College Mangaluru	Regional

**3.1.7. Provide details of prioritized research areas and the expertise available with the institution.**

Presently the faculties are pursuing research in specialized areas such as financial inclusion, work life balance, transfer of learning, effects of urban micro finance on urban poverty, Public Distribution System and general insurance and socio-economic studies of unorganized sector.

**3.1.8. Enumerate the efforts of the institution in attracting researchers of eminence to visit the campus and interact with teachers and students?**

Eminent researchers are invited to address and interact with the faculty and students at several national level UGC sponsored seminars, workshops and conferences and also at Faculty Development Programme on research methodology. Efforts are made by the college to contact the institutions which invite eminent personalities to Mangaluru for their programmes so that their expertise can be utilised.

Eminent personalities and Resource persons visited college in the last 4 years are:

SI No	Name of the expert	Specialization
1	Dr. K Rajesh Nayak Director, Training College of Banking and Financial Studies of Central Bank of Oman	HR
2	Dr. Indu Shahani Sheriff, Principal H R College of Commerce and Economics., Mumbai	Academics
3	Dr. K Shekar Professor of PSW NIMHANS, Bangalore	Psychology
4	Dr. Venkatesh M .V	Administration

	Assistance Commissioner Mangalore	
5	Dr. P. S. Yadapadithaya, Registrar Mangalore University	Marketing Management and HR
6	Dr. S Ramakrishna Professor Department of English Mangalore University	English
7	Dr. Shivararam Shetty Kannada Department Mangalore University	Kannada
8	Prof. Dr. C. V. Raghuveer, Registrar, Yenepoya University, Mangalore	Medicine
9	Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University.	Academic
10	Prof. Dr. Mallikarjunappa, Professor, Business Administration Department, Mangalore University	Academic
11	Dr. Jayaraj Amin, Director CDC, Mangalore University	Administration

**3.1.9. What percentage of the faculty has utilized Sabbatical Leave for research activities? How has the provision contributed to improve the quality of research and imbibe research culture on the campus?**

Faculties concentrate on research work during vacation, as there is no provision for sabbatical leave. Special concession has been given by providing exemption from examination and administrative work.

**3.1.10. Provide details of the initiatives taken up by the institution in creating awareness/advocating/transfer of relative findings of research of the institution and elsewhere to students and community (lab to land)**

The college takes the initiative to ensure that the findings of the research reach the specific target groups or the society in general depending upon the nature of research. For instance the studies done on companies and NGOs have recommended suggestions to improve their policies. The outcomes of some of the research are conveyed through extension activities organised by the institutions. Awareness is also created among the student through the discussion of the findings of various studies.

### 3.2 RESOURCE MOBILIZATION FOR RESEARCH

**3.2.1 What percentage of the total budget is earmarked for research? Give details of major heads of expenditure, financial allocation and actual utilization.**

Budget allocation is made for providing infrastructure and facilities required for research and also for bearing the expenses of faculty who attend conferences, seminars and workshop as mentioned below.

**Budget for Research**



Library Holdings	2011-12		2012-13		2013-14		2014-15		2015-16	
			No.	Total Cost	No.	Total Cost	No.	Total Cost	No.	Total Cost
Text Books	1436	329258	190	55262	396	116075	131	25143	58	31769
Reference Books	1128	194746	405	69126	1094	174789	507	98990	308	35140
Journals/Periodicals	67	55059	67	55254	67	69067	68	78445	68	65556
E-Journals	3000+	5000	3000+	5,000	3000+	5,000	4000+	5,000	6000+	5,725
E-Books			97000+		97000+		97000+			
FDP & Workshops		30000		60000		60000		125000		166250
Budget Alloted		614063		244642		424931		332578		304440
Actual Expenditure		655877		227023		402996		285988		260307
Percentage		106.80 %		92.79 %		94.83 %		85.99 %		85.50 %

**3.2.2 Is there a provision in the institution to provide seed money to the faculty for research? If so, specify the amount disbursed and the percentage of the faculty that has availed the facility in the last four years?**

The institution has yet to propose a plan to provide seed money for faculty for research. However, paid leave is given to undergo course work and exemptions are given in examination duty.

**3.2.3. What are the financial provisions made available to support student research projects by students?**

The student research projects are funded by the college. The college has also given financial assistance to the students for presenting papers at conferences, seminars and workshops.

**3.2.4. How does the various departments/units/staff of the institute interact in undertaking inter-disciplinary research? Cite examples of successful endeavours and challenges faced in organizing interdisciplinary research.**

As a college of business management it is desirable that even the teachers who teach other subject should get some insight into management subjects. As per the recommendation of research committee, faculties of other departments are encouraged to do interdisciplinary research and some of the projects done by them are as follows:

Sl. No.	Faculty Name and Department	Project Titles	Interdisciplinary Subject
1	Mrs. Jeevitha D. Kannada	A Study on loans and advances of Banking SCDCC Bank Kodialbail Mangaluru.	
2	Dr. Jyothi, Hindi	A Study on Customers Satisfaction Marketing Towards R.R. Tours and Travels.	
3	Mrs. Renuthakshi,	A Study on Customer Satisfaction Marketing	

Sl. No.	Faculty Name and Department	Project Titles	Interdisciplinary Subject
	Kannada	with Reference to State Bank of India.	
4	Mrs. Shashikala Shetty, Computer Application	A Study on Worklife Balance of HR Women at Govinda Das College Surathkal.	
5	Mrs. Shashiprabha, Computer Application	A Study customer satisfaction with reference to Electronics services corporation, Mangaluru.	Marketing
6	Mrs. Sowmya Jyothi, Computer Application	A Study on customer satisfaction towards Ford cars at Cauvery Ford, Mangaluru.	Marketing

**3.2.5. How does the institution ensure optimal use of various equipment and research facilities of the institution by its staff and students?**

Department creates awareness among the faculties and the students regarding the available research facilities like Learning Resource centre, library, etc. Students are given challenging assignments which makes it mandatory for them to use these resources.

**3.2.6. Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facility? If 'yes' give details.**

The college is yet to receive a special grant or finance for developing research facilities.

**3.2.7. Enumerate the support provided to the faculty in securing research funds from various funding agencies, industry and other organisations. Provide details of ongoing and completed projects and grants received during the last four years.**

Experts are invited to address and motivate the faculties to take up sponsored research projects. They guide the faculties about the procedures for applying to funding organisation and the preparation of project proposals. Faculties have been able to obtain Rs. 7,11,500.00 from UGC for minor research projects. Following are the details of research projects.



## Details of research projects

Duration Year From - To	Title of the Project	Name of the Funding Agency	Total Grant Sanctioned/ Received	Total Grant Received till Date
<b>Minor Research Projects</b>				
April 2014 to October 2015	A Comparative Study of Health Insurance Schemes offered by Public and Private sectors.	UGC	Rs. 109500	Rs.109500
April 2014 to October 2015	Transfer of Learning in IT and ITES industry in Karnataka: Facilitators, Inhibitors, and Strategies (Diagnostic Findings from Multiple case studies).	UGC	Rs.90000	Rs. 83000
April 2014 to October 2015	Customer Attitude towards General Insurance Product.	UGC	Rs.112000	Rs.112000
April 2014 to October 2015	Role of Educational Loan by Commercial Bank on Higher-education.	UGC	Rs.85000	Rs. 85000
April 2014 to October 2015	A Comparative study on Work Life Balance among Working Women in Metro and Non-metro cities.	UGC	Rs.80000	Rs. 80000
April 2014 to October 2015	Branchless Banking for the Poor as a part of Financial Inclusion.	UGC	RS.80000	Rs. 79986
April 2014 to October 2015	A Study on Effects of Urban Micro finance on Urban poverty with reference to Karnataka.	UGC	Rs.100000	Rs. 55000
April 2016-December 2017	A Study on socio-economic problems of unorganized sector with special reference to Beedi workers in D.K district.	UGC	Rs.90000	Rs.55000
<b>Industry Sponsored Project</b>				
2014-15	A Study on Consumer satisfaction and opinion survey of Nandini milk & milk products, in Dakshina kannada And Udupi districts.	Industry (Dakshina Kannada Milk Union, Kulashekar), Mangaluru	Rs. 46000	Rs.46000
<b>Student Research Projects</b>				
2014-15	A Study on Evaluation of Gold Loan of Non-banking Financial Corporation with reference to Muthoot Finance Ltd.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Customer Satisfaction and Services provided by Ideal Travels.	Institution	Rs.5000	Rs.5000

2014-15	A Comparative Study on E-Banking Facilities Provided by Public Sector and Private Sector Bank.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Financial Literacy among the Students of Mangaluru City.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Welfare Measures in Cashew Industry.	Institution	Rs.5000	Rs.5000
2014-15	Awareness of Consumer Protection Act Among Students with Reference to Mangalore University.	Institution	Rs.5000	Rs.5000
2014-15	Science Fiction as a Genre that makes user think reality: A study with Reference to the Works of William Gibson.	Institution	Rs.5000	Rs.5000
2014-15	Women Empowerment - The Role of SHG.	Institution	Rs.5000	Rs.5000
2014-15	Impact of Media on Public.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Motivational Theory and its Practical Implications with Reference to Kalbavi cashew Industry.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Public Distribution System with Special Reference to Coastal Karnataka.	Institution	Rs.5000	Rs.5000
2014-15	A Study on Customer Satisfaction towards Whatsapp.	Institution	Rs.5000	Rs.5000
2015-16	Business Correspondent Model of Branchless Banking in Financial Inclusion.	Institution	Rs.5000	Rs.5000
2015-16	Customer Perception towards Online Marketing at Mangaluru City.	Institution	Rs.5000	Rs.5000
2015-16	WorkLife balance among Women Employees with Reference to IT Industry in Mangaluru.	Institution	Rs.5000	Rs.5000
2015-16	A Study on Scio-Economics status of Pragathi Bandhu Group.	Institution	Rs.5000	Rs.5000
2015-16	Transfer of Learning in IT industry in Mangaluru: Facilitators, Inhibitors, and Strategies.	Institution	Rs.5000	Rs.5000
2015-16	Employee Satisfaction with reference to Achal Industries, Urvastore, Mangaluru.	Institution	Rs.5000	Rs.5000
2015-16	A Study on Evaluation of English Literature.	Institution	Rs.5000	Rs.5000
2015-16	Sim Card Registration System.	Institution	Rs.5000	Rs.5000

2015-16	A Study on Awareness on Banking Service among Customer.	Institution	Rs.5000	Rs.5000
2015-16	Impact of Micro insurance with reference SKDRDP.	Institution	Rs.5000	Rs.5000
2015-16	Stress Management in Education Sector with Reference to Higher Primary Schools in Mangaluru.	Institution	Rs.5000	Rs.5000
2015-16	A Study on Analysis of Working Capital with Reference to Lancy Constructions Mangaluru.	Institution	Rs.5000	Rs.5000
2015-16	Common Errors in English.	Institution	Rs.5000	Rs.5000

### 3.3 RESEARCH FACILITIES

#### 3.3.1. What are the research facilities available to the students and research scholars within the campus?

- Research Journals
- Subscription to N-list
- High speed Internet (36 mbps leased Internet)
- Wi-Fi
- Learning Resource Centre
- Library resources

#### 3.3.2. What are the institutional strategies for planning, upgrading and creating infrastructural facilities to meet the needs of researchers especially in the new and emerging areas of research?

- Journals, online journal portals and periodicals are subscribed.
- ICT facilities are provided to the researchers.

#### 3.3.3. Has the institution received any special grants or finances from the industry or other beneficiary agency for developing research facilities? If 'yes', what are the instruments/facilities created during the last four years.

The institution has received a grant of Rupees 46,000.00 from Dakshina Kannada Milk Union for undertaking a survey.

#### 3.3.4. What are the research facilities made available to the students and research scholars outside the campus/other research laboratories?

- Through personal contacts and by the virtue of being the faculty of the college, the faculty utilizes the services of other libraries.
- Inter library facilities from sister institutions.

#### 3.3.5. Provide details on the library/information resource centre or any other facilities available specifically for the researchers?

Access to library on all working days between 8 A.M to 5.30 P.M, Wi-Fi and E-Journals (N-list) are some of the facilities available specifically for researchers.



**3.3.6. What are the collaborative research facilities developed/ created by the research institutes in the college? For ex. Laboratories, library, instruments, computers, new technology etc.**

Collaborative research facilities are not available.

### 3.3 RESEARCH PUBLICATIONS AND AWARDS

**3.4.1. Highlight the major research achievements of the staff and students in terms of**

- Patents obtained and filed (process and product)
- Original research contributing to product improvement
- Research studies or surveys benefiting the community or improving the services
- Research inputs contributing to new initiatives and social development

#### Research Studies

Details of the faculties involved in research activities.

Sl. No.	Researcher's Name	Title of the Thesis
1.	Dr. Muralidhar Rao K. S.	An Evaluation of Banc Marketing and Bancassurance from an Indian Perspective with Special Reference to Coastal Karnataka.
2.	Dr. Jyothi	Hindi Rachnakaronke Upanyasome Chithrith Purush Pathr.

Details of the faculty members completed Minor research projects sponsored by UGC are

Sl. No.	Faculty Name	Title of the Project
1.	Mrs. Smitha M.	A Comparative Study of Health Insurance Schemes offered by Public and Private sectors.
2.	Mr. Thrishanth Kumar	Transfer of Learning in IT industry in Karnataka: Facilitators, Inhibitors, and Strategies (Diagnostic Findings from Multiple case studies).
3.	Mrs. Kavitha Prabhu	Customer Attitude towards General Insurance Product.
4.	Mrs. Shaini Naveen	Role of Educational Loan by Commercial Bank on Higher-education.
5.	Mrs. Veena D. Kotian	A Comparative study on Work Life Balance among Working Women in Metro and Non-metro cities.
6.	Ms. Sowmya Hegde	Branchless Banking for the Poor as a part of Financial Inclusion.
7.	Mr. Prasanna Kumar T.	A Study on Effects of Urban Micro finance on Urban poverty with reference to Karnataka.

**3.4.2 Does the Institute publish or partner in publication of research journal(s)? If 'yes', indicate the composition of the editorial board, publication policies and whether such publication is listed in any international database?**

The college has not published research journals. However, the proceedings of UGC, NAAC and NHRC sponsored seminars are published.

**3.4.3 Give details of publications by the faculty and students:**

- a) Publication per faculty
- b) Number of papers published by faculty and students in peer reviewed journals (national / international)
- c) Number of publications listed in International Database (for Eg: Web of Science, Scopus, Humanities International Complete, Dare Database – International Social Sciences Directory, EBSCO host, etc.)
- d) Monographs
- e) Chapter in Books
- f) Books Edited
- g) Books with ISBN/ISSN numbers with details of publishers
- h) Citation Index
- i) SNIP
- j) SJR
- k) Impact factor
- l) h-index

**I. Published papers in the Journals:**

Sl. No.	Name of the Author	Title, Journal with Volume, Year and Page Numbers	ISSN/ISBN No.	Total No. of Publications
1.	Dr. Muralidhar Rao	Marketing Efficiency is the key for Bancassurance- An Empirical Study published in the edited book on "Development challenge in the 12th five year plan, published by Justice K.S. Hegde Institute of Management, Nitte.	(ISSN- 2231-6043)	04
		E-Banking and Bancassurance strategies- A study with reference to Dakshina Kannada District, Karnataka state, published in the edited book(2011 issue) "Emerging trends in e-commerce", Volume 1, Published by Dept of Commerce, University of Madras.	(ISBN: 978-93-80890-26-5)	

		<p>“Empowerment of women and social development through Bancassurance: an Empirical study” published in the edited book “Third sector response to contemporary challenges” (2012 issue), Sahyadri College of Management and Sciences, Adyar, Mangaluru, published by united publishers, Mangaluru.</p>	(ISBN: 978-93-81195-10-9).	
		<p>“ Bancassurance and Bank marketing Strategies, crucial for rural development- an Empirical Study” published in International Journal for Economic and Business Management by EAST (Environmental Advisory for sustainable Trust) Publications, Vol-1, Issues 2, June 2012.</p>	(ISSN: 2250-2750)	
2.	Mr. Thrishanth Kumar	<p>“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.</p>	(ISBN: 978-81-927561-5-8).	01
3	Mrs. Manju H.	<p>“Green Business Plan in Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.</p>	(ISBN – 978-81-927961-0-3)	01
4.	Mrs. Kavitha Prabhu	<p>“Green Business Plan in Enhancement of</p>	(ISBN – 978-81-927961-0-3)	02

		Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.		
		“Emerging role of Women in India” published in the book “Gender issues on campus and in society” (Jan 2015), Canara College, Mangaluru.	(ISBN – 978-81-927561-3-4)	
5.	Mr. Thilakraj	“A Study on Claims Management in General Insurance Companies with special reference to Reliance General Insurance Mangaluru” published in International Journal of Business Management and Social Science, Choice College of Arts and Commerce, Pune.	(ISSN – 2240 – 7463)	01
6.	Mrs. Anasuya	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 -81-927561-2-7) Page no. 140 - 42	01
7.	Mrs. Shwetha Y.	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 -81-927561-2-7) Page no. 140 - 42	01

8.	Mr. Prasanna Kumar T.	“Micro Insurance in India: Reaching the Unreached” published in the journal “Micro-Finance and Inclusive Growth”. KALPAZ publication first edition.	(ISSN – 12260 -1419)	03
		“Sustainable Rural Development through Micro-Finance with Reference to SKDRDP” published in “Deeksha BI-Annual Journal of School of Work” fourth volume.	(ISSN – 2250-3919)	
		“Inclusive Urban Development and Micro-finance in India: Issues and Concerns” published in “Journal of Research Extension and Development – A Peer Review Journal” volume no. 17	(ISSN – 2319 – 1899)	
9.	Ms. Sowmya Hegde	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” ” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	01
10	Mr. Deviprasad	“A study on the role of Self help groups in the socio-economic development of the weaker sections of the society in Mangaluru region” published in A Peer Review Journal” published by Crossland college, Brahmavar.	(ISBN – 978-81-928345-2-8)	01

**II. Books Published with ISBN/ISSN Number:**

Sl. No.	Name of the Author	Title of the Book, Publisher name and Year, Volume	ISBN/ISSN number
1	Mr. Thrishanth Kumar	“Human Resource Management” for IV Semester BBM of Mangalore University published December 2013, United Publishers, Mangaluru.	(ISBN-978-93-81195-69-7)



**3.4.4. Provide details (if any) of**

- a) **Research awards received by the faculty**
- b) **Recognition received by the faculty from reputed professional bodies and agencies, nationally and internationally**
- c) **Incentives given to faculty for receiving state, national and international recognitions for research contributions**

To encourage research culture, the institution has recognized the faculties who are granted UGC minor research projects by awarding certificate of appreciation.

**3.5 CONSULTANCY****3.5.1. Give details of the systems and strategies for establishing institute-industry interface?**

In order to establish institute-industry interface, factory visits are organized to all the classes once a year. Apart from these, small groups of students are also taken to various organizations. In order to have hands on experience, the first year students are given the task of preparing report on three organizations of their choice which they submit to their class advisors in a month's duration. Eminent industrialists and entrepreneurs are invited as resource persons and guests for various programmes to maintain a healthy rapport with them. During vacations students are encouraged to work in business establishments.

**3.5.2. What is the stated policy of the institution to promote consultancy? How is the available expertise advocated and publicized?**

The college promotes free consultancy services

- Consultancy services for high school teachers related to management and accountant subjects.
- Training at BIRD.
- Training on time management and basic computer literacy to the employees in the industries.
- Guidance on small saving schemes to the factory workers.

**3.5.3. How does the institution encourage the staff to utilize their expertise and available facilities for consultancy services?**

Faculties are given the liberty of taking up consultancy service free of cost.

**3.5.4. List the broad areas and major consultancy services provided by the institution and the revenue generated during the last four years.**

The college provides free consultancy on areas such as-

- Computer Skills
- Soft Skills
- Business Ethics
- Management Techniques

**3.5.5. What is the policy of the institution in sharing the income generated through consultancy (staff involved: Institution) and its use for institutional development?**

As paid consultancy is not being pursued by the institution, the policy for sharing the income generated is not framed.



### **3.6. EXTENSION ACTIVITIES AND INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR)**

#### **3.6.1. How does the institution promote institution-neighbourhood-community network and student engagement, contributing to good citizenship, service orientation and holistic development of students?**

The institution engages itself in the community activities through:

- Organizing health awareness camps, blood donation camps, street plays, AIDS awareness programme, marching for cause, annual camps at villages, Swacch Bharath Mission, visit to old age homes and orphanages.
- Organizing extension activities such as leadership training programmes, quiz, drawing competition, art and craft training, sports meets to the school children and residents of old age homes and orphanages.
- Offering the campus as examination centre for police department, banks and non-governmental organizations to maintain good rapport with community.

#### **3.6.2. What is the Institutional mechanism to track students' involvement in various social movements/activities which promote citizenship roles?**

The students are enrolled for NSS, Youth Red Cross, Rovers and Rangers, Red-Ribbon Club, Consumer club, and Women's Cell through which they take part in various activities. The services of those students who take active participation in all the social activities conducted by the above association will be recognized and awarded through which other students get motivated to involve in such activities. Accountability is ensured by all the associations and faculty in-charges actively monitor the activities.

#### **3.6.3. How does the institution solicit stakeholder perception on the overall performance and quality of the institution?**

- The various departments of the college organize wide range of extension activities to fulfil the institutional social responsibilities.
- To know the effectiveness of the extension activities, the institution takes the feedback of the stakeholders involved in these activities.
- Based on the feedback received, the college makes an effort to plan and streamline the future activities.

It is observed that extension activities have not only benefited the stakeholders, but they have also enabled the institution to bring about a transformation in the personality of the students.

#### **3.6.4. How does the institution plan and organize its extension and outreach programmes? Providing the budgetary details for last four years, list the major extension and outreach programmes and their impact on the overall development of students.**

The institution plans extension and outreach programs by assessing the needs of neighbourhood communities. Apart from regular activities by NSS, Red Cross, Rovers and rangers, all the departments plan their own extension activities based on their skills and resources. At least one extension activities per semester from each department and association is organized based on the academic schedule.



The budgetary details for last four years are mentioned below:

Year	Budget Allotted (Amount in Rs.)	Actual Expenditure (Amount in Rs.)
2012 – 2013	4,17,500	2,64,703
2013 – 2014	4,17,500	3,30,042
2014 – 2015	3,36,780	3,72,802
2015 - 2016	2,62,750	1,89,181

**List of the major extension and outreach programmes:**

**Highlights of extension activities organized by NSS, Red Cross and Rovers & Rangers**

Year	Organized by	Collaboration	Nature of Activity	Place	Beneficiaries
2010-11	NSS	KMC Hospital, Mangaluru.	Medical camp	Panjikallu.	Local people
	NSS	Wenlock Hospital, Mangaluru.	Blood donation camp	SDM College Campus.	Wenlock Hospital, Mangaluru
2011-12	NSS	KMC Hospital, Mangaluru.	Medical camp	Shamboor, Bantwal.	Local people
	NSS	KMC Hospital, Mangaluru.	Blood donation camp	SDM College Campus.	KMC Hospital, Mangaluru
2012-13	NSS	KMC Hospital, Mangaluru.	Medical camp	Daddalkaadu, Moodanadugodu Grama, Bantwal Taluk.	Local people
	NSS	KMC Hospital, Mangaluru.	Blood donation camp	SDM College Campus.	KMC Hospital, Mangaluru
2013-14	NSS	A J Hospital, Mangaluru.	Medical camp	Madya, Surathkal.	Local people
	NSS and Red Cross	Lions club Mangalagangothri, Konaje and Tejaswini Hospital & SSIOT, Kadri, Mangaluru.	Blood donation camp	SDM College Campus.	Lions club Mangalagangothri, Konaje and Tejaswini Hospital & SSIOT, Kadri, Mangaluru
	Rovers and Rangers	KMC Hospital, Attavar.	Medical camp	Someshwer Temple premises.	Local people
	Rovers and Rangers	KMC Blood Bank, Mangaluru, Sauharda Yuvaka Mandala.	Blood donation camp	Kolya village.	KMC Blood Bank Mangaluru, Sauharda Yuvaka Mandala
2014-15	NSS	Alva's Ayurvedic, Medical College, Moodabidri.	Medical camp	Peribettu, Valpady.	Local people
	Red Cross	CIPLA Company.	Medical camp	Assaigoli.	Local people

Red Cross	Yuva Shakti Friends Club, Kanyana.	Medical camp	D.K. District Zilla Panchayath Higher Primary School, Kanyana.	Local people	
Red Cross	D. K. District Indian Red Cross.	Blood donation camp	Lady Goschen Government Hospital, Mangaluru.	D. K. District Indian Red Cross	
NSS and Red Cross	KMC Hospital, Mangaluru.	Blood donation camp	SDM College Campus.	KMC Hospital, Mangaluru	
NSS	KMC Hospital, Mangaluru.	Mime Show on Organ Donation	Ballalbagh.	Local People	
Rovers and Rangers	KMC Hospital, Mangaluru.	Medical Camp	Someshwar Temple.	Local People	
	D. K .Z. P. Higher Primary School.	Indore games	Bolar, Mangaluru.	School Children	
Red Cross		First Aid Programme	SDM College Campus.	Local People	
NSS	A. J. Institute of Medical Science.	Street play	City Centre and Empire Mall.	Local people	
2015-16	Red cross	Drawing and games	Government Primary and higher primary school, Bolar, Mangaladevi.	School Children	
	NSS	School campus cleaning	Anandaashram Higher primary school, Someshwara.	School children	
	NSS	KMC Hospital Mangaluru.	Blood donation camp	SDM Auditorium.	KMC Hospital Mangaluru
	Rover and Rangers		Street Play	Someshwara, Mangaluru.	General Public
	Rover and Rangers		Drawing Competition	Mangaladevi Temple, Mangaluru.	Children

**Highlights of extension activities organized by various associations**

Venue	Nature of Activity	Beneficiary
<b>Fine Arts Association</b>		
Government Higher Primary School, Kapikad, Mangaluru.	Training children in various form of fine arts	School Children
St. Ursula Hr. Pry. School, Bolar, Mangaluru.	Training children in various form of fine arts	School Children

Dakshina Kannada Zilla Panchayat. Higher Primary School, Attavar, Mangaluru.	Taught folk dance and orgranized games	School children
Akashavani, Mangaluru.	Drama	Awareness to rural people
<b>Marketing Department and Fest Forum Association</b>		
Auchan Super Market, Mangaluru. Easy Day Super Market, Mangaluru.	Training sales personnel	Salesmen
St. Aloysious Primary School, Ladyhill.	Knowledge about advertising	School children
Big Bazaar, Super Market, Mangaluru.	Training sales personnel	Salesmen
Bharath Mall, Mangaluru.	Event Management	Customers
Govt First Grade Womens College, Balmatta Mangaluru.	Training Programme	College Students
Govt First Grade College, Kavoov, Mangaluru.	Training Programme	College Students
Bharath Mall, Mangaluru.	Promotion of Volkswagen cars	Public
<b>Human Resource Development</b>		
UBMC Higher Primary School, Bokkapatna, Mangaluru.	Activities for Personality development	School children
Pompei Higher Primary School, Lady Hill, Mangaluru.	Activities for Personality development	School children
CARDT'S School Mangaluru.	Activities for Personality development	School children
Mangalajyothi Integrated School at Vamanjoor.	Activities for Personality development	School children
St.JosephPrashanthNivas, Mangaluru.	Activities for Personality development	School children
St. Joseph Prashanth Nivas, Jeppu, Mangaluru.	Interaction and video presentation	Aged people
Sharathi printer and publisher, Bikampady, Mangaluru.	Interaction with the employees	Employees
<b>Commerce</b>		
Government women's college Balmatta. BEM School, Carstreet, Mangaluru.	Financial Literacy	College Students
Dakshina Kannada Zilla Panchayat Higher Primary School Mannagudda.	Tranining Programme	School Children

Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudda, Mangaluru.	Presentation on Banking, quiz, preparation of posters	School Students
Canara Primary School, Mangaluru.	Quiz	School Students
<b>Economics</b>		
Government First Grade College, Balmatta, Mangaluru.	Business quiz	College students
Government First grade college, Carstreet, Mangaluru.	Business quiz	College students
Govt. Pre University College, Carstreet, Mangaluru.	Economic Quiz Presentation	PUC students
Vinyaka Rice Mill, Belthangady.	Interaction	College Students
PragathiBandhu, Kadirudyavara village, Belthangady.	Awareness about savings and banking scheme	Employees
Dr. T.M.A. Pai International Conventional Centre.	Awareness about fishing industry in export management	College Student
<b>Business Law</b>		
Nalanda primary School, Car street, Mangaluru.	Awareness about consumer protection	School Children
Pompie High School, Urva.	Awareness About consumer Protection	School Children
Pompei Kannada Medium School, Ladyhill, Mangaluru.	Competition on law topics	School Children
<b>SCAN</b>		
Holy Family Higher Primary School, Mangaluru.	Computer literacy	School children
Government Higher Primary School & Government High School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School and Government High School, Kadri, Mangaluru.	Computer literacy	School children
Govt. Higher Primary School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Bokkapatna, Mangaluru.	Computer literacy	School children
Govt. Higher Primary School.	Organizing variety of Activities	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Mullakadu, Kavoor, Mangaluru.	Computer skills	School children

Govt. Higher Primary School, Pandeshwara, Manglore.	Quiz and Memory Test	School Children
St.John's Higher Primary School, Cassia, Mangaluru.	Computer literacy	School Children
Gandhinagar Urwa Primary School, Urwa, Mangaluru.	Computer literacy	School Children
Ashoka Vidhyalaya School, Ashoknagar, Mangaluru.	Introduction to Internet	School Children
Dakshina Kannada Zilla Panchayat Hiriya Prathamika School, Mannagudda, Mangaluru.	Introduction to Internet	School Children
Dakshina Kannada Zilla Panchayat Hiriya Prathamika School, Kadri, Mangaluru.	Technology-Past, Present and Future	School Children
Govt. Higher Primary School, Ashoknagara, Mangaluru.	Basics of Computers and Internet	School Children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Awareness on Road Safety	School Children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Awareness on Social Responsibility	School Children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Clean India and 3D Animation	School Children
Shri Ramashrama Higher Primary School (Anudanitha).	Basic Concepts of Computer and Introduction to Internet	School Children
Govt. Higher Primary School, Bejai, Kapikad.	Computer literacy	School Children
St. Lawrence Higher Primary School, Bondel, Mangaluru.	Personality Development	School Children
Dakshina Kannada Zilla Panchayath Higher Primary School, Bikkernakatte, Mangaluru.	Introduction to Computers, Internet and Mobile Phones	School Children
Dakshina Kannada Zilla Panchayat Higher Primary School, Kadri, Mallikatte, Mangaluru.	IT Advertising and Memory Test.	School Children
Dakshina Kannada Zilla Panchayat Higher Primary School Mannagudha, Mangaluru.	Introduction to E-Commerce	School Children
Government Higher Primary School, Marakada, Kunjathbail, Mangaluru.	Computer literacy	School Children
Dakshina Kannada Zilla Panchayat Higher. Primary School, Urwa, Mangaluru.	Computer literacy	School Children
St. Raymonds College, Vamanjoor, Mangaluru.	Computer literacy	School Children
Little Sisters Old Age Home, Bajjodi.	Awareness on Hypertension and Diabetes	Aged people

<b>Literary</b>		
SarkariMahavidyalaya, Mangaluru.	Training in literary activities	School children
Mannagudda School, Mangaluru.		
Badri Orphanage, Mangaluru		
Abhaya Ashram, an old age home,located in Kodialbail.	Entertainment	Inmates of the ashram
Govt. Higher Primary School, Parapady, Akashbhavana.	Language Skills and games	School Children
Gandhinagar Higher Primary School.	Language Skills and games	School Children
Dakshina Kannada Higher Primary School.	Folk dance and singing	School Children
B.E.M. Govt. School.	Pick and speak and spell bee competition	School Children
Cards centre, Pumpwell, Mangaluru.	Language skill Games	Aids Children
Akashavani, Mangaluru.	Drama	Radio Listeners
<b>Finance</b>		
Beary's Public School, Hathill, Mangaluru.	Financial Literacy	School children
Govt. P U College, Balmatta, Mangaluru.	Financial Literacy	School children
St. Aloysious Kannada Medium School, Mangaluru.	Financial Literacy	School children
Kalbavi Cashew Factory, Baikampady.	Financial Literacy	Factory Employees
Canara Girls High School, Dongerkery, Mangaluru.	Financial Literacy	School children
Friends' plywood, Baikampady.	Awareness on Micro saving schemes for employees	Factory Employees
<b>Sports and Games</b>		
Popular Bunts English Medium School, Bajpe.	Sports training	School children

The above activities have had the following positive impact on overall development of the students.

- Students have developed greater social sensitivity and self-confidence.
- They have improved their organizational skills.
- They have improved their ability in Group Dynamics skills
- They have gained practical knowledge in diverse areas.
- They have become effective health and life-skill trainers.



**3.6.5. How does the institution promote the participation of students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International agencies?**

- Orientation is conducted in the beginning of the academic year.
- The extension activities are conducted by the departments and associations.
- Outstanding Alumni are invited to share their experiences about the benefits of the activities.

**3.6.6. Give details on social surveys, research or extension work (if any) undertaken by the college to ensure social justice and empower students from under-privileged and vulnerable sections of society?**

- All departments organised extension activities in schools and orphanages and train the under privileged children through various games and enrichment programmes.
- NSS unit conducts socio-economic survey of the village where the annual camp is conducted to study the standard of living of the people and suggests corrective measures to improve it.

**3.6.7. Reflecting on objectives and expected outcomes of the extension activities organized by the institution, comment on how they complement students' academic learning experience and specify the values and skills inculcated.**

Participation in extension activities helps students to develop-

- Communication skills.
- Inter-personal skills.
- Leadership and management skills.
- Conflict and crisis management skills.

These skills developed through extension activities compliment students' academic learning experiences. They also become socially responsible citizens.

**3.6.8. How does the institution ensure the involvement of the community in its reach out activities and contribute to the community development? Detail on the initiatives of the institution that encourage community participation in its activities?**

People actively participate in all the extension activities as they are planned on the basis of the needs of the community. The following are few of the activities in which there was community participation:

- Health awareness programmes
- Public blood donation camps
- Disaster management programmes
- Street plays
- Marches for various causes
- Village cleaning programme in the NSS camps
- Job fair (Sahayog Career Conclave)
- Exhibition of products from SIRI.

The mutual understanding between the college and stakeholders has led to organization of some of the above mentioned extension activities.



**3.6.9. Give details on the constructive relationships forged (if any) with other institutions of the locality for working on various outreach and extension activities.**

Institution has been able to nurture healthy relationship with the following institutions where various outreach and extension activities were organized.

Details of constructive relationships forged institutions where extension activities were carried on:

<b>Institution where constructive relationships are forged</b>
<b>1. NSS</b>
Mangalajyothi Integrated School, Vamanjoor.
Government Primary School, Kapikad.
Govanithashriya, Pajir, Mangaluru.
Dakshina Kannada Zilla Panchayat Higher Primary School, Shamboor, Bantwal D.K.
Government Higher primary School, Daddalkaadu, Moodanadugodu Grama, Bantwal Taluk, D.K.
Sri Somanatheshwara Temple, Someshwara.
Kendriya Model Residential School, Madya, Surathkal, D.K.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Valpady, Peribettu, Moodbidri.
Rovers and Rangers
Sauharda Yuvaka Mandala, Kolya.
<b>2. Youth Red Cross</b>
Dakshina Kannada Zilla Panchayat. Higher Primary School, Kanyana
Dakshina Kannada Zilla Panchayat. Higher Primary School, Kadirudyavara, Beltangady.
<b>3. Fine Arts Association</b>
Government Higher Primary School, Kapikad, Mangaluru.
St. Ursula Hr. Pry. School, Bolar, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Attavar, Mangaluru.
Akashavani, Mangaluru.
<b>4. Marketing Department and Fest Forum</b>
Auchan Super Market, Mangaluru.
Easy Day Super Market, Mangaluru.
St. Aloysious Primary School, Ladyhill.

Big Bazaar, Super Market, Mangaluru.
Bharath Mall, Mangaluru
Govt First Grade Womens College, Balmatta, Mangaluru.
Govt First Grade College, Kavoor, Mangaluru.
Bharath Mall , Mangaluru.
<b>5. HRD Department</b>
UBMC Higher Primary School, Bokkapatna, Mangaluru.
Pompei Higher Primary School, Lady Hill, Mangaluru.
CARDT'S School Mangaluru.
Mangalajyothi Integrated School at Vamanjoor.
St.JosephPrashanthNivas, Mangaluru.
St. Joseph Prashanth Nivas, Jeppu, Mangaluru.
Sharathi printer and publisher, Bikampady, Mangaluru.
<b>6. Commerce Department</b>
Government women's college Balmatta.
BEM School, Carstreet, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Mannagudda.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Mannagudda, Mangaluru.
Canara Primary School, Mangaluru.
<b>7. Economics Department</b>
Government First Grade College, Balmatta, Mangaluru.
Government First grade college, Carstreet, Mangaluru.
Govt. Pre University College, Carstreet, Mangaluru.
Vinyaka Rice Mill, Belthangady.
PragathiBandhu, Kadirudyavara village, Belthangady.
Dr. T.M.A. Pai International Conventional Centre .
<b>8. Business Law Department</b>
Nalanda primary School, Car street, Mangaluru.
Pompie High School, Urva.
Pompei Kannada Medium School, Ladyhill, Mangaluru.
<b>9. SCAN Association</b>
Holy Family Higher Primary School, Mangaluru.
Government Higher Primary School & Government High School, Balmatta, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School and Government High School, Kadri, Mangaluru.

Govt. Higher Primary School, Balmatta, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Bokkapatna, Mangaluru.
Govt. Higher Primary School.
Dakshina Kannada Zilla Panchayat. Higher Primary School , Mullakadu, Kavoor, Mangaluru.
Govt. Higher Primary School , Pandeshwara , Manglore.
St.John's Higher Primary School, Cassia, Mangaluru.
Gandhinagar Urwa Primary School, Urwa, Mangaluru.
Ashoka Vidhyalaya School, Ashoknagar, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Mannagudda, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Kadri, Mangaluru.
Govt. Higher Primary School, Ashoknagar, Mangaluru.
N.I.T.K. English Medium School, Surathkal, Mangaluru.
N.I.T.K. English Medium School, Surathkal, Mangaluru.
N.I.T.K. English Medium School, Surathkal, Mangaluru.
Shri Ramashrama Higher Primary School (Anudanitha)
Govt. Higher Primary School, Bejai, Kapikad.
St. Lawrence Higher Primary School, Bondel, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Bikkernakatte, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Kadri, Mallikatte, Mangaluru.
Dakshina Kannada Zilla Panchayat. Higher Primary School, Mannagudda, Mangaluru.
Government Higher Primary School, Marakada, Kunjathbail, Mangaluru
Dakshina Kannada Zilla Panchayat. Higher Primary School, Urwa, Mangaluru.
St. Raymonds College, Vamanjoor, Mangaluru.
Little Sisters Old Age Home, Bajjodi.
<b>10. Literary Association</b>

Sarkari Mahavidyalaya, Mangaluru.
Mannagudda School, Mangaluru.
Badri orphanage.
Abhaya Ashram, an old age home, located in Kodialbail.
Govt. Higher Primary School, Parapady, Akashbhavana.
Gandhinagar Higher Primary School .
Dakshina Kannada Zilla Panchayat. Higher Primary School
B.E.M. Govt. School.
Cards centre, Pumpwell, Mangaluru.
Akashavani, Mangaluru.
<b>11.Finance Department</b>
Beary's Public School, Hathill, Mangaluru.
Govt. P U College, Balmatta, Mangaluru.
St. Aloysious Kannada Medium School, Mangaluru.
Kallbavi Cashew Factory, Baikampady.
Canara Girls High School, Dongerkery, Mangaluru.
Friends Veneer & Ply, Baikampady.
<b>12.Sports and Games Association</b>
Popular Bunts English Medium School, Bajpe.

**3.6.10 Give details of awards received by the institution for extension activities and/contributions to the social/community development during the last four years.**

- Certificate of appreciation is received from the department of Information Technology and Bio-technology and D.K. District Administration, Government of Karnataka for organizing Student Internet World in which high school students are trained in the use of internet facilities.
- Joint director's office of collegiate education has given appreciation for organizing Udyoga Mela for students of government colleges.
- The college has received appreciation from several organizations where various extension activities were organized.

**3.7 COLLABORATION**

**3.7.1. How does the institution collaborate and interact with research laboratories, institutes and industry for research activities. Cite examples and benefits accrued of the initiatives – collaborative research, staff exchange, sharing facilities and equipment, research scholarships etc.**

College has invited many reputed institutions to be the knowledge partners whenever major seminars/conferences are organized. The following are some of the organizations with whom the college has collaborated.



- SIDBI – Small Industrial Development Bank of India
- Canara Chamber of Commerce
- NIPM – National Institute of Personnel Management
- MMA – Mangalore Management Association
- ACS – Association of Company Secretaries
- NITK – National Institute of Technology, Karnataka
- Diya Systems
- Infosys
- Corporation Bank
- Karnataka Bank
- NMPT – New Mangaluru Port Trust
- TIME – Triumphant Institute of Management Education
- Mars Vapours Carbon Foot Print Pvt. Ltd.

These collaborations have helped in getting expert resource persons, delegates for participation in the programmes. Above all it has enabled the institution to forge a long standing relationship with reputed organizations even for future benefit.

**3.7.2. Provide details on the MoUs/collaborative arrangements (if any) with institutions of national importance/other universities/industries/ Corporate (Corporate entities) etc. and how they have contributed to the development of the institution.**

The institution formally signed the MoU with District Consumer Federation(R) Mangaluru to offer a short term course on consumer protection. This has enabled the students to get practical exposure by visiting government offices to study about consumer rights.

**3.7.3. Give details (if any) on the industry-institution-community interactions that have contributed to the establishment/creation/up-gradation of academic facilities, student and staff support, infrastructure facilities of the institution viz. laboratories/library/new technology/ placement services, etc.**

The interaction with industries has enabled the institution to get resource persons and placement services, but it has not resulted in the creation of infrastructure facilities.

**3.7.4. Highlighting the names of eminent scientists/participants who contributed to the events, provide details of national and international conferences organized by the college during the last four years.**

Eminent personalities were invited as guests and resource persons in the national conferences as mentioned below:

Date	07-01-2011 and 08-01-2011
Title of the Conference/ Workshop/Seminar	UGC sponsored National Seminar-Indian Banking System: Challenges ahead.
Resource Persons	Sri Ananthkrishna, Chairman, Karnataka Bank, Head Office, Mangaluru.

	<p>Mr. B.R.Bhat, Chief General Manager, Corporation Bank &amp; President, PRSI, Mangaluru-Manipal Chapter.</p> <p>Dr.P. Chandramohan, Vice Chancellor, Yenepoya University.</p> <p>Mr. Yogish Acharya, Chief Manager, Canara Bank, Founders Branch, Mangaluru.</p> <p>Prof. Ravichandran, Vice-Principal, Institute of Co-operative Management, Trivandrum.</p> <p>Mr. M.M. Baheti, Principal, NABARD, Mangaluru.</p> <p>Mr. J.S. Shenoy, DGM, Syndicate Bank, Mangaluru.</p> <p>Mr. Sathyamurty, DGM, SBI, Mangaluru.</p> <p>Dr. Carmelita Goveas, HOD of Commerce, Besant Women's College, Mangaluru.</p>
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Date	10-10-2011 and 11-10-2011
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Challenges of Supply Chain Management in 21 <sup>st</sup> Century.
Resource Persons	Prof. Dr. B. R. Ananthan, Vice Chancellor, Rani Channamma University, Vidyasangama, Belguam.

	<p>Shri. K.S. Koppalkar, Chairman , Indian Institute of Materials, Management CGM (Mtls &amp; IS), MRPL, Mangaluru.</p> <p>Dr. R. Jagadeesh, Professor, SDMIMD, Mysore.</p> <p>Mr. Latha Kini, Kanara Chamber of Commerce &amp; Industry, Mangaluru.</p> <p>Mrs. Deepti Shetty, Faculty, Dept of Business Administration, Jain College of Engineering, Belguam.</p> <p>Mr. Ramachandra Mijar, Associate Vice President, Manipal Media Network (P) Ltd., Manipal,</p> <p>Dr. H. N Shivaprasad Nayak, Director, Reva Institute of Management, Bangaluru.</p> <p>Sri. Radhakrishna L, Sr. Manager, Faively Transport (India) Ltd, Bangaluru.</p> <p>Dr. B. S. Sherigara, Former Vice Chancellor, Kuvempu University.</p> <p>Dr. Cynthia Menezas, Associate Professor, Canara Bank Institute of Management, Bangaluru.</p>
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Date	12-10-2011 and 13-10-2011
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Impact of WTO agreement on Higher Education in India.
Resource Persons	Dr. T.C. Shivashankara Moorthy, Vice Chancellor, Mangalore University, Mangalagangothri.



	<p>Mrs. Sharmila, HOD, Dept. of Business, Administration, Sridevi College, Mangaluru.</p> <p>Dr. Yashavanth Dongre, Registrar, Vijayanagara Krishnadevaraya University, Bellary.</p> <p>Mr. B.R. Bhat, Chief General Manager, Corporation Bank &amp; President, PRSI, Mangaluru-Manipal Chapter.</p> <p>Dr. M.S. Moodithaya, Director, Global Initiative, K.S. Hegde Institute of Mgt., Mangaluru. Dr. B.M. Hegde, Former Vice Chancellor, MAHE.</p> <p>Prof. K.E. Radhakrishna, Syndicate Member, Mangalore University, Mangalagangothri.</p> <p>Prof. H.R. Nagaraj Urs, Joint Director of Collegiate Education, Mangaluru.</p>
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Date	14-12-2011 and 15-12-2011
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Recent trends in Cloud Computing.
Resource Persons	<p>Dr. Rakesh Hegde, Founder &amp; CEO of Rezopia, San Francisco, USA.</p> <p>Dr. Sudha Rao, CEO, SDME Society®, Ujire.</p> <p>Mr. Santhi Thilagam, HOD, Department of Computer Science &amp; Engg., NITK – Surathkal</p> <p>Dr. R. Manoharan, Associate Professor in Computer Science &amp; Engineering, Pondicherry.</p>

	<p>Pro. M. Vishwanath Pai, HOD Dept. of Computer Science, MGM College, Udupi.</p> <p>Dr. Manjaiah D.H, Department of Computer Science, Mangalagangothri, Mangalore University.</p> <p>Dr.Nagesh H.R Professor &amp; Head, Department of computer Science, MITE, Moodbidri</p> <p>Prof. S.K. Khanna, AICTE Chairman, Former UGC Secretary, Chairman, IIT, Governing Council.</p> <p>Mr. Abhijith R shetty, Business Development Manager, Helix Tech Solutions, Mangaluru</p>
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Date	11-01-2012 and 12-01-2012
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Role of Micro-finance as a Means of Sustainable Development
Resource Persons	<p>Mr. R. Venkataswamy, Joint Director, Bankers Institute of Rural Development, Mangaluru.</p> <p>Mr. Ananthakrishna, Chairman, Head Office, Karnataka Bank, Mangaluru.</p> <p>Mrs. Manorama Bhat, Director, SKDRDP-SIDBI School for Microfinance Training, Mangaluru</p> <p>Mr. Narayana Jogi, Regional Manager, Karnataka Vikas Grameena Bank, Mangaluru.</p>

	<p>Mr. Sampath Kumar, Director-Credit, SKDRDP, Dharmasthala.</p> <p>Mr. T. K. Ganesh Kumar, Asst. General Manager, Bankers Institute of Rural Development, Mangaluru.</p> <p>Mr. Thingalaya, Ex-Chairman, Syndicate Bank.</p>
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Date	02-08-2013
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Data Mining for Computer Security.
Resource Persons	<p>Mr. Rajesh Lawrence Patrao, Principal, Technology Architect, Infosys, Mangaluru.</p> <p>Mr. Divakar Alva, Project Director, Diya Systems, Mangaluru.</p> <p>Mr. Santhosh Rebello, Dean &amp; Chairman, AIMIT, St. Aloysius College.</p> <p>Mr. Vishwanath Pai, HOD, PG Department of Computer Science, MGM College, Udupi.</p> <p>Mr. S. Kumar, Corporation Bank, ITD, HO, Mangaluru.</p>

Date	11-03-2014
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on "Celebration of 150 <sup>th</sup> Birth Anniversary of Swami Vivekananda.
Resource Persons	<p>Swami Nikhileshwaranandaji, Secretary, Ramakrishna Mission, Vadodara.</p> <p>Dr. Padmanabha Marathe, Director, Shree Durga Centre for PG Studies and Research in Sanskrit, Kateel.</p>

	<p>Dr. Gananath Yekkar, Director, PG Centre, Kannada Dept., Govt. College, Udupi.</p> <p>Dr. Mohan Pai, Retired Professor in Medicine, KMC, Mangaluru.</p>
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Date	30-07- 2014
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Big Data – Changing the World.
Resource Persons	<p>Mr. Brijesh B. Krishnan, Senior Delivery Manager, Infosys Limited., Mangaluru.</p> <p>Mr. Divakar Kini, Former Vice President, IT Architecture and Control, Emirates National Bank of Dubai.</p> <p>Mr. S. Kumar, Corporation Bank, ITD, HO, Mangaluru.</p> <p>Dr. Manjaiah D. H., Professor &amp; Chairman of BoS, Dept. of Computer Science, Mangalore University, Mangalagangothri.</p> <p>Prof. Santhosh Rebello, Dean &amp; Chairman, AIMIT, St. Aloysius College, Mangaluru.</p> <p>Mr. Raviraj Belma, Senior Project Manager, Infosys Limited, Mangaluru.</p> <p>Mr. Ashwath Hegde, Software Developer, Primacy Industries Ltd, Mangaluru.</p>

Date	31-07-2014
Title of the Conference/ Workshop/Seminar	UGC sponsored National Seminar on Emerging Trends and Challenges in Human Resource.

Resource Persons	<p>Dr. Rajesh K. Nayak, Director-Training, College of Banking &amp; Financial Studies, Muscat, Sultanate of Oman.</p> <p>Mr. Anup George Rebello, Asst. Manager, The Catholic Syrian Bank Ltd., Chennai.</p> <p>Mr. P. Suresh, Senior Manager-HR, MCF Ltd., Panambur, Mangaluru.</p> <p>Dheeraj Shetty, Deputy General Manager-HR &amp; Administration, JBF Petrochemicals Ltd., Mangaluru.</p> <p>Mr. John C. Lazer, Asst. General Manager, South Indian Bank, Main Branch, Mangaluru.</p>
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Date	09-10-2014 and 10-10-2014
Title of the Conference/ Workshop/Seminar	NAAC sponsored National Seminar on “Measures for Quality Enhancement and Sustenance in Higher Education”.
Resource Persons	<p>Prof. K. Byrappa, Honourable Vice Chancellor of Mangalore University.</p> <p>Prof. Sandeep Shastry, Pro Vice Chancellor, Jain University and National Coordinator of Lokniti Networks, Bangaluru.</p> <p>Dr. B. Yashovarma, Secretary, SDME Society, Ujire.</p> <p>Dr. Senthil Kumaran A., Principal Counsellor and Head of Education Excellence, CII Institute of Quality, Bangaluru.</p> <p>Dr. Radhika Pai, Associate Director –Innovation Centre, Department of Information &amp; Comm. Tech., Manipal University.</p> <p>Prof. Clement D'Souza,</p>

	<p>Professor St. Joseph College, Bangaluru.</p> <p>Prof. Rangunandan Retired Professor, SVS College, Bantwal.</p> <p>Prof. A. M. Narahari, Registrar, St. Aloysius College (Autonomous), Mangaluru.</p>
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Date	20-08-2015
Title of the Conference/ Workshop/Seminar	UGC sponsored National Conference on Green Marketing in India- Emerging Opportunities and Challenges.
Resource Persons	<p>Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University.</p> <p>Mr. Kudialguthu Sachidananda Hegde, Ex. Managing Director, T. Stanes and Company Ltd, Coimbatore.</p> <p>Dr. Shobha Kamath, Chief Executive, ROOTS EHS Advisory, Vadodara.</p> <p>Mr. Praveen Prabhu, Head-Origination, Mars Vapours Carbon Foot Print Pvt., Ltd, Mangaluru.</p> <p>Dr. K. Muralidharan, Head, Division of Social Science Central Plantation Crop Research Institute, ICAR, Kasaragod.</p> <p>Dr. H. Lakshmikantha, Deputy Environmental Officer Pollution Control Board, Mangaluru.</p> <p>Mr. Amith Ramachandra Acharya, Partner (Administration), Chiramith Precision (India), Mangaluru.</p>

**3.7.5. How many of the linkages/collaborations have actually resulted in formal MoUs and agreements? List out the activities and beneficiaries and cite examples (if any) of the established linkages that enhanced and/or facilitated -**

- a) Curriculum development/enrichment
- b) Internship/ On-the-job training
- c) Summer placement
- d) Faculty exchange and professional development
- e) Research



- f) Consultancy
- g) Extension
- h) Publication
- i) Student Placement
- j) Twinning programmes
- k) Introduction of new courses
- l) Student exchange
- m) Any other

Because of the linkages that the institution has with the industry, the college solicits the suggestions of professionals on curriculum development. The institution has formally signed a MoU with District Consumer Federation(R) Mangaluru. This MoU has enabled the consumer club to develop a curriculum for a certificate course on consumer education. It has also enabled the students to take up field studies in different government departments.

Even though formal MoUs are not signed, linkages and collaborations are developed with several industries and organizations. These linkages have helped in placements. Companies such as Wipro, Northern Trust, Federal Bank, Nandi Toyota, HDFC Life, Mphasis etc. have organized campus recruitment for the students in the college campus. Students are also able to get permissions to do their project work in several organizations due to the linkages that college has.

### **3.7.6 Detail on the systematic efforts of the institution in planning, establishing and implementing the initiatives of the linkages/ collaborations.**

- Different institutions collaborate as knowledge partners in organizing major seminars, conferences and workshops.
- As professional bodies such as MMA and NIPM have their offices in the campus, students are able to take part in the activities organized by those institutions.

**CRITERION : IV**

**INFRASTRUCTURE**

**AND**

**LEARNING RESOURCES**





## CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

### 4.1 PHYSICAL FACILITIES

#### 4.1.1 What is the policy of the institution for creation and enhancement of infrastructure that facilitate effective teaching and learning?

Management takes the decision of providing infrastructure according to the requirements. Every year, various departments prepare a proposal of their infrastructural requirements and submit it to the management for approval through Principal. Proposals approved by the management are implemented in due course. While starting any new courses, efforts are made to ensure that necessary infrastructure is provided. In case of UGC funds, proposals are sent by the procurement committee based on institutional requirements.

#### 4.1.2 Detail the facilities available for

##### a) Curricular and co-curricular activities

##### b) Extra-curricular activities

##### a) Curricular and co-curricular activities:

- 24 spacious, well furnished and ventilated class rooms.
- Examination room
- Counselling centre
- Centralized library
- Learning resource centre
- Reprography centre
- Three air conditioned computer labs
- 4 staff rooms
- Placement cell
- College office
- Principals chamber (AC)
- Presidents room (AC)
- Discussion room (AC)
- Guest room
- Air conditioned conference hall with 160 seating capacity
- Fixed overhead LCD projectors in the class rooms.
- PA system
- WiFi network
- Pantry
- Auditorium

##### b) Extra-curricular activities:

- Auditorium
- Basement
- College courtyard.
- Sports room.
- NSS room.



**4.1.3 How does the institution plan and ensure that the available infrastructure is in line with its academic growth and is optimally utilized? Give specific examples of the facilities developed/augmented and the amount spent during the last four years (Enclose the Master Plan of the Institution /campus and indicate the existing physical infrastructure and the future planned expansions if any).**

In keeping with the academic growth, necessary infrastructure provided is used optimally.

- College premises are optimally used between 9 am to 5 pm for conducting classes and other co-curricular and extracurricular activities.
- Air conditioned Laboratories are used for conducting practical examinations and online examinations.
- Computerized library, with sufficient number of books, journals, magazines and international journals, is kept open from 8.00 a.m. to 5.30 p.m.
- College Conference hall is used for organizing conferences, seminars, guest lectures and workshops.
- College auditorium is used for Management fests, cultural activities meetings and outreach programs.
- Class rooms are used for skill enhancement activities after the class hours.
- The master plan of the institution is enclose (Annexure-2)

**AMOUNT SPENT ON INFRASTRUCTURE**

	2012-2013	2013-2014	2014-2015	2015-2016
Building	-	-	-	-
Furniture	76,052.00	7,200.00	52,030.00	-
Equipment	25,23,193.00	4,57,179.00	23,07,660.00	1,65,550.00
Computers	4,97,300.00	2,13,013.00	3,59,680.00	-
Vehicles	-	-	-	-
Any other	-	-	-	-
Total	30,96,545.00	6,77,392.00	27,19,370.00	1,65,550.00

**4.1.4 How does the institution ensure that the infrastructure facilities meet the requirements of students with physical disabilities?**

Elevator to meet the requirements of students with physical disabilities.

**4.1.5 Give details on the residential facility and various provisions available within them:**

College does not provide the residential facilities but there are many private hostels in the close vicinity.

**4.1.6 What are the provisions made available to students and staff in terms of health care on the campus and off the campus?**

First aid facilities are provided in the campus.

**4.1.7 Give details of the common facilities available on the campus spaces for special units like IQAC, Grievance Redressal Unit, Women's Cell, Counselling and Career Guidance, Placement Unit, Health Centre, Canteen, recreational spaces for staff and students, safe drinking water facility, auditorium, etc.**

- Conference hall - Well furnished air conditioned conference hall with 160 seating capacity, LCD projector, Public Address (PA) system, Wi-Fi network and attached pantry is available on the first floor.
- Auditorium with a seating capacity of 800.
- IQAC office.
- Canteen.
- Coffee vending machine.
- Aqua guards and coolers.

**4.2 LIBRARY AS A LEARNING RESOURCE**

**4.2.1 Does the library have an Advisory Committee? Specify the composition of such a committee. What significant initiatives have been implemented by the committee to render the library, student/user friendly?**

The Library has an advisory committee, consisting of Principal, Librarian, two faculty members and two representatives of students.

Library advisory committee plays an important role in the administration and development of the library functions and its facilities. Through the guidance of the committee, library has taken several innovative initiatives to make the library services user friendly. Some of these initiatives are given below.

- The orientation programmes for the students to get acquainted with the information services provided by the library and to upgrade their skills to use various ICT based library services.
- Web portal for easy access question papers and syllabus.
- Inverter system to ensure the uninterrupted power supply in the library.
- Bar coding of the resources for easy access and for easy circulation of the books.
- Automating user's attendance.
- Online public access catalogue (OPAC).
- Inter-library borrowing facility for faculties.
- Access to online journal and E-Book portals through N-LIST.
- Computers and internet facility to access electronic resources.
- Spacious reading room and accessible stack space.
- Use of library management software.

**4.2.2 Provide details of the following:**

- a) Total area of the library (in Sq. Mts.)**
- b) Total seating capacity**
- c) Working hours (on working days, on holidays, before examination, during examination, during vacation)**
- d) Layout of the library (individual reading carrels, lounge area for browsing and relaxed reading, IT zone for accessing e-resources)**
- e) Lounge area for browsing and relaxed reading**
- f) IT zone for accessing e-resources**
  - **Total area of the library (in Sq. Mts.):** The library is spread over 7,403 Sq. Mts.



- **Total seating capacity:** The library can accommodate 175 students at a time.
- **Working hours (on working days, on holidays, before examination, during examination, during vacation):**
  - Working days** : 8.00 Am to 5.30 PM
  - On holidays** : Remain closed on Sundays and public holidays.
  - Before examination** : 8.00 Am to 5.30 PM
  - During examination** : 8.00 Am to 5.30 PM
  - During vacation** : 8.00 Am to 5.30 PM
- **Layout of the library (individual reading carrels, lounge area for browsing and relaxed reading, IT zone for accessing e-resources):**
  - Library is spread over whole ground floor of the college building.
- **Individual reading carrels:** 7 carrels are available for individual readings.
- **Lounge area for browsing and relaxed reading:** Separate Learning Resource Centre with 17 computers for browsing, printing and scanning the materials is available for the students and faculty members.
- **IT zone for accessing e-resources:** E-library section consists of 4 computers with internet connection facilitates online access to e-journals, web OPAC, databases and other e-resources have been provided.

#### 4.2.3 How does the library ensure purchase and use of current titles, print and e-journals and other reading materials? Specify the amount spent on procuring new books, journals and e-resources during the last four years.

Following measures have been taken to ensure the purchase and use of current titles, journals and other reading materials.

- Referring the publisher's catalogue.
- Referring the book reviews.
- Suggestions from students and staffs.
- Collecting information from other libraries.

**Details of Library Holding**

Library Holdings	2012-13		2013-14		2014-15		2015-16		Total No of Books	Total Cost of Books
	No.	Total Cost	No.	Total Cost	No.	Total Cost	No.	Total Cost		
Text Books	190	55262	396	116075	131	25143	58	31769	23,593	39,22,481
Reference Books	405	69126	1094	174789	507	98990	308	35140		
Journals/Periodicals	67	55254	67	69067	68	78445	68	65556		
E-Journals	3000+	5,000	3000+	5,000	4000+	5,000	6000+	5,725		
E-Books	97000+		97000+		97000+		97000+			

#### 4.2.4 Provide details on the ICT and other tools deployed to provide maximum access to the library collection?

- OPAC
- Electronic Resource Management package for e-journals
- Federated searching tools to search articles in multiple databases
- Library page on the college website

- In-house/remote access to e-publications
- Library automation
- Total number of computers for public access
- Total numbers of printers for public access
- Internet band width/ speed 2mbps 10 mbps 1 gb(GB)
- Institutional Repository
- Content management system for e-learning
- Participation in Resource sharing networks/consortia (like Inflibnet)
- **OPAC:** The College library uses in-house developed software EERPMS (Educational Enterprise Resource Planning and Management System) to automate operations and services. User-friendly search facility is available in EERPMS OPAC. The library users can access this OPAC through the intranet and the college website [www.sdm.ac.in/library](http://www.sdm.ac.in/library)
- **Electronic Resource Management Package for e-journals:** Library has enrolled to N-List/INFLIBNET programme.
- **Library Website:** Library website is a part of college website [www.sdm.ac.in/library](http://www.sdm.ac.in/library)
- **In-house/remote access to e-publications:** In-house access to scanned copies of question papers and syllabus is extended within the campus through the intranet.
- **Library automation:** Library automation is done using in-house developed automation software EERPMS.
- **Total number of computers for public access:4**
- **Total number of printers for public access:2**
- **Internet bandwidth speed:36 mbps**
- **Institutional Repository:** Repository has been set up with scanned copies of university syllabus and previous years question paper sets.
- **Content management system for e-learning:** Intranet facility allows users to access e-resources such as video, audio and e-books inside the campus.
- **Participation in resource sharing networks/consortia (like INFLIBNET):** The Library is a member of the N-List programme provided by the INFLIBNET centre where they extend the access to e-journals and e-books.

#### 4.2.5 Provide details on the following items:

- a) Average number of walk-ins
  - b) Average number of books issued/returned
  - c) Ratio of library books to students enrolled
  - d) Average number of books added during the last five years
  - e) Average number of login to OPAC
  - f) Average number of login to e-resources
  - g) Average number of e-resources downloaded/printed
  - h) Number of Information literacy trainings organized
  - i) Details of “weeding out” of books and other materials
- **Average number of walk-ins:** On an average 175 per day.
  - **Average number of books issued/returned:** 100-120 per day.
  - **Ratio of library books to students enrolled:** 16:1.
  - **Average number of books added during the last five years: 1000 books per year.**



- **Average number of login to OPAC:** An average of 15 hits per day.
- **Average number of login to e-resources:** 6 per day.
- **Average number of e-resources downloaded/printed:**

N-LIST usage statistics.

Year	Pages Downloaded
2010	490
2011	202
2012	1569
2013	284
2014	1566
2015	2008
2016 (25-10-2016)	3404

- **Number of Information literacy trainings organized:** 2 times in a year.
- **Details of “weeding out” of books and other materials:** Old books which are in bad conditions are weeded out once in a year.

#### 4.2.6 Give details of the specialized services provided by the library.

- Manuscripts**
  - Reference**
  - Reprography**
  - ILL (Inter Library Loan Services)**
  - Information Deployment and Notification**
  - Download**
  - Printing**
  - Reading list and Bibliography compilation**
  - In-house/remote access to e-resources**
  - User Orientation and awareness**
  - Assistance in searching Databases**
  - INFLIBNET/IUC facilities**
- Manuscripts:** Not applicable.
  - Reference:** Help is rendered to trace the books and find specific information in this section.
  - Reprography:** Photocopying and scanning services are provided.
  - ILL (Inter Library Loan Services):** Inter-library loan service is available from sister institutions.
  - Information Deployment and Notification:** Information is disseminated through library notice boards, library website, newspaper clippings, email, current awareness services and new arrival display racks.
  - Download:** The e-library provides unlimited downloading of e-journals and e-books.
  - Printing:** Students can take printouts from reprographic centre and learning resource centre at nominal charges.
  - Reading list and Bibliography compilation:** The compilation of bibliography has been done in the library on any topic requested by the users and the full text articles are delivered to them. The OPAC has powerful search function which can suggest books related to search keywords and subject topics.



- i) **In-house/remote access to e-resources:** The subscribed e-journals, e-databases and scanned copies of question papers are accessible within the campus through intranet and college website. Remote access is provided to all electronic materials on user's request. N-List is remotely accessible for faculty.
- j) **User Orientation and awareness:** Every year library conducts a library orientation programme to students in the beginning of the academic year. The librarian explains all the facilities available to the users.
- k) **Assistance in searching Databases:** Library staff provides personal assistance to the users to search and locate the resources.
- l) **INFLIBNET/IUC facilities:** The library is a member of the INFLIBNET N-LIST programme where users can access e-journals and e-databases.

**4.2.7 Enumerate on the support provided by the Library staff to the students and teachers of the college.**

- The Librarian invites publishers and book dealers to exhibit new arrivals for the benefit of staffs and students.
- Qualified library professionals are available in all the sections of the library to help the users to trace information of their interest.
- New arrival of books and journals are exhibited prominently in the library. A list of newly added books is prepared and displayed on the notice board.
- The librarian gives an opportunity for students and faculty members to suggest or purchase new titles to the library.
- The librarian scans various newspapers and magazines and files the clippings in the "Newspaper Clipping File" for future reference.
- The library staff update current details related to management and business on the notice board.

**4.2.8 What are the special facilities offered by the library to the visually/physically challenged persons? Give details.**

Ramps and elevator facilities have been provided to facilitate the visits of physically challenged persons. Apart from this, library staff personally assists such users for obtaining specific documents and other reading materials.

**4.2.9 Does the library get the feedback from users? If yes, how it is analysed and used for improving the library services? What strategies are deployed by the library to collect feedback from users? How is the feedback analysed and used for further improvement of the library services?**

The feedback is collected from the students every year. Based on this, decisions to improve the services and the facilities of the library are taken up after conducting a meeting with library advisory committee. A suggestion box is also maintained in the library premises to get regular feedback from the users.

### 4.3 IT INFRASTRUCTURE

#### 4.3.1 Give details on the computing facility available (hardware and software) at the institution.

- a) **Number of computers with Configuration (provide actual number with exact configuration of each available system)**
  - b) **Computer-student ratio**
  - c) **LAN facility**
  - d) **Licensed software**
  - e) **Number of nodes / computers with Internet facility**
  - f) **Any other**
- **Number of computers with Configuration (provide actual number with exact configuration of each available system)**
    - All the computers have 2GB and above RAM, dual core and quad core processors, 250GB and above storage disks. There are 135 computers and a server in the lab with 4 printers, 2 scanners and 3 laptops.
    - The library has a server, 8 computers, 1 scanner and 2 printers.
    - The learning resource centre has 17 computers, a printer and a scanner.
    - There are 2 photo copying machines, a lamination machine and printing facility available in the reprographic section.
    - The college office has 11 computers and 5 printers.
    - Staff rooms are provided with computer and printers.
    - The college has wired LAN (100 Mbps) and WiFi (54 Mbps).
    - 36 mbps leased line Internet.
  - **Computer-student ratio:** 2:1(for BCA department)
  - **LAN facility:** LAN facility is available in the campus.
  - **Licensed software :**
    - Windows 7, Microsoft Office 2003, Linux and VB.Net 2012.
    - EERPMS, multi-purpose software is used for accounting, admission and fee collection.
  - **Number of nodes/computers with Internet facility :** All computers
  - **Any other:**
    - Digital Signage/Information Display system.
    - Printer/photocopy Machine.
    - PA system for conference hall, auditorium and classrooms.
    - 2 Smart Boards.
    - Barcode attendance system in the library.

#### 4.3.2 Detail on the computer and internet facility made available to the faculty and students on the campus and off-campus?

- Wi-Fi internet connectivity is available in the campus.
- Computers and internet facility in the departments.
- Internet browsing in the library and learning resource centre.
- Fixed over-head projectors in the classrooms
- BSNL leased line internet with 36 Mbps available 24/7.
- NKN access.
- OPAC.





**4.3.3 What are the institutional plans and strategies for deploying and upgrading the IT infrastructure and associated facilities?**

Upgradation of IT infrastructure is done depending upon the requirement.

**4.3.4 Provide details on the provision made in the annual budget for procurement, up gradation, deployment and maintenance of the computers and their accessories in the institution (Year wise for last four years)**

The details of funds utilized for procurement of computers /other equipments and up gradation and maintenance for last four years are given as below:

Budget for Procuring and Maintenance of Computer and Accessories

		2012-2013	2013-2014	2014-2015	2015-2016
a.	<b>Procurement</b>	497,300.00	--	359,680.00	--
b.	<b>Upgradation</b>	--	213,013.00	--	--
c.	<b>Deployment &amp; Maintenance</b>	1,200.00	850.00	5,909.00	55,937
<b>Total</b>		<b>4,98,500.00</b>	<b>2,13,863.00</b>	<b>3,65,589.00</b>	<b>55,937</b>

**4.3.5 How does the institution facilitate extensive use of ICT resources including development and use of computer-aided teaching/learning materials by its staff and students?**

The institution encourages the extensive use of ICT and computer-aided teaching/learning materials by providing adequate number of computers and peripherals in the computer lab and library for both the students and the faculty. All class rooms are equipped with LCD projectors and the departments have been provided with the desktops. Portable laptops are provided for use in the classrooms. Internet connectivity with Wi-Fi facility enables the faculties to get the latest information. Students are encouraged to prepare presentations by using ICT.

**4.3.6 Elaborate giving suitable examples on how the learning activities and technologies deployed (access to on-line teaching - learning resources, independent learning, ICT enabled classrooms/learning spaces etc.) by the institution place the student at the centre of teaching-learning process and render the role of a facilitator for the teacher.**

Access to the computer and the Internet promotes independent learning whereby students become the centre of the teaching-learning process. The faculty by assigning projects, seminars and assignments act as a facilitator and guide the students in these independent tasks. The seminar papers and the latest trends in the different disciplines are identified by the students themselves through the internet. All the supportive learning materials are also accessed online and the faculty renders adequate support to the students in this regard. The journal portals and electronic resources in the library enable the students to get through necessary learning resources. The advanced learners entrusted with projects on emerging areas surge ahead in their fields of interest with the help of ICT facilities.

**4.3.7 Does the Institution avail of the National Knowledge Network connectivity directly or through the affiliating university? If so, what are the services availed of?**

Yes. The institution avails Internet connectivity through National Knowledge Network. The college also has a 36 mbps leased Internet connection from BSNL.

**4.4 MAINTENANCE OF CAMPUS FACILITIES**

**4.4.1 How does the institution ensure optimal allocation and utilization of the available financial resources for maintenance and upkeep of the following facilities (Substantiate your statements by providing details of budget allocated during last four years)?**

The management ensures that necessary funds are allocated and utilized for the maintenance. The details of the budget allocated during the last four years are as under:

**Details of assets purchased (in Rs.):  
Amount Spent on Infrastructure and Maintenance**

		2012-2013	2013-2014	2014-2015	2015-2016
a.	<b>Building</b>	--	--	--	--
b.	<b>Furniture</b>	76,052.00	7,200.00	52,300.00	--
c.	<b>Equipment</b>	25,23,193.00	4,57,179.00	23,07,660.00	1,65,550.00
d.	<b>Computers</b>	4,97,300.00	2,13,013.00	3,59,680.00	--
e.	<b>Vehicles</b>	--	--	--	--
f.	<b>Any other</b>	--	--	--	--
	<b>Total</b>	<b>30,96,545.00</b>	<b>6,77,392.00</b>	<b>27,19,370.00</b>	<b>1,65,550.00</b>

**4.4.2 What are the institutional mechanisms for maintenance and upkeep of the infrastructure, facilities and equipment of the college?**

- Maintenance committee looks after the supervision of physical infrastructure (buildings, water supply and power supply). It is headed by a maintenance in-charge who supervises the regular upkeep of the campus.
- Electrical maintenance is out-sourced.
- The maintenance of water purifiers, computers and lab equipments is done through ‘Annual Maintenance Contract’ (AMC).
- Plumbing and security services are done on contractual basis through various agencies.
- Full time sweepers are appointed for cleaning and maintenance.

**4.4.3 How and with what frequency does the institute take up calibration and other precision measures for the equipment / instruments?**

The calibration of equipments such as generators is done by external maintenance staff as and when required under the supervision of maintenance in-charge.



**4.4.4 What are the major steps taken for location, upkeep and maintenance of sensitive equipment (voltage fluctuations, constant supply of water, etc.)?**

The major steps taken for location, upkeep and maintenance of sensitive equipment are given below:

- The supporting staffs, under the supervision of maintenance in-charge are responsible for the upkeep and maintenance of electrical equipments.
- Voltage stabilizers and transformers are used to deal with voltage fluctuations.
- The laboratory staffs look after the upkeep of the computers and peripherals.
- The maintenance of water purifiers, computers and lab equipments is done through 'Annual Maintenance Contract' (AMC).
- Equipments like server, router, generator's UPS and batteries are placed at safe locations.

**CRITERION : V**

**STUDENT SUPPORT**

**AND**

**PROGRESSION**



## CRITERION V: STUDENT SUPPORT AND PROGRESSION

### 5.1 STUDENT MENTORING AND SUPPORT

#### 5.1.1 Does the institution publish its updated prospectus/handbook annually? If 'yes', what is the information provided to students through these documents and how does the institution ensure its commitment and accountability?

- The Institution updates and publishes its prospectus in the beginning of every academic year. All the details mandatory for the prospective candidates such as details of courses available, eligibility criteria, procedure for admission, rules and regulations, faculty details, etc. are published in the prospectus.
- Updated college calendar is distributed to all the students in the beginning of the academic year. It gives a detail picture about the vision, mission and objectives of the institution, details of various courses, rules and regulations, evaluation system, information regarding Library facilities, scholarships and fee concessions, parent-teacher association and provision for recording the leaves taken by the students. Calendar of events containing various activities of the association are also given in the college calendar.

Institutional website provides information about the college, programmes and activities and other details. The website is updated regularly. Through this the college intends to keep the public updated about the happenings in the college and also ensures transparency and accountability.

The transparency in the functioning of the institution is thus ensured by making available all the important information to various stakeholders of the institution.

#### 5.1.2 Specify the type, number and amount of institutional scholarships/freeships given to the students during the last four years and whether the financial aid was available and disbursed on time?

Institutional scholarships are given in the form of fee concession to the meritorious students. However, the institution helps the students to get scholarships offered by various agencies. Initiatives are taken up by the management to offer scholarships to meritorious students.

#### 5.1.3 What percentage of students receives financial assistance from state government, central government and other national agencies?

Large number of students receives financial assistance from state government, central government and other national agencies. All necessary assistance in support is given to the students to avail them.

#### 5.1.4 What are the specific support services/facilities available for?

- ✓ Students from SC/ST, OBC and economically weaker Sections?
- ✓ Students with physical disabilities
- ✓ Overseas students
- ✓ Students to participate in various competitions/National and International
- ✓ Medical assistance to students: health centre, health insurance etc
- ✓ Organizing coaching classes for competitive exams
- ✓ Skill development (spoken English, computer literacy, etc.,)
- ✓ Support for "slow learners"



- ✓ Exposures of students to other institution of higher learning/corporate/business house etc
- ✓ Publication of student magazines

**Students from SC/ST, OBC and economically weaker Sections:**

Economically weaker SC/ST and OBC students are given all support and guidance to enable them to get the scholarships offered by various agencies.

**Students with physical disabilities:**

Lift facility is available. Assistance is given to approach the University for granting scribe/extra time for university examinations. Faculties and other students provide all the necessary support to them.

**Overseas students:**

Support and help is given to the overseas students to meet the regulatory requirements.

**Students to participate in various competitions/National and International:**

The institution has a special association called 'fest forum' which provides training for students to enable them to participate in inter-collegiate competitions. All the associations provide an internal platform through interclass competitions which helps to develop competitive skills. These activities enable the fest forum to identify the talented students who can be sent for inter-collegiate competitions. Financial support is provided especially to pay registration fee. A faculty accompanies the teams in case of outstation fests. The department of physical education encourages the students to participate in university and inter-university sports meets and tournaments.

Large number of championships and prizes won by the students is a testimony for the encouragement and support of the institution.

**Medical assistance to students: health centre, health insurance etc:**

Annual medical check up is conducted and first aid facilities are provided. College provides students safety insurance policy from United India Insurance Company Ltd. The policy covers the students for accident resulting into hospitalization/ death. In case of death, the students' beneficiaries shall receive a sum of rupees one lakh and for hospitalization the actual cost will be reimbursed to the extent of Rs 25000/-.

**Organizing coaching classes for competitive exams:**

- Awareness about the competitive exams is created among the students through various career guidance programmes.
- Guidance is also given to empower students to write various competitive examinations like CAT and GMAT.
- Guidance about professional courses like CS, CA and ICWAI are given.
- The placement cell provides mock training to face aptitude tests, reasoning tests, group discussions, resume writing and promote other skills required.

**Skill development (spoken English, computer literacy, etc.):**

Various short term courses are offered to inculcate different skills among the students. They are Value Education, Basics of Management, Tally, Tourism, Journalism, Marketing Skills, Research Methodology, Personality Development, Income Tax, Web Designing and Consumer Protection.

**Skill Enhancement activities**

The institution conducts a variety of programmes to polish different skills of students so that they are better equipped to face the job market as well as life. All the associations plan out activities to sharpen variety of skills which are mentioned below.



**Details of Skill Enhancement Activities**

<b>Activities Conducted</b>	<b>Benefits Accrued</b>
<b>Finance Association</b>	
Case study	Developing analytical skills.
Money talk	Improving knowledge of corporate finance.
Audit the Balance sheet	Improving the practical knowledge.
Financial Crossword	Enhancing accounting and financial vocabulary.
Bid and Win	Management of personal finance.
An argument	Encourage the ethical practices. Improving convincing skills.
Make my portfolio	Familiarizing with technical jargons related to finance.
Paper presentation	Improving oratory and presentation skills.
Financial cross word and treasure Hunt	Developing analytical, decision making.
Essay Writing	Enriching knowledge and writing skill.
Book Review	Improving reading skills, developing critical and analytical skills.
<b>Marketing Association</b>	
Tag Line	Promotion of innovative thinking.
Flash Marketing	Generation of new marketing ideas.
Jingle Writing	Innovative techniques of marketing.
Brand Wars	Assessing the cut-throat competition in the market.
Mad Ad	Advertising products in innovative ways.
Product Launch	Innovative way of introducing products.
Best tie up	Innovative sales strategy.
Ad Copy	Enhancing promotional skills.
Caption Writing	Developing catchy captions.
Logo Designing	Developing meaningful logos.
Quiz	Improving general knowledge.
Paper Presentation	Promoting communication and presentation skills.
<b>Human Resource Development Association</b>	
First Impression	Improving communication and interpersonal skills.
Case study	Developing analytical and critical skills.
Paper Presentation	Improving communication and presentation skills.



Collage	Developing creativity.
Save your shame	Defending oneself in the organization.
Flip side	Enhancing knowledge about corporate HR practices.
Allegation	Learning to bridge communication gap.
Just a Minute	Developing the art of presentation.
Networking	Encouraging team work and group interaction.
Character Showdown	Motivation from outstanding leaders.
Face off	Enhancing confidence level and developing analytical skills.
Radio Tantra	Improving language and literary skills.
<b>Commerce Association</b>	
Treasure hunt	Developing analytical thinking.
Debate	Enhancing communication and convincing skills.
Colloquium	Promoting rational and analytical thinking.
Collage	Developing creativity.
Meet the CEO	Motivation from outstanding leaders.
Campus Quiz	Improving the knowledge on current affairs.
Mock Press	Developing problem solving capacity and building confidence.
Video Review	Developing critical thinking.
Book Review	Developing critical and analytical skills.
Paper Presentation	Improving communication and presentation skills.
<b>Economics Association</b>	
Panel discussion on Union budget	Analyzing and understanding union budget.
Pick and Speak	Improving communication and presentation skills.
Debate	Developing oratory skills.
Economics Quiz	Knowledge of current affairs and facts.
Paper presentation	Improving communication and presentation skills.
Book review	Developing reading and analytical skills.
<b>SCAN Association</b>	
Color-Spray (Paint Brush)	Improving creative artistic skills.
Snap-Up(Quick Hands)	Improving typing accuracy and speed.
Bestowal (Power-Point)	Improving presentation skills and creativity.
IT-Collage	Expediting the search for right information in the net.





Guess the Part	Improving the knowledge about computer hardware.
Memory Test	Improving thinking and memory power.
Turn Coat	Developing convincing skill.
Toggle-Toggle	Improving computer related vocabulary.
Coding And Debugging	Developing programming skills, identifying and rectifying errors.
Web Designing	Developing creative web pages.
Treasure Hunt	Developing analytical and decision making skills.
IT Quiz	Enriching computer and IT knowledge.

<b>Literary Association</b>	
Essay Writing	Improving writing skills.
Elocution	Developing oratory abilities.
Dumb Charades	Understanding body language.
Pick and Speak	Improving communication and presentation skills.
Debate	Developing oratory skills.
Poem Writing	Developing poetic skills.
Story Writing	Improving writing skills.
Spell Me	Improving spelling.
Literary Quiz	Enhancing knowledge.
Wrong people at wrong situation	Sharpening decision making skills and building self confidence.
Word puzzle	Enhancing vocabulary.
Story Narration	Improving narration skills.
Essay competition based on picture	Improving analytical and critical thinking.
Naming the objects in Hindi	Improving Hindi vocabulary.
Paper Presentation	Improving communication and presentation skills.
Monologue	Enhancing communication and acting skills.
<b>Fine Arts Association</b>	
Singing	Showcasing vocal skills.
Variety Entertainment	Promoting group dynamics, time management and building self confidence.
Pencil Sketching	Showcasing artistic skill.
Photography	Developing creative skills.



Painting	Exploring the hidden potential.
Rangoli	Exploring the unique Indian art form.
Dance	Showcasing performance skills.
Flower Arrangement	Developing creative skills.
Collage	Developing creativity.
Nail Art	Exploring artistic creativity.
Mehendi	Developing creative skills.
Wealth out of waste	Exploring creativity through reuse and recycling.
<b>Red Cross Association</b>	
Cooking without fire	Developing culinary skills.
<b>Rovers and Rangers Association</b>	
Elocution	Public speaking skills and confidence.
<b>Business Law Association</b>	
Case Analysis	Improving analytical and decision making capacity.
Book Review	Developing reading and analytical skills.
Business Quiz	Enhancing knowledge.
<b>Entrepreneur Development Programme Cell</b>	
Business Proposal Competition	Improving practical knowledge in the field of business.

The effort for enhancing skills does not stop at the institutional level. Skills for organizing events are imparted by giving responsibility of conducting the management/IT fests. The following fests organized by the college provide practical knowledge to the students involved in designing the fests. Both the organizing as well as participating team benefit from this fests in terms of sharpening their skills.

**Genesis – A University Level Management Fest:** Every year this fest is organized exclusively for the first years. It is the platform for first year's to enhance management skills.

**Inspire:** It is an interclass fest organized by the final year BCA students to first and second year students in order to train them for the upcoming fest SYGMA and also to give them knowledge about technical fest.

**Synergy – A National Level Management Fest:** Synergy is a two days National Level Management Fest exclusively for undergraduate management students. It provides a platform for the budding managers by bringing together management students across the country.

Synergy helps the students to develop positive attitude and at the same time helps them to develop confidence to face the corporate world. It is a forum to strengthen their management skills and strive towards success.

**Sigma – State Level IT Fest:** Sigma is a State Level IT Fest for computer science students. The fest provides an opportunity to the students to develop their IT skills.



**Support for “slow learners”:** Teachers help these students beyond class hours and provide simple notes which are easy to understand and support their learning needs. Peer teaching through group learning programme is encouraged to help slow learners and academically weak students.

Class advisors, who are also mentors, learn about the needs of the slow learners in the mentoring process which helps them to give appropriate guidance.

**Exposures of students to other institution of higher learning/corporate/business house, etc.**

- ‘Sahayog Udyoga Mela’ was conducted by the placement cell in which representatives from both the industry and academia made an effort to bridge the gaps between the two.
- Factory visits are organized to all the students every year to get hands on experience.
- Final year students are taken to institutions of higher learning in order to motivate them to pursue higher education.
- First year students prepare reports of three organizations of their choice which allows them to get an understanding about how enterprises functions.
- Even if the project work is optional in the university curriculum, students are encouraged to take it up so that they get practical exposure.
- Experts from various fields are invited to address the students. These sessions help the students to update their knowledge regarding corporate environment.

**Publication of student magazines**

- The institution regularly publishes an annual magazine ‘Dynamism Insignia’ which provides the students a platform to showcase their creative skills.
- A quarterly newsletter ‘Sync Vision’ covers details about all the activities of the college and the achievements of the faculty and the students.
- Wall magazines maintained by the departments also provide the platform for students to showcase their talents.

**5.1.5 Describe the efforts made by the institution to facilitate entrepreneurial skills, among the students and the impact of the efforts.**

Being an institution which promotes management education, the college makes effort to encourage entrepreneurial skills among the students. As many students are from business families, a natural inclination is to become entrepreneurs. Some of the activities which inculcate entrepreneurial skills are:

- A short term course on entrepreneurial development is introduced to the commerce students.
- Entrepreneur Development Programme cell organizes programmes to motivate the students to take up entrepreneurship by inviting businessmen and professionals to share their experience and motivate the students.
- First year students are assigned the task of visiting three business organizations and preparing the report so that they get better exposure about the practical business world.
- Factory visits are organized to enable the students to understand the practical aspects of business based on which students are expected to prepare a report.
- The exhibition organized by SIRI in association with the college provided a demonstration of the entrepreneurial opportunities in small scale industries.



- Students were guided to have the theme ‘Nirman’ for management fest ‘Synergy-15’ wherein ‘Make in India’ concept was projected.
- Rajiv Gandhi National Level Youth Entrepreneurship Development Programme is organized in association with ICTACT.

These efforts have resulted in motivating the students to go for entrepreneurship. It has also brought together like minded students who are interested in entrepreneurship.

**5.1.6 Enumerate the policies and strategies of the institution which promote participation of students in extracurricular and co-curricular activities such as sports, games, Quiz competitions, debate and discussions, cultural activities etc.**

- Each department has associations which are headed by the faculty.
- Students are selected from each class as representatives of the associations to encourage and ensure the participation.
- It is mandatory for students to become the member of at least one association.
- A description of these activities is presented to the fresher’s by the association heads at the time of orientation.
- Professionals are invited as judges for these activities.
- Necessary infrastructure such as ICT tools, Wi-Fi and essential materials are made available.
- Additional academic support is given to students who regularly represent college in various activities.
- In case of student who excels in sports, uniforms, transport expenses, equipments and materials are provided.
- The students who show exceptional performance in these activities are identified and are given a certificate of recognition by the institution.
- Whenever necessary, the college hires facility such as play grounds to meet the infrastructural requirements.

**5.1.7 Enumerating on the support and guidance provided to the students in preparing for the competitive exams, give details on the number of students appeared and qualified in various competitive exams such as UGC-CSIR- NET, UGC-NET, SLET, ATE/CAT/GRE/TOFEL/GMAT/ Central/State services, Defence, Civil Services, etc.**

Placement cell guides the students to appear for competitive examinations. Awareness programs are conducted about competitive examinations like CAT, MAT, GMAT, etc. and necessary information is displayed on the notice boards. Library is equipped with books and materials for competitive exams to help interested students.

The departments support the students to take up various competitive examinations by organizing personality tests and soft skills development programmes. Orientation programmes are organized to guide the students to pursue professional courses like CS, CA, etc.

**5.1.8 What type of counselling services are made available to the students (academic, personal, career, psycho-social etc?)**

Every class has a class advisor who acts as a mentor. To empower the teacher to perform the role of mentor, training is given by inviting a counsellor.

Mentors collect a detailed bio-data along with the photograph of all the students of their class in a prescribed format at the beginning of the academic year



and interact with the students on one-to-one basis. A mentor gives the following type of counselling:

- **Academic counselling-** choice of elective subjects and guidance for improvement, tutoring if required.
- **Personal and psycho-social counselling** - resolving value conflicts and stress related problems.
- **Career counselling**– guidance about career and higher learning opportunities.

The mentors identify students who require additional help, and refer to counsellor.

**5.1.9 Does the institution have a structured mechanism for career guidance and placement of its students? If ‘yes’, detail on the services provided to help students identify job opportunities and prepare themselves for interview and the percentage of students selected during campus interviews by different employers (list the employers and the programmes).**

The institution has a career guidance cell which performs the following functions:

- Organizing career guidance programmes to create awareness about various job opportunities.
- Organising campus recruitment.
- Giving necessary guidance to the students to attend pool drives held at other institutions.
- Organising awareness programmes about different streams of higher education.
- Inviting experts from institutions of higher learning to address the students.
- Organising guidance programmes for studies abroad.
- Conducting mock interviews, personality tests and soft skill development programmes.
- Associating with alumni to help in placements.

**Companies which visit the campus:**

HP, Infosys, HDFC, COPDEMINT, TATA, Northern Trust, Mandovi, Toyota, WIPRO, Diya System Pvt. Ltd., SERCO, Global Services, WINMAN, SWIZBRIGO Manpower Co.

**5.1.10 Does the institution have a student grievance redressal cell? If yes, list (if any) the grievances reported and redressed during the last four years.**

The college has student grievance redressal cell to deal with student grievances and complaints. Following are some of the minor grievances which are solved by the grievance redressal cell:

- **Price of food items in the canteen** - When students resisted about increase in the prices, the grievance redressal cell interfered in the matter to maintain the moderate price.
- **Expectation of the students to provide parking for four wheelers** - It has not been provided due to space constraints and also by convincing them that four wheelers are not necessary for students.
- **Request for participation in the competition organized by non-academic institutions**– Such request are not heeded to as most of these fests aim at misusing the students talents for commercial benefits. Besides, the institution



permits the students to take part in the intercollegiate competition, provided it does not interfere with the academic calendar of the institution.

- **Request for extending programmes much beyond the working hours**– As per the requests of the law enforcement authorities, major programmes are conducted during the day time and are concluded within the reasonable time prescribed.
- **Request for programmes not relevant to the institution** – As all the co-curricular activities conducted should support the vision and mission, request for activities not matching this, are not considered.

**5.1.11 What are the institutional provisions for resolving issues pertaining to sexual harassment?**

The college has a women's cell to cater to the needs of female students and also to deal with their grievances. The cell organizes several activities to sensitize all the students about gender issues. Because of the conducive environment and proactive role played by the women's cell, there have been no grievances pertaining to sexual harassment.

**5.1.12 Is there an anti-ragging committee? How many instances (if any) have been reported during the last four years and what action has been taken on these?**

The college has an anti-ragging committee which takes up precautionary measures to prevent ragging. Due to the conducive environment and the strict enforcement of the rules, any instances of ragging have not been reported in the last four years.

**5.1.13 Enumerate the welfare schemes made available to students by the institution.**

Following support system is provided to ensure the welfare of the students:

- College provides students safety insurance policy from United India Insurance Company Ltd. The policy covers the students for accident resulting into hospitalization/ death. In case of death, the students' beneficiaries shall receive a sum of rupees one lakh and for hospitalization the actual cost will be reimbursed to the extent of Rs 25000/-.
- The institution also reimburses the expenses incurred by the students who represent college in extra-curricular activities.
- Cash incentives and fee concessions are given to meritorious students.



**5.1.14 Does the institution have a registered Alumni Association? If ‘yes’, what are its activities and major contributions for institutional, academic and infrastructure development?**

The institution has an Alumni Association. The illustrious alumni of the institutions, who are spread across the world, make it a point to visit the institution whenever they come to home town.

Details of the contribution of alumni to the growth and development of the institution:

- a) Alumni who occupy key positions are invited to share their experiences and to give motivational talks to the students.
- b) They are invited as guest of honour for important functions like Student Council inaugural, inauguration of various associations, for management and IT Fests like Genesis, Synergy and Sygma fests, College Day celebration, etc.
- c) Alumni network plays an important role to help the present student to get placement.
- d) Views and suggestions of alumni are taken during the syllabus revision.

**5.2 STUDENT PROGRESSION**

**5.2.1 Provide the percentage of students progressing to higher education or employment (for the last four batches) highlight the trends observed.**

Nearly 60% of the students in each of the courses go for higher studies. Students who are interested to take up a jobs get placement through campus selection and also through pool campus drives held in other institutions.

Student progression %	2012-13	2013-14	2014-15	2015-16
UG to PG	55%	50%	55%	55%
PG to M.Phil.	NA	NA	NA	NA
PG to Ph.D.	NA	NA	NA	NA
Employed				
Campus selection	10%	12%	10%	15%
Other than campus recruitment	30%	25%	25%	30%

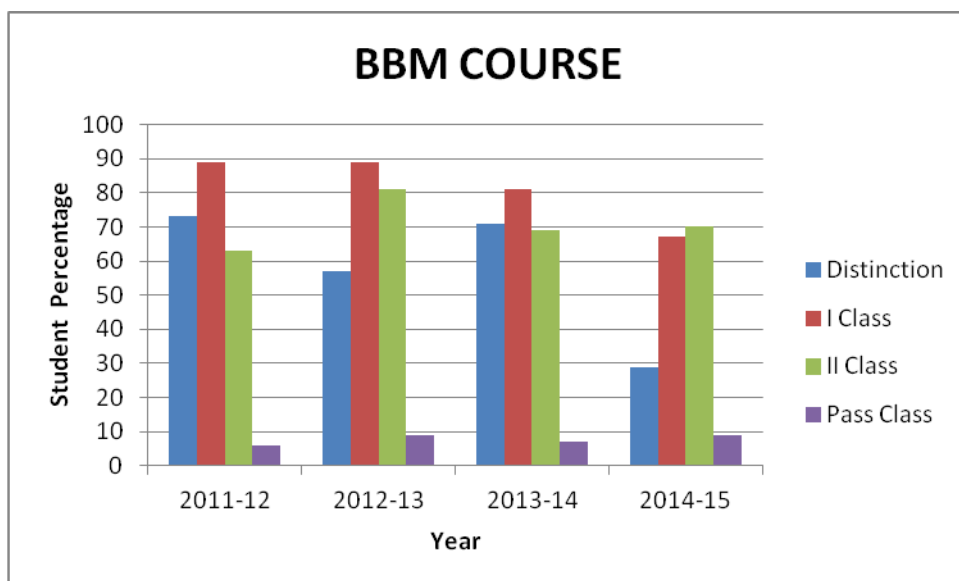
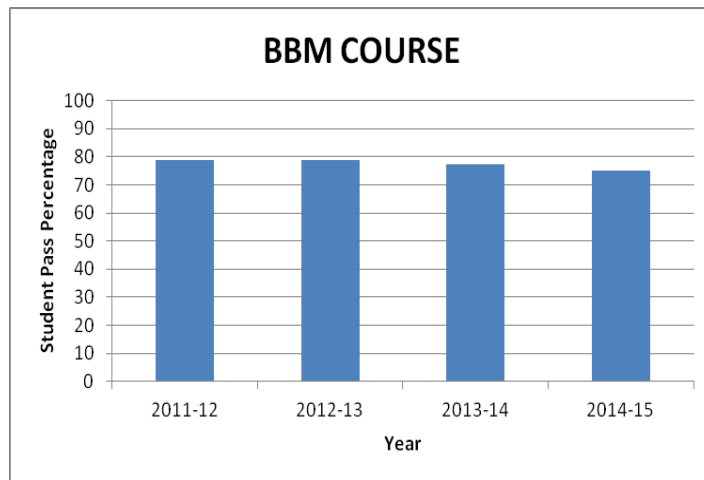


**5.2.2 Provide details of the programme wise pass percentage and completion rate for the last four years (cohort wise/batch wise as stipulated by the university)? Furnish programme-wise details in comparison with that of the previous performance of the same institution and that of the Colleges of the affiliating university within the city / district.**

The results obtained by the Institution for the last four years are as follow:

**Details of BBM - last 4 batches Students**

Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	293	78.84	73	89	63	06	VII, X
2012-13	300	78.67	57	89	81	09	--
2013-14	295	77.29	71	81	69	07	III, VI,IX
2014-15	280	75.00	29	67	70	09	III, VIII,IX



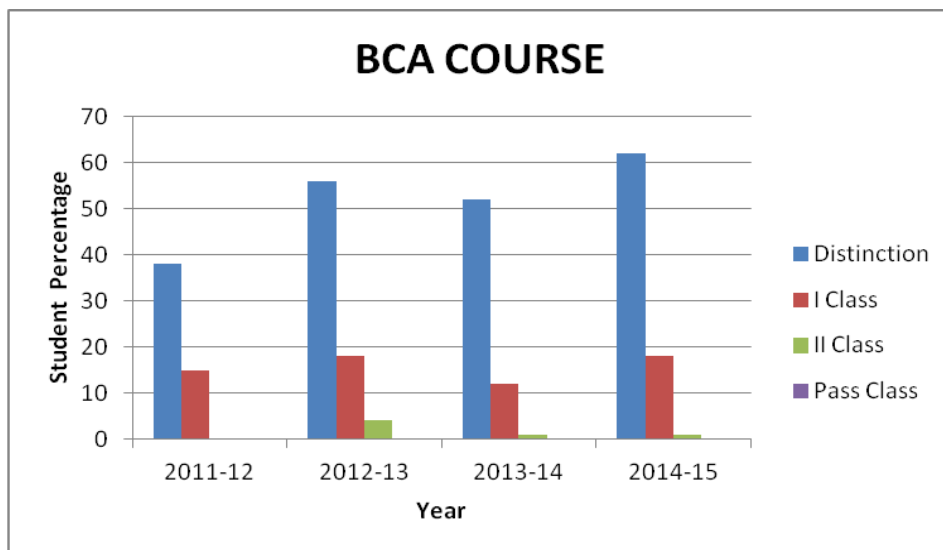
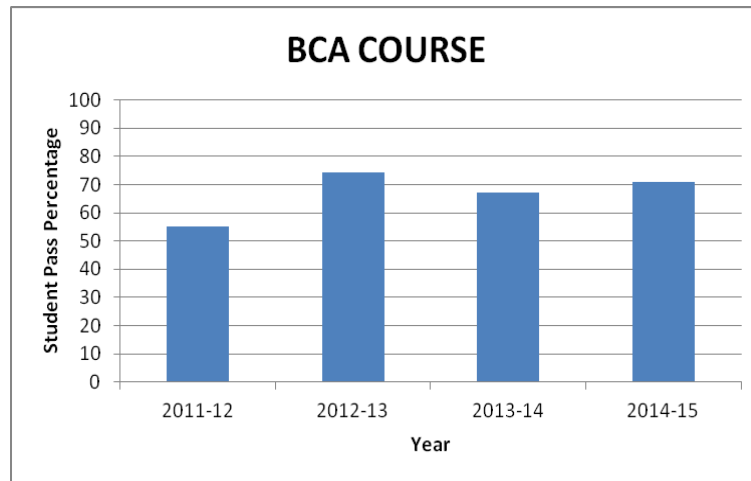
Major fluctuations are not observed over the years in BBM results. Constant effort has been made to improve the performance of the students.





**Details of BCA - last 4 batches Students**

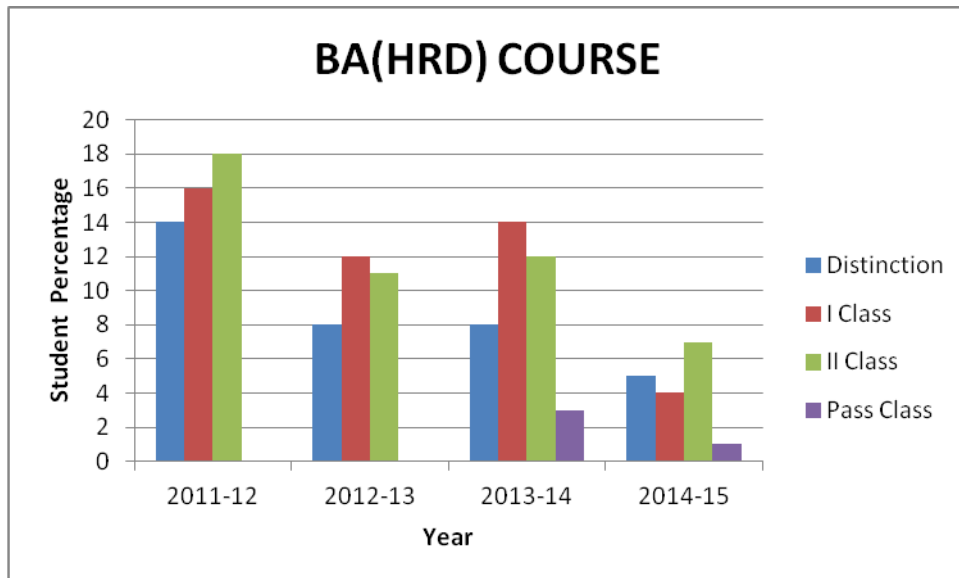
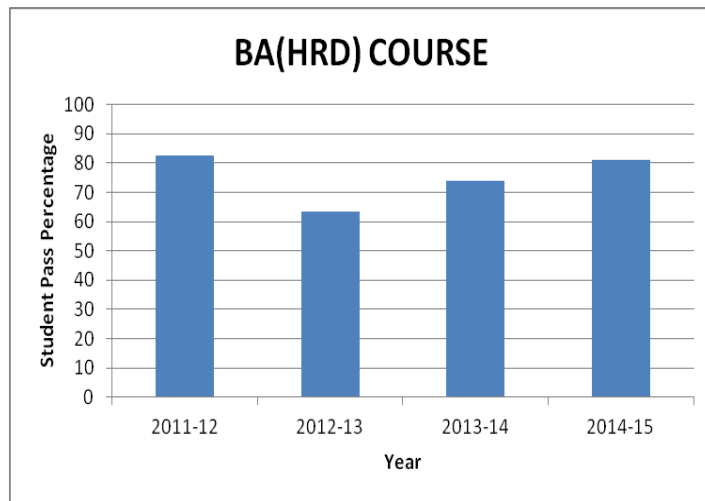
Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	96	55.21	38	15	--	--	--
2012-13	105	74.29	56	18	04	--	IV, VI, VIII
2013-14	97	67.01	52	12	1	--	VIII
2014-15	114	71.05	62	18	01	--	--



Availability of seats in the professional course like engineering influences the preference of students to take up BCA course. During the years when meritorious students joined the course the results have been good. However efforts are made to improve the results.

**Details of BA(HRD) - last 4 batches Students**

Year	Appeared	Percentage	Distinction	I Class	II Class	Pass Class	Rank
2011-12	58	82.76	14	16	18	--	I, II, III
2012-13	49	63.27	08	12	11	--	--
2013-14	50	74.00	08	14	12	03	I, II, III
2014-15	43	81.00	05	04	07	01	II



Syllabus of BA(HRD) was revised in 2012-13 and quantitative papers like basic accounting and financial management was introduced. As many students were not able to cope up with this, the results came down. Continuous efforts are made to improve the results.

Though university averages are not available for comparison, results of the institution have always been better than the university average results.



### **5.2.3 How does the institution facilitate student progression to higher level of education and / or towards employment?**

Throughout the course, all the programmes designed aim at empowering the students to inculcate necessary skills for a better future either in the field of higher studies or securing employment. A final touch for this effort is given by the placement cell through the following measures.

- Awareness about the competitive exams is created among the students through various career guidance programmes.
- Guidance is also given to empower students to write various competitive examinations like CAT and GMAT.
- Guidance about professional courses like CS, CA and ICWAI is given.
- The placement cell provides mock training to face aptitude tests, reasoning tests, group discussions, resume writing and promote other skills required.

Thus placement cell conducts awareness programmes about various branches of higher education that the students can opt. Representatives from institutions of higher learning are also invited to address the students. Regarding employment, campus recruitment is conducted by the institution by inviting companies. Placement cell also gives information about the pool drives organized by other institutions. Alumni, who are in responsible positions, are also contacted so that they can be instrumental for finding placements for present students.

### **5.2.4 Enumerate the special support provided to students who are at risk of failure and drop out?**

Class advisor counsels such students to find out the reason for their failure. If the failure is due to being weak in academics, then, remedial measures in terms of extra guidance are offered. If it is due to personal problems, necessary support facilities are given. Students who drop out for securing good employment in between the course are advised and guided so that they can continue the same course in an evening college. Students who have family commitments and are not able to attend regular classes are guided to take up distance education.

## **5.3 STUDENT PARTICIPATION AND ACTIVITIES**

### **5.3.1 List the range of sports, games, cultural and other extracurricular activities available to students. Provide details of participation and program calendar.**

#### **Programmes organized within the college:**

To encourage the students to take part in extracurricular activity, the student council has formed various associations like finance, marketing, commerce, SCAN, HRD, literary, fine arts, sports, NSS, Rovers & Rangers and Red Cross. These associations plan out various activities throughout the year to develop overall personality of the student.

In order to ensure the smooth conduct of the activities, schedule of all the major programmes are finalized and published in the academic calendar. Every association plans out their activities in the beginning of the academic year and displays it on their respective notice board to ensure student participation. Most of the students eagerly take part in these activities.

- **Marketing association:** It is formed to train the students to put their marketing skills to practice. It emphasizes on building confidence and exposing them to the challenges of the corporate world. The association organizes various activities



like Corporate Quiz, Brand Wars, Ad Guru, Product Launch and ad copy designing. These activities enable the students to develop leadership abilities, conceptual skill, critical and analytical thinking, technical and communication skills.

- **Finance association:** It is established to train the students in various areas of finance. Activities organised are Money talk, An Argument, Bid and Win, The Analyst, Financial Crossword, Make my portfolio, Audit and Black and White. These activities help in developing skills in terms of audit and compliance, communication, relationship management, judgment capacity, decision making and coordination.
- **HRD Association:** HRD association aims at emphasizing interpersonal skills and brings out the best in each person. Back Fire, Radio Jockey, Best M.C, Tandems, Jam, Best HR and HRTV 24x7 are the activities organized to improve skills like organizing, multitasking, negotiating, interpersonal, problem solving, change management, mentoring and relationship management.
- **Commerce association:** Commerce association organizes Meet the CEO, quiz competition, treasure hunt, mock press and paper presentations. These activities improve the skills of students in terms of communication, presentation, interpersonal, leadership abilities, organizing, conceptual and critical thinking.
- **SCAN:** SDM Computer Association Network provides a platform for the students to explore their IT skill. It conducts competitions like V-Brush, Quick Hands, Designing Quest, Magnum Opus, Virtual Arena, Toggle-Toggle, Bazooka. These competitions help the students to develop problem solving, technical, conceptual, analytical and communication skills.
- **Literary Association:** Literary Association conducts many activities through its clubs. English, Hindi and Kannada language Clubs organize competitions like Essay writing, Elocution, Poetry writing, Story writing and Pick and Speak. The association conducts competitions like Dumb Charades, Tom, Dick and Harry and Pictionary. The competitions encourage creativity by using body language, pictures, etc. as a stimuli for guessing the right answers. It ensures the development of reading, writing, analyzing and creative skills.
- **Fine Arts Association :** The creative talents of the students are judged in the various competitions like Shades of Grey (Pencil sketching), Funny Paradise (Cartoon sketching), Unorganized Beauty (Collage), Blooming Garden (Flower arrangement), Sithara (Rangoli), Sargam (Singing), Shringar (Mehendi design), Wealth From Waste, Vastra (Fancy Dress), College Anthem singing competition, Interclass Variety Entertainment Competitions on Independence Day, etc. It always supports the development of various artistic skills like acting, singing, dancing and drawing.
- **Fest forum:** It helps students to develop various skills and knowledge. It provides guidance and support to helps students participate in management and IT fest.
- **Sports Association:** The College organizes annual Sports meet every year in which various track and field events are conducted. Sports association organizes inter class competitions in Indoor Games like Chess, Carrom– Singles and Doubles, Table Tennis– Singles and Doubles, Shuttle Badminton– Singles and Doubles. Outdoor Games like Kabaddi, Foot Ball, Cricket, Volley Ball and Throw Ball.



- **National Service Scheme:** NSS unit of the college chalks out wide range of activities so that students get an opportunity to serve the society as well as develop the personality through these programmes.  
Major activities include One Day Camp, Awareness Programme, Vanmahostava Celebrations, Yoga Training Programme, Visit to Orphanage, Campus Cleaning, Blood Donation, Laksha Vraksha Abhiyana, Nirmala Nagara Abhiyana, National Youth Day Celebrations, Leadership Training Programme and Sadbavana day celebration.
- **Red Cross:** Major activities include blood donation, street play to give health awareness and visit to old age home.
- **Rovers and Rangers:** Organizes Leadership training programme, observes Kargil Vijayadivas, world heart day, visit to old age home, Trekking Camp, blood donation and grouping programmes.
- **Extension activities:** Every association organizes extension activities to develop the social and civic responsibility. Groups of students visit schools, orphanages and NGOs. They conduct variety of training and enrichment programmes and thus provide necessary support to the less fortunate people

#### **Inter-collegiate fests:**

With the view to promote the organizational skills, students are encouraged to conduct a number of inter-collegiate fests mentioned below:

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- Best Manager
- Human Resource
- Strategist

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- Finance
- Managerial Skill
- Entrepreneurship
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- Best Manager
- Coding And Debugging
- Web Designing
- IT Advertisement
- IT Debate
- IT Quiz
- Treasure Hunt.



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- Web Designing
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- IT Quiz
- E-News
- IT-Advertisement
- Client Relation.

**“Progenitor”** The senior students conduct orientation programme through management games and activities for the first year students in the beginning of the academic year.

To give an orientation about the activities, each association makes a presentation in the beginning of the year. Students have to enrol as members of one of the association but they are encouraged to take part in the activities of other associations.

Every day, after class hours, various associations conduct their competition and programme in which students are motivated to take part. Since Mangalore University regulations makes it mandatory for students to opt for one of the extra-curricular activity, based on which marks have to be allotted, the students take these extra-curricular activities seriously. The students with exceptionally good skill in extra-curricular activities are identified and they are provided necessary support to take part in inter-collegiate competitions.

**5.3.2 Furnish the details of major student achievements in curricular, extracurricular and cultural activities at different levels: University/State/Zonal/National/ International, etc. for the previous four years.**

College has received Overall and Overall Runners-up in various intercollegiate management and cultural fest organized by other institutions of repute.

Events	Level	2012-13	2013-14	2014-15	2015-16
Management	National			02	02
	State				
	University				01
	Regional		01	02	
IT	National		01	02	
	State		01	01	
	University				
	Regional		01		
Cultural	National		05	01	01
	State	03	01		
	University				04
	Regional		01	02	
<b>TOTAL</b>		<b>03</b>	<b>11</b>	<b>10</b>	<b>08</b>



**2012-13: College received 2 overall championship in management fests and 4 in cultural fests**

2012-13			
Level	Name of Competition	Organizer	Prize Awarded
State	Annual Management and Cultural Fest 'Bequest 2012'	Besant College, Mangaluru.	Team Championship
State	Midas Touch 13	SDM College, Ujire.	Overall Championship
State	Samskrithika Habba-2012	Yuva Dasara, Mysore.	Overall Championship
State	'KALA SANGAM'	All College Student Association.	Overall Trophy
State	'Bequest 2012', Management and Cultural Fest	Besant College, Mangaluru.	Team Championship

**2013-14: College received 11 overalls championship in management fests and cultural fests.**

2013-14			
Level	Name of Competition	Organizer	Prize Awarded
National	'Agnofest – Brillo', Management Fest	St. Agnes College, Mangaluru.	Overall championship
State	'Exuberance-2014'	Shree Devi College, Mangaluru.	Overall Championship
National	'Twister 14', IT Fest	Meridian College, Ullal.	Overall Championship
National	Design Fiesta	Karavali College, Neermarga, Mangaluru.	Overall Championship
State	'N-Igma 2014'	Dr. NSAM First Grade College Nitte, Mangaluru.	Overall Championship
University	'Pinnacle 2014', IT Fest	Philomina Degree College, Puttur.	Overall Championship
University	'Yakshothsava 2014', Cultural Fest	SDM Law College, Mangaluru.	Overall Championship
University	'Sangeethotsa 2014', Cultural Fest	Mangalore University.	Overall Championship
University	'Vidyothana 2014'	Vidhyanikethan Group of Institutions, Kaup.	Overall Championship
University	'Wodolaga', Cultural Fest	B.D.Shetty College, Mabukala.	Overall Championship
University	Dance Competition	Ramakrishna College, Mangaluru.	Overall Championship



**2014-15: College received 7 overall championships in management fests, 5 in IT fests and 5 in cultural fests**

2014-15			
Level	Name of Competition	Organizer	Prize Awarded
University	'FACULA', Management Fest	St. Philomena's College, Puttur.	Overall Championship
National	"PADUA VERVE 2015", Management Fest	Padua College, Mangaluru.	Overall Championship
National	"DRISHTI 2015", Management Fest	Sahyadri College of Engineering & Management, Mangaluru.	Overall Championship
University	"ESPERANZA 2014", IT and Management Fest	Srinivas Institute of Management Studies Pandeshwar, Mangaluru.	Overall Championship
University	"ENIGMA 2015", IT Fest	Sri Ramakrishna College, Mangaluru.	Overall Championship
State	"Sci-Curious-2015", Science & IT Fest	Bhuvanendra College, Karkala.	Overall Championship
National	"ASTITVA" Cultural Fest	St. Aloysius College, Mangaluru.	Overall Championship
National	"KALA AVISHKAR 2015" Cultural Fest	Srinivas Institute of Management, Mangaluru.	Overall Championship
University	Music Competition	University College, Mangaluru.	Overall Championship

**2015-16: College received 3 overall championship in management fests, 1 in IT fest and 4 in cultural fests.**

2015-16			
Level	Name of the Competition	Organizer	Prize Awarded
National Level	CRESTIVAL 2015 – Leader's Conclave	St. Agnes College, Mangaluru.	Overall Championship
National level	ABHIGYAAN 2015	SDMIMD, Mysore.	Overall Championship
University	FACULA 2015	St. Philomenas College, Puttur.	Overall Championship
University	SPECTRA 2016	Narayana Guru College, Mangaluru.	Overall Championship
University	NAKSHATRA 2016	St. Agnes College, Mangaluru.	Overall Championship





University	DESIGN FIESTA 2016	Karavali College, Mangaluru.	Overall Championship
University	ASTITIVA 2016	St. Aloysius College, Mangaluru.	Overall Championship

**SPORTS EVENT:**

Number of students who represented events at various levels:

Sports event	Level	2012-13	2013-14	2014-15	2015-16
Football	University	1	-	1	-
	Zonal	-	-	-	-
	State	-	-	-	-
Cricket	University	3	3	2	2
	Zonal	3	3	3	2
	State	1	2	1	1
Basket ball	University	1	-	-	-
	Zonal	-	-	-	-
	State	-	-	-	-
Table Tennis	University	-	-	-	-
	Zonal	-	-	-	-
	State	-	-	-	-
Swimming	University	2	-	-	-
	Zonal	2	-	-	-
	State	-	-	-	-
Volley Ball	University	1	-	1	-
	Zonal	1	-	-	-
	State	-	-	-	-
	College	-	-	-	2
Athletics	University	2	2	3	1
	Zonal	1	2	2	1
	State	-	2	1	1
	National	-	2	1	1
Karate	University	-	-	-	-
	Zonal	-	-	-	-
	State	-	-	-	4
kabaddi	University	-	-	-	-
	Zonal	-	-	-	-
	State	-	-	-	-
	College	-	-	-	2

Total number of students who represented events at various levels:

Level	2012-13	2013-14	2014-15	2015-16
University	10	9	5	2
Zonal	6	5	3	1
State	3	4	2	1
National	-	-	-	-



**5.3.3 How does the college seek and use data and feedback from its graduates and employers to improve the performance and quality of the institutional provisions?**

A feedback questionnaire is given to the graduating students. This feedback is used for continuous improvement. When the prospective employers and consultants visit the campus for student recruitment, their written feedback is taken in the visitor's opinion book. Some of the feedback given are, need for improving soft skills, need for practical orientation and awareness about the latest industry trends. Considering these feedbacks, the institution has conducted a number of programs like Soft skill training, guest lectures, research oriented projects by the students, value education programmes and career guidance programmes.

Apart from this faculty members are also encouraged to undergo training like entrepreneurial development programmes, Faculty Development Programmes on research methodology, activity oriented classes which is a trainers training programme, so that the faculties can be instrumental in training the students.

**5.3.4 How does the college involve and encourage students to publish materials like catalogues, wall magazines, college magazine, and other material? List the publications/materials brought out by the students during the previous four academic sessions.**

Literary Association motivates and guides the students to write articles, stories and poems in all the languages. Students publish their writings on wall magazines and the college annual magazine. Following are the steps taken to encourage students to showcase their creative skills:

- Workshop on writing skills.
- Enlisting emerging areas in various subjects so that the students can write articles on them.
- Notice board to each department for displaying wall magazines.
- In-house news bulletin "Sync Vision" published once in three months gives an opportunity to students for improving reporting and writing skills.
- The college Annual magazine "Dynamism Insignia" which gives a platform for students to publish articles, stories, poems, drawings and other artistic works which deal with wide range of subjects and themes.
- Encouragement to students to present papers in the inter-collegiate seminars and to publish articles, stories and poems in the local news papers and magazines.

**5.3.5 Does the college have a Student Council or any similar body? Give details on its selection, constitution, activities and funding.**

College has a student council which consists of various associations. These associations conduct wide spectrum of activities to ensure the overall personality development of the students.

**Selection process:**

- Academic performance is considered to be the criteria to contest in the election for key position like president, secretary and joint secretary. Only top ten meritorious students from BBM, five from BCA and three from BA(HRD) and B.Com. based on the university examination result can file the nomination.



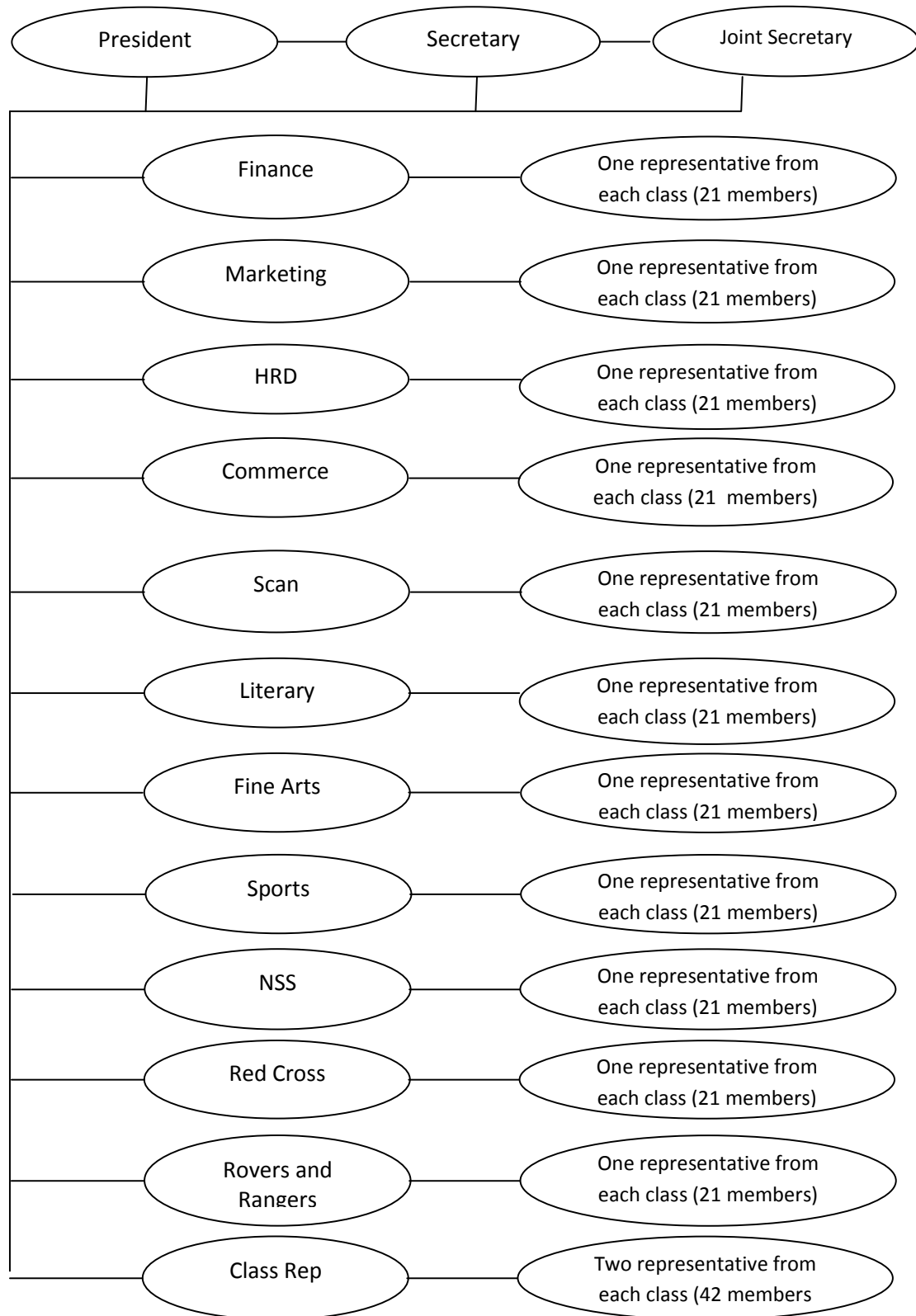
- Though all the procedural formalities for election are followed, in the recent past, as there was unanimity among the eligible candidates, need for elections did not arise.
- For other posts like coordinators of various associations, interested students are asked to submit their bio-data. Based on their past performance and interest, students are nominated.
- Representatives for classes and associations are nominated by the students with the help of the class advisors.

**Constitution of the student council:**

Student council is headed by the President, Secretary and Joint Secretary. For each of the association there is a coordinator from the final year and from each class, there are representatives.

- The election is conducted purely on merit bases. For the posts of president, secretary and joint secretary, the college considers top 10 meritorious students from BBM, 5 from BCA and 3 from BA(HRD) and B.Com.
- There are many associations like Finance, Marketing, HRD, Commerce, Scan, Literary, Fine Arts, NSS, Rovers and Rangers and Red Cross. Each of this association has one representative from every class to coordinate the activities of the association and ensure the participation of every class. Besides this, two class representatives from each class also become the member of student council as shown in the chart below.





As shown above more than 30% of the entire student community is directly involved in the student council ensuring active involvement of large number of students.

### Major activities

Associations of student council organize a number of skill enhancement activities with a view to promote overall personality development in a disciplined manner. The following are the various association of student council.

- **Marketing association:** It is formed to train the students to put their marketing skills to practice. It emphasizes on building confidence and exposing them to the challenges of the corporate world. The association organizes various activities like Corporate Quiz, Brand Wars, Ad Guru, Product Launch and ad copy designing. These activities enable the students to develop leadership abilities, conceptual skill, critical and analytical thinking, technical and communication skills.
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- Web Designing
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### **5.3.6 Give details of various academic and administrative bodies that have student representatives on them.**

The institution follows participative approach to involve the students in decision making process. Scheduling of various co-curricular and extra-curricular activities have been done by giving weightage to the views of the student representatives. Academic and administrative body like examination committee conveys their decisions taken by them in the student council so as to involve them indirectly in decision making. Editorial board has student representation which enables the board to seek the co-operation and support of all the students in the compilation of college annual.



**5.3.7 How does the institution network and collaborate with the Alumni and former faculty of the Institution.**

Alumni of the institution are spread across the world and efforts are made to network and collaborate with them. Alumni are encouraged to network with the institution through the college website. A provision is made on the website for the alumni to register and provide details about their achievements. Social networking tools are also used to keep active contact with the alumni. Alumni association maintains a notice board called 'Our Alumni Our Pride' where profiles of illustrious alumni are displayed to inspire the present students. Alumni are also invited as guests and resource persons to various programmes of the college.

Former Faculties of the institution are also source of strength and support. The institution maintains continuous rapport with them, by making it a practice to invite them for all the major programmes, guest lectures, or as judges for events. Their contacts are also used for institutional benefit.





**CRITERION : VI**

**GOVERNANCE, LEADERSHIP**

**AND**

**MANAGEMENT**



## CRITERION VI : GOVERNANCE, LEADERSHIP AND MANAGEMENT

### 6.1 INSTITUTIONAL VISION AND MISSION

**6.1.1 State the vision and mission of the Institution and enumerate on how the mission statement defines the institution's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, institution's traditions and value orientations, vision for the future, etc.?**

**The vision of the institution is:** "Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread Indian ethos".

**The mission of the institution is:** "Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism, and positive attitude towards life through practical training which gives exposure to global business and industry".

Vision and mission reflect the institutional goals, based on the expectations and aspirations of our management. Our management headed by great visionary, Padma Vibhushan awardee, Dr. D. Veerendra Heggade visualized the need for developing management education at undergraduate level when it was still at an infancy stage and was even unheard of in this part of the state. Thus, more than three and a half decade back the institution could foresee the need for professionally trained manpower required to lead the corporate business world, the dearth of which is felt now. Our institutional vision and mission are based on the firm belief that the students who graduate from the college should be able to stand on their own feet through entrepreneurial ventures incorporating business ethics. In keeping with this, our vision and mission statement mentioned below stresses on the following:

- **Addressing the needs of the society:** Society today requires business leaders with entrepreneurial skill. Institution thus addresses the needs of community by developing competencies of people to meet the challenges of business, industry and service sector and also by developing leadership, entrepreneurial skill among the people with patriotism, modern outlook and positive attitude towards life.
- **Reflect the needs of the student's:** Students who are seeking management education today expect the institution to provide world class training at a reasonable cost to empower them and institution strives to provide this.
- **Institution's traditions and value orientations** are reflected by stressing on the need for enhancing the quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life.
- **Vision for the future** is to develop globally accepted business leaders.

Thus the vision and mission is developed by incorporating the needs of the students, society, institutional traditions and vision for the future.

**6.1.2 What is the role of top management, Principal, and Faculty in design and implementation of its quality policy and plans?**

The top management, Principal and faculties play a role in the designing and implementation of plan through various committees mentioned below:

1. IQAC
2. Academic Planning Committee
3. Admission Committee



4. Examination Committee
5. Research Cell
6. Parent-Teachers' Association
7. Student Council
8. Discipline Committee

Members of the governing council provide the necessary guidance and support based on which a comprehensive plan is prepared in the beginning of the academic year. The following reports are sent to the top management every month to review the progress of implementation of the plans.

- Monthly report of the activities.
- Minutes of IQAC meetings.
- Minutes of HOD meetings.
- Quarterly magazine "Sync-Vision"

### **The Role of Principal**

The Principal, being chairman of IQAC, is directly involved in framing of the quality policy. In the IQAC and HODs meetings held every month various steps to improve quality are discussed and implemented. Evaluation of previous month is done and plan of action for the next month is presented.

Various committees such as examination, time table etc. are formed and the responsibilities are distributed. Regular meetings are conducted by the Principal and necessary information is communicated through circulars and notices. New responsibilities that come up are given to faculties by the Principal. The committees and staff-in-charge lists are published in the college calendar. This is circulated among all staff members and students.

At the end of each semester, dry run inspection is conducted by IQAC under the supervision of the Principal to ensure that implementation of the quality improvement measures. Dry run encompasses the following area:

- Teaching methods
- Lesson plan
- Student assignments
- Factory visit reports
- Organization reports
- Mentoring records
- Internal and ECCC marks records
- Departmental meeting minutes book
- Genesis, Synergy and Sygma reports
- Record of students achievements
- Individual profile of the faculties
- Placement records

### **Role of Faculties:**

- To complete the syllabus in a stipulated time as per the University norms.
- Designing of syllabus for various short term courses.
- To guide and mentor the students to ensure their personality development.
- To perform administrative duties related to examinations, admissions, discipline etc.
- To involve themselves in research activities.
- Observe and follow the rules and regulations regarding service and duties led down by University Act.



### 6.1.3 What is the involvement of the leadership in ensuring :

- **The policy statements and action plans for fulfilment of the stated mission.**
- **Formulation of action plans for all operations and incorporation of the same into the institutional strategic plan.**
- **Interaction with stakeholders.**
- **Proper support for policy and planning through need analysis, research inputs and consultations with the stakeholders.**
- **Reinforcing the culture of excellence.**
- **Champion of organizational change.**

Effective leadership is ensured by involvement of policy makers in comprehensive decision making as follows:

- **The policy statements and action plans for fulfillment of the stated mission:** As the mission of the institution is to promote leadership and develop entrepreneurial skill, Principal and Deans ensure that it is fulfilled by designing appropriate policies followed by actions.
- **Formulation of annual academic plan for all operations and incorporation of the same into the institutional strategic plan:** The Deans ensure that all the departments prepare their annual academic plan which is further integrated to prepare the institutional plan. Necessary guidelines are also given by the Principal and Deans to all the departments.
- **Interaction with stakeholders:** With the view to develop a shared vision, Principal ensures that all the stakeholders interact with each other. Following stakeholders are made aware of the vision and mission to ensure organizational excellence

**Students:** staff advisor of the student council is guided by the Principal to ensure that activities of student council are aligned with the vision and mission of the institution.

**Faculties:** Reflections on vision and mission are done in faculty meeting to ensure that all the activities are aligned to the same.

**Parents:** Programmes organized based on the vision and mission are discussed in the PTA meeting.

**Alumni:** Alumni are the brand ambassadors of the value system of the institution.

**Management:** Management takes the initiative to ensure that the entire functioning of the institution is aligned with its vision and mission.

**Industry Peers:** Support of industry peers is sought through initiatives taken for industry institution interaction. Being aware of the quality of the passing out students, industry peers have always supported the institution.

Under the effective leadership of Principal and Deans, the following interactions take place:

- Governing council members are invited for major programme during which they interact with faculties and students. In Co-curricular activities such as seminars, symposiums, workshops, guest lectures, etc. Principal participates and interacts with students and faculties.
- Extracurricular activities such as, annual day celebration, annual sports competition, Management and IT fests, NSS, Red Cross, Rovers and Rangers and other association activities Principal of the institution along with faculties participate and interacts with the students and parents.
- Principal and faculty participate in the parents teacher meets and provides feedback on the academic performance of the students to the parents.



- The industrial visits by the students, external project work in the industry / business houses are closely monitored by the Principal.
- **Proper support for policy and planning through need analysis, research inputs and consultations with the stakeholders:** Whenever major decisions are to be taken, the Institution conducts a need analysis and consults with stakeholders. One such example is starting a new course like B.Com. The need analysis for such a course is done and observation revealed that there are a large number of students who are interested in taking up professional courses because of which they prefer to opt for B.Com. Hence in consultation with stakeholders like faculty, alumni and parents, B.Com course was introduced.
- **Reinforcing the culture of excellence:** Initiatives are taken to ensure excellence in every field through effective leadership for all the activities. Under the guidance of Deans, faculties ensure efficient execution of the programmes.
- **Champion of organizational change:** The institution strives to bring about positive changes in all spheres of academic activities in accordance with the requirements of the corporate world.

#### **6.1.4 What are the procedures adopted by the institution to monitor and evaluate policies and plans of the institution for effective implementation and improvement from time to time?**

College has various bodies and committees mentioned below to monitor and evaluate policies and plans of the institution for effective implementation and improvement from time to time:

- IQAC
- Academic Committee
- Admission Committee
- Examination Committee
- Discipline Committee
- Library Committee

These committees ensure that various policies are implemented successfully. Depending upon the requirements, the committee suggests necessary amendments and improvements. IQAC takes the decision and whenever new policies and plans are evolved, a guideline for process of execution is given.

#### **6.1.5 Give details of the academic leadership provided to the faculty by the top management?**

The Principal involves all Deans and HoDs of various departments in planning, implementation and evaluation of the plans.

- The Principal along with Deans monitors academic activities.
- Initiatives are taken to organize various rejuvenating program for faculties to refine and enhance the potentialities.
- Faculties are motivated to pursue Ph.D. and M.Phil.
- Guidance is given to various departments to organize short term courses.
- Faculties are guided to apply for minor research schemes, seminars and conferences of UGC.
- They are urged to present papers in the seminars and conferences and publish the same.
- They are made aware of emerging areas in various subjects so that these issues can be deliberated upon in the classes.



**6.1.6 How does the college groom leadership at various levels?**

Leadership is groomed at various levels through decentralization of various activities so that all get opportunities to take the initiatives. In the case of faculties, the following additional responsibilities are given to enable them to emerge as leaders.

- Deans
- HoDs
- Class advisors
- Faculty coordinators of associations
- Coordinators of committees

Administrative staff are empowered to lead the functions of their respective departments.

In case of students, the structure of student council is designed in such a way that there is maximum scope for leadership in different areas.

- For each of the association a representative selected from the class acts as a leader to ensure the involvement of others.
- The student council members are assigned responsibilities on different occasions which provide an opportunity for the students to display leadership.
- College organizes management fests like Synergy and Genesis and IT fests Sygma and Inspire which gives immense scope for students to exhibit their leadership qualities. The objective of organizing these fests is to groom the students as effective leaders by giving them sufficient exposure.
- A leadership training programme is conducted to the student council members to enhance their leadership skills.
- The soft skill training program for the students provides sufficient opportunity to develop leadership skills.
- Student-Faculty programme is conducted to enhance their leadership skills.

**6.1.7 How does the college delegate authority and provide operational autonomy to the departments/units of the institution and work towards decentralized governance system?**

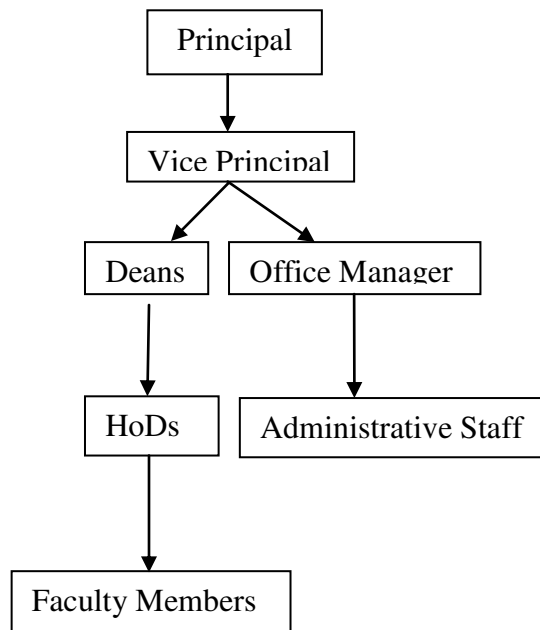
The day to day administration and academic functions are decentralized. All Deans look after the functions of their respective department. Office manager supervises the administrative office. An activity which specifically needs the administrative approval of the principal is clearly defined.

The Deans are given sufficient liberty and authority to make and implement decisions for the betterment of departmental performance. The same is communicated to the Principal for approval. The college has formed various committees for carrying out the regular activities. The Deans enjoys autonomy in the following:

- a) Subject allocation and time table finalization
- b) Inviting experts for guest lectures
- c) Organizing student presentation/seminars
- d) Organizing extension activities of the department.
- e) Introducing various teaching methodologies



The delegation of authority to the various departments of the institutions is as follows:



**6.1.8 Does the college promote a culture of participative management? If “yes”, indicate the levels of participative management?**

The college promotes a culture of participative management to ensure the contribution of all. To ensure this, general staff meetings are conducted in the beginning of the academic year while planning activities for the year. Thus all are involved in planning, decision-making and implementation through a transparent approach.

## 6.2 STRATEGY DEVELOPMENT AND DEPLOYMENT

**6.2.1 Does the Institution have a formally stated quality policy? How is it developed, driven, deployed and reviewed?**

The institution has a formally stated quality policy. The quality policy of the institution is aligned to its vision and mission.

### Quality Policy

Quality policy of the institution is: “To pursue excellence in academics, administration, teaching, learning, innovation and research in order to create responsible global citizens”.

IQAC has developed quality policy based on the vision and mission of the college. Different committees like IQAC, Academic Committee, Discipline Committee, and student council point out the quality parameters based on which IQAC develops quality policy. Quality Policy is implemented by all the departments. It is reviewed in the meetings based on the feedback.

**6.2.2 Does the Institute have a perspective plan for development? If so, give the aspects considered for inclusion in the plan.**

The perspective plan is to develop the institution as centre of excellence by strengthening research orientation, greater industrial exposure, and wider extension and outreach activities.



- Enhance ICT based teaching and encourage innovation in teaching learning methodology.
- Enhance digital resources
- Strengthening research and publication in every department
- Encourage staff to pursue Ph.D qualification
- Enhance the number of minor research projects
- Encourage publication / presentation of staff / student projects

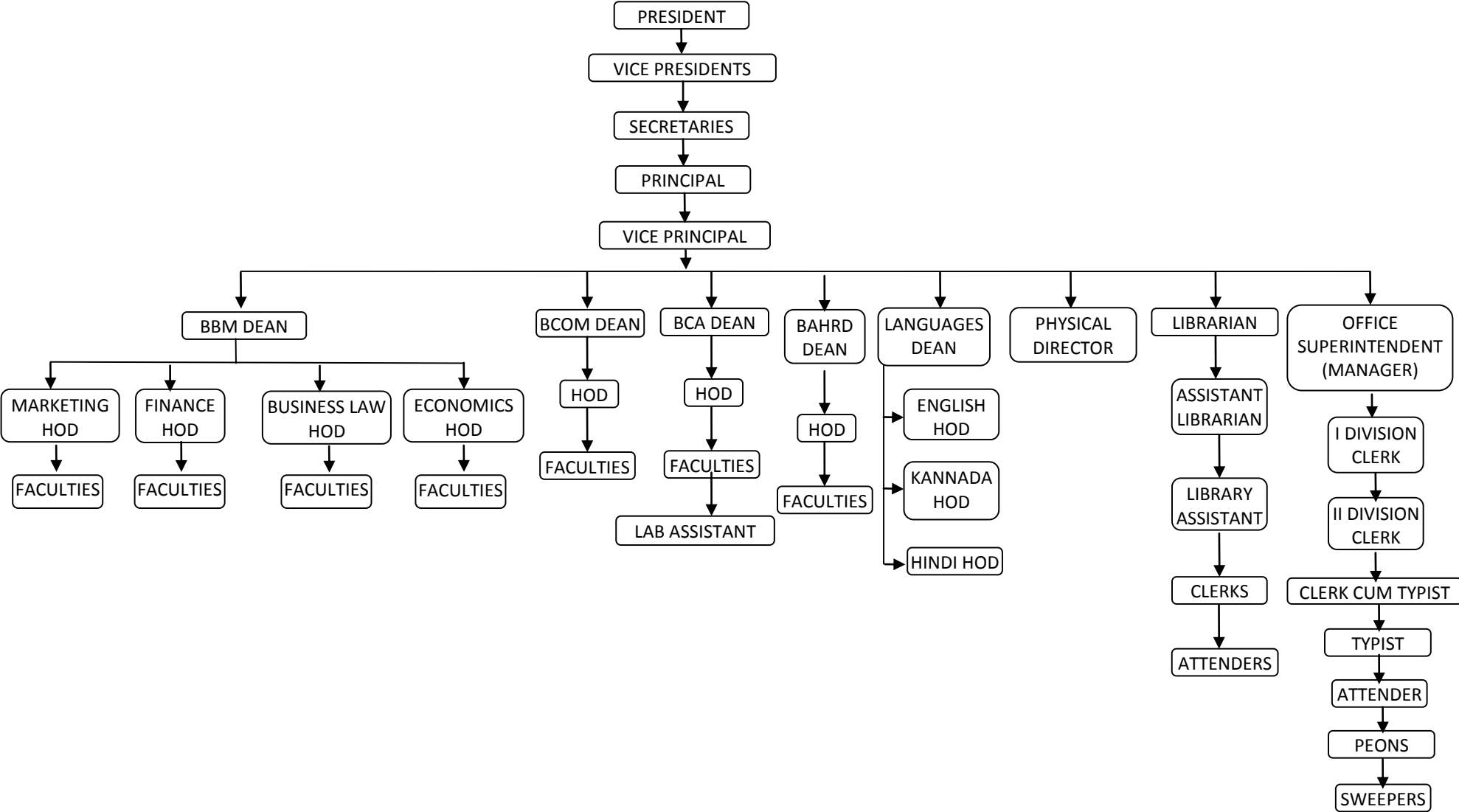




**6.2.3 Describe the internal organizational structure and decision making processes.**

The internal organizational structure is given below:

**Academic & Administrative**



The institution is managed by SDME society®, Ujire of which Dharmadhikari Padma Vibhushan Dr. D. Veerendra Heggade is the President. The governing council takes major decisions regarding academic issues, infrastructure, etc. based on the feedback given by the institution. Regarding the financial matters, various departments submit their requirement based on which the annual budget plan is prepared and sent to management for approval. In routine matters, concerned committees take the decision in consultation with IQAC. In case of major decision, approval from the management is taken.

**6.2.4 Give a broad description of the quality improvement strategies of the institution for each of the following**

**Teaching & Learning**

**Research and Development**

**Community engagement**

**Human resource management**

**Industry interaction**

➤ **Teaching & Learning:**

- Teachers quality:
  - Organizing Faculty Development Programmes.
  - Encouraging participation in seminars / workshops.
- Teaching methodology:
  - Use of ICT tools.
  - Student centric learning methods.
  - Case studies, presentations, seminars, group discussion, quiz, role play, etc.
- Supplementing academics:
  - Short term course.
  - Industry visit.
- Support facilities:
  - Books and journals.
  - E-Resources.

➤ **Research and Development:**

- Encouraging faculties to pursue Ph.D.
- Organizing research methodology workshops.
- Encouraging to apply for UGC sponsored minor research projects.
- Providing WiFi.

➤ **Community engagement:**

- Encouraging students to join NSS, Rovers and Rangers, Red Cross Units.
- Motivating various departments to organize extension activities.

➤ **Human resource management:**

Following initiatives have been taken.

- Encouraging higher studies for improving the performance.
- Provision of statutory fringe benefits.
- Training programmes.

➤ **Industry interaction:**

- Organizing industrial visit once in a year to get hands on experience.
- Motivating students to prepare reports on business concerns.
- Encouraging students to take up projects.



**6.2.5 How does the Head of the institution ensure that adequate information (from feedback and personal contacts, etc.) is available for the top management and the stakeholders, to review the activities of the institution?**

Built-in mechanism exists to send regular reports to management.

- In the beginning of the academic year the plan of action is presented to the management and their suggestions are sought.
- At the end of every month the minutes of IQAC/HoD meetings and reports of all the activities are sent to the management.
- A representative of the management is also invited to attend the IQAC/HoD meetings held every month.
- While planning out major activities, the proposed plans are presented to the management
- To enable all the stakeholders to know about the activities of the institution, an in-house quarterly magazine, “Sync Vision” which covers the college news and reports is sent to all.
- The college annual magazine gives a comprehensive picture about the activities.
- Website of the college is updated on regular basis which gives access to all stakeholders to review the activities of the institution.

**6.2.6 How does the management encourage and support involvement of the staff in improving the effectiveness and efficiency of the institutional processes?**

Any initiative towards enhancement of quality is encouraged and appreciated through platforms like review meetings. To motivate the staff, a word of appreciation is always expressed by the management when major programmes are organized successfully. Staff members are involved in decision making and are encouraged to suggest and implement measures which will empower the effectiveness and efficiency of the institutional process.

**6.2.7 Enumerate the resolutions made by the Management Council in the last year and the status of implementation of such resolutions.**

Some of the resolutions made are as follows:

- **Short term courses:** With the view to give greater exposure to the students short term courses are introduced.
- **Departmental extension activities:** Instead of restricting extension activities only to NSS, Rovers and Rangers and Red Cross, all the departments are encouraged to undertake, so as to make them realize their social responsibilities.
- **Value Education:** In order to propagate moral values among students, the college has introduced programmes on value education for the promotion of ethical values. Experts from various fields address the students to sensitize about the need for moral values in life.
- **Holistic personality development:** With the view to develop multifaceted personality, college provides ample opportunities to participate in both curricular and extracurricular activities.
- **Student discipline:** Students are strictly prohibited from parking the four-wheelers within the college campus. To maintain student discipline timings of the annual day celebration was shifted from 6.30 p.m. to 3.00 p.m.
- **General awareness:** Information Display System is installed to highlight the



various activities taking place in the college and to communicate upcoming events.

**6.2.8 Does the affiliating university make a provision for according the status of autonomy to an affiliated institution? If “yes”, what are the efforts made by the institution in obtaining autonomy?**

Affiliating University has a provision for giving autonomy status to the college and our institution is yet to apply to UGC for autonomy status.

**6.2.9 How does the Institution ensure that grievances / complaints are promptly attended to and resolved effectively? Is there a mechanism to analyze the nature of grievances for promoting better stakeholder relationship?**

To prevent the occurrence of any grievances, precautionary measures are always taken. Suggestion boxes are used to get the feedback about expectation of students so that their reasonable demands are met.

**Student grievances:**

**Regarding academics:** Any matters regarding academics, discipline and personal issues are handled by the class advisors who are also the student mentors.

**Regarding extra-curricular activities:** Any grievance that occurs is looked into by respective faculty coordinator.

In the above matters, the faculties also take the guidance of the Deans and Principal whenever necessary.

**Staff grievances:**

Staff grievances are referred to Deans of the concerned departments and to staff welfare committee.

**Parent grievances:**

Grievances of the parents are handled by the class advisor in consultation with other faculties.

**University:**

Grievances of the university are promptly attended by the administrative staff.

Besides this, if there are any other grievances from the stakeholders, the institution always takes proactive measures at the initial stage itself and thus strives to maintain an amicable relationship with all the stakeholders.

**6.2.10 During the last four years, had there been any instances of court cases filed by and against the institute? Provide details on the issues and decisions of the courts on these?**

There have been no such instances of litigation against the institution.

**6.2.11 Does the Institution have a mechanism for analyzing student feedback on institutional performance? If “yes”, what was the outcome and response of the institution to such an effort?**

Student feedback is taken at all stages of planning and organization of the activities. In the beginning of the academic year, planning of the activities of various associations is done in a democratic way by taking into consideration feedback of the students.

The class advisors and association coordinators collect oral feedback at the end of the academic year. Suggestion boxes placed at convenient locations are also



used by the students to give their feedback. Written feedback through a questionnaire is also taken from the students.

The institution makes an effort to convey convincing explanation regarding the suggestions which are not compatible with the institutional norms.

### **6.3 FACULTY EMPOWERMENT STRATEGIES**

#### **6.3.1 What are the efforts made by the institution to enhance the professional development of its teaching and non teaching staff?**

- The institution supports the teaching and non-teaching staff to enhance professional development by granting OOD facilities and financial assistance for paper presentation and participation in academic programmes.
- In-house faculty development programmes on research methodology and research related areas are organized
- Necessary infrastructural facilities like computers, printers and WiFi are provided in all the staff rooms.
- To facilitate research activities, all faculties are given individual login accounts on N-list journal portal.
- To empower the non-teaching staff, training programmes on office software is given.

#### **6.3.2 What are the strategies adopted by the institution for faculty empowerment through training, retraining and motivating the employees for the roles and responsibility they perform?**

- Deputation of faculty members to academic programmes.
- Organizing in-house faculty development programmes on research methodology, teaching pedagogy, student mentoring and other relevant topics are undertaken to empower the faculties.
- Training programmes for administrative staff.

#### **6.3.3 Provide details on the performance appraisal system of the staff to evaluate and ensure that information on multiple activities is appropriately captured and considered for better appraisal.**

The institution adopts a mechanism of online self-appraisal of teachers and comprehensive evaluation of teachers by students. Multiple activities performed by the faculties are evaluated by giving sufficient weightage to different criteria so as to ensure comprehensive evaluation.

#### **6.3.4 What is the outcome of the review of the performance appraisal reports by the management and the major decisions taken? How are they communicated to the appropriate stakeholders?**

When review of performance appraisal is made by the management, appropriate decisions are taken which are communicated to the respective stakeholders. The views and suggestion of the management are communicated through the staff and student council meetings held regularly.



**6.3.5 What are the welfare schemes available for teaching and non-teaching staff? What percentage of staff have availed the benefit of such schemes in the last four years?**

- Group Insurance scheme “Sampoorna Suraksha Yojane” is offered to the employees in which 50% of the premium is paid by the management.
- The spouse and parents of staff members can avail benefits towards medical expenses.
- Maternity benefit of Rs. 5000 is given by the management.
- Staff members can also avail loan facilities from SDM employee’s cooperative society on easy installments.
- Children of staff are given fee concessions in other institutions run by the management.
- Other benefits like PF, Gratuity, Leave Encashment, Earned Leave, ESI, Maternity leave and travel grants for attending academic programmes are given.

These concessions are available to all teaching and non teaching staff. They do take benefits of these initiatives as per their requirement.

**6.3.6 What are the measures taken by the Institution for attracting and retaining eminent faculty?**

A conducive work environment is provided by the institution to attract and retain eminent faculty. Ample opportunities provided for academic growth and self-improvement by the institution attracts the best faculties. Motivation provided for professional growth has retained the eminent faculties. The institution provides the right atmosphere to nurture the competent staff.

- Salaries offered and the annual increments, commensurate with experience.
- The faculties are continuously encouraged to enhance their qualifications and advance professionally.
- They are encouraged by providing financial assistance to participate and present papers at the national and international conferences.
- Faculty members engaged in research are given the privilege of utilizing infrastructure.
- Extending professional assistance to the faculties by providing them training for development, transparency in all academic and management activities, involvement in all the decision processes by inducting into the various academic committees encourage their retention.
- Mutual cooperation and mentoring enables the development of all the faculties which is the prime motivator for retention.

**6.4 FINANCIAL MANAGEMENT AND RESOURCE MOBILIZATION**

**6.4.1 What is the institutional mechanism to monitor effective and efficient use of available financial resources?**

The institution follows a professional financial management technique to manage the financial resources efficiently. Annual budget is prepared based on the steps mentioned below:

- A detailed estimate of expenses to be incurred is collected from all the departments.
- The accounts department compiles the data and prepares the budget proposal.



- Evaluation of proposed budget is done by the management.
- After the final approval of the budget by the management, funds are allocated to the respective departments.
- The expenses incurred are certified by the competent authority.
- Internal meetings are held to ensure that fund flow of the organization is as per the sanctioned budget.
- Books of Accounts are maintained according to the Accounting Standards.
- Periodic review of accounts is done by internal auditors yearly.
- Annual auditing is undertaken by Registered Chartered Accountant.

The approved budget is strictly followed and monitored by the finance department. The entire purchase requirement is processed by the finance department and after its clearance, procurement action is initiated. The payments of bills are also monitored by the finance department to ensure that all the expenses are within the sanctioned budget.

**6.4.2 What are the institutional mechanisms for internal and external audit? When was the last audit done and what are the major audit objections? Provide the details on compliance.**

The institution has internal and external audit mechanism. Internal audit is done yearly by the internal auditor appointed by management. They submit internal audit report annually and necessary compliance is done accordingly. External Audit/Statutory Audit is also done by government every year. They submit audit report and audited financial statements to the college authorities. Necessary compliance is done by the college management. Copy of audit reports of last audit done by internal and external auditor is enclosed (Annexure-3). The local inspection committee from the university visits annually and checks the accounts.

**6.4.3 What are the major sources of institutional receipts/funding and how is the deficit managed? Provide audited income and expenditure statement of academic and administrative activities of the previous four years and the reserve fund/corpus available with Institutions, if any.**

The institution is managed by SDME Society®. Aided section receives funds for salaries from the government. UGC gives grants for infrastructure and academic programmes. The management of the college meets the deficits. The audited income and expenditure statement for the year 2010-11 to 2014-15 (for Five years) and reserve funds available are attached (Annexure-3).

**6.4.4 Give details on the efforts made by the institution in securing additional funding and the utilization of the same (if any).**

The Institution sends proposals to UGC for grants under various schemes to boost the infrastructure of the institution and also to encourage research activities, organize seminars and conferences.

## **6.5 INTERNAL QUALITY ASSURANCE SYSTEM (IQAC)**

### **6.5.1 Internal Quality Assurance Cell (IQAC)**

- a. Has the institution established an Internal Quality Assurance Cell(IQAC)?  
If 'yes', what is the institutional policy with regard to quality assurance and how has it contributed in institutionalizing the quality assurance processes?**

The institution has established an Internal Quality Assurance Cell in order to develop and sustain quality culture. The quality policy followed by the institution aims at providing necessary support facilities to ensure quality in all the aspects of the functioning of the institution like:

#### **Student performance in academics and co-curricular activities**

- Providing necessary support facilities to improve the academic performance
- Giving ample opportunities for co-curricular and extra-curricular activities to ensure all-round development of the personality.
- Moulding students to be morally upright individuals with strong value base.

#### **Provision of infrastructural facilities**

- Ensuring the availability of state of the art infrastructural facilities.
- Regular maintenance.

#### **Rendering administrative services**

- Rendering prompt services and giving quick responses.

#### **Organizing programmes**

- Ensuring that institutional vision & mission is reflected in all the programmes.

#### **Teacher quality**

- Ensuring that qualified teachers are recruited.
- Empowering teachers through Faculty Development Programmes.

Quality assurance process is institutionalised through continuous efforts to create quality consciousness among all the stakeholders. Efforts are made to make quality a way of life rather than a short term effort. All precautionary measures are taken to ensure the smooth functioning of the institution. Regular feedback is used to improve the working of the system.

In keeping with the quality policy, following are the objective adopted by the IQAC to institutionalize the quality culture.

- To go beyond the mandatory requirement of affiliating system and adopting need based professional and value addition programme to fulfill the needs of modern corporate world.
- To enhance the skills of students so that they can be easily absorbed by the industry.
- To develop in-depth knowledge in their domain of study and inspire students to meet the requirements of the industry/society.
- To encourage co-curricular activities to ensure all round development of personality of the students.
- To provide the necessary students support to ensure their progress.
- To upgrade the knowledge and skills of the faculty by motivating them to pursue higher studies and deputing them to participate in conference/workshops.





- To augment the necessary infrastructure.
- To plan out extension activities to discharge the social responsibility of the Institution.
- To develop contact with industry to ensure placement services.
- To ensure necessary administrative support.

IQAC plays a prominent role in ensuring quality in institutional process. Periodical review of activities enables institution to take up timely improvement measures.

**b. How many decisions of the IQAC have been approved by the management/authorities for implementation and how many of them were actually implemented?**

The decisions taken by the IQAC have been conveyed to the management on a regular basis. Most of the decisions for institutional improvement are approved by the management and are implemented as mentioned below.

- Introduction of B.Com. course.
- Organization of extension activities by all the departments.
- Short term courses.
- Certificate course through MOU with Consumer Cell.
- Interdisciplinary courses.
- Skill enhancement programmes.
- Implementation of institution management software (EEPRMS) to automate administrative process.
- Barcode system for user attendance in the library.
- Upgradation of IT facilities.
- Installation of overhead projectors in all the classes.
- 36 mbps leased Internet.
- Digital Signage.
- Encouraging the students to use public transport system.
- Ensuring students safety by not going beyond the working hours while organizing activities.

Suggestions about the day-to-day functioning of the institution, approved by the management are implemented.

**c. Does the IQAC have external members on its committee? If so, mention any significant contribution made by them.**

IQAC has an external member. Apart from this IQAC solicits the suggestions of resourceful persons like alumni, prospective employers and parents. Though they are formally not nominated as the members of the IQAC, their suggestions are always taken in necessary circumstances especially during placement.

**d. How do students and alumni contribute to the effective functioning of the IQAC?**

Suggestions from students are taken on appropriate platforms to ensure the process of quality enhancement. Especially during the student council meeting, constructive suggestions are given by the students. Alumni also share their experiences regarding the skill enhancement activity that can be initiated by the IQAC.



**e. How does the IQAC communicate and engage staff from different constituents of the institution?**

IQAC has representatives from different constituents of the institution which ensures active involvement of all in the quality assurance process. Monthly meetings of IQAC are organized to get the feedback on the performance of the institution and set right any deviation. Representatives who attend these meetings convey the feedback to all the staff members of the department. To facilitate continuous ongoing communication, IQAC has an official email account.

**6.5.2 Does the institution have an integrated framework for Quality assurance of the academic and administrative activities? If 'yes', give details on its operationalisation**

The institution has well established integrated framework for quality assurance both for academic and administrative activities as mentioned below:

- Framework for academic activities:
  - Preparation of lesson plan by the faculties.
  - Systematic time table.
  - Pre-planned evaluation schedules.
  - Report card for tracking performance.
  - Continuous monitoring of attendance and discipline by the class advisors.
  - Innovative teaching methods.
  - Skill enhancement through co-curricular activities.
  - Participation of faculty in syllabus and curriculum workshops.
  - Faculty Development Programme for staff empowerment.
  - Feedback mechanism.
  - Providing platforms for student interaction.
  - Academic audit.
- Framework for Administrative activities:
  - Time framework for each activity.
  - Prompt compliance with external agencies like university, joint director's office, management, UGC, government bodies, etc.
  - RTI compliance.
  - Promptness in all services.

**6.5.3 Does the institution provide training to its staff for effective implementation of the Quality assurance procedures? If 'yes', give details enumerating its impact.**

- The institution has taken the initiative of organizing a NAAC sponsored seminar on 'Measures for quality enhancement and sustenance higher education', with the view to inculcate quality culture among the staff.
- The management conducts training programmes for the faculty and administrative staff on the use of administrative software for automation.
- In-house training programmes on use of web based office tools, use of library OPAC are organized.

Besides this, constant awareness is created about the need for quality improvement in all aspects. This is done through face-to-face communication, circulars, meetings, etc.



**6.5.4 Does the institution undertake Academic audit or other external review of the academic provisions? If 'yes', how are the outcomes used to improve the institutional activities?**

IQAC undertakes an academic audit at the end of every semester. Besides this, the affiliation committee of the university visits the college on an annual basis. The members of the management visit the college.

Based on the suggestions given by the IQAC, management and university, following improvements were made in institutional activities:

- Introduction of B.Com. course.
- Organization of extension activities by all the departments.
- Short term courses.
- Certificate course through MOU with Consumer Forum.
- Interdisciplinary courses.
- Skill enhancement programmes.
- Implementation of institution management software (EEPRMS) to automate administrative process.
- Bar code system for user attendance in the library.
- Up gradation of IT facilities.
- Installation of overhead projectors in all the classes.
- 36 mbps leased Internet.
- Digital Signage.
- Encouraging the students to use public transport system.
- Ensuring students safety by not going beyond the working hours while organizing activities.

**6.5.5 How are the internal quality assurance mechanisms aligned with the requirements of the relevant external quality assurance agencies / regulatory authorities?**

Efforts are made to ensure that the following requirements of external quality assurance agencies/regulatory authorities are aligned with internal quality assurance mechanisms like:

- Inclusive admission policy.
- Enhancing social responsibility of the institution through the activities of NSS, Youth Red Cross, Rovers and Rangers.
- Ensuring that the institutional rules and regulation are in compliance with university guidelines.
- Designing the internal mechanism to match the requirements of regulatory agencies.

**6.5.6 What institutional mechanisms are in place to continuously review the teaching learning process? Give details of its structure, methodologies of operations and outcome?**

Review of the teaching learning process is made in the departmental meetings conducted every month. Areas where practical exposure is required are identified and necessary measures are taken to provide the same. This is done by using innovative teaching pedagogy like case study, role play, simulation exercises, etc.

In the dry run inspection conducted at the end of the semester, IQAC reviews the following:

- Lesson plan
- Teaching methods



- Student assignments
- Factory visit reports
- Organization reports

The feedback from IQAC has enabled the improvement of the teaching learning process.

**6.5.7 How does the institution communicate its quality assurance policies, mechanisms and outcomes to the various internal and external stakeholders?**

- College website.
- Academic calendar.
- College annual magazine.
- Quarterly news bulletin 'Sync Vision'.
- Documents such as monthly report, reports of IQAC and HoD meetings.
- Circulars, notices and public address system.

**CRITERION : VII**

**INNOVATION**

**AND**

**BEST PRACTICES**



## CRITERIA VII: INNOVATIONS AND BEST PRACTICES

### 7.1 ENVIRONMENT CONSCIOUSNESS

#### 7.1.1. Does the institute conduct a green audit of its campus and facilities?

The institution ascertains the impact of its day-to-day functioning on the environment. Apart from this, during special occasions, when there is large gathering, a greater environmental impact is caused because of additional facilities which have to be provided. Following are the precautions taken to ensure that environmental impacts are minimised:

- Use of papers: Being an educational institution it is inevitable to reduce the use of papers. Hence cautions are taken to avoid paper wastage.
- Utilization of energy resources - Use of natural lighting and ventilation as far as possible.
- Usage of water – Awareness to avoid wastage.
- Transportation – Encouraging the students to use public transport.
- Sound – Avoiding sound pollution during the functions by following regulatory measures.
- Wastage of Resources – Systematic planning to avoid wastage of food, water, materials used for decoration while organizing programmes.
- Infrastructure – Substituting wooden furniture.
- Garbage disposal – Use of facilities provided by the city corporation for disposal of the garbage.

During special occasion, when additional infrastructure is hired, suppliers themselves are made responsible to dispose off the materials used. The institution insist on eco-friendly and recyclable materials considering the environmental impact. While organizing extra-curricular activities, students are insisted on using eco-friendly items. Initiatives are taken by NSS, Red Cross and Rovers and Rangers to make the students aware about the impact of their activities on environment.

#### 7.1.2. What are the initiatives taken by the college to make the campus eco-friendly?

**Energy conservation**

**Use of renewable energy**

**Water harvesting**

**Check dam conservation**

**Efforts for carbon neutrality**

**Plantation**

**Hazardous waste management**

**E-Waste management**

#### **Energy conservation:**

- Conscious efforts are made to check whether the electrical and electronic devices of the campus are duly switched off when not in use.
- Seminar halls are fitted with energy efficient split air conditioners.
- Old monitors are replaced with energy efficient models.
- Use of natural lighting and ventilation to avoid day time lights.
- Use of low emitting paints.
- Display of slogans to create awareness about energy conservation.



**Use of renewable energy:**

- Use of natural lighting and ventilation as far as possible.

**Water harvesting:**

- Awareness through lectures and slogan writing.

**Efforts for carbon neutrality:**

- Encouragement to use public transport by the students.
- Discouraging the use of four wheelers.
- Constant reminders about vehicle emission checks.
- Awareness about the importance of carbon neutrality.

**Plantation:**

- Tree plantation by NSS unit.
- Observation of vanamahotsava.
- Awareness through guest lectures, poster making, slogan writing and role play.

**E-Waste management:**

- The volume of E-Waste is minimum. Old computers donated to the schools run by our management.
- UPS batteries are recharged / repaired / exchanged by the suppliers.

**7.2 INNOVATION****7.2.1. Give details of innovations introduced during the last four years which have created a positive impact on the functioning of the college.**

Innovations in various aspects of academics are encouraged and supported, as a result of which several novel methods are incorporated in the system. The following innovations have enabled the institution to reinforce and sustains distinctive environment of excellence in education.

**Curriculum Aspects**

- Short term courses to give greater exposure.
- Inter disciplinary courses to widen the horizons.
- Initiative of the institution in curriculum revision of BBM and BA (HRD) courses.
- Introduction of B.Com course.

**Teaching, Learning and Evaluation**

- Formation of departments in business management based on the functional areas of management.
- Value education classes and motivational talks.
- Strengthening industry institution interaction.
- Innovative teaching pedagogy.

**Research Consulting and Extension**

- Formation of research cell.
- Sanctioning of eight minor research proposals by UGC.



- Faculty Development Programmes on research methodology.
- Sanctioning of seminars and conferences by UGC, NHRC and NAAC.
- Promotion of experiential learning through field visits. .
- Hosting of Udyoga Mela (Placement Drive).
- Motivation for research through certificate of appreciation to the faculty.
- Strengthening of network in the neighbourhood through wide range of extension activities by all the departments.

### **Infrastructure and Learning Resources**

- Increased access to free internet, N-List and other library e-sources.
- Increase in the number of ICT enabled classrooms, LCD projectors and Wi-Fi.
- Digital signage to display news about the college.

### **Students Support And Progression**

- Wide range of skill enhancement activities to promote all round development of personalities.
- Organisation of management and IT fests
- Encouragement and support to participate in inter-collegiate fests.

### **Governance and Leadership**

- Regular monthly reports to the management.
- Regular reporting system: Sending minutes of IQAC and HoD meetings, and monthly reports to the management.
- IQAC Email ID for better interaction.
- Decentralised administration through deans.
- Publication of quarterly magazine Sync-Vision.
- Quality checks through dry run inspection.

## **7.3 BEST PRACTICES**

### **7.3.1 Elaborate on any two best practices as per the annexed format (see page...) which have contributed to the achievement of the Institutional objective and or contributed to the quality improvement of the core activities of the college**

Institution follows several best practices out of which two are explained below:

#### **1. TITLE: SKILL ENHANCEMENT ACTIVITIES**

The vision and mission of the institution stresses on developing the competencies of people to meet the challenges of business and industry and to empower them with requisite skills to be globally acceptable business leaders. Hence enhancing the skills of the students is given the highest priority.

#### **Goal:**

- To enable the student to identify their core competencies.
- To bridge the gap between theory and practice.
- To develop the requisite skills in different functional areas.
  - Finance – analytical skills.
  - Marketing – creative ability.





- Human Resource – team work, group dynamics.
- Commerce – aptitude for accounting.
- Computers – programming skills.
- Languages – communication skills.
- To promote experimental learning.
- To enhance employability.
- To provide a platform to bring out the hidden talents.
- To be more focused.
- To polish and sharpen the existing skills.
- To explore oneself and build on the strength.
- To get acquainted with novel skills required in the dynamic world.
- To promote integrative thinking.
- To incorporate inter-disciplinary approach.

**Context:**

The remarkable shifts in the job market have brought pressure and responsibility on to the shoulders of educational institutions. Skill enhancement has thus become an inevitable part of any teaching programme. It is the skills that make the students employable, besides the acquisition of the degree. Students should have multiple skills to gain success in the job market.

In spite of all the efforts, practical component is missing in the curriculum. The only means through which practical oriented learning can be promoted is through these skill enhancement activities. The need for a shift from class room based instruction to experimental learning system is achieved through focus on skill enhancement activities.

Integrative thinking which is required in the practical world can be achieved through skill enhancement activities. In real life, problems rarely impact one discipline to the exclusion of others. HR problems need finance support; operations issues have HR angle; marketing solution depends on production capabilities and so on. Thus thinking in silos can be avoided and more meaningful solutions can be arrived by incorporating skill enhancement activities. Inter-disciplinary approach can be promoted through these activities.

**Practice:**

In order to develop and enhance skills in different areas, various departments have formed their own associations with the specific objectives of organizing wide range of activities through which relevant skills can be developed. These activities are organized after the regular class hours. Faculties, who judge the competitive activities, give useful suggestions to the students for improving their skills. Following is an account of some of the skill enhancement activities:

**Details of Skill Enhancement Activities**

Activities Conducted	Benefits Accrued
<b>Finance Association</b>	
Case study	Developing analytical skills.
Money talk	Improving knowledge of corporate finance.
Audit the Balance	Improving the practical knowledge.



sheet	
Financial Crossword	Enhancing accounting and financial vocabulary.
Bid and Win	Management of personal finance.
An argument	Encourage the ethical practices. Improving convincing skills.
Make my portfolio	Familiarizing with technical jargons related to finance.
Paper presentation	Improving oratory and presentation skills.
Financial cross word and treasure Hunt	Developing analytical, decision making.
Essay Writing	Enriching knowledge and writing skill.
Book Review	Improving reading skills, developing critical and analytical skills.
<b>Marketing Association</b>	
Tag Line	Promotion of innovative thinking.
Flash Marketing	Generation of new marketing ideas.
Jingle Writing	Innovative techniques of marketing.
Brand Wars	Assessing the cut-throat competition in the market.
Mad Ad	Advertising products in innovative ways.
Product Launch	Innovative way of introducing products.
Best tie up	Innovative sales strategy.
Ad Copy	Enhancing promotional skills.
Caption Writing	Developing catchy captions.
Logo Designing	Developing meaningful logos.
Quiz	Improving general knowledge.
Paper Presentation	Promoting communication and presentation skills.
<b>Human Resource Development Association</b>	
First Impression	Improving communication and interpersonal skills.
Case study	Developing analytical and critical skills.
Paper Presentation	Improving communication and presentation skills.
Collage	Developing creativity.
Save your shame	Defending oneself in the organization.
Flip side	Enhancing knowledge about corporate HR practices.
Allegation	Learning to bridge communication gap.
Just a Minute	Developing the art of presentation.

Networking	Encouraging team work and group interaction.
Character Showdown	Motivation from outstanding leaders.
Face off	Enhancing confidence level and developing analytical skills.
Radio Tantra	Improving language and literary skills.
<b>Commerce Association</b>	
Treasure hunt	Developing analytical thinking.
Debate	Enhancing communication and convincing skills.
Colloquium	Promoting rational and analytical thinking.
Collage	Developing creativity.
Meet the CEO	Motivation from outstanding leaders.
Campus Quiz	Improving the knowledge on current affairs.
Mock Press	Developing problem solving capacity and building confidence.
Video Review	Developing critical thinking.
Book Review	Developing critical and analytical skills.
Paper Presentation	Improving communication and presentation skills.
<b>Economics Association</b>	
Panel discussion on Union budget	Analyzing and understanding union budget.
Pick and Speak	Improving communication and presentation skills.
Debate	Developing oratory skills.
Economics Quiz	Knowledge of current affairs and facts.
Paper presentation	Improving communication and presentation skills.
Book review	Developing reading and analytical skills.
<b>SCAN Association</b>	
Color-Spray (Paint Brush)	Improving creative artistic skills.
Snap-Up(Quick Hands)	Improving typing accuracy and speed.
Bestowal (Power-Point)	Improving presentation skills and creativity.
IT-Collage	Expediting the search for right information in the net.
Guess the Part	Improving the knowledge about computer hardware.
Memory Test	Improving thinking and memory power.
Turn Coat	Developing convincing skill.

Toggle-Toggle	Improving computer related vocabulary.
Coding And Debugging	Developing programming skills, identifying and rectifying errors.
Web Designing	Developing creative web pages.
Treasure Hunt	Developing analytical and decision making skills.
IT Quiz	Enriching computer and IT knowledge.
<b>Literary Association</b>	
Essay Writing	Improving writing skills.
Elocution	Developing oratory abilities.
Dumb Charades	Understanding body language.
Pick and Speak	Improving communication and presentation skills.
Debate	Developing oratory skills.
Poem Writing	Developing poetic skills.
Story Writing	Improving writing skills.
Spell Me	Improving spelling.
Literary Quiz	Enhancing knowledge.
Wrong people at wrong situation	Sharpening decision making skills and building self confidence.
Word puzzle	Enhancing vocabulary.
Story Narration	Improving narration skills.
Essay competition based on picture	Improving analytical and critical thinking.
Naming the objects in Hindi	Improving Hindi vocabulary.
Paper Presentation	Improving communication and presentation skills.
Monologue	Enhancing communication and acting skills.
<b>Fine Arts Association</b>	
Singing	Showcasing vocal skills.
Variety Entertainment	Promoting group dynamics, time management and building self confidence.
Pencil Sketching	Showcasing artistic skill.
Photography	Developing creative skills.
Painting	Exploring the hidden potential.
Rangoli	Exploring the unique Indian art form.
Dance	Showcasing performance skills.
Flower Arrangement	Developing creative skills.

Collage	Developing creativity.
Nail Art	Exploring artistic creativity.
Mehendi	Developing creative skills.
Wealth out of waste	Exploring creativity through reuse and recycling.
<b>Red Cross Association</b>	
Cooking without fire	Developing culinary skills.
<b>Rovers and Rangers Association</b>	
Elocution	Public speaking skills and confidence.
<b>Business Law Association</b>	
Case Analysis	Improving analytical and decision making capacity.
Book Review	Developing reading and analytical skills.
Business Quiz	Enhancing knowledge.
<b>Entrepreneur Development Programme Cell</b>	
Business Proposal Competition	Improving practical knowledge in the field of business.

The efforts for enhancing skill do not stop at the institutional level. Skills for organizing can be imparted only when students are given the responsibility of actually conducting the management/IT fests. The following fests organized by the college provide practical knowledge to the students involved in designing the fests. Both the organizing as well as participating team benefit from this fests in terms of sharpening their skills

**Genesis University Level Management Fest:** Every year this fest is organized exclusively for the first years. It is the platform for first year's to enhance their management skills.

**Inspire :** INSPIRE is an interclass fest organized by the final year BCA students to first and second year students in order to train them for the upcoming fest SYGMA and also to give them knowledge about technical fest.

**Synergy – A National Level Management Fest:** Synergy is two days National Level Management Fest exclusively for undergraduate management students. It provides a platform for the budding managers by bringing together management students across the country.

Synergy helps the students to develop confidence to face the corporate world. It is a forum to strengthen their management skills and strive towards success.

**Sygma – State Level IT Fest:** Sygma is a State Level IT Fest for computer science students. The fest provides an opportunity to the students to develop their IT skills.

#### **Evidence of Success:**

The positive outcome of this practice is felt very much. The practical experience which the students have gained has made them more confident. Observation reveals that students who gained from these activities are doing well in their career. They attribute their success to the training gained in the college.



Spill over effect of the programmes is also felt very much. Success stories of the students empowered through skill enhancement has motivated others students to join the band.

#### **Problems Encountered and Resources required:**

Enhancing skill is no doubt inevitable but there are several constraints and limitations as mentioned below:

- Inability to involve all the students in the exercise of skill enhancement.
- Difficulties in designing the skill enhancement activities.
- Non availability of competent professionals to judge the competitive events.
- Difficulties of creating artificial environment for simulation activities.
- Subjective evaluation as skills can be measured only qualitatively.
- Time and resource constraints.

## **2. TITLE: EXTENSION ACTIVITIES**

A large number of extension and outreach activities are organized to encourage community engagement and service among the students. These activities are organized for the benefit of the community through which personality of students can also be developed. The extension activities encourage sharing of knowledge, resources and services between the institution and the local communities. These activities bring about long lasting transformational effects for both the institution and the community.

#### **Goals:**

- To cultivate the spirit of active involvement in the service to the community among the students.
- To empower the students and the community.
- To provide the students an exposure to contemporary social reality.
- To develop the skills of integrating theory and practice.
- To cherish cultural values.
- To bring about personality development.
- To encourage learning through practice.
- To instil the quality of empathy among the students.
- To cultivate social responsibility.
- To develop philanthropic attitude.
- To sensitize students about burning social issues.
- To develop essential life skills such as problem solving, group dynamics and leadership.
- To promote humanitarian values.
- To learn crisis management.

#### **Context:**

Extension activities combine traditional class room interaction with community service to enhance learning and social responsibility. The institution conducts various types of extension activities based on the needs of the community. There are several areas where help and support of institutions for higher education can bring about transformation for the good. Active involvement of the students in catering to community requirements will make them socially responsible citizens. It also gives them an opportunity to develop team spirit which teaches them to work in a



group effectively. The need for inculcating dignity of labour among the students can be best achieved through the extension activities. Thus, all the extension activities organized by the institution have created mutual benefit both directly and indirectly for the students, the college, participating institutions and the community in general.

#### Practice:

The main areas of focus are education, health, environment, cleanliness and social issues. Associations like NSS, Red Cross and Rovers & Rangers which are specially dedicated for service activities plan them out in the beginning of the academic year. But, responsibility for organizing extension activities is not just limited only to these associations. In order to give opportunities to all the students every association/department organizes at-least one extension activity per semester. The nature of their activities varies according to the objectives of the association. These activities mainly aim at organizing awareness programmes through sharing their knowledge.

Designing the extension activities is done by interacting with members of public and representatives of various charitable organizations to know their requirements. Based on this, faculty and the students build up a list of areas and organizations where extension activities can be conducted. Requirements such as funds, materials, etc. are considered before the finalization of the activities. The concerned organizations are also contacted to fix the dates and to sort out regulatory requirements. Once the areas and organizations are short listed, the faculty and the students plan out activities that are to be conducted. Adequate awareness and guidance is given to the students about the proposed activities. With necessary preparation and planning, the activities will be held with the cooperation of all the stakeholders. The following are the extension activities organized by the institution in the last four years:

#### Highlights of extension activities organized by NSS, Red Cross and Rovers rangers

Year	Organized by	Collaboration	Nature of Activity	Place	Beneficiaries
2010-11	NSS	KMC Hospital, Mangaluru.	Medical camp	Panjikallu	Local people
	NSS	Wenlock Hospital, Mangaluru.	Blood donation camp	College Campus	Wenlock Hospital, Mangaluru
2011-12	NSS	KMC Hospital, Mangaluru.	Medical camp	Shamboor, Bantwal	Local people
	NSS	KMC Hospital, Mangaluru.	Blood donation camp	College Campus	KMC Hospital, Mangaluru
2012-13	NSS	KMC Hospital, Mangaluru.	Medical camp	Daddalkaadu, Moodanadugodu Grama, Bantwal Taluk	Local people
	NSS	KMC Hospital, Mangaluru.	Blood donation camp	College Campus	KMC Hospital, Mangaluru



2013-14	NSS	A J Hospital, Mangaluru.	Medical camp	Madya, Surathkal	Local people
	NSS and Red Cross	Lions club Mangalagangothri, Konaje and Tejaswini Hospital & SSIOT, Kadri, Mangaluru.	Blood donation camp	College Campus	Lions club Mangalagangothri, Konaje and Tejaswini Hospital & SSIOT, Kadri, Mangaluru
	Rovers and Rangers	KMC Hospital, Attavar.	Medical camp	Someshwer Temple premises	Local people
	Rovers and Rangers	KMC Blood Bank, Mangaluru, Sauharda Yuvaka Mandala.	Blood donation camp	Kolya village	KMC Blood Bank Mangaluru, Sauharda Yuvaka Mandala
2014-15	NSS	Alva's Ayurvedic Medical College, Moodabidri.	Medical camp	Peribettu, Valpady.	Local people
	Red Cross	CIPLA Company.	Medical camp	Assaigoli	Local people
	Red Cross	Yuva Shakti, Friends Club, Kanyana.	Medical camp	D.K. District Zilla Panchayath Higher Primary School, Kanyana	Local people
	Red Cross	D. K. District Indian Red Cross.	Blood donation camp	Lady Goschen Government Hospital, Mangaluru	D. K. District Indian Red Cross
	NSS and Red Cross	KMC Hospital, Mangaluru.	Blood donation camp	College Campus	KMC Hospital, Mangaluru
	NSS	KMC Hospital, Mangaluru.	Mime Show on Organ Donation	Ballalbagh	Local People
	Rovers and Rangers	KMC Hospital, Mangaluru.	Medical Camp	Someshwar Temple	Local People
		D.K Z P Higher Primary School.	Indore games	Bolar, Mangaluru	School Children
	Red Cross		First Aid Programme	College Campus	Local People
	NSS	A. J. Institute of Medical Science.	Street play	City Centre and Empire Mall	Local people



2015-16	Red cross		Drawing and games	Government Primary and higher primary school, Bolar, Mangaladevi	School Children
	NSS		School campus cleaning	Anandaashram Higher Primary School, Someshwara	School children
	NSS	KMC Hospital Mangaluru.	Blood donation camp	College Auditorium	KMC Hospital Mangaluru
	Rover and Rangers		Street Play	Someshwara, Mangaluru	General Public
	Rover and Rangers		Drawing Competition	Mangaladevi Temple, Mangaluru	Children

### Highlights of extension activities organized by various associations

Venue	Nature of Activity	Beneficiary
<b>Fine Arts Association</b>		
Government Higher Primary School, Kapikad, Mangaluru.	Training children in various form of fine arts	School Children
St. Ursula Hr. Pry. School, Bolar, Mangaluru.	Training children in various form of fine arts	School Children
Dakshina Kannada Zilla Panchayat. Higher Primary School, Attavar, Mangaluru.	Taught folk dance and organized games	School children
Akashavani, Mangaluru.	Drama	Awareness to rural people
<b>Marketing Department and Fest Forum Association</b>		
Auchan Super Market, Mangaluru. Easy Day Super Market, Mangaluru.	Training sales personnel	Salesmen
St. Aloysius Primary School, Ladyhill.	Knowledge about advertising	School children
Big Bazaar, Super Market, Mangaluru.	Training sales personnel	Salesmen
Bharath Mall, Mangaluru.	Event Management	Customers
Govt First Grade Womens College, Balmatta Mangaluru.	Training Programme	College Students
Govt First Grade College, Kavoor, Mangaluru.	Training Programme	College Students
Bharath Mall, Mangaluru.	Promotion of	Public

	Volkswagen cars	
<b>Human Resource Development</b>		
UBMC Higher Primary School, Bokkapatna, Mangaluru.	Activities for Personality development	School children
Pompei Higher Primary School, Lady Hill, Mangaluru.	Activities for Personality development	School children
CARDT'S School, Mangaluru.	Activities for Personality development	School children
Mangalajyothi Integrated School at Vamanjoor.	Activities for Personality development	School children
St. Joseph Prashanth Nivas, Mangaluru.	Activities for Personality development	School children
St. Joseph Prashanth Nivas, Jeppu, Mangaluru.	Interaction and video presentation	Aged people
Sharathi printer and publisher, Bikampady, Mangaluru.	Interaction with the employees	Employees
<b>Commerce</b>		
Government women's college Balmatta.	Financial Literacy	College Students
BEM School, Carstreet, Mangaluru.		
Dakshina Kannada Zilla Panchayat Higher Primary School Mannagudda.	Traning Programme	School Children
Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudda, Mangaluru.	Presentation on Banking, quiz, preparation of posters	School Students
Canara Primary School, Mangaluru.	Quiz	School Students
<b>Economics</b>		
Government First Grade College, Balmatta, Mangaluru.	Business quiz	College students
Government First grade college, Carstreet, Mangaluru.	Business quiz	College students
Govt. Pre University College, Carstreet, Mangaluru.	Economic Quiz Presentation	PUC students
Vinyaka Rice Mill, Belthangady.	Interaction	College Students
PragathiBandhu, Kadirudyavara village, Belthangady.	Awareness about savings and banking scheme	Employees

Dr. T.M.A. Pai International Conventional Centre.	Awareness about fishing industry in export management	College Student
<b>Business Law</b>		
Nalanda primary School, Car street, Mangaluru.	Awareness about consumer protection	School Children
Pompie High School, Urva.	Awareness About consumer Protection	School Children
Pompei Kannada Medium School, Ladyhill, Mangaluru.	Competition on law topics	School Children
<b>SCAN</b>		
Holy Family Higher Primary School, Mangaluru.	Computer literacy	School children
Government Higher Primary School & Government High School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School and Government High School, Kadri, Mangaluru.	Computer literacy	School children
Govt. Higher Primary School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Bokkapatna, Mangaluru.	Computer literacy	School children
Govt. Higher Primary School.	Organizing variety of Activities	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Mullakadu, Kavoor, Mangaluru.	Computer skills	School children
Govt. Higher Primary School, Pandeshwara , Manglore.	Quiz and Memory Test	School Children
St.John's Higher Primary School, Cassia, Mangaluru.	Computer literacy	School Children
Gandhinagar Urwa Primary School, Urwa, Mangaluru.	Computer literacy	School Children
Ashoka Vidhyalaya School, Ashoknagar, Mangaluru.	Introduction to Internet	School Children
Dakshina Kannada Zilla Panchayat Hiriya Prathamika School, Mannagudda, Mangaluru.	Introduction to Internet	School Children
Dakshina Kannada Zilla Panchayat Hiriya Prathamika School, Kadri, Mangaluru.	Technology-Past, Present and Future	School Children
Govt. Higher Primary School,	Basics of Computers	School Children

Ashoknagara, Mangaluru.	and Internet	
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Awareness on Road Safety	School Children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Awareness on Social Responsibility	School Children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Clean India and 3D Animation	School Children
Shri Ramashrama Higher Primary School (Anudanitha).	Basic Concepts of Computer and Introduction to Internet	School Children
Govt. Higher Primary School, Bejai, Kapikad.	Computer literacy	School Children
St. Lawrence Higher Primary School, Bondel, Mangaluru.	Personality Development	School Children
Dakshina Kannada Zilla Panchayath Higher Primary School, Bikkernakatte, Mangaluru.	Introduction to Computers, Internet and Mobile Phones	School Children
Dakshina Kannada Zilla Panchayat Higher Primary School, Kadri, Mallikatte, Mangaluru.	IT Advertising and Memory Test.	School Children
Dakshina Kannada Zilla Panchayat Higher Primary School Mannagudha, Mangaluru.	Introduction to E-Commerce	School Children
Government Higher Primary School, Marakada, Kunjathbail, Mangaluru.	Computer literacy	School Children
Dakshina Kannada Zilla Panchayat Higher. Primary School, Urwa, Mangaluru.	Computer literacy	School Children
St. Raymonds College, Vamanjoor, Mangaluru.	Computer literacy	School Children
Little Sisters Old Age Home, Bajjodi.	Awareness on Hypertension and Diabetes	Aged people
<b>Literary</b>		
Sarkari Mahavidyalaya, Mangaluru.	Training in literary activities	School children
Mannagudda School, Mangaluru.	Training in literary activities	School children
Badri orphanage.	Training in literary activities	School children
Abhaya Ashram, an old age home, Kodialbail.	Entertainment	Inmates of the ashram

Govt. Higher Primary School, Parapady, Akashbhavana.	Language Skills and games	School Children
Gandhinagar Higher Primary School.	Language Skills and games	School Children
Dakshina Kannada Higher Primary School.	Folk dance and singing	School Children
B.E.M. Govt. School.	Pick and speak and spell bee competition	School Children
Visited cards centre, Pumpwell, Mangaluru.	Language skill Games	Aids Children
Akashavani, Mangaluru.	Drama	Radio Listeners
<b>Finance</b>		
Beary's Public School, Hathill, Mangaluru.	Financial Literacy	School children
Govt. P U College, Balmatta, Mangaluru.	Financial Literacy	School children
St. Aloysious Kannada Medium School, Mangaluru.	Financial Literacy	School children
Kalbavi Cashew Factory, Baikampady.	Financial Literacy	Employees
Canara Girls High School, Dongerkery, Mangaluru.	Financial Literacy	School children
Friends' plywood, Baikampady.	Awareness on Micro saving schemes for employees	Factory Employees
<b>Sports and Games</b>		
Popular Bunts English Medium School, Bajpe.	Sports training	School children

**Evidence of Success:**

Many of the organizations have conveyed the appreciations for the extension activities organized by the institutions and they have also requested the institution to organize such activities in the future. This has created goodwill and mutual understanding between the institutions and participating organizations. Students have benefited in various ways through the development of skills such as communication, team-building and leadership. It is observed that students who took part in these activities are doing well in all spheres. The examples of the illustrious alumni also point out the role of extension activities in personality development. The extension activities have helped the institution to increase its community participation and thus become proactive in its service to the society as pointed out below:

- Students have developed greater social sensitivity and self confidence.
- They have improved their organizational skills.
- They have improved their ability in Group Dynamics skills
- They have gained practical knowledge in diverse areas.
- They have become effective health and life-skill trainers.

- The entire activities have enabled the students to cultivate qualities of good citizenship.

**Problems Encountered and Resources required**

**Problems Encountered**

- Motivating school authorities restricted by government circulars.
- Lack of motivation among the learners.
- Time constraint.
- Permission for visit is not easily available.
- Financial constraints.
- Lack of rural orientation.

**Resources required**

- Funds
- Materials and stationary
- Adequate time
- Motivated student volunteers
- ICT tools
- Transport facilities
- Local NGOs.
- Learning material.

Evaluative Reports  
of the  
Departments



**DEPARTMENT OF BUSINESS MANAGEMENT**

1. **Name of the department** : Department of Business management
2. **Year of establishment.** : 1978
3. **Name of programmes/courses offered (UG, PG, MPhil, PhD, Integrated Masters; Integrated Ph. D etc.)**
  - UG - Bachelor of Business Management
  - PG – PGDBM
4. **Names of Inter-disciplinary courses and departments / units involved:**  
Short term courses on
  - Cyber law – offered to students of I BCA
  - Basics of Marketing - offered to students of II BCA
  - Principles of Management - offered to students of I BCA
  - Optional paper on consumer protection to III BA(HRD).
5. **Annual/Semester/Choice based credit system**  
Semester and Credit Based System
6. **Participation of the department in the courses offered by other departments.**  
There are common faculties for BBM, BA(HRD) and B.Com courses. Work load of these three departments is shared by all the faculties. Hence each faculty engages classes in more than one department.
7. **Courses in collaboration with other universities, industries, foreign institutions etc.**  
NIL
8. **Details of courses / programmes discontinued (if any) with reasons.**  
**PGDBM**  
Students prefer to take up MBA than PGDBM. Earlier when there were few MBA institutions and seats were limited, there was a good demand for PGDBM. Now because of the easy availability of MBA seats, demand for PGDBM has decreased considerably.
9. **Number of teaching posts**

	Sanctioned	Filled
Associate Professors	01	01
Asst. Professors.	17	17





**Faculty profile with name, qualification, designation, specialization, (DSc / DLitt / PhD / MPhil etc.)**

Name	Qualification	Designation	Specialization	No. of Years of experience
Mrs. Aruna P. Kamath	MA (Eco)	Associate Professor	Economics	29
Dr. Muralidhar Rao	MBA, M.Phil., Ph.D.	Assistant Professor	Material Management	20
Mrs. Smitha M.	M.Com., (M. Phil.)	Assistant Professor	Financial Management	13
Mrs. Gayathri K.	M.Com., M. Phil.	Assistant Professor	Financial Management	10
Mr. Thilakraj G.	M.Com., MBA , NET	Assistant Professor	Financial Management	9
Mrs. Kavitha Prabhu	M.Com., MBA , M.Phil.	Assistant Professor	Banking	13
Mrs. Shashikala K. G.	M.A(Eco), MBA	Assistant Professor	Economics	8
Mrs. Supreetha	MBA	Assistant Professor	Financial Management	7
Ms. Sowmya Hegde	M.Com, MBA	Assistant Professor	Financial Management	5
Mrs. Shwetha Y.	M.Com.	Assistant Professor	Financial Management	6
Mrs. Deepashri Shenoy	M.Com., M.Phil	Assistant Professor	Accounting and Taxation	7
Ms. Priya Kamath	M.Com.	Assistant Professor	Financial Management	--
Mr. Ashwin L. Mendonca	M.A. (English), M.Phil, (Ph.D).	Assistant Professor	English	10
Mrs. Jeevitha	M.A. (Kannada), M.Phil	Assistant Professor	Kannada	21
Mrs. Madhumathi J. Raja	M.A.(Eng.),MBA	Assistant Professor	English	11
Mrs. Renuthakshi	M.A.(Kan.), NET	Assistant Professor	Kannada	11
Dr. Jyothi	M.A.(Hin.), MPhil, (Ph.D.)	Assistant Professor	Hindi	10



Mrs. Shalini D.	M.A.(Hin.), (Ph.D.)	Assistant Professor	Hindi	7
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Faculties from other departments – taking up class on part time basis:

#### 10. List of Senior visiting faculty

Name	Qualification	Designation	Specialization	No. of Years of experience
Mr. Thrishanth Kumar	M.Com., M.Phil MBA ., NET, (Ph.D.)	Assistant Professor	Human Resources Management	10
Mrs. Manju	M.Com., B.Ed, M.Phil., MBA	Assistant Professor	Finance	14
Mr. Prasanna Kumar	M.A.(Eco), MBA , SLET	Assistant Professor	Economics	8
Mrs. Rashmi T.	MBA	Assistant Professor	Financial Management	5
Mrs. Anasuya	M.Com., M.Sc(IT)	Assistant Professor	Human Resource Management	7
Mrs. Veena D. Kotian	M.Com., MBA	Assistant Professor	Financial Management	9
Mrs. Preethika	MHRD, MBA	Assistant Professor	Human Resource Management	6
Ms. Parinitha	M.Com., MBA, NET	Assistant Professor	Financial Management	9
Mr. Deviprasad	M.Com, NET	Assistant Professor	Financial Management	2
Mr. Gururaj	M.Com.	Assistant Professor	Financial Management	2
Mrs. Divya Uchil	MCA, M.Phil. (Comp. Sc)	Assistant Professor	Computer Application	13

In order to give greater exposure to the students, senior faculty specializing in various fields are invited to deliver lectures. Visiting faculties are not appointed on regular basis.

#### 11. Percentage of lectures delivered and practical classes handled (Program wise) by temporary faculty.

Temporary faculties are hired only when any faculties go on long leave such as maternity leave.

#### 12. Student –Teacher ratio (Programme wise).

- BBM – 60:1

#### 13. Number of academic support staff (technical) and administrative staff; sectioned and filled.



The institution has a common administrative office with the following staff:

Category	Sanctioned	Filled
Superintendent	1	1
S.D.A.	2	2
C.C.T.	1	1
Lib.Asst.	1	1
F.D.A.	1	1
Technical asst.	2	2
Office Asst.	6	6
Accounts Asst.	1	1
Attender	3	3
Peon	2	2
Scavenger/Sweeper	2	2
Total	<b>22</b>	<b>22</b>

#### 14. Qualifications of teaching faculty with DSc / D.Litt / Ph.D / MPhil / PG.

Name	Qualification
Mrs. Aruna P. Kamath	MA (Eco)
Dr. Muralidhar Rao	MBA, M.Phil., Ph.D.
Mrs. Smitha M.	M.Com., (M. Phil.)
Mrs. Gayathri K.	M.Com., M. Phil.
Mr. Thilakraj G.	M.Com., MBA , NET
Mrs. Kavitha Prabhu	M.Com., MBA , M.Phil.
Mrs. Shashikala K. G.	M.A(Eco), MBA
Mrs. Supreetha	MBA
Ms. Sowmya Hegde	M.Com, MBA
Mrs. Shwetha Y.	M.Com.
Mrs. Deepashri Shenoy	M.Com., M.Phil
Ms. Priya Kamath	M.Com.
Mr. Ashwin L. Mendonca	M.A. (English), M.Phil, (Ph.D).
Mrs. Jeevitha	M.A. (Kannada), M.Phil
Mrs. Madhumathi J. Raja	M.A.(Eng.),MBA
Mrs. Renuthakshi	M.A.(Kan.), NET
Dr. Jyothi	M.A.(Hin.), MPhil, (Ph.D.)
Mrs. Shalini D.	M.A.(Hin.), (Ph.D.)

Faculties from other departments – taking up class on part time basis:

Name	Qualification
Mr. Thrishanth Kumar	M.Com., M.Phil, MBA ., NET, (Ph.D.)
Mrs. Manju	M.Com., B.Ed, M.Phil., MBA
Mr. Prasanna Kumar	M.A.(Eco), MBA , SLET
Mrs. Rashmi T.	MBA
Mrs. Anasuya	M.Com., M.Sc(IT)
Mrs. Veena D. Kotian	M.Com., MBA
Mrs. Preethika	MHRD, MBA
Ms. Parinitha	M.Com., MBA, NET
Mr. Deviprasad	M.Com, NET
Mr. Gururaj	M.Com.
Mrs. Divya Uchil	MCA, M.Phil. (Comp. Sc)

### 15. Number of faculty with ongoing projects from

a) National b) International funding agencies and grants received.

NIL

### Departmental projects funded by DST-FIST; UGC, DBT, ICSSR etc. and total grants received.

The college has secured funds from UGC, management, industry etc. The following are the details:

Name of the Project	Duration Year From To	Title of the Project	Name of the Funding Agency	Total Grant Sanctioned / Received	Total Grant Received till Date
Minor Research Projects	April 2014 to October 2015	A Comparative Study of Health Insurance Schemes offered by Public and Private sectors.	UGC	Rs. 109500	Rs.109500
	April 2014 to October 2015	Transfer of Learning in IT industry in Karnataka: Facilitators, Inhibitors, and Strategies (Diagnostic Findings from Multiple case studies).	UGC	Rs.90000	Rs. 83000
	April 2014 to October 2015	Customer Attitude towards General Insurance Product.	UGC	Rs112000	Rs.112000
	April 2014 to October 2015	Role of Educational Loan by Commercial Bank	UGC	Rs.85000	Rs. 85000



		on Higher-education.			
	April 2014 to October 2015	A Comparative study on Work Life Balance among Working Women in Metro and Non-metro cities.	UGC	Rs.80000	Rs. 80000
	April 2014 to October 2015	Branchless Banking for the Poor as a part of Financial Inclusion.	UGC	Rs.80000	Rs. 80000
	April 2014 to October 2015	A study on Effects of Urban Micro finance on Urban poverty with reference to Karnataka.	UGC	Rs.100000	Rs. 55000
	April 2016 to October 2017	A study on Socio economic problems of unorganized sector with special reference to Beedi worker in D.K. District.	UGC	Rs.90000	Rs 55000

#### 16. Research Centre/facility recognized by the university.

Institution is yet to apply to the university to recognize the college as a research center.

#### 17. Publications:

- **Publications per faculty**
- **Number of papers published in peer reviewed journals (National/International) by faculty and students.**
- **Number of publications listed in International Database ( for eg: Web Service, Scopus, Humanities International Complete, Dare database-International Social Sciences Directory, EBSCO host etc)**
- **Monographs**
- **Chapter in Books**  
Prasana kumar T – Financial Inclusion Growth in India (chapter no : 37, Micro finance and non agriculture sector, Kalpas publication , new delhi)
- **Books Edited**
- **Books with ISBN / ISSN numbers with details of publishers**
- **Citation Index**
- **SNIP**
- **SJR**
- **Impact Factor 1.3409**
- **H-Index**



Sl. No.	Name of the Author	Title, Journal with Volume, Year and Page No.s	ISSN/ISBN No.	Total No. of Publications
1	Dr. Muralidhar Rao	Marketing Efficiency is the key for Bancassurance- An Empirical Study published in the edited book on “Development challenge in the 12th five year plan, published by Justice K.S. Hegde Institute of Management, Nitte.	(ISSN- 2231-6043)	04
		E-Banking and Bancassurance strategies- A study with reference to Dakshina Kannada District, Karnataka state, published in the edited book(2011 issue) “ Emerging trends in e-commerce”, Volume 1, Published by Dept of Commerce, University of Madras.	(ISBN: 978-93-80890-26-5)	
		“Empowerment of women and social development through Bancassurance: an Empirical study” published in the edited book “Third sector response to	(ISBN: 978-93-81195-10-9).	



		contemporary challenges” (2012 issue), Sahyadri College of Management and Sciences, Adyar, Mangaluru, published by united publishers, Mangaluru.		
		“ Bancassurance and Bank marketing Strategies, crucial for rural development- an Empirical Study” published in International Journal for Economic and Business Management by EAST (Environmental Advisory for sustainable Trust) Publications, Vol-1, Issues 2, June 2012.	(ISSN: 2250-2750)	
<b>2.</b>	<b>Mr. Thrishanth Kumar.</b>	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	<b>01</b>
<b>3</b>	<b>Mrs. Manju H.</b>	“Green Business Plan in Enhancement	(ISBN – 978-	<b>01</b>



		of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	81-927961-0-3)	
4.	<b>Mrs. Kavitha Parbhu</b>	“Green Business Plan in Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	(ISBN – 978-81-927961-0-3)	<b>02</b>
		“Emerging role of Women in India” published in the book “Gender issues on campus and in society” (Jan 2015), Canara College, Mangaluru.	(ISBN – 978-81-927561-3-4)	
5.	<b>Mr. Thilakraj</b>	“A Study on Claims Management in General Insurance Companies with special reference to Reliance General Insurance	(ISSN – 2240 – 7463)	<b>01</b>



		Mangaluru” published in International Journal of Business Management and Social Science, Choice College of Arts and Commerce, Pune.		
6.	<b>Mrs. Anasuya</b>	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 - 81-927561-2-7) Page no. 140 - 42	<b>01</b>
7.	<b>Mrs. Shwetha Y.</b>	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 - 81-927561-2-7) Page no. 140 - 42	<b>01</b>
8	<b>Mr. Prasanna Kumar T.</b>	“Micro Insurance in India: Reaching the Unreached”	(ISSN – 12260 -1419)	<b>03</b>



		published in the journal “Micro-Finance and Inclusive Growth”. KALPAZ publication first edition.		
		“Sustainable Rural Development through Micro-Finance with Reference to SKDRDP” published in “Deeksha BI-Annual Journal of School of Work” fourth volume.	(ISSN – 2250-3919)	
		“Inclusive Urban Development and Micro-finance in India: Issues and Concerns” published in “Journal of Research Extension and Development – A Peer Review Journal” volume no. 17	(ISSN – 2319 – 1899)	
<b>9</b>	<b>Ms. Sowmya Hegde</b>	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” ” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	<b>01</b>
<b>10</b>	<b>Mr.Deviprasad</b>	“A study on the role of Self help groups in	(ISBN – 978-81-928345-2-8)	<b>01</b>

		the socio-economic development of the weaker sections of the society in Mangaluru region” published in A Peer Review Journal” published by Crossland college, Brahmavar.		
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**Books Published with ISBN/ISSN Number:**

Sl. No.	Name of the Author	Title of the Book, Publisher name and Year, Volume	ISBN/ISSN number
1	Mr. Thrishanth Kumar	“Human Resource Management” for IV Semester BBM of Mangalore University published December 2013, United publishers, Mangaluru.	(ISBN-978-93-81195-69-7)

**18. Areas of consultancy and Income generated**

Consultancy was provided to:

- DKMU by undertaking a Survey titled “A study on customer satisfaction and opinion towards Nandini Milk and its products at Dakshina Kannada & Udupi District” to know customer opinion towards Nandini product. Rs. 46,000 was sanctioned to undertake the same.
- IOCL by organising Project DISHA – training programmes for the dealers of Indian Oil Corporation.

**19. Faculty as members in**

a) National committees b) International Committees c) Editorial Boards

NIL

**20. Student Projects**

a. Percentage of students who have done in-house projects including inter departmental/programme.

VI Semester BBM students are offered an elective of project work. Department encourages large number students to take up the project work. Hence 60% of the students take up project work.

b. Percentage of students placed for projects in organizations outside the institution i.e. in research laboratories / industry/ other agencies.

During the vacation students engage themselves in local organization to get greater exposure.

**21. Awards/Recognitions received by faculty and students.**

Faculties who are sanctioned minor research from UGC, organize seminars and conferences, pursued higher qualification and successfully complete SLET/NET



examination are awarded certificate of appreciation by the institution. Students who excel in various fields like academics, co-curricular and extra-curricular activities are also given best outgoing students award. University rank holders are given certificate of recognition. Students who pass out with distinction are awarded silver medals.

#### List of eminent academicians and scientists / visitors to the department.

Eminent personalities and Resource persons visited college in the last 4 years are:

Sl. No.	Name of the expert	Specialization
1.	Dr. Iqbal T. M. Assistant Professor Department of Banking and Finance The kingdom University, Baharain	Finance
2.	Cinoves Smedley Vice Principal Asipac Mall Services Pvt. Ltd South Africa	Management
3.	P. Vijaya Bhaskar Regional Director, RBI Bangaluru	Banking and Finance
4.	Dr. K. Ravichandran Vice Principal, Institute of Cooperative Management, Trivendrum	Cooperative Sector
5.	M.M. Baheti, Principal, RTC NABARD, Mangaluru	Micro finance
6.	N. Santhosh Hegde, Lokayuktha, Bangaluru	Legal Literacy
7.	Prof. B. R. Anantham, Vice. Chancellor, Rani Chennamma University, Belgaum	Micro Finance
8.	Dr. M.S. Moodithaya, Director-Global Nitte University,	Administrative and Personality Development
9.	Dr. H. A. C. Prasad Senior Economic Advisor Ministry of Finance Government of India	Finance
10.	Dr. Siddalinga Swamy Coordinator Department of Collegiate Education , Mangaluru	Academics
11.	Mr. Jayaprakash Assistant Training Manager Academic Staff College,	Trainer



	VIT University	
12.	Mr. Sandeep Shastri, Pro Vice Chancellor Jain University and National Coordinator of Lokniti Networks, Bangaluru	Political Science
13.	Dr. K. Byrappa, Vice Chancellor, Mangalore University, Konaje, D. K.	Physics
14.	Prof. A. M. Narahari, Registrar, St. Aloysius College, Mangaluru	Commerce
15.	Mr. Atul Hegde, CEO, Ignitee to the New Mumbai	Commerce
16.	Prof. Dr. Raghunandan S.V.S. College, Bantwal.	Commerce
17.	Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University.	Academics
18.	Mr. Kodialguthu Sachidananda Hegde, Ex. Managing Director, T. Stanes and Company Ltd,	Marketing
19.	Mr. Vivekananda K.V, Director, Ener Green Solar, Mangaluru & Alumni of SDM College.	Business
20.	Dr. Shobha Kamath, Chief Executive, ROOTS EHS Advisory, Vadodara.	Environment
21.	Mr. Praveen Prabhu, Head-Origination, Mars Vapours Carbon Foot Print Pvt., Ltd, Mangaluru.	Business
22.	Dr. K. Muralidharan, Head, Division of Social Science Central Plantation Crop Research Institute, ICAR, Kasaragod.	Agriculture
23.	Dr. H. Lakshmikantha, Deputy Environmental officer, Pollution Control Board, Mangaluru.	Environment
24.	Dr. Catherine N. Rao, Head of M.Com Dept, St. Agnes College, Mangaluru.	Academics
25.	Prof. Syrha Goveas, Asst. Professor, University of Bahrain.	Academics
26.	Dr. H. Lakshmikantha, Deputy Environmental	Environment

	Officer Pollution Control Board, Mangaluru.	
27.	Mr. Amith Ramachandra Acharya, Partner (Administration), Chiramith Precision (India), Mangaluru	Business
28.	Mr. Ravi Kumar, Microsoft certified excel professional from Vijayawada, Andrapradesh	Computer science
29.	Dr. T N Sreedhar Mangalore University	Marketing
30.	Prof. B. V. Raghunandan SVS College, Bantwal	Finance
31.	Prof. Sudha Rao CEO, SDME Society, Bangaluru	Academics
32.	Vivek Raj CEO, MD Panama Mining Industries Corporation Limited.	Management

## 22. Seminars / Conferences / Workshops organized and the source of funding National

Date	Nature of activity	Topic	Collaborating institution	Sources of funding
07-01-2011 and 08-01-2011	National Seminar	Indian Banking System: Challenges Ahead.	Banker's Club	UGC
10-10-2011 and 11-10-2011	National Conference	Challenges of Supply Chain Management In 21st Century.	Kanara Chamber of Commerce & Industry, Mangaluru	UGC
12-10-2011 and 13-10-2011	National Conference	Impact of WTO Agreement on Higher Education in India.	Public Relations Society of India, Mangaluru-Manipal Chapter	UGC
19-12-2012	National Seminar	Human Rights Advocacy: A step to prevent human right violation.	--	NHRC
11-01-2013 and 12-01-2013.	National Conference	Role of Microfinance as a Means of Sustainable Development.	SKDRDP-SIDBI School for Microfinance Training Mangaluru	UGC
11-07-2014 and 12-07-2014	2 days National Conference	Celebration of 150 <sup>th</sup> Birth Anniversary of Swami Vivekananda.	Ramakrishna Mission Mangaluru	UGC



31-07-2014	National Conference	Emerging Trends and Challenges in Human Resources.	National Institute of Personnel Management(NI PM), Mangaluru Chapter	UGC
9-10-2014 and 10-10-2014	National Seminar.	Measures for quality enhancement and sustenance higher education.	---	NAAC
21-08-2015	National conference	Green Marketing in India- Emerging Opportunities and Challenges.	Mars Vapours Carbon Foot Print Pvt. Ltd., Mangaluru	UGC

**1.2 International**

NIL

**23. Student profile programme/course wise**

Name of the Course / programme	Year	Application Received	Selected	Enrolled		Pass Percentage
				M	F	
BBM	2010 – 11	440	309	190	119	89%
	2011 – 12	425	309	191	118	78%
	2012 – 13	415	309	214	95	76%
	2013 – 14	394	309	204	105	88%
	2014 – 15	390	225	157	68	Results awaited
	2015 – 16	405	209	135	74	Results awaited

\*M= Male \*F= Female

**24. Diversity of Students**

Name of the course		% of students from the same state	% of students from other States	% of students from abroad
BBM	2011-12	83%	17%	NIL
	2012-13	82%	18%	NIL
	2013-14	87%	13%	NIL
	2014-15	92%	8%	NIL
	2015-16	96%	4%	NIL



**25. How many students have cleared national and state competitive examinations such as NET, SLET, GATE, Civil Services, Defense Services etc?**

Final year students appear for various competitive exams such as IBPS, PG CET, CAT, MAT etc. for perusing jobs and higher education. Many students have passed these examinations.

**26. Student Progression**

Student progression	Against % enrolled
UG to PG	55%
PG to MPhil	Not Applicable
PG to Ph. D	Not Applicable
Ph.D to Post –Doctoral	Not Applicable
Employed	
Campus Selection	10%
Other Than Campus recruitment	30%
Entrepreneurship / Self Employment	2%

**27. Details of Infrastructural facilities.**

- a) **Library**
- b) **Internet facilities for the staff and students**
- c) **Class rooms with ICT facility**
- d) **Laboratories**

The following common infrastructure is available for all the departments:

- a) **Library-** Common library facility is provided for the entire institution.
- b) **Internet facilities for the staff and students:** College subscribes to 18 mbps leased internet connection and 10 mbps NKN connection from BSNL. It is made available through Wired and Wi-Fi media. The internet facilities can be accessed in the Learning Resource Center, library, staff rooms and laboratories.
- c) **Class rooms with ICT facility** – All the class rooms have overhead projectors.
- d) **Laboratories** - 03 common computer laboratories with a server, 137 computers, 3 printers, a copier and 2 scanners.

**28. Number of students receiving financial assistance from college, university, government or other agencies.**

Year	No. of students
2011-2012	86
2012-2013	63
2013-2014	75
2014-2015	40
2015-2016	44





**29. Details on enrichment programmes (special lectures/Workshops/seminar) with external experts.**

**30.**

<b>Date</b>	<b>Topic</b>	<b>Resource Person</b>
06-07-2011	HRM Challenges.	Dr. K. Rajesh Nayak, Director, Training College of Banking and Financial Studeis of Central Bank of Oman
27-07-2011	T Power of Positive Thinking.	P Prof. Raghotham Rao, Director, SEEK, Bangaluru.
08-07-2011	Soft skills.	Mrs. Sheetal and team, Soft Skill Trainers for Indian Institute of Job Training
30-08-2011	A special lecture on the occasion of 175th birthday of Jhansi Rani Lakshmi Bhai.	Mr. T N Ramakrishna, President and convener, Rashtra Gaurava Samrakshana Parishath
09-09-2011	US Debt Crisis.	Dr. Iqbal T.H., Associate Professor, Kingdom University, Bahrain
07-11-2011	Spirituality and its inference.	Brahmakumari spiritual leaders. Lajos Katona, Marianna Szabs, Dr. Panlothumde, Hungary, B K Lajos, Sweden, B.K. Vishweshwari, B K Madhukar, Mangaluru Mr. T G Shenoy, President, MMA
21-11-2011.	Financial Accounting.	Prof. Shivanand Bhat, Former Principal of Canara College, Mangaluru
28-11-2011	Modern Banking.	Mr. Shankar Narayan, Oriental Bank
16-07-2012	Introduction to Stock Markets.	Dr. Prameela S. Shetty Faculty, MBA Department, SDM PG Centre for Mgt. Studies & Research, Mangaluru
17-07-2012	Stock Trading in India.	Mrs. Sumathi, Faculty in Financial Management, SDM PG Centre for Mgt. Studies & Research, Mangaluru
17-07-2012.	Emergence and Importance of Marketing Management.	Mr. Prakash HS, Faculty in MBA Department, SDM, PG Centre for Management Studies and Research, Mangaluru



17-08-2012	Global Banking Scenario.	Dr. Rajesh Nayak, Director - Training, Central Bank of Oman's College of Banking & Financial Studies
17-08-2012.	The Current Scenario of Indian Banking System.	Dr. Rajesh Nayak, Director - Training, Central Bank of Oman's College of Banking & Financial Studies,
08-08-2012	Talk on 'Rural Management.	Dr. L. H. Manjunath, Executive Director, Shri Kshethra Dharmasthala Rural Development Project (R), Dharmasthala
17-09-2012.	Fundamental Rights and Duties.	Dr. P.A. Bhat, Retired Professor, Canara College, Mangaluru
26-06-2013	Talk on Anti-Drug.	Ms. Radha S. Bhat, Counsellor
27-06-2013	Success & Personality Development.	Mr. Lokesh, Professor, Sahyadri Institute of Management, Adyar
29-06-2013	Leadership Training and Positive Thinking.	Prof. Surfraz Hasim J, Associate Professor & Head, Dept. of Physics, P.A. College of Engineering, Nadupadavu
09-06-2013	Entrepreneurial Skill.	Mrs. Sowmya Shetty, Professor, Sri Devi Institute of Management, Mangaluru
30-06-2013	Basha Balakeyally Aaikeya Swathanthrya.	Prof. Vasanth Kumar, UBMC College, Udupi.
05-08-2013 and 08-08-2013	4 Ps of Marketing.	Ms. Poornima, Faculty, Srinivas College of Business Management
20-08-2013	Talk on Capital Market Awareness.	Mr. Ashok Kumar, Managing Director and Promoter of Lotus Know Wealth, Mumbai
20-08-2013	Behavioural aspects of students in the Campuses abroad.	Prof. Syrha Govees, Professor of Business Communication, University of Bahrain
22-08-2013	Company Secretary Course.	Mr. Ullas Kumar, Chairman of Mangaluru Chapter of Institute of Company



		Secretaries of India (ICSI).
04-09-2013.	Preparation for C-MAT.	Mr. Raghavendra Rao, Director, Time Institute, Mangaluru
04-09-2013	The importance of money value and current financial affairs.	Mr. Sunil Bedi, Professional in Wealth Management Firm (D.S. Group), Mangaluru
17-09-2013	Financial Inclusion.	Prof. V B Hans, St. Aloysius Evening College, Mangaluru
17-09-2013	Tourism.	Mrs. Vathika Kamath, Proprietor, Nirmala Travels, Mangaluru
12-12-2013	Stress Management.	Dr. Tina, Fr. Muller's College, Mangaluru
12-12-2013	Youth Empowerment.	Mr. Sanjay Gualbani, Faculty, Art of living Youth Programmes, Mangaluru
13-12-2013	Handling Emotions and Fear.	Mr. Sanjay Gualbani, Faculty, Art of living Youth Programmes, Mangaluru
04-01-2014	Green Marketing.	Mr. Aajeeth Kumar, CEO, Mars Vapours Footprints (P) Ltd., Mangaluru
18-01-2014	Customer Relation Management and Customer Orientation.	Mr. H.M.C.Shasthri, Chief Manager and Vice-Principal of Corporation Bank staff training college
20-01-2014	Investment Management.	Mr. Ashok Kumar, Managing Director and Promoter of Lotus Know Wealth, Mumbai
22-01-2014.	The art of making body and mind corruption free.	Mr. Anand Acharya, Dramatist, Mangaluru
29-01-2014.	Prevalence of Drug Abuse among today's youth.	Dr. Suman T. Rodnavar, Professor, University College, Mangaluru
26-06-2014	Self Management.	Mr. Vishnupadha Das ISKCON Group.



17-07-2014	Consumer Protection Act of 1986.	Mr. Manju Sharma, Advocate, Mangaluru
08-08-2014	Recruitment in banks.	Mr. Ravish, Research scholar, Department of Business Administration, Mangalore University
26-08-2014.	Investment scenario and stock market.	Mr. G R Prasad, Branch Manager of Anand Rathi Company
30-08-2014.	E-Banking.	Mr. Prakash C, Bank of Baroda, Hassan
26-08-2014	The Responsibilities and Duties of Citizenship.	Dr. Amitha, faculty, Badriya First Grade College, Mangaluru
29-09-2014	E-Commerce.	Mr. Ashhar Abdul Razak , The Franchisee owner of Nilgiris super market & also the CEO & founder of Kartoffy.com
18-09-2014.	Yakshagana Talamaddale.	Dr. Dinakar Pacchanadi
17-12-2014.	Hindi ke rekachitra - Rama Nibandha.	Dr. Sukanya Martis, Associate Professor, Poornaprajna college, Udupi
18-12-2014	Guest Lecture on “Value Education.	Dr. Devan, Professor, A.J. Institute of Medical College, Mangaluru
20-12-2014	Sensitization of Women about their legal right.	Sri Sainath Malligemadu, Asst. Professor, SDM Law College, Mangaluru
29-01-2015	Impact of Jan Dhan Yojan.	Mr. Santhosh Peter, Advocate, Mangaluru
02-01-2015.	Entrepreneurship development among Youth.	Mr. Salman, alumni Entrepreneur
06-02-2015	Psychology & Behavioural Science aspects of entrepreneurship.	Mr. Sundar S.M., Asst. Director, MSME, Mangaluru
04 -08- 2015	Students and health.	Dr. Mahshan K.M., Department of Respiratory Medicine, A.J institute of Medical Sciences, Kuntikana
06-08-2015	Corporate Expectations from fresh graduates.	Mrs. Gayathri Shetty, Asst. Professor, MBA Department, Sahyadri College



07-08- 2015	Attitude and Personality Development.	Mr. Manjunath D, Co-Proprietor of Nisarga Publicity, Advertisement and Event Management.
26-08- 2015	Opportunities for Higher Education.	Mr. Ganesh Hebbar, Trainer, TIME Institute, Mangaluru
21 -09- 2015.	Career guidance.	Dr. A Sreedhar Kumar, Regional Manager, ICFAI Group, a representative of IBS Business School.
11th to 13th April 2016	Advanced level Microsoft Excel training programme.	Mr. Ravi Kumar, Microsoft certified excel professional from Vijayawada, Andrapradesh
4-4- 2016	Inculcating self discipline among the youth.	Swamiji Nirbayananda, President, Ramakrishna ashram
28-01-2016	Rural Entrepreneurship and Inclusive Growth’.	Mr. Praveen Kumar, Head of the Consulting Wing, Mars Vapours Carbon Foot Print Pvt. Ltd and also the Managing Partner of Brand Mango Creations, LLP Mr. John Fernandes, Director and co-owner of Speeder Mentorship Solutions
18-01-2016	Awareness of Global Professional Certification in Finance and Account.	Mr. Sanjay Singh, Consultant, Logic School of Management
18-01-2016	Role of Youth in Human Resource development on 18 January, 2016.	Ms. Divya, Research Scholar, Mangalore University
21-01-2016	Awareness on higher education in aboard.	Mr. Vijay Menon, Marketing officer, Westminster International College
25-01-2016	Foundations of Entrepreneurship.	Mr. Ramamurthy K, CEO, Universal Energy Foods, Karnad Industrial Area, Mulki,
08-01-2016	Role of banks in promoting Make in India.	Mrs. Rashmi Nahata, C.A., faculty in KVC Carstreet, Mangaluru
8-3-2016	Digital Marketing.	Mr. Adarsh, Marketing executive, Technical department, Bangaluru

### 31. Teaching methods adopted to improve student learning

Apart from Chalk and Talk method, several innovative methods are used to improve the teaching learning process.

- Case study



- Role play
- Management games
- Simulation exercises
- Brain storming
- Group discussion
- Assignments
- Seminars and presentations
- Book reviews
- Discussions and debates on current issues
- Quiz
- Peer teaching and learning
- Challenging assignments for advanced learners
- In addition to above, the Department organizes “GENISIS” university level Management fest for first year degree student and “Synergy” National level management fest which provides learning experience for the students.

### 34. Participation in Institutional Social Responsibility (ISR) and extension activities.

Listed below are some of the major programmes undertaken as part of the Institutional social responsibility and extension activities:

Sl. No	Association	Venue	Nature Of Activity	Beneficiary
1	Marketing Department and Fest Forum	Auchan Super Market, Mangaluru. Easy Day Super Market, Mangaluru.	Training sales personnel	Salesmen
		St. Aloysious Primary School, Ladyhill.	Talk on advertisement	School children
		Big Bazaar, Super Market, Mangaluru.	Training sales personnel	Salesmen
2	Economics Department	Balmatta College, Mangaluru	Business quiz	College student
		Government First Grade College, Carstreet.		
3	Business Law Department	Nalanda primary School Car street, Mangaluru.	Awareness about consumer protection	School children
		Ladyhill Higher Primary School.	Awareness on general law	School children
4	Finance Department	Beary's Public School, Hathill, Mangaluru.	Financial Literacy	School children
		Govt. P U College, Balmatta, Mangaluru.	Financial Literacy	School children
		St. Aloysious Kannada Medium School.	Financial Literacy	School children.



		Kallbavi Cashew Factory at Baikampady.	Financial Literacy	Employees
		Canara Girls High School, Dongerkery, Mangaluru.	Financial Literacy	School children
		Canara High School, Urwa.	Talk on Concept and principles of business and accounting	School children

### 35. SWOT analysis of the department and Future plans.

#### Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Long standing reputation gained by being a unique single faculty management college for more than 20 years.
- High demand for the course.
- Short term courses.
- Greater scope in the job market.
- Preferred by students who want to pursue professional course.
- Greater focus on entrepreneurial skills.
- Dedicated and committed faculty.
- Good alumni network who are the ambassadors of the institution.
- Meritorious Students.
- Location at the heart of the city with good infrastructural facilities.
- Experienced and qualified staffs.
- Wide range of extension activities.
- Collaboration with professional organization used for institutional benefits.
- Industry institution interaction.
- Skill enhancement activities.
- Organization of management fests.
- Use of ICT tools.
- Campus placement.
- Programmes to inculcate values and ethics.
- Innovative teaching pedagogy.
- Mentoring and counselling by class advisors.
- FDP for staff empowerment.
- Availability of funds from UGC for minor research projects and seminars / conference.

#### Weakness:

- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangaluru when compared to Metropolitan cities
- Government policy regarding grant-in-aid.
- Limited scope for curriculum improvement in the affiliation system.



**Opportunities:**

- Upcoming SEZ can boost the placement opportunities.
- Scope to conduct wide range of certificate courses.
- Opportunities for availing funds for minor research and organizing seminars.
- Being the pioneering institution, faculties have opportunities to be the members of BoE and BoS.
- Greater scope for self development for staff and students.

**Challenges:**

- Multiple regulatory authorities.
- New generation institutions with better infrastructure.
- Retention of high profile faculty.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

**Future Plans:**

- MoUs with industries for internships and research.
- Efforts to invite more companies to conduct campus recruitments.
- Organize International / National level Seminars / Workshops / Conferences.
- Providing training for CAT, MAT, C-MAT and PG CET to enable students to face competitive entrance exams.





**DEPARTMENT OF COMPUTER APPLICATION**

1. **Name of the department :** Department of Computer Application
2. **Year of establishment:** 2001
3. **Name of programmes courses offered (UG, PG, MPhil, PhD, Integrated Masters; Integrated PhD etc)**
  - UG - Bachelor of Computer Application
4. **Names of Inter-disciplinary courses and departments / units involved:**
  - Tally – offered to students of I BCom
  - Web Designing – offered to students of III BBM
5. **Annual/Semester/Choice based credit system**  
Semester and Credit Based System
6. **Participation of the department in the courses offered by other departments.**  
Staffs from the department teach Computer Application subject for IV semester BBM students.
7. **Courses in collaboration with other universities, industries, foreign institutions etc.**  
NIL
8. **Details of courses / programmes discontinued (if any) with reasons.**  
NIL
9. **Number of teaching posts**

	Sanctioned	Filled
Asst. Professors	07	07

10. **Faculty profile with name, qualification, designation, specialization, (DSc / DLitt / PhD / M.Phil etc)**

Name	Qualification	Designation	No. of Years of experience
Mrs. Divya Uchil	MCA, M.Phil. (Comp. Sc)	Assistant Professor	13
Mr. Arun F. Sequeira	M.C.A, M.Phil.(Comp.Sc), PGDBM, PGDCA	Assistant Professor	12
Mrs. Shashikala Shetty	MCA, PGDCA, PGDBM, B.Ed.	Assistant Professor	12
Mrs. Deepa D. Hegde	M.Sc. (Comp. Software)	Assistant Professor	08



Mrs. Sowmya Jyothi	MCA, PGDBM	Assistant Professor	11
Mrs. Shashiprabha	M.Sc.(IT), PGDBM, M.B.A	Assistant Professor	07
Mrs. Reshmi B. R.	MCA, MBA	Assistant Professor	07

Name	Qualification	Designation	Department	No. of years of experience
Mr. Ashwin L. Mendonca	M.A. (English), M.Phil, (Ph.D).	Assistant Professor	English	10
Mrs. Jeevitha	M.A. (Kannada), M.Phil	Assistant Professor	Kannada	21
Mrs. Shalini D.	M.A.(Hin.), (Ph.D.)	Assistant Professor	Hindi	7

Faculties from other departments – taking up class on part time basis:

#### 11. List of Senior visiting faculty

In order to give greater exposure to the students, senior faculty specializing in various fields are invited to deliver lectures. Visiting faculties are not appointed on regular basis.

#### 12. Percentage of lectures delivered and practical classes handled (Program wise ) by temporary faculty.

Temporary faculties are hired only when any faculties go on long leave such as maternity leave.

#### 13. Student –Teacher ratio (Programme wise).

45 :1

#### 14. Number of academic support staff (technical) and administrative staff sanctioned and filled.

The institution has a common administrative office with the following staff

Category	Sanctioned	Filled
Superintendent	1	1
S.D.A.	2	2
C.C.T.	1	1
Lib.Asst.	1	1
F.D.A.	1	1
Technical asst.	2	2
Office Asst.	6	6
Accounts Asst.	1	1
Attender	3	3
Peon	2	2
Scavenger/Sweeper	2	2
Total	22	22



**15. Qualifications of teaching faculty with DSc / D.Litt / Ph.D / MPhil / PG.**

Name	Qualification
Mrs. Divya Uchil	MCA, M.Phil. (Comp. Sc)
Mr. Arun F. Sequeira	MCA, M.Phil.(Comp.Sc), PGDBM, PGDCA
Mrs. Shashikala Shetty	MCA, PGDCA, PGDBM, B.Ed.
Mrs. Deepa D. Hegde	M.Sc. (Comp. Software)
Mrs. Sowmya Jyothi	MCA, PGDBM
Mrs. Shashiprabha	M.Sc.(IT), PGDBM, M.B.A
Mrs. Reshmi B. R.	MCA, MBA

Faculties from other departments – taking up class on part time basis:

Name	Qualification
Mr. Ashwin L. Mendonca	M.A. (English), M.Phil, (Ph.D).
Mrs. Jeevitha	M.A. (Kannada), M.Phil
Mrs. Shalini D.	M.A.(Hin.), (Ph.D.)

**16. Number of faculty with ongoing projects from a) National b)International funding agencies and grants received.**

NIL

**17. Departmental projects funded by DST-FIST; UGC, DBT, ICSSR etc and total grants received.**

NIL

**18. Research Centre /facility recognized by the university.**

The institution is yet to apply to the university to recognize the college as research centre.

**19. Publications:**

- Publications per faculty - NIL
- Number of papers published in peer reviewed journals ( national/ international) by faculty and students - NIL
- Number of publications listed in International Database ( for eg: Web Service, Scopus, Humanities International Complete, Dare database- International Social Sciences Directory, EBSCO host etc) - NIL
- Monographs - 01 (Mrs. Shashikala Shetty and Mrs. Shashiprabha)
- Chapter in Books - NIL
- Books Edited – NIL
- Books with ISBN /ISSN numbers with details of publishers - NIL
- Citation Index - NIL
- SNIP - NIL
- SJR - NIL
- Impact Factor - NIL
- H-Index – NIL



**20. Areas of consultancy and Income generated**

NIL

**21. Faculty as members in**

a) National committees b) International Committees c) Editorial Boards

NIL

**22. Student Projects**

a) percentage of students who have done in-house projects including inter-departmental

All the final year students do projects as part of their curriculum in the VI Semester.

b) Percentage of students placed for projects in organizations outside the institution i.e Research Laboratories /Industry/other agencies.

During the vacation students engage themselves in local organization to get greater exposure.

**23. Awards/Recognitions received by faculty and students.**

Faculties who are sanctioned minor research from UGC, organize seminars and conferences, pursued higher qualification and successfully complete SLET / NET examination are awarded certificate of appreciation by the institution. Students who excel in various fields like academics, co-curricular and extra-curricular activities are also given best outgoing students award. University rank holders are given certificate of recognition. Students who pass out with distinction are awarded silver medals.

**24. List of eminent academicians and scientists/ visitors to the department.**

Year	Name of the academicians/scientists/ visitors
2010-2011	Dr. Sudha Rao, CEO(Academics), SDME Society, Bangaluru. Mr. Vijay Athreye, All India Head, Tata AIG, Bangaluru. Dr. Vinaya Hegde, Chancellor of NITTE University.
2011-2012	Dr. R. Manoharan, Assoc. Prof. in Comp. Sc. & Engg., Pondicherry Engineering . College, Pondicherry. Prof. M Vishwanath Pai, HOD, Dept. of Comp. Sc., MGM College, Udupi. Dr. Manjaiah D.H., Chairman, Dept. of Comp. Sc., Mangalagotri, Mangalore University. Mr. Ravishankar, HOD, Department of Comp. Sc., FMKMC College, Madikeri. Dr. Nagesh H. R., Professor & Head, Department of Comp. Sc., MITE, Moodbidri. Mr. Sunil S. R., HOD, Department of Comp. Sc., Alvas College, Moodbidri. Prof. Santhosh Rebello, Dean & Chairman, AIMIT, St. Aloysius Collge, Beerli. Prof. Antony P. J., Assoc. Prof., Inform. Sc. & Engg. Dept., St. Joseph Engng College, Vamanjoor. Prof. Prof. S. K. Khanna, Former AICTE Chairman, Former UGC Secretary, Chairman, IIT.



	Mr. Abhijith R. Shetty, Bus. Develop. Manager, Helix Tech Solutions, Mangaluru, Alumni of SDMCBM.
2012-2013	Mr. Avinash Kodikal, Senior Software Engineer Informatics, Bangaluru & Alumni of SDMCBM. Dr. Venkatesh Sanjeeva, Consultant Surgeon, Mangaluru Mr. S.G. Jagajeevandas, Principal, Nethravathi Career Training Institute, Mangaluru. Mr. K Anil, Senior Regional Manager, Indian Overseas Bank.
2013-2014	Mr. Rajesh Lawrence Patrao, Principal Technology Architect, Retail, Consumer Goods, Logistics and Life sciences, Infosys Limited, Mangaluru. Ms. Jayashree H., Delivery Software Engineer. Mphasis an HP Company, Bangaluru, Alumni of SDMCBM. Mr. Anoop Kudva P, Program Manager, IBM India Pvt Ltd, Bangaluru. Mr. Divakara Alva B, MSc, CISA, Project Director, Diya Systems (India) Pvt .Ltd. Dr. Doreswamy, M.Sc., Ph.D, Associate Professor, Department P.G. Studies and Research in Computer Science, Mangalore University. Prof. Santhosh Rebello Dean & Chairman; Advisor CSI, IEEE CS P. G. Dept. of MCA, MSc (BI, ST), PGDCA, AIMIT, St Aloysius College (Autonomous) Mr. M. Vishwanath Pai , BE(Comp. Sc.), MSc. IT, MPhil (Comp. Sc.), HOD, PG Department of Computer Science, MGM College, Udupi. Mr. Hemanth K.S, Research Scholar, Dept of Computer Science, Mangalore University, Mangaluru. Mr. Ravishankar, HOD, Department of Computer Science, FMKMC, Madikeri. Mr. S. Kumar, B.Sc., CAIIB, CISA, Deputy General Manager, Corporation Bank, Head Office.  Mr. Shylesh Giri TV, Software Engineer, Integra Micro Systems (P) Ltd., Bangaluru, Alumni of SDMCBM.
2014-2015	Mr. Diwakar Kini, Ex. Vice President IT Architecture and Control, Emirates National Bank of Dubai, U.A.E. Mr. Brijesh B Krishnan, Senior Delivery Manager, Infosys Limited, Mangaluru Mr. Venkatesh N Pandit, Senior QA Engineer, Operative Media, Bangaluru & Alumni of SDMCBM. Mr. Brijesh B Krishnan, Senior Delivery Manager, Infosys Limited, Mangaluru. Mr. S. Kumar, B.Sc., CAIIB, CISA, Deputy General Manager, Corporation Bank, H.O., Mangaluru. Mr. Manjunath T. N, M.Tech, (Ph.D), Associate Professor & PG Co-ordinator, Dept of ISE, Acharya Institute of Technology,



	<p>Bangaluru.</p> <p>Dr. Manjaiah D.H B.E., M. Tech., Ph.D., MISTE, MCSI,MACS., Professor &amp; Chairman of BoS, Dept. of Computer Science, Mangalore University, Mangaluru.</p> <p>Prof Santhosh Rebello, Dean &amp; Chairman; AIMIT, St Aloysius College (Autonomous), Beeri.</p> <p>Mr. Raviraj Belma, Senior Project Manager, Infosys Limited, Mangaluru</p> <p>Mr. Ashwath Hegde H, Software Developer, Primacy Industries Ltd. Mangaluru &amp; Alumni of SDMCBM.</p>
2015-2016	<p>Mr. Padmanabha Bhat, Business Analyst, Barclays technology center, India.</p> <p>Mr. Shreemukha Sullia, CEO, Code Key Technology Pvt. Ltd.</p>

## 25. Seminars/ Conferences/Workshops organized and the source of funding

### a) National

Year	Conference	Topic	Collaborating Institution
14-12-2011 and 15-12- 2011	UGC sponsored National Conference	Recent Trends in Cloud Computing.	Computer Society of India, NITK, Surathkal.
02-08- 2013	UGC sponsored National Conference	Data Mining for Computer Security.	Diya Systems Pvt. Ltd, Mangalore.
30-07-2014	UGC sponsored National Conference	Big Data- Changing the World.	Corporation Bank, H.O, Information Technology Division, Mangalore.

### b) International

NIL



**26. Student profile programme / course wise**

Name of the Course/programme (Refer question No 4)	Application Received	Selected	Enrolled		Pass Percentage	
			M	F		
BCA	2010-2011	133	111	62	49	74%
	2011-2012	130	104	51	53	55%
	2012-2013	140	120	47	73	74%
	2013-2014	135	112	55	57	67%
	2014-2015	130	105	51	54	Results awaited
	2015-2016	213	119	53	66	Results awaited

\*M= Male \*F= Female

**27. Diversity of Students**

Name of The course	% of students from the same state	% of students from other States	% of students from abroad	
BCA	2010-2011	94%	6%	NIL
	2011-2012	92%	8%	NIL
	2012-2013	93%	7%	NIL
	2013-2014	94%	6%	NIL
	2014-2015	95%	5%	NIL
	2015-2016	94%	6%	NIL

**28. How many students have cleared national and state competitive examinations such as NET, SLET, GATE Civil Services, Defense Services etc?**

Final year students appear for various competitive exams such as IBPS, PG CET, CAT, MAT etc. for perusing jobs and higher education. Many students have passed these examinations.

**29. Student Progression**

Student progression	Against % enrolled
UG to PG	50%
PG to M.Phil	NIL
PG to Ph.D	NIL
Ph.D to Post -Doctoral	NIL
Employed	
Campus Selection	10%
Other than Campus recruitment	30%
Entrepreneurship/Self Employment	02%



**30. Details of Infrastructural facilities.**

- a) **Library**
- b) **Internet facilities for the staff and students**
- c) **Class rooms with ICT facility**
- d) **Laboratories**

The following common infrastructure is available for all the departments:

- a) **Library-** Common library facility is provided for the entire institution.
- b) **Internet facilities for the staff and students:** College subscribes to 38 mbps leased internet connection from BSNL. It is made available through Wired and Wi-Fi media. The internet facilities can be accessed in the Learning Resource Center, library, staff rooms and laboratories.
- c) **Class rooms with ICT facility** – All the class rooms have overhead projectors.
- d) **Laboratories** - 03 common computer laboratories with the following facilities:
  - 01 –Server Ubuntu
  - 137 Computers with the following software's installed
  - Operating System : Windows –XP
  - Application Software
    - ❖ Visual Studio -2012
    - ❖ JDK 7.0
    - ❖ Microsoft Office – 2003
    - ❖ Oracle 8i
    - ❖ Turbo C, C++
    - ❖ MASM
  - 03 –Laser Printers
  - Canon Xerox Cum printer
  - 02 Scanners

**31. Number of students receiving financial assistance from college, university, government or other agencies.**

Year	No of Students involved
2010-2011	15
2011-2012	19
2012-2013	28
2013-2014	26
2014-2015	22
2015-2016	20

**32 . Details on enrichment programmes (special lectures / Workshops / seminar) with external experts.**

Year	Topic	Resource Person
2010-2011	Spiritual Guidance.	Brother Sujaya Chaitanya, Chinmaya Mission.
	Spiritual Guidance.	Poojya Mataji Yoganandamayi, Sadhana Ashram, Davangere.
2011-2012	Spiritual Guidance.	Swami Namanishta Dasa, ISCON
2012-2013	Spiritual Guidance.	Swami Ishwaranandaji, USA





	Personality Development Programme.	Mr. Dawn Praksh
2013-2014	Training Programme on Windows 8.1 .	Mr. Sudhir Gupta Mr. Monis Yusuf Mr. Tabish Azeez From Microsoft Corporation
	Guest Lecture “Crawling the Web”.	Mr. Ruban , Asst. Professor, St. Aloysius College, Beeri
	Value Education programme on –“ Workplace Spirituality”.	Dr. Ganesh Bhat, St. Marys College, Shriya.
	Guest Lecture on “Cyber Security”.	Mr. Krishna Puthran F, Senior Software Engineer, Toshiba Global Commerce Solutions, Bangaluru
	Workshop on Computer Science Syllabus Revision IV Sem.	Dr. Manjaiah D.H, Chairman, Computer Science Department, Mangalore University
	Guest Lecture on “Omniscient Search Engines “.	Mr. Vinay Bangera, Training Manager, Diya Systems Managlore
	A talk on “Self Awareness” was conducted.	Mrs. Shwetha Pai, Practicing psychology councilor and soft skill trainer
	A Talk on “Humanistic values”.	Mrs. Grace Noronha, Principal, St. Aloysius Gonzaga CBSE School Mangalore
2014-2015	Guest lecture on “Google Talk”.	Pawan Sheth, Mphasis. Mangalore
	Value Education programme on “Inculcating Moral Values in Life”.	Mr. B. Thanoji Rao, Retired Govt. Employee.
	A talk on “Effective Communication Skill”.	Ms. Sahana H. Bloor, Technical Trainer, Mphasis, Mangalore
	Guest Lecture on “Need for Service Industry”.	Mr. Sachin Shenoy, Network Administrator, WIPRO InfoTech, Mysore

	Guest Lecture on “How to be successful in Life”.	Ms.Megha S. Kamath Lecturer, Canara First Grade College and Niveditha P. Devadiga Lecturer, Shree Devi Coaching Center Mangalore.
	A talk on “WordPress”.	Mr. Ashwath , Software Engineer from Novigo Solutions , Mangalore
	Guest lecture on “Gerontology- Understanding the elderly and upholding their dignity”.	Prof Ameer Hassan Rtd Professor St.Anns College of Education, Mangalore
2015-2016	Guest Lecture on”Internet Of Things”.	Mr. Ruban S, Assistant Professor ,Dept of M.C.A ,St .Aloysius Institute of Managemnet and Information Technology, Beeri.
	Talk on “Career Guidance in IT sector”.	Miss Seema M., Corporate Technical Trainer, ProBits Technologies Pvt. Ltd, Moodabidri.
	Talk on “Roof Terrace Gardening”.	Mr. Blanny D’Souza, Terrace Gardner
	Talk on “Glass Technology”.	Mr. Dilip Malani, Freelancing Corporate Trainer in Advanced Technologies of Java
	Guest Lecture on “Cloud Computing”.	Mrs. Vanaja, Lecturer, St. Aloysius College, Mangalore
	Guest Lecture on “How to have an edge in IT Industry”.	Mr. Iqbal Ahmed Muyunuidin, Managing Director, Techno Pulse, Mangalore
	Guest Lecture on “Big Data”.	Mr. Rakesh Kumar, Asst. Prof., IT Department, AIMIT, St. Aloysius College, Beeri.
	A Talk on ”Health and Lifestyle”.	Mrs. Renilda Shanthi D’Souza, Principal/HOD, Pediatric Nursing, City Nursing College, Mangalore

**33. Teaching methods adopted to improve student learning**

Apart from Chalk and Talk method, several innovative methods are used to improve the teaching learning process.

- Practical lab programmes
- Practical Demonstration
- Animated Demo
- Mini projects
- Challenging assignments for advanced learners
- Peer teaching and learning
- Quiz
- Discussions and debates on current issues
- Assignments
- Brain storming
- Seminars and presentations
- Group discussion
- Role play

In addition to the above department organizes a state level IT fest “SYGMA” which provides a platform to learn through experience.

**34. Participation in Institutional Social Responsibility (ISR) and extension activities.**

The College in association with Government of Karnataka Information technology and Bio Technology and D.K District Administration hosts the Student Internet World. Here the students of various schools are given hands on experience for using internet.

Listed below are some of the major programmes undertaken as part of the Institutional social responsibility and extension activities:

Venue	Nature Of Activity	Beneficiary
Holy Family Higher Primary School, Mangaluru.	Computer literacy	School children
Government Higher Primary School & Government High School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School and Government High School, Kadri, Mangaluru.	Computer literacy	School children
Govt. Higher Primary School, Balmatta, Mangaluru.	Computer literacy	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Bokkapatna Mangaluru.	Computer literacy	School children
Govt. Higher Primary School, Mullakadu, Kavor.	Computer literacy	School children



NITK Central School, Surathkal.	Collage Competition	High School children
St. John's Higher Primary School, Cassia, Mangalore.	Computer literacy	High School children
Gandhinagar Urwa Primary School, Urwa, Mangaluru.	Basics of Computers	School children
Ashoka Vidhyalaya School, Ashoknagar.	Smart Green Light	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudda, Mangaluru.	Introduction to Internet	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Kadri, Mangaluru.	The Technology-Past, Present and Future	School children
Govt. Higher Primary School, Ashoknagara, Mangaluru.	Basics of Computers and Internet Skills	School children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Road Safety	School children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Social Responsibility	School children
N.I.T.K. English Medium School, Surathkal, Mangaluru.	Clean India and 3D Animation	School children
Shri Ramashrama Higher Primary School (Anudanitha).	Basic Concepts of Computer and Internet	School children
Govt. Higher Primary School, Bejai, Kapikad, Mangaluru	Evolution of Computers and Technology	School children
St. Lawrence Higher Primary School, Bondel, Mangaluru.	Personality Development	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Bikkernakatte, Mangaluru.	Introduction to Computers, Internet and Mobile Phones	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Kadri, Mallikatte, Mangaluru.	IT Advertising and Memory Test.	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudha, Mangaluru.	Introduction to E-Commerce	School children

Government Higher Primary School, Marakada, Kunjathbail, Mangaluru.	Basics of computer, its parts and functions	School children
Dakshina Kannada Zilla Panchayat Higher Primary School, Urwa, Mangaluru.	Working of online applications, parts of computer and memory test	School children
St. Raymonds College, Vamanjoor, Mangaluru.	IT product launch and Computer Memory Test	School children
Little Sisters Old Age Home, Bajjodi, Mangaluru.	Talk on Hyper Tension & Diabetes	Aged People

### 35. SWOT analysis of the department and Future plans.

#### Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- High demand for computer personnel.
- Short term courses.
- Greater scope in the job market.
- Dedicated and committed faculty.
- Good alumni network who are the ambassadors of the institution.
- Meritorious students.
- Location at the heart of the city with good infrastructural facilities.
- Experienced and qualified staffs.
- Availability of large number of computers with good configuration – one computer per student.
- Wide range of extension activities.
- Skill enhancement activities.
- Organization of IT fests.
- Use of ICT tools.
- Campus placement.
- Programmes to inculcate values and ethics.
- Innovative teaching pedagogy.
- Mentoring and counseling by class advisors.
- FDP for staff empowerment.

#### Weakness:

- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangalore when compared to metropolitan cities.
- Government policy regarding grant-in-aid.
- Limited scope for curriculum improvement in the affiliation system.

#### Opportunities:

- Upcoming SEZ can boost the placement opportunities.



- Scope to conduct wide range of certificate courses.
- Opportunities for faculties to be the members of BoE and BoS, practical coordinator.
- Greater scope for self development for staff and students.

**Challenges:**

- Multiple regulatory authorities.
- Challenge of enabling the students to participate in co-curricular activities due to hectic schedule.
- New generation institutions with better infrastructure.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

**Future Plans:**

- Efforts to invite more companies to conduct campus recruitments.
- Organize International National level Seminars/Workshops/Conferences.



**DEPARTMENT OF HUMAN RESOURCE DEVELOPMENT- BA(HRD)**

1. **Name of the department :** Department of Human Resource Development
2. **Year of establishment:** 2003
3. **Name of programmes /courses offered (UG, PG, MPhil, PhD, Integrated Masters; Integrated PhD etc)**  
UG - Bachelor of Arts (Human Resource Development)
4. **Names of Inter-disciplinary courses and departments / units involved:**
  - Tourism for second year BBM students
  - Personality Development for final year BCA students
  - Research Methodology for Final year BBM students.
5. **Annual / Semester / Choice based credit system**
  - Semester and Credit Based System
6. **Participation of the department in the courses offered by other departments.**  
There are common faculties for BBM, BA(HRD) and B.Com courses. Work load of these three departments is shared by all the faculties. Hence each faculty engages classes in more than one department.
7. **Courses in collaboration with other universities, industries, foreign institutions etc.**  
NIL
8. **Details of courses /programmes discontinued (if any) with reasons.**  
NIL
9. **Number of teaching posts**

	Sanctioned	Filled
Associate Professors	--	--
Asst. Professors.	05	05



**Faculty profile with name, qualification, designation, specialization, (DSc/ DLitt / PhD / MPhil etc**

Name	Qualification	Designation	Specialization	No. of Years of Experience
Mr. Thrishanth Kumar	M.Com., MBA, M.Phil, NET (JRF), (Ph.D.)	Assistant Professor	HR, Marketing Management	10
Mrs. Preethika	MHRD, MBA	Assistant Professor	HRM, HRD	06
Mrs. Rashmi T.	MBA	Assistant Professor	Finance	05
Mrs. Anasuya	M.Com., M.Sc.(IT), PGDCA	Assistant Professor	HRM, Computer Application	07
Ms. Parinitha	M.Com., NET	Assistant Professor	Accounting	09

**Faculties from other departments – taking up class on part time basis:**

Name	Qualification	Designation	Specialization	No. of Years of experience
Dr. MuralidharRao	MBA, M.Phil., Ph.D.	Assistant Professor	Material Management	20
Mrs. Smitha M	M.Com. (M.Phil.)	Assistant Professor	Financial Management	13
Mrs. Manju H	M.Com., MBA, M.Phil., B.Ed.	Assistant Professor	Financial Management, Marketing	14
Mr. Thilakraj.G	M.Com., MBA, NET	Assistant Professor	Financial Management, Marketing	09
Mrs. Gayathri K.	M.Com., M.Phil.	Assistant Professor	Financial Management	10
Mrs. Kavitha Prabhu	M.Com., MBA, M.Phil.	Assistant Professor	Banking	13
Mrs.Supeetha	MBA	Assistant Professor	Financial Management	07
Mrs. Veena D Kotian	M.Com., MBA	Assistant Professor	Financial Management	09
Mr. Prasanna Kumar	M.A.(Eco), M.B.A, SLET, (Ph.D.)	Assistant Professor	Economics	08





Ms. SowmyaHegde	M.Com, M.B.A	Assistant Professor	Financial Management, Marketing	05
Mrs. Shwetha Y	M.Com.	Assistant Professor	Financial Management	06
Mrs. Deepashree Shenoy	M.Com., M.Phil.	Assistant Professor	Costing, Taxation	07
Mr. Deviprasad	M.Com., NET	Assistant Professor	Costing	02
Mr. Gururaj	M.Com.	Assistant Professor	Financial Management	02
Mr. Arun F. Sequeira	M.C.A, M.Phil.(Comp.Sc), PGDBM, PGDCA	Assistant Professor	Computer Application	12
Mrs. Madhumathi J. Raja	M.A.(Eng.),MBA	Assistant Professor	English	11
Mrs. Renuthakshi	M.A.(Kan.), NET	Assistant Professor	Kannada	11
Dr. Jyothi	M.A.(Hin.), MPhil, Ph.D.	Assistant Professor	Hindi	10

#### 10. List of Senior visiting faculty

In order to give greater exposure to the students, senior faculty specializing in various fields are invited to deliver lectures. Visiting faculties are not appointed on regular basis.

#### 11. Percentage of lectures delivered and practical classes handled (Program wise) by temporary faculty.

Temporary faculties are hired only when any faculties go on long leave such as maternity leave.

#### 12. Student –Teacher ratio (Programme wise).

- BA(HRD) – 45:1



### 13. Number of academic support staff (technical) and administrative staff sanctioned and filled.

The institution has a common administrative office with the following staff:

Category	Sanctioned	Filled
Superintendent	1	1
S.D.A.	2	2
C.C.T.	1	1
Lib. Asst.	1	1
F.D.A.	1	1
Technical asst.	2	2
Office Asst.	6	6
Accounts Asst.	1	1
Attender	3	3
Peon	2	2
Scavenger/Sweeper	2	2
Total	<b>22</b>	<b>22</b>

### 14. Qualifications of teaching faculty with DSc/D.Litt/Ph.D/MPhil/PG.

Name	Qualification
Mr.Thrishanth Kumar	M.Com., MBA, M.Phil, NET (JRF), (Ph.D.)
Mrs. Preethika	MHRD, MBA
Mrs. Rashmi T.	MBA
Mrs. Anasuya	M.Com., M.Sc.(IT), PGDCA
Ms. Parinitha	M.Com., NET

Faculties from other departments – taking up class on part time basis:

Name	Qualification
Dr. MuralidharRao	MBA, M.Phil., Ph.D.
Mrs. Smitha M	M.Com. (M.Phil.)
Mrs. Manju H	M.Com., MBA, M.Phil., B.Ed.
Mr. Thilakraj.G	M.Com., MBA, NET
Mrs. Gayathri K.	M.Com., M.Phil.
Mrs. Kavitha Prabhu	M.Com., MBA, M.Phil.
Mrs.Supeetha	MBA
Mrs. Veena D Kotian	M.Com., MBA



Mr. Prasanna Kumar	M.A.(Eco), M.B.A, SLET, (Ph.D.)
Ms. SowmyaHegde	M.Com, M.B.A
Mrs. Shwetha Y	M.Com.
Mrs. DeepashreeShenoy	M.Com., M.Phil.
Mr. Deviprasad	M.Com., NET
Mr. Gururaj	M.Com.
Mr. Arun F. Sequeira	M.C.A, M.Phil.(Comp.Sc), PGDBM, PGDCA

**15. Number of faculty with ongoing projects from a) National b) International funding agencies and grants received.**

01(UGC funded)

**16. Departmental projects funded by DST-FIST; UGC, DBT, ICSSR etc and total grants received.**

NIL

**17. Research Centre /facility recognized by the university.**

NIL

**18. Publications:**

- a) Publications per faculty
- Number of papers published in peer reviewed journals ( national / international ) by faculty and students.
- Number of publications listed in International Database ( for eg: Web Sevice, Scopus, Humanities International Complete, Dare database- International Social Sciences Directory, EBSCO host etc)
- Monographs
- Chapter in Books
- Books Edited
- Books with ISBN /ISSN numbers with details of publishers
- Citation Index
- SNIP
- SJR
- Impact Factor
- H-Index



Sl. No.	Name of the Author	Title, Journal with Volume, Year and Page No.s	ISSN/ISBN No.	Total No. of Publications
1	Dr. Muralidhar Rao	Marketing Efficiency is the key for Bancassurance- An Empirical Study published in the edited book on “Development challenge in the 12th five year plan, published by Justice K.S. Hegde Institute of Management, Nitte.	(ISSN- 2231-6043)	04
		E-Banking and Bancassurance strategies- A study with reference to Dakshina Kannada District, Karnataka state, published in the edited book(2011 issue) “ Emerging trends in e-commerce”, Volume 1, Published by Dept of Commerce, University of Madras.	(ISBN: 978-93-80890-26-5)	
		“Empowerment of women and social development through Bancassurance: an Empirical study” published in the edited book “Third sector response to contemporary challenges” (2012 issue), Sahyadri College of Management and Sciences, Adyar,	(ISBN: 978-93-81195-10-9).	

		Mangaluru, published by united publishers, Mangaluru.		
		“ Bancassurance and Bank marketing Strategies, crucial for rural development- an Empirical Study” published in International Journal for Economic and Business Management by EAST (Environmental Advisory for sustainable Trust) Publications, Vol-1, Issues 2, June 2012.	(ISSN: 2250-2750)	
2.	<b>Mr. Thrishanth Kumar.</b>	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	<b>01</b>
3	<b>Mrs. Manju H.</b>	“Green Business Plan in Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	(ISBN – 978-81-927961-0-3)	<b>01</b>

4.	Mrs. Kavitha Parbhu	<p>“Green Business Plan in Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.</p>	(ISBN – 978-81-927961-0-3)	02
		<p>“Emerging role of Women in India” published in the book “Gender issues on campus and in society” (Jan 2015), Canara College, Mangaluru.</p>	(ISBN – 978-81-927561-3-4)	
5.	Mr. Thilakraj	<p>“A Study on Claims Management in General Insurance Companies with special reference to Reliance General Insurance Mangaluru” published in International Journal of Business Management and Social Science, Choice College of Arts and Commerce, Pune.</p>	(ISSN – 2240 – 7463)	01
6.	Mrs. Anasuya	<p>“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College,</p>	(ISBN – 978 -81-927561-2-7) Page no. 140 - 42	01

		Mangaluru.		
7.	<b>Mrs. Shwetha Y.</b>	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 -81-927561-2-7) Page no. 140 - 42	<b>01</b>
8	<b>Mr. Prasanna Kumar T.</b>	“Micro Insurance in India: Reaching the Unreached” published in the journal “Micro-Finance and Inclusive Growth”. KALPAZ publication first edition.	(ISSN – 12260 - 1419)	<b>03</b>
		“Sustainable Rural Development through Micro-Finance with Reference to SKDRDP” published in “Deeksha BI-Annual Journal of School of Work” fourth volume.	(ISSN – 2250-3919)	
		“Inclusive Urban Development and Micro-finance in India: Issues and Concerns” published in “Journal of Research Extension and Development – A Peer Review Journal” volume no. 17	(ISSN – 2319 – 1899)	
9	<b>Ms. Sowmya Hegde</b>	“E-Waste as a social dilemma – Issues and Environmental Justice	(ISBN: 978-81-927561-5-8).	<b>01</b>

		and the Role of residents in Mangaluru City” ” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.		
10	Mr. Deviprasad	“A study on the role of Self help groups in the socio-economic development of the weaker sections of the society in Mangaluru region” published in A Peer Review Journal” published by Crossland college, Brahmavar.	(ISBN – 978-81-928345-2-8)	01

#### Books Published with ISBN/ISSN Number:

Sl. No.	Name of the Author	Title of the Book, Publisher name and Year, Volume	ISBN/ISSN number
1	Mr. Thrishanth Kumar	“Human Resource Management” for IV Semester BBM of Mangalore University published December 2013, United publishers, Mangaluru.	(ISBN-978-93-81195-69-7)

#### 19. Areas of consultancy and Income generated

Consultancy was provided to:

- DKMU by undertaking a Survey titled “A study on customer satisfaction and opinion towards Nandini Milk and its products at Dakshina Kannada & Udupi District” to know customer opinion towards Nandini product. Rs. 46,000 was sanctioned to undertake the same.
- IOCL by organising Project DISHA – training programmes for the dealers of Indian Oil Corporation.

#### 20. Faculty as members in

a) National committees b) International Committees c) Editorial Boards

NIL

#### 21. Student Projects

V and VI Semester BA (HRD) students do the project work as part of their curriculum





**22. Awards / Recognitions received by faculty and students.**

Faculties who are sanctioned minor research from UGC, organize seminars and conferences, pursued higher qualification and successfully complete SLET / NET examination are awarded certificate of appreciation by the institution. Students who excel in various fields like academics, co-curricular and extra-curricular activities are also given best outgoing students award. University rank holders are given certificate of recognition. Students who pass out with distinction are awarded silver medals and university first rank holders are given gold medal with certificate of recognition and also second and third rank holders are given certificate of recognition.

**23. List of eminent academicians and scientists/ visitors to the department.**

Eminent personalities and Resource persons visited college in the last 4 years are:

Sl. No.	Name of the expert	Specialization
1	Dr. K Rajesh Nayak Director, Training College of Banking and Financial Studies of Central Bank of Oman	HR
2	Mr. Stephen Knapp Detroit, Michigan, USA	Human Resource
3	Dr. Indu Shahani Sheriff, Principal H R College of Commerce and Economics., Mumbai	Academics
4	Dr. K Shekar Professor of PSW NIMHANS Bangaluru	Psychology
5	Mr. Cinoves Smedley Vice Principal Asipac Mall Services Pvt. Ltd South Africa	Management
6	Mr. Shankar Narayanam R Regional Manager South G-TEC Computer Education, House of G-TECH Calicut	Computer science
7	Dr. Venkatesh M .V Assistance Commissioner Mangaluru	Administration
8	Dr. P. S. Yadapadithaya, Registrar Mangalore University	Marketing Management and HR
9	Mr. R V Deshpande Minister of Higher Education & Tourism Government of Karnataka	Academic
10	Dr. S Ramakrishna Professor Department of English Mangalore University	English

11	Dr. Shivararam Shetty Kannada Department Mangalore University	Kannada
12	Mr. Jayaprakash Assistant Training Manager Academic Staff College, VIT University	Trainer
13	Prof. Dr. C. V. Raghuvier, Registrar, Yenepoya University, Mangaluru	Medicine
14	Prof. Vrashabaraj Jain Rt. Associate Professor and Vice Principal Venkatramana Swamy College, Bantwal.	HR Trainer
15	Mr. Sunder S M, Assistant Director, Ministry of MSME, Mangaluru	Industry
16	Mr. Kumble Narasimha Prabhu, C.E.O & Managing Director, Manipal ACE Event Management CO. (P) Ltd., Mangaluru.	Business
17	Mr. Vidyaranya, H.R Executive at Emphasis, Mangaluru	H.R
18	Dr. S. Ramananda Shetty, Vice-Chancellor, Nitte University.	Academic
19	Mr. Siddharth J. Vasani, Managing partner, Hi-Tech sales corporation, Mangaluru	Business
20	Ln. Kavitha Shastri, District Governor, Lions Club International	NGO
21	Mr. J. Shriyan, Editor of Issues & Concerns	NGO
22	Mr. Ronald A. Fernandes, Press Club Mangaluru	Journalism
23	Mr. Ganesh Hebbar, Trainer, TIME Institute, Mangaluru	Academic
24	Mrs. Vasumathi Shetty, ACCA (The Association of Chartered Certified Accountants)	Academic
25	Miss. Seema M., Corporate Technical Trainer at ProBits Technologies Pvt Ltd., Moodbidri	Business
26	Prof. Mallikarjunappa, Professor MBA Department, Mangalore University	Academic
27	Dr. Jayaraj Amin, Director CDC, Mangalore University	Administration

**24. Seminars / Conferences / Workshops organized and the source of funding****a. National**

The following conference was organized by the department:

Date	Conference	Topic	
31-07-2014	UGC sponsored National Conference	Emerging Trends and Challenges in Human Resources	National Institute of Personnel Management(NIPM), Mangaluru Chapter

Apart from this, department associates with BBM department for organizing conferences and seminars.

**b. International**

NIL

**25. Student profile programme/course wise**

Name of the Course/programme	Application Received	Selected	Enrolled		Pass Percentage (%)
			*M	*F	
2010-2011	97	60	37	23	95
2011-2012	94	60	39	21	83
2012-2013	67	64	41	23	88
2013-2014	78	60	35	08	84
2014-2015	70	43	35	08	86
2015-2016	54	54	31	23	73

\*M= Male \*F= Female

**26. Diversity of Students**

Name of the course	% of students from the same state	% of students from other States	% of students from abroad
2010-2011	90%	10%	NIL
2011-2012	94%	06%	NIL
2012-2013	90.6%	09.4%	NIL
2013-2014	86.7%	13.3%	NIL
2014-2015	95.3%	4.7%	NIL
2015-2016	99%	1%	NIL

**27. How many students have cleared national and state competitive examinations such as NET, SLET, GATE Civil Services, Defense Services etc?**

NIL



**28. Student Progression**

Student progression	Against % enrolled
UG to PG	50%
PG to MPhil	Not Applicable
PG to Ph.D	Not Applicable
Ph.D to Post -Doctoral	Not Applicable
Employed	
Campus Selection	10%
Other Than Campus recruitment	25%
Entrepreneurship/Self Employment	5%

**29. Details of Infrastructural facilities.**

- a) **Library**
- b) **Internet facilities for the staff and students**
- c) **Class rooms with ICT facility**
- d) **Laboratories**

The following common infrastructure is available for all the departments:

- a) **Library-** Common library facility is provided for the entire institution.
- b) **Internet facilities for the staff and students:** College subscribes to 38 mbps leased internet connection from BSNL. It is made available through Wired and Wi-Fi media. The internet facilities can be accessed in the Learning Resource Center, library, staff rooms and laboratories.
- c) **Class rooms with ICT facility** – All the class rooms have overhead projectors.
- d) **Laboratories** - 03 common computer laboratories with a server, 137 computers, 3 printers, a copier and 2 scanners.

**30. Number of students receiving financial assistance from college, university, government or other agencies.**

Year	No. of students
2010-2011	03
2011-2012	03
2012-2013	03
2013-2014	07
2014-2015	08
2015-2016	05



**31. Details on enrichment programme (special lectures / Workshops / seminar) with external experts.**

Date	Topic	Resource Person
06-07-2011	Interview Preparation – Tips & Techniques.	Mr. Dawn Prakash, MBA Department, SDM PG Centre, Mangaluru
07-07-2011	How to Write a Resume”.	Mr. Prakash H.S, MBA Department, SDM PG Centre, Mangaluru
07-07-2011	“Recent Trends in Management Education”.	Mr. Vijay Kumar, MBA Department, SDM PG Centre, Mangaluru
22-07-2011	Guest lecture on “soft skills”.	Mrs. Sheetal and team, Soft Skill Trainers for Indian Institute of Job Training
26-07-2011	Guest lecture on “Respecting National flag”.	Smt. Laxmi Pai and Mr. Ramesh Nayak, Volunteers of Hindu Janajagruthi Samithi,
27-08-2011	“Power of Positive Thinking”.	P Prof. Raghotham Rao, Director, SEEK, Bangaluru.
02-08-2011	Recent trends in HRM .	Mrs. Deepa Nayak, Faculty of SDM PG Centre for Management Studies & Research Mangaluru
20-09-2011	Talk on “Emotional Intelligence”.	Dr. K.V Venkataramana, Bangaluru
16-07-2012.	Impact of Culture of International Business.	Dr. Harshitha, Faculty, SDM PG Centre, Mangaluru.
16-07-2012	Importance of Proper Communication.	Dr. Savitha Pereira, Faculty MBA Department, SDM PG Centre for Mgt. Studies & Research, Mangaluru
17-07-2012	Teamwork and Stress Management.	Mrs. Deepa Nayak, Faculty, SDM PG Centre for Mgt. Studies & Research, Mangaluru
18-07-2012	Interpersonal Skills.	Dr. Joman Lonappan H.S, Faculty, SDM PG Centre for Management Studies and Research, Mangaluru.



19-07-2012	HR glossaries and terms.	Mrs. Ramya Shetty, Faculty, SDM PG Centre for Mgt. Studies & Research, Mangaluru
08-08-2012	Talk on 'Rural Management'.	Dr. L. H. Manjunath, Executive Director, Shri Kshethra Dharmasthala Rural Development Project (R), Dharmasthala
11-09-2012	Guest Lecture on “Business Etiquettes and Mannerisms”.	Prof. Radhakrishna, Syndicate Member of Mangalore University
17-09-2012.	Guest Lecture on “Fundamental Rights and Duties”.	Dr. P.A. Bhat, Retired Professor, Canara College, Mangaluru
20-06-2013	Talk on “Motivation”.	V .J .Hisrar Tallani, Topper – Trinity Examination London
29-06-2013	Guest Lecture on “Leadership Training and Positive Thinking”.	Prof. Surfraz Hasim J, Associate Professor & Head, Dept. of Physics, P.A. College of Engineering, Nadupadavu, Kairangala, Mangaluru
04-07- 2013	Guest Lecture on “Self-Esteem - the key to success”.	Mrs. Anu Ravi Rao, Global HR Operation Manager, AMD, Austin, USA
10-07- 2013	Banking Training and Aptitude Test.	Mr. Raghavendra, Director, TIME Institute, Mangaluru
19-07- 2013	“Human Value in Life”.	Mrs. Nalini, Faculty, SDM College of Education, Ujire
22-07-2013	“Value and Morality”.	Prof. T. S. Sreepoorna, Ex-Vice Principal, Govindadasa College, Surathkal
23-08-2013	“Value in education”.	Mr. Madhappan K. R, CEO, Town Time Engineering, Bangaluru
16-09-2013	Guest Lecture on Image Management.	Ms. Deepti Shetty, Asst. professor, CI Tech, Bangaluru.
13-02-2014	“Personality Development”.	Mr. Mahesh, Trainer, Aptech Aviation and Hospitality Academy, Mangaluru



20-02-2014	Guest Lecture on drama- “Mooru Hejje, Mooru Loka”.	Dr. Yogish Kairody, Professor, Alva’s College, Moodbidri
21-02-2014	“Self Esteem”.	Mr. Ankith Kumar, Asst. Professor, M.V. Shetty College, Mangaluru.
21-03-2014	Student Faculty Programme “Consumer Rights and Consumer Protection Act”.	Rahil Ahmed III BA(HRD).
26-03-2014.	Guest Lecture on “Personality Development”.	Prof. Uday Kumar, Professor, SDM Law College, Mangaluru
26-06-2014	Guest lecture on “Career Development”.	Mr. Vishnupadha Das, ISCKON, Mangaluru
17-07-2014	“Print Media”.	Ms. Akshatha, Journalist, Deccan Herald, Mangaluru
31-07-2014	“H. R. Challenges”.	Dr. Rajesh Nayak, Director, Training College of Banking and Financial Studies of Central Bank of Oman
20-08-2014	Guest lecture on "Human Resources”.	Mrs. Sushma Kannan Nair, Faculty, Sahyadri College of Engineering And Management, Mangaluru
26-09-2014	“Students Empowerment”.	Mr. Mulky Jayananda Devadiga, Social Worker & Secretary of Adarsh School, Mangaluru
15-12-2014	“Career Opportunities in Horticulture Business”.	Ms. Vijetha, Technical Consultant, Horti-Culture Department, Mangaluru.
28-02-2015	“HR Issues & how to face interviews”.	Mr. Naveen Saldanha, Asst. Manager, Infosys Ltd., Mangaluru.
11-03-2015	“Eco-friendly product with respect to Green Marketing”.	Mr. Ananda Krishna and Mr. Dishanth Ullal, BBM students, SDMCBM, Mangaluru

27-07-2015	Personality development programme for BA(HRD) students.	Ms. Nishitha
27-08-2015	Student Faculty Programme on "Motivation" .	Mr. Vikram and Ms. Ruhinaaz
28-08-2015	Student faculty programme for the I BA (HRD) "How to face an Interview "	Ms. Dhriti of III BBM C
21-08-2015	Annual Management Exhibition at Sri Devi College "Innovative Start-Ups".	Mrs. Shashikala K. G and Mrs. Vasudha.
21-09-2015	Career Guidance Programme.	Dr. A Sreedhar Kumar, Regional Manager, ICFAI Group,
18-01- 2016	" Role of Youth in Human Resource development" .	Ms. Divya, Research Scholar, Mangalore University
21-01- 2016	awareness on higher education.	Mr. Vijay Menon, Marketing officer, Westminster International College.
02-02-2016	"Technique of Managing Students". –FDP.	Mr. Seetharama Kevala, Principal, Vidyarashmi Vidyalaya, Savnoor.
10 -02-2016	"HR role in Swachh Bharat"- Student Faculty Programme.	Mr. Mohammed Safwan and Mr. Nishal III BBM B
17 -02-2016	Student faculty programme for II BA (HRD) on "How to write stories".	Dhirti Divakar III BBM C
3, 4 -03-2016	"Self Awareness".	Ms. Tanvi and Ms. Namratha Roshni Nilaya College
8-03- 2016	Student faculty programme for II BA (HRD) on "How to write essays".	Ms. Dhirti Divakar III BBM 'C'
10 -03-2016	"Positive thinking".	Ms. Namratha A., Counsellor, Roshini Nilaya College



16 -03-2016	Student faculty programme for II BA (HRD) on “Rule for Pillion riders	Ms. Ruhinaaz and Mr. Vikram Pattanashetti III BBM ‘C’
17 -03-2016	“Career Management”.	Mr. John Fernandes, Director, Speedax mentorship solution, Mangaluru
30-03-2016.	Bheeshm Sahanijiki Samagr Saahithya.	Mrs. Mamatha N.R, Faculty, Hindi Department, Milagres College, Mangaluru.
18-03- 2016	Work based learning in higher education  Green Recruitment.  LinkedIn recruitment tool  Gamification – A strategic tool for Recruitment.  Innovative HR practices for gaining Competitive advantages.  Role of Social Networking in Enhancing Employment opportunities.  HR as a Strategic Business Partner.	Ms. Dhriti III BBM C  Mr. Mohammed Safwan III BBM B  Mr. Nishal III BBM B  Ms. Kirthi and Ms. Sushmitha II BBM A  Ms. Heera II BBM C  Mr. Jaspreet and Mr. Vivek II BBM A  Ms. Prithvi II BBM A

### 32. Teaching methods adopted to improve student learning

Apart from Chalk and Talk method, several innovative methods are used to improve the teaching learning process.

- Case study
- Role play
- Management games
- Simulation exercises
- Brain storming
- Group discussion
- Assignments
- Seminars and presentations
- Guided book reviews
- Discussions and debates on current issues
- Quiz
- Peer teaching and learning
- Challenging assignments for advanced learners



### 33. Participation in Institutional Social Responsibility (ISR) and extension activities.

The outreach programmes in the department are envisaged to enrich and challenge the classroom learning and provide an opportunity to exercise social responsibility. The associations organize extension programme every semester, which help students to reach out to the society.

Listed below are some of the major programmes undertaken as part of the Institutional social responsibility and extension activities:

#### HR Association

Venue	Nature Of Activity	Beneficiary
UBMC Higher Primary School, Bokkapatna, Mangaluru	Activities for Personality development	School children
Pompei Higher Primary School, Lady Hill, Mangaluru	Activities for Personality development	School children
CARDT'S School, Mangaluru.	Activities for Personality development	School children
Mangalajyothi Integrated School, Vamanjoor	Activities for Personality development	School children
St.Joseph, Prashanth Nivas, Mangaluru	Activities for Personality development	School children
Sharathi Printer and Publisher, Bikampady, Mangaluru	Industry institution Interaction	Employees and students

### 34. SWOT analysis of the department and Future plans.

#### Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Unique course tailor made for students who lack quantitative skills but have inclination for HR skills.
- Short term courses.
- Dedicated and committed faculty.
- Good alumni network who are the ambassadors of the institution.
- Location at the heart of the city with good infrastructural facilities.
- Experienced and qualified staffs.
- Wide range of extension activities.
- Collaboration with professional organization used for institutional benefits.
- Industry institution interaction.
- Skill enhancement activities.
- Organization of management fests.



- Use of ICT tools.
- Campus placement.
- Programmes to inculcate values and ethics.
- Innovative teaching pedagogy.
- Mentoring and counselling by class advisors.
- FDP for staff empowerment.

**Weakness:**

- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangaluru when compared to metropolitan cities
- Government policy regarding grant-in-aid.
- Limited scope for curriculum improvement in the affiliation system.

**Opportunities:**

- Upcoming SEZ can boost the placement opportunities.
- Scope to conduct wide range of certificate courses.
- Faculties have opportunities to be the members of BoE and BoS.
- Greater scope for self development for staff and students.

**Challenges:**

- Multiple regulatory authorities.
- New generation institutions with better infrastructure.
- Retention of high profile faculty.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

**Future Plans:**

- MoUs with industries for internships and research.
- Efforts to invite more companies to conduct campus recruitments.
- Organize International / National level Seminars / Workshops / Conferences.
- Providing training for CAT, MAT, C-MAT and PG CET to enable students to face competitive entrance exams.



**DEPARTMENT OF COMMERCE**

1. **Name of the department :** Department of Commerce
2. **Year of establishment :** 2014
3. **Name of programmes/courses offered (UG, PG, MPhil, PhD, Integrated Masters; Integrated PhD etc)**
  - UG - Bachelor of Commerce
4. **Names of Inter-disciplinary courses and departments/units involved:**
  - Income Tax- offered to III BA(HRD) department.
  - Journalism offered to II BA(HRD) department.
5. **Annual/Semester/Choice based credit system**
  - Semester and Credit Based System
6. **Participation of the department in the courses offered by other departments.**

There are common faculties for BBM, BA(HRD) and B.Com courses. Work load of these three departments is shared by all the faculties. Hence each faculty engages classes in more than one department.
7. **Courses in collaboration with other universities, industries, foreign institutions etc.**

NIL
8. **Details of courses /programmes discontinued (if any) with reasons.**

NIL
9. **Number of teaching posts**

	Sanctioned	Filled
Associate Professors	00	00
Asst. Professors.	06	06

10. **Faculty profile with name, qualification, designation, specialization, (DSc/DLitt/PhD/MPhil etc)**

Name	Qualification	Designation	Specialization	No. of Years of experience
Mrs. Manju H.	M.Com., M.Phil., MBA, B.Ed.	Assistant Professor	Finance	14
Mr. Thilakraj G	M.Com, M.B.A, NET	Assistant Professor	Financial Management	9
Mr. Prasanna Kumar	M.A.(Eco), M.B.A, SLET	Assistant Professor	Economics	8
Mrs. Veena D	M.Com, MBA	Assistant	Financial	9



Kotian		Professor	Management	
Mr. Deviprasad	M.Com, NET	Assistant Professor	Financial Management	2
Mr. Gururaj	M.Com.	Assistant Professor	Financial Management	2

Faculties from other departments – taking up class on part time basis:

Name	Qualification	Designation	Specialization	No. of Years of experience
Dr. Muralidhar Rao	MBA, M.Phil., Ph.D.	Assistant Professor	Material Management	20
Mrs. Smitha M.	M.Com., (M. Phil.)	Assistant Professor	Financial Management	13
Mrs. Gayathri K.	M.Com., M. Phil.	Assistant Professor	Financial Management	10
Mr. Thrishanth Kumar	M.Com., M.Phil, MBA, NET, (Ph.D.)	Assistant Professor	Human Resources Management	10
Mrs. Kavitha Prabhu	M.Com., MBA, M.Phil.	Assistant Professor	Banking	13
Mrs. Shashikala K. G.	M.A(Eco), MBA	Assistant Professor	Economics	8
Mrs. Supreetha	MBA	Assistant Professor	Financial Management	7
Ms. Sowmya Hegde	M.Com., MBA	Assistant Professor	Financial Management	5
Mrs. Shwetha Y.	M.Com.	Assistant Professor	Financial Management	6
Mrs. Deepashree Shenoy	M.Com., M.Phil.	Assistant Professor	Accounting and Taxation	7
Mrs. Rashmi T.	MBA	Assistant Professor	Financial Management	5
Mrs. Anasuya	M.Com., M.Sc(IT), PGDCA	Assistant Professor	Human Resource Management, Computer Application	7
Mrs. Preethika	MHRD, MBA	Assistant Professor	Human Resource Management	6
Ms. Parinitha	M.Com., MBA, NET	Assistant Professor	Financial Management	9
Ms. Priya Kamath	M. Com.	Assistant Professor	Financial Management	0
Mrs.	M.A. (Kan), NET	Assistant	Kannada	11



Renuthakshi		Professor		
Mrs. Jyothi	M.A.(Hin), M.Phil, Ph.D.	Assistant Professor	Hindi	11
Mrs. Madhumathi J. Raja	M.A. (Eng), MBA, B.E.d	Assistant Professor	English	11

#### 11. List of Senior visiting faculty

In order to give greater exposure to the students, senior faculty specializing in various fields are invited to deliver lectures. Visiting faculties are not appointed on regular basis.

#### 12. Percentage of lectures delivered and practical classes handled (Program wise ) by temporary faculty.

Temporary faculties are hired only when any faculties go on long leave such as maternity leave.

#### 13. Student –Teacher ratio (Programme wise).

B.Com – 60:1

#### 14. Number of academic support staff (technical) and administrative staff sanctioned and filled.

The institution has a common administrative office with the following staff:

Category	Sanctioned	Filled
Superintendent	1	1
S.D.A.	2	2
C.C.T.	1	1
Lib.Asst.	1	1
F.D.A.	1	1
Technical asst.	2	2
Office Asst.	6	6
Accounts Asst.	1	1
Attender	3	3
Peon	2	2
Scavenger/Sweeper	2	2
<b>Total</b>	<b>22</b>	<b>22</b>



**15. Qualifications of teaching faculty with DSc/D.Litt/Ph.D/MPhil/PG.**

Name	Qualification
Mrs. Manju H.	M.Com., M.Phil., MBA, B.Ed.
Mr. Thilakraj G	M.Com, M.B.A, NET
Mr. Prasanna Kumar	M.A.(Eco), M.B.A, SLET
Mrs. Veena D Kotian	M.Com, MBA
Mr. Deviprasad	M.Com, NET
Mr. Gururaj	M.Com.

Faculties from other departments – taking up class on part time basis:

Name	Qualification
Dr. Muralidhar Rao	MBA, M.Phil., Ph.D.
Mrs. Smitha M.	M.Com., (M. Phil.)
Mrs. Gayathri K.	M.Com., M. Phil.
Mr. Thrishanth Kumar	M.Com., M.Phil, MBA, NET, (Ph.D.)
Mrs. Kavitha Prabhu	M.Com., MBA, M.Phil.
Mrs. Shashikala K. G.	M.A(Eco), MBA
Mrs. Supreetha	MBA
Ms. Sowmya Hegde	M.Com., MBA
Mrs. Shwetha Y.	M.Com.
Mrs. Deepashree Shenoy	M.Com., M.Phil.
Mrs. Rashmi T.	MBA
Mrs. Anasuya	M.Com., M.Sc(IT), PGDCA
Mrs. Preethika	MHRD, MBA
Ms. Parinitha	M.Com., MBA, NET
Ms. Priya Kamath	M. Com.
Mrs. Renuthakshi	M.A. (Kan), NET
Mrs. Jyothi	M.A. (Hin), M.Phil, Ph.D.
Mrs. Madhumathi J. Raja	M.A. (Eng), MBA, B.E.d

**16. Number of faculty with ongoing projects from a) National  
b) International funding agencies and grants received.**

NIL

**17. Departmental projects funded by DST-FIST, UGC, DBT, ICSSR etc and  
total grants received.**

NIL



**18. Research Centre/facility recognized by the university.**

NIL

**19. Publications:**

- a) Publications per faculty
- b) Number of papers published in peer reviewed journals (national/international) by faculty and students.
- c) Number of publications listed in International Database (for eg: Web Sevice, Scopus, Humanities International Complete, Dare database- International Social Sciences Directory, EBSCO host etc)
- d) Monographs
- e) Chapter in Books
- f) Books Edited
- g) Books with ISBN/ISSN numbers with details of publishers
- h) Citation Index
- i) SNIP
- j) SJR
- k) Impact Factor
- l) H-Index

Sl. No.	Name of the Author	Title, Journal with Volume, Year and Page No.s	ISSN/I SBN No.	Total No. of Publications
1	Dr. Muralidhar Rao	Marketing Efficiency is the key for Bancassurance- An Empirical Study published in the edited book on “Development challenge in the 12th five year plan, published by Justice K.S. Hegde Institute of Management, Nitte.	(ISSN- 2231-6043)	04
		E-Banking and Bancassurance strategies- A study with reference to Dakshina Kannada District, Karnataka state, published in the edited book(2011 issue) “Emerging trends in e-commerce”, Volume 1, Published by Dept of Commerce, University of Madras.	(ISBN: 978-93-80890-26-5)	
		“Empowerment of women	(ISBN:	





		and social development through Bancassurance: an Empirical study” published in the edited book “Third sector response to contemporary challenges” (2012 issue), Sahyadri College of Management and Sciences, Adyar, Mangaluru, published by united publishers, Mangaluru.	978-93-81195-10-9).	
		“ Bancassurance and Bank marketing Strategies, crucial for rural development- an Empirical Study” published in International Journal for Economic and Business Management by EAST (Environmental Advisory for sustainable Trust) Publications, Vol-1, Issues 2, June 2012.	(ISSN: 2250-2750)	
<b>2.</b>	<b>Mr. Thrishanth Kumar.</b>	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	<b>01</b>
<b>3</b>	<b>Mrs. Manju H.</b>	“Green Business Plan in Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	(ISBN – 978-81-927961-0-3)	<b>01</b>
<b>4.</b>	<b>Mrs. Kavitha</b>	“Green Business Plan in	(ISBN	<b>02</b>

	<b>Parbhu</b>	Enhancement of Environmental Quality in terms of sustainable development” published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	– 978-81-927961-0-3)	
		“Emerging role of Women in India” published in the book “Gender issues on campus and in society” (Jan 2015), Canara College, Mangaluru.	(ISBN – 978-81-927561-3-4)	
<b>5.</b>	<b>Mr. Thilakraj</b>	“A Study on Claims Management in General Insurance Companies with special reference to Reliance General Insurance Mangaluru” published in International Journal of Business Management and Social Science, Choice College of Arts and Commerce, Pune.	(ISSN – 2240 – 7463)	<b>01</b>
<b>6.</b>	<b>Mrs. Anasuya</b>	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd. published in the book “The Green Umbrella: Business opportunities“ (Jan 2014), Canara College, Mangaluru.	(ISBN – 978 - 81-927561-2-7) Page no. 140 - 42	<b>01</b>
<b>7.</b>	<b>Mrs. Shwetha Y.</b>	“A Study of Reclaiming Waste Water Techniques for Apartments and Layout with references to Oxidane Technologies Pvt. Ltd.	(ISBN – 978 - 81-927561-2-7)	<b>01</b>

		published in the book “The Green Umbrella: Business opportunities” (Jan 2014), Canara College, Mangaluru.	Page no. 140 - 42	
<b>8</b>	<b>Mr. Prasanna Kumar T.</b>	“Micro Insurance in India: Reaching the Unreached” published in the journal “Micro-Finance and Inclusive Growth”. KALPAZ publication first edition.	(ISSN – 12260 - 1419)	<b>03</b>
		“Sustainable Rural Development through Micro-Finance with Reference to SKDRDP” published in “Deeksha BI-Annual Journal of School of Work” fourth volume.	(ISSN – 2250-3919)	
		“Inclusive Urban Development and Micro-finance in India: Issues and Concerns” published in “Journal of Research Extension and Development – A Peer Review Journal” volume no. 17	(ISSN – 2319 – 1899)	
<b>9</b>	<b>Ms. Sowmya Hegde</b>	“E-Waste as a social dilemma – Issues and Environmental Justice and the Role of residents in Mangaluru City” ” in the book E-Waste management - issues and challenges published by Canara College, Mangaluru.	(ISBN: 978-81-927561-5-8).	<b>01</b>
<b>10</b>	<b>Mr. Deviprasad</b>	“A study on the role of Self help groups in the socio-economic development of the weaker sections of the society in Mangaluru region” published in A Peer Review Journal” published by	(ISBN – 978-81-928345-2-8)	<b>01</b>

		Crossland college, Brahmavar.		
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**Books Published with ISBN/ISSN Number:**

Sl. No.	Name of the Author	Title of the Book, Publisher name and Year, Volume	ISBN/ISSN number
1	Mr. Thrishanth Kumar	“Human Resource Management” for IV Semester BBM of Mangalore University published December 2013, United publishers, Mangaluru.	(ISBN-978-93-81195-69-7)

**20. Areas of consultancy and Income generated**

Consultancy was provided to:

- DKMU by undertaking a Survey titled “A study on customer satisfaction and opinion towards Nandini Milk and its products at Dakshina Kannada & Udupi District” to know customer opinion towards Nandini product. Rs. 46,000 was sanctioned to undertake the same.
- IOCL by organising Project DISHA – training programmes for the dealers of Indian Oil Corporation.

**21. Faculty as members in**

a) National committees b) International Committees c) Editorial Boards

NIL

**22. Student Projects**

As the department was started only one year back and students are in first year, they are yet to receive awards and reorganization.

- Student projects are given as a part of assignment.
- The advance learners are motivated to take up management sponsored minor research projects.

**Awards/Recognitions received by faculty and students.**

Faculties who are sanctioned minor research from UGC, organize seminars and conferences, pursued higher qualification and successfully complete SLET/NET examination are awarded certificate of appreciation by the institution. Students who excel in various fields like academics, co-curricular and extra-curricular activities are also given best outgoing students award. Students who pass out with distinction are awarded silver medals.



- 23. List of eminent academicians and scientists/ visitors to the department.** Eminent personalities and Resource persons visited college in the last 1 year are:

Sl. No.	Name of the expert	Specialization
1	Mr. Diwakar, Chief Manager Corporation Bank.	Commerce
2	Mr. Preetham Rodrigues, Executive Director, Inchira foundations.	Commerce
3	Mr. Rohan Preetham Castelino, Branch Manager, Vijaya Bank, Mangaluru.	Commerce
4	Mrs. Garima Kumar, Director and Co-founder of Lotus know Wealth.	Commerce
5	Mr. Girish Kumar, a qualified Company Secretary and career counselor.	Commerce
6	Mr. Narasimha, Chartered Accountant.	Commerce

- 24. Seminars/ Conferences/Workshops organized and the source of funding**  
a) National

Department has extended its help to other department to organize seminars and yet to organize independent seminars.

- b) International

NIL

- 25. Student profile programme/course wise**

Name of the Course/programme	Application Received	Selected	Enrolled		Pass Percentage
			*M	*F	
2014-15	150	74	33	41	Results waited
2015-16	202	76	32	44	Results waited

\*M= Male \*F= Female

- 26. Diversity of Students**

Name of The course	% of students from the same state	% of students from other States	% of students from abroad
2014-15	72	02	NIL
2015-16	76	NIL	NIL

- 27. How many students have cleared national and state competitive examinations such as NET, SLET, GATE Civil Services, Defense Services etc?**

Students are yet to pass out.



**28. Student Progression**

Students are yet to pass out.

Student progression	Against % enrolled
UG to PG	Not Applicable
PG to MPhil	Not Applicable
PG to Ph.D	Not Applicable
Ph.D to Post - Doctoral	Not Applicable
Employed	Not Applicable
<ul style="list-style-type: none"> <li>• Campus Selection</li> <li>• Other Than Campus recruitment</li> </ul>	
Entrepreneurship/Self Employment	Not Applicable

**29. Details of Infrastructural facilities.****e) Library****f) Internet facilities for the staff and students****g) Class rooms with ICT facility****h) Laboratories**

The following common infrastructure is available for all the departments:

**a) Library-** Common library facility is provided for the entire institution.

**b) Internet facilities for the staff and students:** College subscribes to 38 mbps leased internet connection from BSNL. It is made available through Wired and Wi-Fi media. The internet facilities can be accessed in the Learning Resource Center, library, staff rooms and laboratories.

**c) Class rooms with ICT facility** – All the class rooms have overhead projectors.

**d) Laboratories** - 03 common computer laboratories with a server, 137 computers, 3 printers, a copier and 2 scanners.

**30. Number of students receiving financial assistance from college, university, government or other agencies.**

Year	No of Students involved
2014-2015	22
2015-2016	09

**31. Details on enrichment programmes (special lectures/ Workshops / seminar) with external experts.**

Date	Topic	Resource Person
26-07-2014	Investor awareness programme on rights and obligations of small investor.	Officers from Govt. of India ministry of corporate affairs
05-08-2014	Professional course orientation	Mrs. Sonali Mallya. CS
12-08-2014	The relevance of branchless banking in the present scenario.	Mr. Diwakar, Chief Manager Corporation Bank



02-09-2014	Role of NGO.	Mr. Preetham Rodrigues, Executive Director, Inchira foundations.
04-09-2014	Retail banking.	Mr. Rohan Preetham Castelino, Branch Manager, Vijaya Bank, Mangaluru
13-12-2014	Capital market awareness programme best investor's protection fund.	Mrs. Garima Kumar, Director and Co-founder of Lotus know Wealth
22-06-2015 and 29-06-2015	Professional Course Orientation.	Mr. Girish Kumar, a qualified Company Secretary and career counselor
29-07-2015	Investor Education Program (IEP).	Mr. Ashok Kumar, Managing director, LOTUS Know wealth, promoter of Gurukshetra.com
10-08-2015	Career Guidance Programme.	Mrs. Vasumathi Shetty , ACCA (The Association of Chartered Certified Accountants)
12-03-2016	New dimensions of Retail Banking.	Mr. Naveen L.N, Regional Manager, IDBI Bank, Mangaluru
04-04-2016	Problem Identification and Multi-Disciplinary Approach in Research.	Dr. Suprabha, Assistant professor from NITK

### 32. Teaching methods adopted to improve student learning

Apart from Chalk and Talk method, several innovative methods are used to improve the teaching learning process.

- Case study
- Role play
- Management games
- Simulation exercises
- Brain storming
- Group discussion
- Assignments
- Seminars and presentations
- Guided book reviews
- Discussions and debates on current issues
- Quiz
- Peer teaching and learning
- Challenging assignments for advanced learners

### 33. Participation in Institutional Social Responsibility (ISR) and extension activities.

Listed below are some of the major programmes undertaken as part of the Institutional social responsibility and extension activities:



Date	VENUE	NATURE OF ACTIVITY	BENEFICIARY
26-07-2014	Government Women's College, Balmatta.	Financial Literacy	College student
10-01-2015	BEM School, Carstreet, Mangaluru.	Financial Literacy	College student
25-07-2015	Dakshina Kannada Zilla Panchayat Higher Primary School, Mannagudda, Mangaluru.	Training & information regarding the Modern Banking Concept – E Banking.	College student

### 34. SWOT analysis of the department and Future plans.

#### Strengths:

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Support from long standing reputation gained through the popularity of BBM course.
- Strong backing from BBM.
- High demand for the course.
- Short term courses.
- Greater scope in the job market.
- Preferred by students who want to pursue professional course.
- Dedicated and committed faculty.
- Meritorious Students.
- Location at the heart of the city with good infrastructural facilities.
- Experienced and qualified staffs.
- Wide range of extension activities.
- Collaboration with professional organization used for institutional benefits.
- Industry institution interaction.
- Skill enhancement activities.
- Associating with management fests.
- Use of ICT tools.
- Programmes to inculcate values and ethics.
- Innovative teaching pedagogy.
- Mentoring and counselling by class advisors.
- FDP for staff empowerment.

#### Weakness:

- Lesser connectivity when compared to metropolitan cities.
- Limited local placement opportunities as there are few industries in Mangaluru when compared to Metropolitan cities
- Government policy regarding grant-in-aid.
- Limited scope for curriculum improvement in the affiliation system.

#### Opportunities:

- Upcoming SEZ can boost the placement opportunities.





- Scope to conduct wide range of certificate courses.
- Faculties have opportunities to be the members of BoE and BoS.
- Greater scope for self development for staff and students.

**Challenges:**

- Multiple regulatory authorities.
- New generation institutions with better infrastructure.
- Retention of high profile faculty.
- Challenge of getting right resource persons.
- Inability to update the syllabus according to industrial needs under affiliation system.

**Future Plans:**

- MoUs with industries for internships and research.
- Efforts to invite more companies to conduct campus recruitments.
- Organize International/National level Seminars/Workshops/ Conferences.
- Providing training for CAT, MAT, C-MAT and PG CET to enable students to face competitive entrance exams.
- Guidance for professional courses like CA, CS etc.

**POST ACCREDITATION INITIATIVES FOR QUALITY  
ENHANCEMENT OF THE INSTITUTION BASED ON THE PEER TEAM  
RECOMMENDATIONS**

**1. To restructure the departments in terms of disciplines rather than the programmes offered:**

Following Departments have been established to restructure them in terms of discipline:

- a) Financial Management
- b) Marketing Management
- c) Human Resource Management
- d) Computer Application
- e) Commerce
- f) Economics
- g) Business Law
- h) English
- i) Kannada
- j) Hindi

Each department formulates its own plan of action.

**2. Introduction of PG courses such as MCA, MCom, MHRD:**

Though there is huge public demand for starting PG courses due to space constraints in the campus PG courses cannot be accommodated.

**3. More industrial linkages for enhanced exposure to students:**

- a) Apart from annual industrial visit, each department also takes the student in small groups to visit the local firms.
- b) Students are encouraged to work during the holidays to gain practical exposure.
- c) Professionals from industries are invited to address the students.
- d) Entrepreneurs are invited to share their experiences.
- e) Alumni who are holding responsible positions are invited to address the students.
- f) Though project work is optional to the final years students, more students are encouraged to take up more project work to develop industrial linkage.
- g) Assignments which require visits to the industries are given to enhance the rapport with professional world.
- h) Being a reputed management college, the institution gets invites from professional organizations to depute the students to attend the program organized by them.

**4. Add on Certificate / Diploma courses in emerging sector like Retail, Insurance, BPO etc. to supplement existing curricula:**

Eleven short term courses are introduced to fill the gap in the syllabus.

- a) Tourism
- b) Marketing Skills
- c) Journalism
- d) Principles of Management



- e) Personality Development
- f) Research Methodology
- g) Income Tax
- h) Tally
- i) Cyber Law
- j) Legal Literacy
- k) Communicative English.
- l) Web Designing

**5. Effective coordination with the Alumni Association to formulate a concrete plan of action:**

- a) For every program of the college an alumni who is expert in the field is invited as the guest speaker. This enables the institution strengthen its placements.
- b) Alumni's maintain a good rapport with the institution and visit the college when they are in town. They are invited to interact with the students which enhance their exposure.

**6. More teaching oriented field visits for UG students:**

Students are given exposure in the field of teaching and sharing knowledge. Each department has associations which conduct extension activities. Thus students get opportunities to interact and improve their presentation skills.

**7. Strengthening of placement and career counselling activities for UG students:**

Placement cell is strengthen apart from placement activities for the students, pool drive is also organised by some of the companies in the campus. Experts in the field are invited to offer career guidance.

**8. Establish Language Lab to enhance communication skills, particularly in English:**

Softwares to learn English language is made available in the computer lab. Students are encouraged to use them to improve their communication skills.

**9. Faculty to take initiative to apply for minor / major research projects:**

Eight minor research projects from UGC have been completed.

Sl. No.	Title	Departmental/ Interdepartmental/ Interdisciplinary	Year sanctioned and duration	Funding agency	Grant amount
1	A Comparative study of Health Insurance Schemes offered by Public and Private Sector	Mrs. Smitha	2013-2014	UGC	Rs. 1,09,500/-
2	Transfer of Learning in IT Industry in Karnataka: Facilitators,	Mr. Thrishanth Kumar	2013-2014	UGC	Rs. 90,000/-



	Inhibitors And Strategies (Diagnostic Findings From Multiple Case Studies)				
3	Customer Attitude towards General Insurance Product	Mrs. Kavitha Prabhu	2013-2014	UGC	Rs. 1,12,000/-
4	Role of Educational Loan by Commercial Banks on Higher Education	Mrs. Shaini Naveen	2013-2014	UGC	Rs. 85,000/-
5	A Comparative study on Work Life Balance among Working Women in Metro and Non-Metro Cities	Mrs. Veena Kotian	2013-2014	UGC	Rs. 80,000/-
6	Branchless Banking for the Poor as a part of Financial Inclusion	Ms. Sowmya Hegde	2013-2014	UGC	Rs. 80,000/-
7	Urban Poverty & Micro finance in Karnataka, India	Mr. Prasanna Kumar T.	2013-2014	UGC	Rs. 1,00,000/-
8.	A study on Socio-economic problems of unorganized sector with special reference to Beedi workers in Dakshina Kannada Dist.	Deviprasad	2016-17	UGC	Rs. 90,000/- Ongoing

b) Ten staff members have applied online minor research projects from UGC. They are

Sl. No	Name	Title
1.	Shashikala Shetty	Development and Implementation of Automated Phone Dialler for Students Attendance and Mark Tracking System at Shri Dharmasthala Manjunatheshwara College of Business Management, Mangalore
2.	Shashiprabha	Fully automatic Toll Collection System with reference to D.K., Karnataka
3.	Sowmya Jyothi	Payment Mechanism using RFID Card
4.	Deepa D Hegde	Extracting Entity relationship diagram from RDBMS
5.	Gayathri K	Consumer Awareness and Perception towards mobile banking in Dakshina Kannada District
6.	Divya Uchil	Image Steganography using LSB Technique
7.	Shashikala K G	A study on Public Private Partnership in agricultural marketing in South Kanara District, Karnataka
8.	Manju H	A study on Consumer Benefits of Retail Banking Services provided by Public Sector Banks in Dakshina Kannada



9.	Gururaj G	A study on impact of Micro Finance on empowerment of self help groups in Dakshina Kannada District.
10.	Thilakraj G.	Customer Attitude towards Life Insurance Product

**10. Promote computer literacy among all the students by intensive utilization of computer facilities:**

- To encourage universal computer literacy, students who were not exposed computers are encouraged to learn it by offering facilities and support in the computer lab after the class hours.
- Though university syllabus did not prescribe practical's for fourth semester BBM computer application and first semester BA(HRD) computer application subjects, practical classes were conducted to give greater exposure. Short term courses on Web designing and Tally are organised.

**11. Faculty participation in orientation programmes and refresher courses organized by ASCs to be encouraged:**

- Faculties are encouraged to participate in the seminar and conferences organised by other institutions.
- In house FDPs are also organised.
- Faculty participation in orientation programmes and refresher courses are encouraged.

**POST NAAC DEVELOPMENTS**

- Decentralization through departments
- Skill enhancements activities through associations
- Extension activities by all the departments
- Short term courses
- UGC sponsored minor research projects
- Institution sponsored minor research projects
- NAAC sponsored conference
- UGC sponsored conferences
- Sahayog career conclave – placement for government colleges.
- Starting B.Com. course
- Dry run inspection
- Decentralized administration
- Monthly planning and evaluation.
- Monthly reports to management – Monthly activities, minutes of HOD and IQAC meetings
- Student online appraisal on faculties
- Staff online self appraisal.
- NET/SLET completion
- Strengthening industry-academia relationship
- Developing entrepreneurship through short term course in EDP in association with ICTACT, Tamil Nadu.
- MOU – Short term course on consumer protection in association with District consumer forum
- In-house FDP
- Faculties pursuing Ph.D.
- Interdisciplinary short term courses



24. Value education
25. Guest lectures by professionals
26. Use of ICT in teaching
27. Consultancy (KMF and IOCL)
28. ICT enabled classrooms
29. Student project exhibition
30. Automation of administrative services.
31. Journal Routing Service by the library.
32. Giving vacation projects to the students.

**Strategic Action plan for the institutional development**

- Strengthen industry-institution interaction
- Develop entrepreneurship.
- Additional short-term course as per the needs of the industry.
- Strengthen ICT component in teaching-learning.
- Encourage faculties to pursue Ph.D. and research degrees.
- Motivate faculties to present and publish research papers.
- Encourage faculties to apply for funded projects.
- Increase skill enhancement activities.
- Extension activities to address the social needs.
- Strengthen placements.



IN THE HIGH COURT OF KARNATAKA AT BANGALORE

DATED THIS THE 16th DAY OF FEBRUARY 2001

BEFORE

THE HON'BLE MR.JUSTICE P.VISHWANATHA SHETTY

Writ Petition No. 4039 of 1998

Sri Dharmasthala Manjunatheshwara  
Educational Society,  
Ujire-574 240, D.K.District,  
represented by its Secretary,  
Prof. S.Prabhakar.

Petitioner

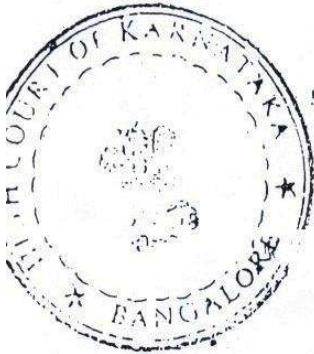
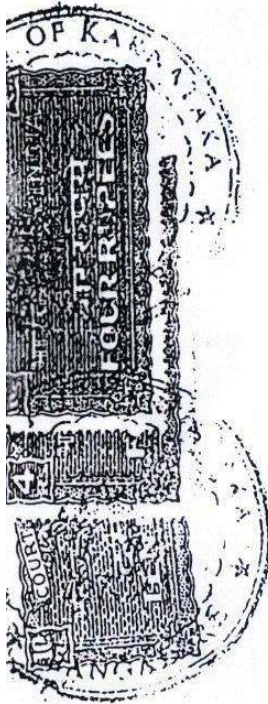
(By Sri Madhusudan R.Naik,  
Advocate

Vs.

1. State of Karnataka  
by its Secretary to Govt.,  
Education Department,  
Multistoreyed Buildings,  
Dr.Ambedkar Veedhi,  
Bangalore-560 001.
2. Director of Public Instruc-  
tion (Primary Education)  
New Public Offices,  
Nrupathunga Road,  
Bangalore-560 001.
3. The Deputy Director of  
Public Instructions,  
Mangalore  
Dakshina Kannada Dist.
4. Assistant Educational Officer,  
Kundapur,  
Dakshina Kannada District.
5. Assistant Educational Officer,  
Belthangadi,  
Dakshina Kannada District.

Respondents

(By Sri N.K.Ramesh,  
Government Advocate)



This Copy Contains 6 Pages  
and Court Fee Stamps of Rs. 18



- 2 -

Writ Petition filed under Articles 226 and 227 of the Constitution of India with an affidavit praying for a writ of mandamus declaring that Rule 6 of the Karnataka State Private Educational Institutions (Discipline & Control) Act, 1978, is inapplicable to the petitioner, etc.

This petition coming on for hearing before Court this day, the Court made the following:

## O R D E R

The petitioner in this petition has sought for two reliefs - firstly, it has prayed for a declaration that Rule 6 of the Karnataka State Private Educational Institutions (Discipline & Control) Act, 1978, is not applicable to the petitioner-Institution; and secondly for a further direction to the respondents to grant approval to the appointment of the teachers to the schools established and managed by the petitioners after declaring endorsements impugned, copies of which have been produced as Annexures-J, K and L issued by the third respondent.

2. It is the case of the petitioners that the petitioner-Institution/Society was declared as a minority Institution by this court. by its order made in Writ Petition No.11402/1985 disposed of on 14/16th August



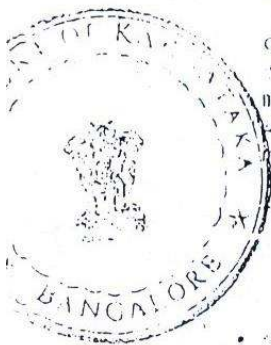


- 3 -

1985; and, therefore, the respondents are required to give approval to the appointments made in the Schools established and run by the petitioner-Institution/Society.

3. Sri M.R. Naik, learned Counsel appearing for the petitioner, submitted that though the petitioner-Institution had made applications to the Authorities as far back as in the year 1983 seeking approval of the appointments of the teachers made in the Schools managed by the petitioner-Institution, till this day approval has not been granted on the ground that the Government has not yet taken a decision to decide the minority status of the petitioner/Institution. In this connection, he referred to me Annexures-J, K and L issued by the third respondent.

4. Sri Naik submitted that since this Court, by means of its order dated 14/16th August 1985 made in Writ Petition No.11402/1985, has declared that the petitioner-Institution is a minority Institution, the said declaration made by this Court is binding on the first respondent, all its Authorities and Officers;



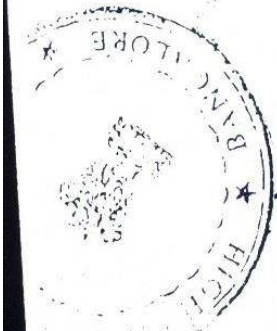
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- 4 -

and under these circumstances, it was not permissible for the third respondent not to consider the prayer of the petitioner for approval of the appointment of the teachers made by it on the ground that the State Government has not yet taken a decision to declare the petitioner-Institution as a minority Institution. According to the learned Counsel, it is only in the cases where there is no declaration made by the Court declaring a particular Institution as a minority Institution, the State Government is required to determine the status of the Institution, which claims minority status.

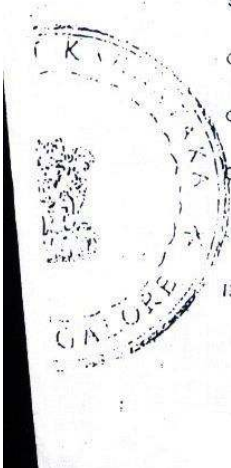
5. However, Sri N.K.Ramesh, learned Addl. Government Advocate appearing for the first respondent, submitted that since the State Government has not yet taken a decision pursuant to the application dated 30th March 1995 to treat the three Schools run by the petitioner-Institution, the Government would take a decision on the applications filed by the petitioner expeditiously. Therefore, he submits that this petition may be disposed of



- 5. -

with liberty reserved to the Government to take appropriate decision on the application filed by the petitioner.

6. Having regard to the facts and circumstances of the case and in the light of the submission made by the learned Government Advocate that the Government would take immediate decision on the application filed by the petitioner to treat the three Institutions viz., Sri Dharmasthala Manjunatheshwara Higher Primary School at Dharmasthala, Mayyadi and Puduvattu, as minority Institutions, I am of the view that the interest of justice will be met if a direction is given to the first respondent to take a decision to treat the three Institutions, referred to above, as minority Institutions as expeditiously as possible and at any event of the matter, not later than six weeks from the date of receipt of a copy of this order; and thereafter, in the light of the decision that may be taken, to consider the prayer of the petitioner for approval of the appointment of the teachers made in the Schools at the



*[Handwritten signature]*



petitioner-Institution/ Society. It is needless to observe that while taking such decision, the first respondent has to keep in mind the decision of this Court made in Writ Petition No. 11402/1985 disposed of on dated 14/16th August 1988. Since I have directed the Government to take a decision as stated above, I find it unnecessary to quash the impugned endorsements Annexures-J, K and L. All contentions raised by the petitioners on merits are left open. In the event of the decision of the Government/Authorities going against the petitioner, liberty is reserved to the petitioner to approach this Court.



In terms stated above, this petition is disposed of.

8. However, no order is made as to costs.

9. Sri N.K.Rangach, learned Government Advocate, is permitted to file his memo of

(a) The date on which appearance within four weeks from today.

2-2-201

(b) The date on which charges are to be paid

charges of Rs. 100/- on 12-2-201

(c) The date on which charges are to be paid

charges, if any, to be paid on 4-5-201

(d) The date on which the copy of the order is to be

the date of mailing to the court is to be

for delivery 7-5-201

(e) The date on which the applicant is to be

of application is to be 8-5-201

The date on which the copy is to be

is to be 10-5-201

Sd/- JUDGE

"TRUE COPY"  
 T.G.V. Rangach  
 Secy. to Office  
 High Court of Karnataka,  
 Bangalore-560 021.



SDM EDUCATIONAL SOCIETY / TRUST'S  
SDM College of Business Management (Aided), Mangalore  
BUDGET PROPOSAL FOR THE YEAR APRIL 2014 TO MARCH 2015

NAME OF THE ACCOUNT GROUP	BUDGET PROPOSED 2014-15	BUDGET APPROVED 2014-15
<b>INCOME</b>		
Income from Services	1,093,350	1,093,350
Income from Assets & Investments	60,000	60,000
Grants & Donations	6,767,616	6,767,616
Other Income	0	0
<b>Total</b>	<b>7,920,966</b>	<b>7,920,966</b>
<b>EXPENDITURE</b>		
Core Operative Expenses	935,868	935,868
General Operative Expenses	70,000	70,000
Remuneration to Employees	6,767,616	6,767,616
Establishment Maintenance	120,000	120,000
Administrative Expenses	14,500	14,500
Interest Payments	0	0
<b>Total</b>	<b>7,907,984</b>	<b>7,907,984</b>
Revenue Surplus / (Deficit)	12,982	12,982
Fixed Assets	14,420	14,420
Overall Surplus / (Deficit)	-1,438	-1,438



Finance Officer  
Sri D.M. Educational Society (A)  
Uttara - 574 240, D.K.



SDM EDUCATIONAL SOCIETY / TRUST'S  
SDM College of Business Management (Un-Aided), Mangalore  
BUDGET PROPOSAL FOR THE YEAR APRIL 2014 TO MARCH 2015

NAME OF THE ACCOUNT GROUP	BUDGET PROPOSED 2014-15	BUDGET APPROVED 2014-15
<b>INCOME</b>		
Income from Services	7,596,415	7,596,415
Income from Assets & Investments	35,000	35,000
Grants & Donations	0	0
Other Income	10,000	10,000
<b>Total</b>	<b>7,641,415</b>	<b>7,641,415</b>
<b>EXPENDITURE</b>		
Core Operative Expenses	3,087,694	2,559,869
General Operative Expenses	550,500	550,500
Remuneration to Employees	13,293,125	13,293,125
Establishment Maintenance	1,061,933	878,933
Administrative Expenses	252,174	228,074
Interest Payments	0	0
<b>Total</b>	<b>18,245,426</b>	<b>17,510,501</b>
Revenue Surplus / (Deficit)	-10,604,011	-9,869,086
Fixed Assets	845,900	591,000
Overall Surplus / (Deficit)	-11,449,911	-10,460,086



Finance Officer  
Sri D.M. Educational Society (R)  
UJIRE - 574 240, D.K



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU (AIDED)  
Balance Sheet as at 31st March, 2015.

Particulars	Schedule	Current Year 2014-15	Previous Year 2013-14
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	4,396,311	3,946,311
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	5,118,223	5,343,742
<b>Total</b>		<b>9,514,534</b>	<b>9,290,053</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	4,859,193	3,166,149
Investments	F	0	0
Current Assets, Loans & Advances	G	3,014,195	4,689,940
Misc. Expenditure (Not written off)	H	1,641,145	1,433,963
<b>Total</b>		<b>9,514,534</b>	<b>9,290,053</b>
Notes to Accounts		0	0

Examined with Books and Vouchers produced  
before me and found correct.



PRINCIPAL

Date: 10.12.2015  
Place: Mangaluru



CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU (AIDED)  
Income & Expenditure Account as on 31st March, 2015

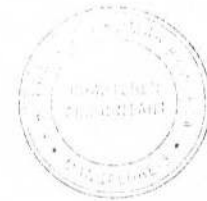
Particulars	Schedule	Current Year 2014-15	Previous Year 2013-14
<b>INCOME</b>			
Income from Services	I	1,082,580	1,139,975
Income from Assets & Investments	J	169,898	80,317
Grants & Donations	K	8,805,643	8,879,809
Other Income	L	1,227	1,868
<b>Total</b>		<b>10,059,348</b>	<b>10,101,969</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	1,121,097	689,164
General Operative Expenses	N	40,000	111,721
Remuneration to Employees	O	8,162,932	8,524,455
Establishment Maintenance	P	111,711	137,648
Administrative Expenses	Q	15,097	18,943
Interest Payments	R	0	0
<b>Total</b>		<b>9,450,837</b>	<b>9,481,931</b>
Cash Surplus / (Deficit)		608,511	620,038
Depreciation	E	815,693	741,319
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>-207,182</b>	<b>-121,281</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

  
PRINCIPAL

Date: 10.12.2015  
Place: Mangaluru

  
CHARTERED ACCOUNTANT






**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU (AIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2015.

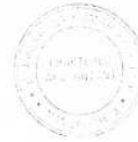
Sl. No.	Particulars	Gross Block			Depreciation				Net Block			
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	
2	Civil Constructions	0	0	0	0	0	0	0	0	0	0	
3	Furniture	561,221	0	0	561,221	357,399	0	20,382	10	377,782	183,439	203,822
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	3,869,218	0	2,136,199	6,005,417	1,843,983	0	468,988	15	2,312,971	3,692,446	2,025,235
6	Computers & Software	2,537,487	0	359,680	2,897,167	2,367,202	0	210,075	60	2,577,277	319,890	170,285
7	Library	1,884,568	0	12,658	1,897,226	1,117,761	0	116,248	15	1,234,009	663,418	766,808
8	Miscellaneous items	0	0	0	0	0	0	0	15	0	0	0
	<b>Total</b>	<b>8,852,494</b>	<b>0</b>	<b>2,508,737</b>	<b>11,361,231</b>	<b>5,686,345</b>	<b>0</b>	<b>815,693</b>		<b>6,502,038</b>	<b>4,859,193</b>	<b>3,166,149</b>
	Previous Year	8,298,151	0	554,343	8,852,494	4,945,026	0	741,319		5,686,345	3,166,149	3,353,125

PLACE : MANGALURU  
DATE: 10.12.2015

  
PRINCIPAL

PLACE : MANGALURU  
DATE: 10.12.2015

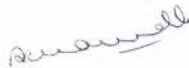
  
CHARTERED ACCOUNTANT




SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU (UNAIDED)  
Balance Sheet as at 31st March, 2015.

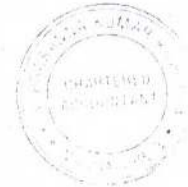
Particulars	Schedule	Current Year 2014-15	Previous Year 2013-14
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	10,000,000	10,000,000
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	53,890,476	46,475,602
<b>Total</b>		<b>63,890,476</b>	<b>56,475,602</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,549,071	3,686,598
Investments	F	0	0
Current Assets, Loans & Advances	G	1,144,697	1,582,535
Misc. Expenditure (Not written off)	H	59,196,708	51,206,469
<b>Total</b>		<b>63,890,476</b>	<b>56,475,602</b>
Notes to Accounts	I	0	0

Examined with Books and Vouchers produced  
before me and found correct.

  
PRINCIPAL

Date: 10.12.2015  
Place: Mangaluru

  
CHARTERED ACCOUNTANT



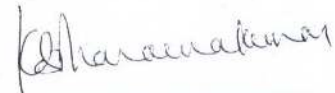
SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALURU (UNAIDED)  
Income & Expenditure Account for the year ended 31st March, 2015.

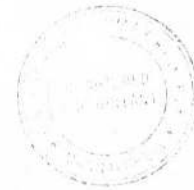
Particulars	Schedule	Current Year 2014-15	Previous Year 2013-14
<b>INCOME</b>			
Income from Services	I	8,619,511	8,326,345
Income from Assets & Investments	J	49,472	53,604
Grants & Donations	K	0	0
Other Income	L	304,167	314,420
<b>Total</b>		<b>8,973,150</b>	<b>8,694,369</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	2,200,889	2,112,704
General Operative Expenses	N	413,250	474,355
Remuneration to Employees	O	13,032,897	12,136,462
Establishment Maintenance	P	601,808	805,978
Administrative Expenses	Q	206,778	179,027
Interest Payments	R	0	0
<b>Total</b>		<b>16,455,622</b>	<b>15,708,526</b>
Cash Surplus / (Deficit)		-7,482,472	-7,014,157
Depreciation	E	507,767	533,212
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>-7,990,239</b>	<b>-7,547,369</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

  
PRINCIPAL

Date: 10.12.2015  
Place: Mangaluru

  
CHARTERED ACCOUNTANT



SDM COLLEGE OF BUSINESS MANAGEMENT (UNAIDED)  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2015.

Sl. No.	Particulars	Gross Block				Depreciation					Net Block	
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	0	10	0	0	0
3	Furniture	3,346,874	0	52,030	3,398,904	1,637,104	0	173,578	10	1,810,683	1,588,221	1,709,770
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	2,381,046	0	171,481	2,552,527	1,036,476	0	214,545	15	1,251,020	1,301,487	1,344,571
6	Computers & Software	1,259,430	0	0	1,259,430	1,251,603	0	4,896	60	1,256,289	3,131	7,827
7	Library	1,456,890	0	148,749	1,603,639	865,694	0	108,962	15	975,655	627,983	591,198
8	Miscellaneous items	87,170	0	0	87,170	53,636	0	4,965	15	58,921	28,248	33,234
	<b>Total</b>	<b>8,531,410</b>	<b>0</b>	<b>370,240</b>	<b>8,901,650</b>	<b>4,844,812</b>	<b>0</b>	<b>507,767</b>		<b>5,352,579</b>	<b>3,549,071</b>	<b>3,686,598</b>
	<b>Previous Year</b>	<b>8,106,842</b>	<b>0</b>	<b>424,568</b>	<b>8,531,410</b>	<b>4,311,601</b>	<b>0</b>	<b>533,212</b>		<b>4,844,812</b>	<b>3,686,598</b>	<b>3,795,241</b>

PLACE : MANGALORE  
DATE: 10.12.2015

*[Signature]*  
PRINCIPAL

PLACE : MANGALORE  
DATE: 10.12.2015

*[Signature]*  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Balance Sheet as at 31st March, 2014.

Particulars	Schedule	Current Year 2013-14	Previous Year 2012-13
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	3,946,311	1,322,311
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	5,343,742	5,203,776
<b>Total</b>		<b>9,290,053</b>	<b>6,526,086</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,166,149	3,353,125
Investments	F	0	0
Current Assets, Loans & Advances	G	4,689,940	1,860,279
Misc. Expenditure (Not written off)	H	1,433,963	1,312,682
<b>Total</b>		<b>9,290,053</b>	<b>6,526,086</b>
Notes to Accounts		0	0

Examined with Books and Vouchers produced before me and found correct.

*[Signature]*  
PRINCIPAL

*[Signature]*  
CHARTERED ACCOUNTANT

Date: 15.09.2014  
Place: Mangalore



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Income & Expenditure Account as on 31st March, 2014.

Particulars	Schedule	Current Year 2013-14	Previous Year 2012-13
<b>INCOME</b>			
Income from Services	I	1,139,975	810,215
Income from Assets & Investments	J	80,317	133,555
Grants & Donations	K	8,879,809	7,958,769
Other Income	L	1,868	19,764
<b>Total</b>		<b>10,101,969</b>	<b>8,922,303</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	689,164	609,967
General Operative Expenses	N	111,721	378,736
Remuneration to Employees	O	8,524,455	7,690,392
Establishment Maintenance	P	137,648	191,125
Administrative Expenses	Q	18,943	12,150
Interest Payments	R	0	0
<b>Total</b>		<b>9,481,931</b>	<b>8,882,370</b>
<b>Cash Surplus / (Deficit)</b>		<b>620,038</b>	<b>39,933</b>
Depreciation	E	741,319	744,243
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>-121,281</b>	<b>-704,310</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

*[Signature]*

PRINCIPAL

Date: 15.09.2014  
Place: Mangalore

*[Signature]*

CHARTERED ACCOUNTANT



**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2014.

Sl. No.	Particulars	Gross Block				Depreciation				Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	
2	Civil Constructions	0	0	0	0	0	0	0	0	0	0	
3	Furniture	561,221	0	0	561,221	334,752	0	22,647	10	357,399	203,822	226,468
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	3,679,318	0	189,900	3,869,218	1,503,345	0	340,638	15	1,843,983	2,025,235	2,175,973
6	Computers & Software	2,324,474	0	213,013	2,537,487	2,111,773	0	255,429	60	2,367,202	170,285	212,701
7	Library	1,733,138	0	151,430	1,884,568	995,156	0	122,605	15	1,117,761	766,808	737,983
8	Miscellaneous Items	0	0	0	0	0	0	0	15	0	0	0
	<b>Total</b>	<b>8,298,151</b>	<b>0</b>	<b>554,343</b>	<b>8,852,494</b>	<b>4,945,026</b>	<b>0</b>	<b>741,119</b>		<b>5,686,345</b>	<b>3,166,149</b>	<b>3,353,125</b>
	Previous Year	5,933,791	0	2,364,360	8,298,151	4,200,783	0	744,243		4,945,026	3,353,125	1,733,008

PLACE : MANGALORE  
DATE: 15.09.2014

*[Signature]*  
PRINCIPAL

PLACE : MANGALORE  
DATE: 15.09.2014

*[Signature]*  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Balance Sheet as at 31st March, 2014.

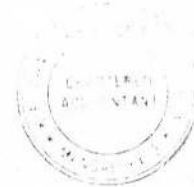
Particulars	Schedule	Current Year 2013-14	Previous Year 2012-13
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	10,000,000	10,000,000
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	46,475,602	39,093,227
<b>Total</b>		<b>56,475,602</b>	<b>49,093,227</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,686,598	3,795,241
Investments	F	0	0
Current Assets, Loans & Advances	G	1,582,535	1,638,885
Misc. Expenditure (Not written off)	H	51,206,469	43,659,101
<b>Total</b>		<b>56,475,602</b>	<b>49,093,227</b>
Notes to Accounts	I	0	0

Examined with Books and Vouchers produced before me and found correct.

*[Signature]*  
PRINCIPAL

*[Signature]*  
CHARTERED ACCOUNTANT

Date: 15.09.2014  
Place: Mangalore





**SDM EDUCATIONAL SOCIETY/TRUST**  
**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)**  
 Income & Expenditure Account for the year ended 31st March, 2014.

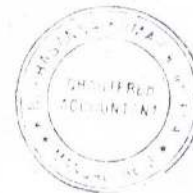
Particulars	Schedule	Current Year 2013-14	Previous Year 2012-13
<b>INCOME</b>			
Income from Services	I	8,326,345	5,266,076
Income from Assets & Investments	J	53,604	68,244
Grants & Donations	K	0	0
Other Income	L	314,420	359,615
<b>Total</b>		<b>8,694,369</b>	<b>5,693,935</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	2,112,704	1,105,092
General Operative Expenses	N	474,355	1,328,059
Remuneration to Employees	O	12,136,462	11,364,707
Establishment Maintenance	P	805,978	685,390
Administrative Expenses	Q	179,027	174,814
Interest Payments	R	0	0
<b>Total</b>		<b>15,708,526</b>	<b>14,658,062</b>
Cash Surplus / (Deficit)		-7,014,157	-8,964,127
Depreciation			
Pre-Operative Expenses w/o	E	533,212	558,651
<b>Net Surplus / (Deficit)</b>		<b>-7,547,369</b>	<b>-9,522,778</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

*M. S. S. S.*  
 PRINCIPAL

Date: 15.09.2014  
 Place: Mangalore

*K. S. S. S.*  
 CHARTERED ACCOUNTANT



SDM COLLEGE OF BUSINESS MANAGEMENT (UNAIDED)  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2014.

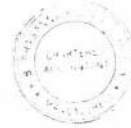
Sl. No.	Particulars	Gross Block				Depreciation				Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	0	10	0	0	0
3	Furniture	3,339,674	0	7,200	3,346,874	1,447,530	0	189,574	10	1,637,104	1,709,770	1,892,144
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	2,113,767	0	267,279	2,381,046	803,643	0	232,832	15	1,036,475	1,344,571	1,310,124
6	Computers & Software	1,259,430	0	0	1,259,430	1,239,863	0	11,740	60	1,251,603	7,827	19,567
7	Library	1,306,801	0	150,089	1,456,890	772,493	0	93,200	15	865,694	591,196	534,307
8	Miscellaneous Items	87,170	0	0	87,170	48,071	0	5,865	15	53,936	33,234	39,099
	<b>Total</b>	<b>8,106,842</b>	<b>0</b>	<b>424,566</b>	<b>8,531,410</b>	<b>4,311,601</b>	<b>0</b>	<b>533,212</b>		<b>4,844,812</b>	<b>3,686,598</b>	<b>3,795,241</b>
	<b>Previous Year</b>	<b>7,184,059</b>	<b>0</b>	<b>922,783</b>	<b>8,106,842</b>	<b>3,752,950</b>	<b>0</b>	<b>558,651</b>		<b>4,311,601</b>	<b>3,795,241</b>	<b>3,431,109</b>

PLACE : MANGALORE  
DATE: 15.09.2014

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PRINCIPAL

PLACE : MANGALORE  
DATE: 15.09.2014

*[Signature]*  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Balance Sheet as at 31st March, 2013.

Particulars	Schedule	Current Year 2012-13	Previous Year 2011-12
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	1,322,311	1,322,311
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	5,203,776	5,036,606
<b>Total</b>		<b>6,526,086</b>	<b>6,358,916</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,353,125	1,733,008
Investments	F	0	0
Current Assets, Loans & Advances	G	1,860,279	4,017,536
Misc. Expenditure (Not written off)	H	1,312,682	608,372
<b>Total</b>		<b>6,526,086</b>	<b>6,358,916</b>
Notes to Accounts		0	0

Examined with Books and Vouchers produced before me and found correct.

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PRINCIPAL

*[Signature]*  
CHARTERED ACCOUNTANT

Date: 09.11.2013  
Place: Mangalore



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Income & Expenditure Account as on 31st March, 2013.

Particulars	Schedule	Current Year 2012-13	Previous Year 2011-12
<b>INCOME</b>			
Income from Services	I	810,215	824,425
Income from Assets & Investments	J	133,555	124,594
Grants & Donations	K	7,958,769	8,411,387
Other Income	L	19,764	198
<b>Total</b>		<b>8,922,303</b>	<b>9,360,604</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	609,967	729,229
General Operative Expenses	N	378,736	66,250
Remuneration to Employees	O	7,690,392	6,651,649
Establishment Maintenance	P	191,125	64,987
Administrative Expenses	Q	12,150	17,563
Interest Payments	R	0	0
<b>Total</b>		<b>8,882,370</b>	<b>7,529,678</b>
<b>Cash Surplus / (Deficit)</b>		<b>39,933</b>	<b>1,830,926</b>
Depreciation	E	744,243	260,831
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>-704,310</b>	<b>1,570,095</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

*[Signature]*

PRINCIPAL

Date: 09.11.2013  
Place: Mangalore



*[Signature]*

CHARTERED ACCOUNTANT



**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)**  
 Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2013

Sl. No.	Particulars	Gross Block			Depreciation				Net Block			
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	10	0	0	0	0
3	Furniture	561,221	0	0	561,221	309,589	0	25,163	10	334,752	226,488	251,632
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	1,850,339	0	1,828,979	3,679,318	1,208,202	0	295,142	15	1,503,345	2,175,973	642,137
6	Computers & Software	1,827,174	0	497,300	2,324,474	1,817,472	0	294,301	60	2,111,773	212,701	9,702
7	Library	1,695,057	0	38,081	1,733,138	885,520	0	129,636	15	995,156	737,983	829,538
8	Miscellaneous Items	0	0	0	0	0	0	0	15	0	0	0
	<b>Total</b>	<b>5,933,791</b>	<b>0</b>	<b>2,364,360</b>	<b>8,298,151</b>	<b>4,200,783</b>	<b>0</b>	<b>744,243</b>		<b>4,945,026</b>	<b>3,353,125</b>	<b>1,733,008</b>
	<b>Previous Year</b>	<b>5,450,134</b>	<b>0</b>	<b>483,657</b>	<b>5,933,791</b>	<b>3,939,952</b>	<b>0</b>	<b>260,831</b>		<b>4,200,783</b>	<b>1,733,008</b>	<b>1,510,182</b>

PLACE : MANGALORE  
 DATE: 09.11.2013

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 PRINCIPAL

PLACE : MANGALORE  
 DATE: 09.11.2013

*[Signature]*  
 CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Balance Sheet as at 31st March, 2013.

Particulars	Schedule	Current Year	Previous Year
		2012-13	2011-12
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	10,000,000	10,000,000
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	39,093,227	30,015,733
<b>Total</b>		<b>49,093,227</b>	<b>40,015,733</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,795,241	3,431,109
Investments	F	0	0
Current Assets, Loans & Advances	G	1,638,885	2,448,301
Misc. Expenditure (Not written off)	H	43,659,101	34,136,323
<b>Total</b>		<b>49,093,227</b>	<b>40,015,733</b>
Notes to Accounts	I	0	0

Examined with Books and Vouchers produced before me and found correct.

*S. D. M. C. of B. M.*

PRINCIPAL

Date: 09.11.2013  
Place: Mangalore



*K. S. Narayan*

CHARTERED ACCOUNTANT



**SDM EDUCATIONAL SOCIETY/TRUST**  
**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)**  
Income & Expenditure Account for the year ended 31st March, 2013.

Particulars	Schedule	Current Year 2012-13	Previous Year 2011-12
<b>INCOME</b>			
Income from Services	I	5,266,076	4,872,138
Income from Assets & Investments	J	68,244	49,101
Grants & Donations	K	0	0
Other Income	L	359,615	1,142,857
<b>Total</b>		<b>5,693,935</b>	<b>6,064,096</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	1,105,092	1,297,347
General Operative Expenses	N	1,328,059	442,663
Remuneration to Employees	O	11,364,707	10,085,988
Establishment Maintenance	P	685,390	749,482
Administrative Expenses	Q	174,814	178,966
Interest Payments	R	0	0
<b>Total</b>		<b>14,658,062</b>	<b>12,754,446</b>
<b>Cash Surplus / (Deficit)</b>		<b>-8,964,127</b>	<b>-6,690,350</b>
Depreciation	E	558,651	495,449
Pre-Operative Expenses w/o		0	0
<b>Net Surplus / (Deficit)</b>		<b>-9,522,778</b>	<b>-7,185,799</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced  
before me and found correct.

*[Signature]*

PRINCIPAL

Date: 09.11.2013  
Place: Mangalore



*[Signature]*

CHARTERED ACCOUNTANT



**SDM COLLEGE OF BUSINESS MANAGEMENT (UNAUDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2013.

Sl. No.	Particulars	Gross Block				Depreciation				Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	0	10	0	0	0
3	Furniture	3,263,622	0	76,052	3,339,674	1,240,910	0	206,520	10	1,447,530	1,892,144	2,022,712
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	1,419,553	0	694,214	2,113,767	572,533	0	231,110	15	803,643	1,310,124	847,020
6	Computers & Software	1,259,430	0	0	1,259,430	1,210,512	0	29,351	60	1,239,883	19,567	48,918
7	Library	1,154,284	0	152,517	1,306,801	687,823	0	84,571	15	772,493	534,307	466,461
8	Miscellaneous Items	87,170	0	0	87,170	41,172	0	6,900	15	48,071	39,099	45,998
	<b>Total</b>	<b>7,184,059</b>	<b>0</b>	<b>922,783</b>	<b>8,106,842</b>	<b>3,752,950</b>	<b>0</b>	<b>558,651</b>		<b>4,311,601</b>	<b>3,795,241</b>	<b>3,431,109</b>
	<b>Previous Year</b>	<b>6,715,414</b>	<b>0</b>	<b>468,645</b>	<b>7,184,059</b>	<b>3,257,501</b>	<b>0</b>	<b>495,449</b>		<b>3,752,950</b>	<b>3,431,109</b>	<b>3,457,913</b>

PLACE : MANGALORE  
DATE: 09.11.2013

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PRINCIPAL



PLACE : MANGALORE  
DATE: 09.11.2013

*[Signature]*  
CHARTERED ACCOUNTANT





SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Balance Sheet as at 31st March, 2012.

Particulars	Schedule	Current Year 2011-12	Previous Year 2010-11
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	10,000,000 ✓	10,000,000
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	30,015,733	22,669,173
<b>Total</b>		<b>40,015,733</b>	<b>32,669,173</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,431,109	3,457,913
Investments	F	0	0
Current Assets, Loans & Advances	G	2,448,301	2,260,736
Misc. Expenditure (Not written off)	H	34,136,323	26,950,524
<b>Total</b>		<b>40,015,733</b>	<b>32,669,173</b>
Notes to Accounts	I	0	0

Examined with Books and Vouchers produced  
before me and found correct.

  
PRINCIPAL

Date: 14.12.2012  
Place: Mangalore



  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Income & Expenditure Account for the year ended 31st March, 2012.

Particulars	Schedule	Current Year 2011-12	Previous Year 2010-11
<b>INCOME</b>			
Income from Services	I	4,872,138	4,679,974
Income from Assets & Investments	J	49,101	43,004
Grants & Donations	K	0	0
Other Income	L	1,142,857	189,785
<b>Total</b>		<b>6,064,096</b>	<b>4,912,763</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	1,297,347	1,056,927
General Operative Expenses	N	442,663	442,748
Remuneration to Employees	O	10,085,988	8,111,029
Establishment Maintenance	P	749,482	617,901
Administrative Expenses	Q	178,966	158,141
Interest Payments	R	0	0
<b>Total</b>		<b>12,754,446</b>	<b>10,386,746</b>
<b>Cash Surplus / (Deficit)</b>		<b>-6,690,350</b>	<b>-5,473,983</b>
Depreciation	E	495,449	594,247
Pre-Operative Expenses w/o		0	0
<b>Net Surplus / (Deficit)</b>		<b>-7,185,799</b>	<b>-6,068,229</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced  
before me and found correct.

  
PRINCIPAL

Date: 14.12.2012  
Place: Mangalore



  
CHARTERED ACCOUNTANT



**SDM COLLEGE OF BUSINESS MANAGEMENT (UNAIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2012.

Sl. No.	Particulars	Gross Block			Depreciation					Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	0	0	0	0	0
3	Furniture	3,263,622	0	0	3,263,622	1,016,164	0	224,746	10	1,240,910	2,022,712	2,247,458
4	Vehicles	0	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	1,048,825	0	370,728	1,419,553	455,771	0	116,763	15	572,533	847,020	593,054
6	Computers & Software	1,248,408	0	11,022	1,259,430	1,145,401	0	65,111	80	1,210,512	48,918	103,007
7	Library	1,067,982	0	86,302	1,154,284	607,056	0	80,764	15	687,823	466,461	460,923
8	Miscellaneous Items	86,577	0	593	87,170	33,107	0	8,085	15	41,172	45,998	53,470
	<b>Total</b>	<b>6,715,414</b>	<b>0</b>	<b>468,645</b>	<b>7,184,059</b>	<b>3,257,501</b>	<b>0</b>	<b>495,449</b>		<b>3,752,950</b>	<b>3,431,109</b>	<b>3,457,913</b>
	Previous Year	6,590,568	0	124,846	6,715,414	2,663,254	0	594,247		3,257,501	3,457,913	3,927,314

PLACE : MANGALORE  
DATE: 14.12.2012

  
PRINCIPAL



PLACE : MANGALORE  
DATE: 14.12.2012

  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Balance Sheet as at 31st March, 2012.

Particulars	Schedule	Current Year 2011-12	Prevoius Year 2010-11
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	1,322,311	1,322,311
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	5,036,606	4,883,455
<b>Total</b>		<b>6,358,916</b>	<b>6,205,765</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	1,733,008	1,510,182
Investments	F	0	0
Current Assets, Loans & Advances	G	4,017,536	2,517,116
Misc. Expenditure (Not written off)	H	608,372	2,178,467
<b>Total</b>		<b>6,358,916</b>	<b>6,205,765</b>
Notes to Accounts		0	0

Examined with Books and Vouchers produced before me and found correct.



PRINCIPAL

Date: 14.12.2012  
Place: Mangalore


  
 CHARTERED ACCOUNTANT


SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Income & Expenditure Account for the year ended 31st March, 2012.

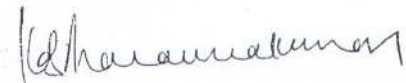
Particulars	Schedule	Current Year 2011-12	Prevoius Year 2010-11
<b>INCOME</b>			
Income from Services	I	824,425	796,487
Income from Assets & Investments	J	124,594	47,571
Grants & Donations	K	8,411,387	7,023,477
Other Income	L	198	550
<b>Total</b>		<b>9,360,604</b>	<b>7,868,085</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	729,229	582,055
General Operative Expenses	N	66,250	69,500
Remuneration to Employees	O	6,651,649	5,193,492
Establishment Maintenance	P	64,987	119,888
Administrative Expenses	Q	17,563	16,728
Interest Payments	R	0	0
<b>Total</b>		<b>7,529,678</b>	<b>5,981,663</b>
<b>Cash Surplus / (Deficit)</b>		<b>1,830,926</b>	<b>1,886,422</b>
Depreciation	E	260,831	207,373
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>1,570,095</b>	<b>1,679,049</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

  
PRINCIPAL

Date: 14.12.2012  
Place: Mangalore





CHARTERED ACCOUNTANT



**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2012.

Sl. No.	Particulars	Gross Block			Depreciation					Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year	Previous Year
1	Land	0	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	10	0	0	0	0
3	Furniture	561,221	0	0	561,221	281,630	0	27,959	10	309,589	251,632	279,591
4	Vehicles	0	0	0	0	0	0	15	0	0	0	0
5	Machinery & Equipment	1,821,869	0	28,470	1,850,339	1,097,396	0	110,806	15	1,208,202	642,137	724,473
6	Computers & Software	1,827,174	0	0	1,827,174	1,802,918	0	14,554	60	1,817,472	9,702	24,256
7	Library	1,239,870	0	455,187	1,695,057	758,008	0	107,512	15	865,520	829,538	481,862
8	Miscellaneous Items	0	0	0	0	0	0	15	0	0	0	0
	<b>Total</b>	<b>5,450,134</b>	<b>0</b>	<b>483,657</b>	<b>5,933,791</b>	<b>3,939,952</b>	<b>0</b>	<b>260,831</b>		<b>4,200,783</b>	<b>1,733,008</b>	<b>1,510,182</b>
	Previous Year	4,764,749	0	685,365	5,450,134	3,732,579	0	207,373		3,939,952	1,510,182	1,032,190

PLACE : MANGALORE  
DATE: 14.12.2012  
PRINCIPAL

PLACE : MANGALORE  
DATE: 14.12.2012  
CHARTERED ACCOUNTANT



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)  
Balance Sheet as at 31st March, 2011.

Particulars	Schedule	Current Year 2010-11	Previous Year 2009-10
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	1,322,311	1,322,311
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	4,883,455	4,654,714
<b>Total</b>		<b>6,205,765</b>	<b>5,977,024</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	1,510,182	1,032,190
Investments	F	0	0
Current Assets, Loans & Advances	G	2,517,116	1,087,318
Misc. Expenditure (Not written off)	H	2,178,467	3,857,516
<b>Total</b>		<b>6,205,765</b>	<b>5,977,024</b>
Notes to Accounts		0	0

Examined with Books and Vouchers produced before me and found correct.



Principal

Date: 30.04.2011  
Place: Mangalore



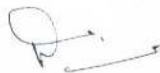

Chartered Accountant



**SDM EDUCATIONAL SOCIETY/TRUST**  
**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)**  
 Income & Expenditure Account for the year ended 31st March, 2011.

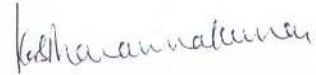
Particulars	Schedule	Current Year 2010-11	Previous Year 2009-10
<b>INCOME</b>			
Income from Services	I	796,487	725,315
Income from Assets & Investments	J	47,571	23,700
Grants & Donations	K	7,023,477	3,506,962
Other Income	L	550	882
<b>Total</b>		<b>7,868,085</b>	<b>4,256,859</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	582,055	293,396
General Operative Expenses	N	69,500	75,500
Remuneration to Employees	O	5,193,492	3,428,209
Establishment Maintenance	P	119,888	102,867
Administrative Expenses	Q	16,728	39,725
Interest Payments	R	0	0
<b>Total</b>		<b>5,981,663</b>	<b>3,939,496</b>
<b>Cash Surplus / (Deficit)</b>		<b>1,886,422</b>	<b>317,363</b>
Depreciation	E	207,373	182,706
Pre-Operative Expenses w/o			
<b>Net Surplus / (Deficit)</b>		<b>1,679,049</b>	<b>134,656</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

  
Principal

Date: 30.04.2011  
Place: Mangalore





Chartered Accountant







**SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (AIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2011.

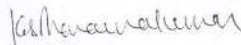
Sl. No.	Particulars	Gross Block				Depreciation				Net Block	
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation on for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year
1	Land	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	10	0	0	0
3	Furniture	409,414	0	151,607	561,221	258,998	0	22,632	10	281,630	279,591
4	Vehicles	0	0	0	0	0	0	15	0	0	0
5	Machinery & Equipment	1,546,389	0	275,480	1,821,869	993,855	0	103,541	15	1,097,396	724,473
6	Computers & Software	1,798,674	0	28,500	1,827,174	1,787,908	0	15,010	60	1,802,918	24,256
7	Library	1,010,292	0	229,578	1,239,870	691,818	0	66,190	15	758,008	481,862
8	Miscellaneous Items	0	0	0	0	0	0	15	0	0	0
	Total	4,764,769	0	685,365	5,450,134	3,732,579	0	207,373		3,939,952	1,510,182
	Previous Year	4,409,061	0	355,708	4,764,769	3,549,872	0	182,706		3,732,579	1,032,190


PLACE : MANGALORE  
DATE: 30.04.2011

  
PRINCIPAL



PLACE : MANGALORE  
DATE: 30.04.2011

  
CHARTERED ACCOUNTANT




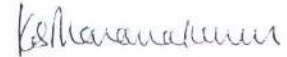


SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Balance Sheet as at 31st March, 2011.

Particulars	Schedule	Current Year 2010-11	Previous Year 2009-10
<b>SOURCE OF FUNDS</b>			
Capital Fund	A	10,000,000	10,000,000
Reserves & Surplus	B	0	0
Secured & Unsecured Loans	C	0	0
Current Liabilities & Provisions	D	22,669,173	17,532,846
<b>Total</b>		<b>32,669,173</b>	<b>27,532,846</b>
<b>APPLICATION OF FUNDS</b>			
Fixed Assets	E	3,457,913	3,927,314
Investments	F	0	0
Current Assets, Loans & Advances	G	2,260,736	2,723,238
Misc. Expenditure (Not written off)	H	26,950,524	20,882,295
<b>Total</b>		<b>32,669,173</b>	<b>27,532,846</b>
Notes to Accounts	I	0	0

Examined with Books and Vouchers produced before me and found correct.

  
Principal

  
Chartered Accountant


Date: 30.06.2011  
Place: Mangalore



SDM EDUCATIONAL SOCIETY/TRUST  
SDM COLLEGE OF BUSINESS MANAGEMENT, MANGALORE (UNAIDED)  
Income & Expenditure Account for the year ended 31st March, 2011.


Particulars	Schedule	Current Year 2010-11	Previous Year 2009-10
<b>INCOME</b>			
Income from Services	I	4,679,974	4,211,739
Income from Assets & Investments	J	43,004	31,997
Grants & Donations	K	0	0
Other Income	L	189,785	260,940
<b>Total</b>		<b>4,912,763</b>	<b>4,504,676</b>
<b>EXPENDITURE</b>			
Core Operative Expenses	M	1,056,927	1,517,310
General Operative Expenses	N	442,748	381,597
Remuneration to Employees	O	8,111,029	6,736,183
Establishment Maintenance	P	617,901	602,042
Administrative Expenses	Q	158,141	190,177
Interest Payments	R	0	0
<b>Total</b>		<b>10,386,746</b>	<b>9,427,308</b>
<b>Cash Surplus / (Deficit)</b>		<b>-5,473,983</b>	<b>-4,922,632</b>
Depreciation	E	594,247	786,776
Pre-Operative Expenses w/o		0	0
<b>Net Surplus / (Deficit)</b>		<b>-6,068,229</b>	<b>-5,709,408</b>
Notes to Accounts	S		

Examined with Books and Vouchers produced before me and found correct.

  
Principal

Date:30.06.2011  
Place: Mangalore



  
Chartered Accountant



**SDM COLLEGE OF BUSINESS MANAGEMENT (UNAIDED)**  
Schedule of Fixed Assets forming part of the Balance Sheet as at 31st March, 2011.


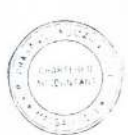
Sl. No.	Particulars	Gross Block				Depreciation			Net Block		
		Opening Balance	Deductions during the year (-)	Additions during the year (+)	Closing Balance (=)	Opening Balance	Deductions during the year (-)	Depreciation for the year (+)	Rate of Depreciation (%)	Closing Balance (=)	Current Year
1	Land	0	0	0	0	0	0	0	0	0	0
2	Civil Constructions	0	0	0	0	0	0	10	0	0	0
3	Furniture	3,222,937	0	40,685	3,263,622	766,447	0	249,718	10	1,016,164	2,247,458
4	Vehicles	0	0	0	0	0	0	0	15	0	0
5	Machinery & Equipment	1,033,840	0	14,985	1,048,825	351,889	0	103,881	15	455,771	593,054
6	Computers & Software	1,248,408	0	0	1,248,408	990,890	0	154,511	60	1,145,401	103,007
7	Library	998,806	0	69,176	1,067,982	530,358	0	76,701	15	607,058	460,923
8	Miscellaneous Items	86,577	0	0	86,577	23,671	0	9,436	15	33,107	53,470
	<b>Total</b>	<b>6,590,568</b>	<b>0</b>	<b>124,846</b>	<b>6,715,414</b>	<b>2,663,254</b>	<b>0</b>	<b>594,247</b>		<b>3,257,501</b>	<b>3,457,913</b>
	Previous Year	6,009,007	0	582,561	6,590,568	1,876,478	0	786,776		2,663,254	3,927,314

PLACE : MANGALORE  
DATE : 30.06.2011

PRINCIPAL

PLACE : MANGALORE  
DATE : 30.06.2011

CHARTERED ACCOUNTANT


"Om Sri ManjunathayaNamaha"

**S D M B M Unaided** Mangalore

**Internal Audit Report for the Period of 01-04-2015 to 29-2-2016**

Sl	Observations																												
1	Rs 5,000/-Advance paid in Dec-14 not yet settled	Over & above expenditures of Rs.5000/-of N.S.S. special Grant is transferred to N.S.S. Expenses.																											
	Rs 45,000 Advance paid in 2014-15																												
	Rs 20,000 Advance Settled in 2015-16																												
	Rs 5,000 Not settled which is due Dec-14																												
2	12.00 lakh Insurance Claim Receivable from Insurance Co. <ul style="list-style-type: none"> <li>Insurance Claim submitted to Insurance Co for Rs12.00 lakh on 16.11.2015</li> <li>Insurance Claim submitted for the Short Circuit fire occurred at Principal's Chamber.</li> </ul>	All documents have been submitted to insurance Co. for claims. It is expected to be settled soon.																											
3	<b>Pending Library Journals:</b> Journals-Economic and Political Weekly, issue no-12 are not received.	Reminder Letter sent & they replied within two days they will send the missed issue.																											
4	<b>Fees Receivable</b> Rs15, 024/-SC/ST Fees Receivable from Govt.in respect of 7 Students.	Sanction order has been received on Govt.Rates. Amount has been wrongly credited into MBA Collection A/c by Govt. Dept.,Same will be rectified soon.																											
	<table border="1"> <thead> <tr> <th>Sl</th> <th>Name</th> <th>Amt in Rs</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Veena A</td> <td>1,336</td> </tr> <tr> <td>2</td> <td>Kavanashree P</td> <td>1,980</td> </tr> <tr> <td>3</td> <td>Pooja R</td> <td>1,980</td> </tr> <tr> <td>4</td> <td>Priyanka G N</td> <td>1,980</td> </tr> <tr> <td>5</td> <td>Ranjitha</td> <td>2,454</td> </tr> <tr> <td>6</td> <td>Seetha Laxmi</td> <td>2,647</td> </tr> <tr> <td>7</td> <td>Sinchana</td> <td>2,647</td> </tr> <tr> <td></td> <td>Total</td> <td>15,024</td> </tr> </tbody> </table>		Sl	Name	Amt in Rs	1	Veena A	1,336	2	Kavanashree P	1,980	3	Pooja R	1,980	4	Priyanka G N	1,980	5	Ranjitha	2,454	6	Seetha Laxmi	2,647	7	Sinchana	2,647		Total	15,024
Sl	Name		Amt in Rs																										
1	Veena A		1,336																										
2	Kavanashree P		1,980																										
3	Pooja R		1,980																										
4	Priyanka G N		1,980																										
5	Ranjitha		2,454																										
6	Seetha Laxmi		2,647																										
7	Sinchana	2,647																											
	Total	15,024																											

Not maintaining of Ledger A/c for the Credit Parties					Usually bill inward entry are not being made for all monthly bills & directly accounted as expenses.We will implement the same procedure.
Instances of Bill inward entry not made are given below					
Tr no	C R No	Amt In Rs	Paid to	Remarks	
807	36246	1,20,876	BSNL-Internet Charge	Bill-Inward entry not made. Directly Accounted as Expenses	
131	36392	1,20,876	BSNL-Internet Charge		
661	34692	18,770	Super Supplies		
649	34888	40,845	Hotal Navarathna		

*Principal*

Principal  
Shri Laxmasthanam Manjunath College of Business Management  
Mangalore



ಶ್ರೀ ಧರ್ಮಸ್ಥಳ ಮಂಜುನಾಥೇಶ್ವರ ಕಾಲೇಜ್ ಆಫ್ ಬಿಸಿನೆಸ್ ಮೆನೇಜ್‌ಮೆಂಟ್ ಮಂಗಳೂರು-೩.  
 2011-12ನೇ ಸಾಲಿನವರೆಗೆ ಲೆಕ್ಕಪರಿಶೋಧನೆ ವರದಿಯ ಉತ್ತರಗಳು.  
 ನಮೂನೆ

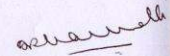
ಲೆಕ್ಕ ಪರಿಶೋಧನೆ ವರದಿ ಪ್ರಾಧಿಕಾರ ಸಂಖ್ಯೆ	ಆಕ್ಷೇಪದ ಸ್ವರೂಪ ಉಲ್ಲೇಖ	ಪ್ರಾಚಾರ್ಯರ ಉತ್ತರ	ಲೆಕ್ಕಾಧಿಕಾರಿಗಳ ಪರಿಶೀಲನೆ
1	2	3	4
ಭಾಗ - 4	11) ಶುಲ್ಕ ವಿನಾಯಿತಿ - ಸರ್ಕಾರದಿಂದ ಬಂದ ಶುಲ್ಕವನ್ನು ಪೂರ್ತಿಯಾಗಿ ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಿಲ್ಲ : ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ನೀಡಲಾದ ಶುಲ್ಕ ವಿನಾಯಿತಿ (ಪಾಠ ಮತ್ತು ಪ್ರಯೋಗಾಲಯ ಶುಲ್ಕ ಸೇರಿ) ಮೊಬಲಗು ಸರ್ಕಾರದಿಂದ ಬಂದಿದ್ದು, ಈ ಮೊಬಲಗನ್ನು ಪೂರ್ತಿಯಾಗಿ ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಿರುವುದಿಲ್ಲ. ಈ ವರದಿಯ ಪಾಠ 9 ರಲ್ಲಿ ತಿಳಿಸಿರುವಂತೆಯೇ ಈ ಶುಲ್ಕವನ್ನು ಪೂರ್ತಿಯಾಗಿ ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಬೇಕಾಗಿದೆ. ಒಟ್ಟು ರೂ. 32,566.00ನ್ನು ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಲು ಬಾಕಿ ಇದ್ದು, ಇದನ್ನು ಕೂಡಲೇ ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಲು ಸೂಚಿಸಲಾಗಿದೆ.	ಬೋಧನಾ ಶುಲ್ಕ ವಿನಾಯಿತಿಯು ಸರ್ಕಾರದಿಂದ ಅರ್ಧ ದರದಲ್ಲಿ ಮಂಜೂರು ಆಗಿರುವುದರಿಂದ ಆ ಮೊಬಲಗನ್ನು ಕಾಲೇಜು ಖಾತೆಯಲ್ಲಿ ಉಳಿಸಿಕೊಳ್ಳಲಾಗಿದೆ ಹಾಗೂ ಪೂರ್ತಿ ದರದಲ್ಲಿ ಮಂಜೂರಾಗಿರುವ ಮೊಬಲಗಿನ ಅರ್ಧದಷ್ಟನ್ನು ಜಂಟಿ ಖಾತೆಗೆ ಜಮೆ ಮಾಡಲಾಗಿದೆ. ಆದುದರಿಂದ ಈ ಕಂಡಿಕೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಲಾಗಿದೆ.	
	14) ಗ್ರಂಥಾಲಯ ಪುಸ್ತಕಗಳ ಲಿಜಿಸ್ಟರ್ ಬಗ್ಗೆ : ಕಾಲೇಜಿನ ಗ್ರಂಥಾಲಯ ಪುಸ್ತಕಗಳ ದಾಸ್ತಾನು ಲಿಜಿಸ್ಟರನ್ನು ನಿರ್ವಹಿಸಲಾಗಿದೆ. ನಿಯಮಾನುಸಾರ ಆರ್ಥಿಕ ವರ್ಷದ ಅಂತ್ಯಕ್ಕೆ ದಾಸ್ತಾನು ಪುಸ್ತಕಗಳ ವಿವರವನ್ನು ಭೌತಿಕ ಪರಿಶೀಲನೆ ನಡೆಸಿ, ಸತ್ಯಾಪನೆ ದೃಢೀಕರಣ ವಹಿಯಲ್ಲಿ ಮಾಡಿರುವುದಿಲ್ಲ. ಈ ಬಗ್ಗೆ ಸೂಕ್ತ ಕ್ರಮ ಕೈಗೊಳ್ಳುವಂತೆ ಸೂಚಿಸಲಾಗಿದೆ. ಹಾಗೂ ವರದಿ ವರ್ಷದಲ್ಲಿ ರೂ.3070.00 ಮಾತ್ರ. (ಪುಸ್ತಕ ಕಳವಾದ ಬಗ್ಗೆ) ವಸೂಲಿ ಆಗಿದ್ದು ವಸೂಲಿ ವಿವರವನ್ನು ದಾಖಲಿಸಿರುವುದು.	ತಮ್ಮ ಸೂಚನೆಯನ್ನು ಪಾಲಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಈ ಕಂಡಿಕೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಿದೆ.	
	15) ಲೆಕ್ಕ ಪರಿಶೋಧನೆಗೆ ಹಾಜರಿ ಪಡಿಸಿದ ಸೇವಾ ವಹಿಗಳ ಬಗ್ಗೆ ವಿವರ : ವರದಿ ವರ್ಷದ ಲೆಕ್ಕ ಪರಿಶೋಧನೆಗೆ ಈ ಕೆಳಗಿನ ವಿವರದಂತೆ ನೌಕರರ ಸೇವಾ ಪುಸ್ತಕಗಳನ್ನು ಲೆಕ್ಕ ಪರಿಶೋಧನೆಗೆ ಹಾಜರಿ ಪಡಿಸಿರುವುದಿಲ್ಲ - ಬೋಧಕರು : 1. ಡಾ. ದೇವರಾಜ್ ಕೆ., ಪ್ರಾಂಶುಪಾಲರು 2. ಶ್ರೀ ಭರತ್ ಕುಮಾರ್ ಜೈನ್ ಬೋಧಕೇತರರು: 1. ಶೇಖರ್ ಮಡಿವಾಳ, ಅಧೀಕ್ಷಕರು ಸೇವಾ ವಹಿಗಳ ಪರಿಶೀಲನೆಯಲ್ಲಿ ಗಮನಿಸಲಾದ ನ್ಯೂನತೆಗಳು 1. ಎಲ್ಲಾ ರಜಾ ಲೆಕ್ಕಾಚಾರವನ್ನು ಪ್ರಾಂಶುಪಾಲರು ದೃಢೀಕರಿಸಿಲ್ಲ. ಪ್ರಾಂಶುಪಾಲರು ದೃಢೀಕರಿಸಬೇಕು. 2. ಶ್ರೀ ಭರತ್ ಕುಮಾರ್ ಜೈನ್, ದೈಹಿಕ ಶಿಕ್ಷಣ ನಿರ್ದೇಶಕರು ಇವರ ಕಾರ್ಯಭಾರದ ಬಗ್ಗೆ ವಿವರವನ್ನು ಮುಂದಿನ ಲೆಕ್ಕಪರಿಶೋಧನೆಗೆ ಹಾಜರಿ ಪಡಿಸುವುದು ಹಾಗೂ ಈ ಬಗ್ಗೆ ಆಡಳಿತ ಇಲಾಖೆಯ ಗಮನ ಸೆಳೆಯಲಾಗಿದೆ.	ಡಾ. ದೇವರಾಜ್ ಕೆ. ರವರ ಸೇವಾ ಪುಸ್ತಕವನ್ನು ಪರಿಶೀಲಿಸಿ ಪ್ರಸ್ತಾವನೆಗೆ ಕೇಂದ್ರ ಕಛೇರಿಗೆ ಕಳುಹಿಸಿಕೊಡಲಾಗಿದೆ. ಶ್ರೀ ಭರತ್ ಕುಮಾರ್ ಜೈನ್ ರವರ ಸೇವಾ ಪುಸ್ತಕವನ್ನು ಸ್ಥಾನೀಕರಣಕ್ಕಾಗಿ ತಮ್ಮ ಕಛೇರಿಗೆ ಕಳುಹಿಸಿಕೊಡಲಾಗಿದೆ. ಶೇಖರ್ ಮಡಿವಾಳ ರವರ ಸೇವಾ ಪುಸ್ತಕಗಳನ್ನು ಗಳಿಕೆ ರಜೆ ನಗರೀಕರಣಕ್ಕಾಗಿ ತಮ್ಮ ಕಛೇರಿಗೆ ಕಳುಹಿಸಿಕೊಡಲಾಗಿದೆ. ತಮ್ಮ ಸೂಚನೆಯ ಪ್ರಕಾರ ಸೇವಾ ವಹಿಯನ್ನು ನಿರ್ವಹಿಸಿ ಮುಂದಿನ ತನಿಖೆಯಲ್ಲಿ ಒದಗಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಆಕ್ಷೇಪಣೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಿದೆ	



<p>16) ವೇತನ ಬಟವಾಡೆ ವಕ ಪರಿಶೀಲನ ಗಮನಿಸಿದ ನ್ಯೂನತೆಗಳು ವೇತನ ವಕಯಲ್ಲ 1) ವೇತನ ಶ್ರೇಣಿ ನಮೂದಿಸಬೇಕು 2) ಸ್ಥಗಿತ ವೇತನ ಭದ್ರಿ ವಿವರ ಪ್ರತ್ಯೇಕ ಕಾಲಂನಲ್ಲ ದಾಖಲಿಸಬೇಕು. 3) ಶೇಖರ್ ಮಡಿವಾಳ್ ಇವರಿಗೆ ಈ ಕೆಳಗಿನ ವಿವರದಂತೆ ಹೆಚ್ಚು ವೇತನ ಪಾವತಿ ಆಗಿರುತ್ತಿದ್ದು ವಸೂಲ ಆಗಿದೆ.</p> <p>6/11 15600 - 15200 = 400+250+40-690 7/11 15600 - 15200 = 400+250+40-690 1300</p> <p>ದಿನಾಂಕ 8.9.11ರಲ್ಲ ಸರಕಾರದ ಶೀರ್ಷಿಕೆಗೆ ಜಮೆ ಆಗಿದೆ. ಈ ಬಗ್ಗೆ ವಿವರಣೆ ನೀಡುವುದು ಹಾಗೂ ಆಡಳಿತ ಇಲಾಖೆಯ ಗಮನ ಸೆಳೆಯಲಾಗಿದೆ.</p>	<p>ತಮ್ಮ ಸೂಚನೆ ಪ್ರಕಾರ ವೇತನ ಬಟವಾಡೆ ವಕಯನ್ನು ನಿರ್ವಹಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಈ ಕಂಡಿಕೆಯನ್ನು ಕೈಬಿಡಲು ತೋರಿದೆ.</p>																					
<p>17) ಕಾಮಗಾರಿ ಮತ್ತು ಸಾಮಗ್ರಿಗಳ ಖರೀದಿ - ಪಾರದರ್ಶಕತೆ ಕಾಯಿದೆಯನ್ನು ಪಾಲಿಸಿಲ್ಲ : ವರದಿ ವರ್ಷಗಳಲ್ಲ ಕಾಲೇಜು ವತಿಯಿಂದ ದುರಸ್ತಿ ಕಾಮಗಾರಿ, ರಚನೆ ಕಾಮಗಾರಿ, ಕಂಪ್ಯೂಟರ್ ಸೇರಿದಂತೆ ಸಾಮಗ್ರಿಗಳ ಖರೀದಿ ಸಂದರ್ಭಗಳಲ್ಲ ಕರ್ನಾಟಕ ಸಾರ್ವಜನಿಕ ಸಂರಕ್ಷಣೆಗಳಲ್ಲ ಪಾರದರ್ಶಕತೆ ಕಾಯಿದೆ 1999 ಮತ್ತು ನಿಯಮ 2000 ವನ್ನು ಪಾಲಿಸಿರುವುದನ್ನು ಲೆಕ್ಕ ಪರಿಶೋಧನೆಯಲ್ಲ ಗಮನಿಸಲಾಗಿದೆ. ವೆಚ್ಚ ಸಂಬಂಧಿಸಿದಂತೆ ಈ ಕೆಳಗಿನ ನ್ಯೂನತೆಗಳನ್ನು ಗಮನಿಸಲಾಗಿದೆ.</p> <ol style="list-style-type: none"> <li>1. ಕಾಮಗಾರಿ ನಿರ್ವಹಣೆ/ದುರಸ್ತಿ ಕಾಮಗಾರಿ ಮತ್ತು ಸಾಮಗ್ರಿಗಳ ಖರೀದಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ಕಡತಗಳಲ್ಲ 3 ಕೋಟಿಶೇನು/ದರಪಟ್ಟಿಗಳು ಲಭ್ಯವಿದೆ. ಆದರೆ ಕೋಟಿಶೇನು/ದರಪಟ್ಟಿಗಳನ್ನು ಆಹ್ವಾನಿಸಿದ ದಾಖಲೆ ಇರುವುದಿಲ್ಲ.</li> <li>2. ಆಹ್ವಾನಿಸದೇ ಲಭ್ಯವಿರುವ ಈ ದರಪಟ್ಟಿಗಳಿಗೆ/ಕೋಟಿಶೇನುಗಳಿಗೆ ಮಹತ್ವ ಇರುವುದಿಲ್ಲ ಮತ್ತು ಇವುಗಳನ್ನು ಲೆಕ್ಕ ಪರಿಶೋಧನೆಯಲ್ಲ ಪರಿಗಣಿಸಲು ಅವಕಾಶ ಇರುವುದಿಲ್ಲ.</li> <li>3. ಈ ಲೀತಿ ಆಹ್ವಾನಿಸದೆ ಲಭ್ಯವಿದ್ದ ಕೋಟಿಶೇನುಗಳಲ್ಲ ದರವು ಅತ್ಯಂತ ಸ್ಪರ್ಧಾತ್ಮಕ ಮತ್ತು ಕಡಿಮೆಯಿದ್ದಾಗಿರುವುದು ಎಂಬುದನ್ನು ದೃಢೀಕರಿಸಲು ಸಾಧ್ಯವಿಲ್ಲ.</li> <li>4. ರೂ. 1,00,000.00 (ರೂಪಾಯಿ ಒಂದು ಲಕ್ಷ)ಕ್ಕೂ ಮೀರಿ ವೆಚ್ಚ ಮಾಡುವ ಸಂದರ್ಭದಲ್ಲ ಬೆಂಚರ್ ಬುಲೆಟಿನ ಮೂಲಕ ಕೋಟಿಶೇನು/ಬೆಂಚರ್ನು ಆಹ್ವಾನಿಸುವುದು ಕಡ್ಡಾಯವಾಗಿರುತ್ತದೆ. ಮೇಲೆ ತಿಳಿಸಿದ ನ್ಯೂನತೆಗಳ ಬಗ್ಗೆ ಕಾಲೇಜು ವತಿಯಿಂದ ವಿವರಣೆ ನೀಡುವುದು. ಹಾಗೂ ಪೂರಕವಾಗಿ ಈ ಕೆಳಗಿನ ವಿವರದಂತೆ ಕಾಲಂನಲ್ಲ ಉದಾಹರಣೆಗಳನ್ನು ನೀಡಿದೆ.</li> </ol> <table border="1" data-bbox="336 829 672 1069"> <thead> <tr> <th>ಕಾಲೇಜು ಖಾತೆ</th> <th>ರೂ.</th> </tr> </thead> <tbody> <tr> <td>28/12.7.11</td> <td>- 13737.00</td> </tr> <tr> <td>50/22.8.11</td> <td>- 9871.00</td> </tr> <tr> <td>54/23.8.11</td> <td>- 10328.00</td> </tr> <tr> <td>125/30.1.12</td> <td>- 23795.00</td> </tr> <tr> <td>168/31.3.12</td> <td>- 69000.00</td> </tr> <tr> <td>170/31.3.12</td> <td>- 20000.00</td> </tr> <tr> <td>150/14.3.12</td> <td>- 7395.00</td> </tr> <tr> <td>166/31.3.12</td> <td>- 38500.00</td> </tr> <tr> <td>132/10.2.12</td> <td>- 10395.00</td> </tr> </tbody> </table>	ಕಾಲೇಜು ಖಾತೆ	ರೂ.	28/12.7.11	- 13737.00	50/22.8.11	- 9871.00	54/23.8.11	- 10328.00	125/30.1.12	- 23795.00	168/31.3.12	- 69000.00	170/31.3.12	- 20000.00	150/14.3.12	- 7395.00	166/31.3.12	- 38500.00	132/10.2.12	- 10395.00	<p>ತಮ್ಮ ಸೂಚನೆಯನ್ನು ಪಾಲಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಈ ಕಂಡಿಕೆಯನ್ನು ಕೈಬಿಡಲು ತೋರಿದೆ.</p>	
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166/31.3.12	- 38500.00																					
132/10.2.12	- 10395.00																					



<p>18) ಯು.ಜಿ.ಸಿ ಅನುದಾನಗಳ ಕುರಿತು :  ವರದಿ ವರ್ಷದಲ್ಲಿ ಯುಜಿಸಿ ಅನುದಾನಗಳ ಜಮೆ ಹಾಗೂ ಖರ್ಚುಗಳ ವಿವರ ಈ ಕೆಳಗಿನಂತಿದೆ.  ಆರಂಭಿಕ ಶಿಲ್ಕು - 12,81,464.05  ಅನುದಾನ - 18,73,500.00  ಬ್ಯಾಂಕ್ ಬಡ್ಡಿ 94,815.00  ಆಡಳಿತ ಮಂಡಳಿ ವಂತಿಗೆ 30,581.00  =====</p> <p>ಒಟ್ಟು : 32,80,360.05  ವೆಚ್ಚ : 9,04,095.00  -----  ಅಂತಿಮ ಶಿಲ್ಕು : 23,76,265.05  =====</p> <p>(i) ವೆಚ್ಚವನ್ನು ಯುಜಿಸಿ ನಿಯಮ ರೀತ್ಯಾ ಬಳಸಿಕೊಂಡಿರುವ ಬಗ್ಗೆ ಪ್ರಾಂಶುಪಾಲರು ದೃಢೀಕರಿಸಿರುತ್ತಾರೆ.  (ii) ಸಂಬಂಧಪಟ್ಟ ವೆಚ್ಚಕ್ಕೆ ಬಳಕೆ ಪ್ರಮಾಣ ಪತ್ರವನ್ನು ಲೆಕ್ಕಪರಿಶೋಧಕರಿಂದ ದೃಢೀಕರಿಸಿ ಸಕ್ಷಮ ಪ್ರಾಧಿಕಾರಕ್ಕೆ ಕಳುಹಿಸಿರುವ ಬಗ್ಗೆ ವಿವರ ಒದಗಿಸುವುದು.  (iii) ಯುಜಿಸಿ ಅನುದಾನದಲ್ಲಿ ಖರೀದಿಸಿರುವ ಉಪಕರಣಗಳ ಬಗ್ಗೆ ವಿವರವನ್ನು ದಾಸ್ತಾನು ವಹಿಯಲ್ಲಿ ದಾಖಲಿಸಿದೆ. ಸದರಿ ಸಾಮಗ್ರಿಗಳನ್ನು ಕಾಲೇಜಿನ ಯಾವ ವಿಭಾಗಕ್ಕೆ ಒದಗಿಸಲಾಗಿದೆ ಎಂಬ ಬಗ್ಗೆ ಮಾಹಿತಿಯನ್ನು ದಾಖಲಿಸಿ ದೃಢೀಕರಿಸುವುದು. ಹಾಗೂ ಆರ್ಥಿಕ ವರ್ಷಾಂತ್ಯಕ್ಕೆ ದಾಸ್ತಾನು ವಿವರವನ್ನು ಭೌತಿಕ ಪರಿಶೀಲನೆ ನಡೆಸಿ ಸತ್ಯಾಪನ ದೃಢೀಕರಣ ಮಾಡುವಂತೆ ಸೂಚಿಸಿದೆ.</p>	<p>ತಮ್ಮ ಸೂಚನೆಯನ್ನು ಪಾಲಿಸಿ ಮುಂದಿನ ತನಿಖೆಯಲ್ಲಿ ಒದಗಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಅಕ್ಷೇಪಣೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಿದೆ.</p>
<p>20) ನಗದು ವಹಿಯ ಬಗ್ಗೆ :  ನಗದು ವಹಿಯನ್ನು ಆಂಗ್ಲ ವಹಿಯಲ್ಲಿ ಬರೆಯಲಾಗಿದೆ. ಆಡಳಿತ ಭಾಷೆ ಕನ್ನಡದಲ್ಲಿ ಬರೆಯುವಂತೆ ಸೂಚಿಸಲಾಗಿದೆ.</p>	<p>ತಮ್ಮ ಸೂಚನೆಯನ್ನು ಪಾಲಿಸಿ ಮುಂದಿನ ತನಿಖೆಯಲ್ಲಿ ಒದಗಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಅಕ್ಷೇಪಣೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಿದೆ.</p>
<p>21) ಹುದ್ದೆ ಮಂಜೂರಾತಿಯ ಶ್ರೇಣಿ (ಸ್ಕೇಲ್ ವಹಿ) ನಿರ್ವಹಿಸಿಲ್ಲ :  ಕಾಲೇಜಿಗೆ ಸಂಬಂಧಪಟ್ಟಂತೆ ಹುದ್ದೆಗಳ ಮಂಜೂರಾತಿ ಸಂಖ್ಯೆ, ಆದೇಶ ಸಂಖ್ಯೆ ಇತ್ಯಾದಿ ವಿವರಗಳ ಸ್ಕೇಲ್ ವಹಿಯನ್ನು ನಿರ್ವಹಿಸಿರುವುದಿಲ್ಲ. ವಹಿಯನ್ನು ನಿರ್ವಹಿಸುವಂತೆ ಸೂಚಿಸಲಾಗಿದೆ.</p>	<p>ತಮ್ಮ ಸೂಚನೆಯನ್ನು ಪಾಲಿಸಿ ಮುಂದಿನ ತನಿಖೆಯಲ್ಲಿ ಒದಗಿಸಲಾಗುವುದು. ಆದ್ದರಿಂದ ಅಕ್ಷೇಪಣೆಯನ್ನು ಕೈಬಿಡಲು ಕೋರಿದೆ.</p>

  
Principal  
Shri Lharmasthala Manjunatheshw  
College of Business Management  
Mangaluru, E.







राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद्  
 विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान  
**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**  
 An Autonomous Institution of the University Grants Commission

## *Certificate of Accreditation*

*The Executive Committee of the  
 National Assessment and Accreditation Council  
 on the recommendation of the duly appointed  
 Peer Team is pleased to declare the  
 Shri Dharmasthala Manjunatheshwara College  
 of Business Management*

*Mangalore, Dakshina Kannada, affiliated to Mangalore University, Karnataka as  
 Accredited  
 at the B level.*

*Date : February 16, 2004*



*Uravad  
 Director*

- This certification is valid for a period of Five years with effect from February 16, 2004
- An institutional score (%) in the range of 55-60 denotes C grade, 60-65 - C<sup>+</sup> grade, 65-70 - C<sup>++</sup> grade, 70-75 - B grade, 75-80 - B<sup>+</sup> grade, 80-85 - B<sup>++</sup> grade, 85-90 - A grade, 90-95 - A<sup>+</sup> grade, 95-100 - A<sup>++</sup> grade (upper limits exclusive)





राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद  
विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान  
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL  
An Autonomous Institution of the University Grants Commission

## Certificate of Accreditation

*The Executive Committee of the  
National Assessment and Accreditation Council  
on the recommendation of the duly appointed  
Peer Team is pleased to declare the  
Shri Dharmasthala Manjunatheshwara College of Business  
Management and Post graduate Centre for  
Management Studies and Research  
Mangalore, Dist. Dakshina Kannada, affiliated to Mangalore University, Karnataka as  
Accredited  
with CGPA of 3.16 on four point scale  
at A grade  
valid up to September 03, 2015*

Date : September 04, 2010



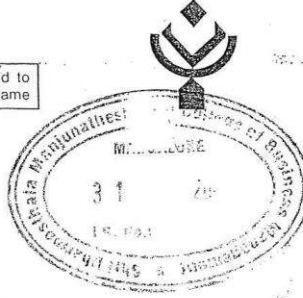
*H. K. K. K.*  
Director



दूरभाष : 3237721, 3231692, 3234116  
Phones : 3232317, 3232701, 3235743

All communications should be addressed to the secretary by designation and not by name

संख्या F.8-15/99 (CPP-I)  
No. ....



तार : युनिग्रान्ट्स  
GRAMS : UNIGRANTS  
Fax : 3232783, 3236288, 3231797  
विश्वविद्यालय अनुदान आयोग  
बहादुरशाह जफर मार्ग,  
नई दिल्ली-110002  
UNIVERSITY GRANTS COMMISSION  
BAHADUR SHAH ZAFAR MARG,  
NEW DELHI-110 002

August, 2002

3 AUG 2002

The Registrar,  
Mangalore University,  
Manglagangothri-574 199.

Sub:- List of Colleges prepared under Section 2 (f) and 12 (B) of the UGC Act, 1956-Inclusion of New Colleges.

Sir,

I am directed to refer to your letter No. MU/DEV/23/90-91/D2 dated 15-2-2001 on the subject cited above and to say that the name of the following College has been included in the above list under Non-Government Colleges teaching upto Post-Graduate Degree:-

Name of the College	Year of Establishment	Remarks
Shri Dharmasthala Manjunatheswara College of Business Management, Mangalore-575 003. (Shri K. Devara)	1978	The College is eligible to receive central assistance in terms of the Rules framed under Section 12-B of the U.G.C Act, 1956.

The Indemnity Bond and other documents in respect of the above College have been accepted by the Commission.



Yours faithfully,

*Dr. K. P. Singh*  
(Dr. K. P. Singh)  
Deputy Secretary

Copy to:-

1. The Principal, Shri Dharmasthala Manjunatheswara College of Business Management, Mangalore-575 003.
2. The Secretary, Government of India, Ministry of Human Resource Development, Department of Secondary & Higher Education, Shastri Bhawan, New Delhi-110 001.
3. Deputy Secretary, UGC, South-Western Regional Office, Prasanna Kumar Block, Palace Road, Bangalore-560 009.
4. U.S. to Chairman, UGC, New Delhi.
5. P.S. to Secretary, UGC, New Delhi.
6. Section Officer, FD-III Section, UGC, New Delhi.
7. All Sections of the Commission.
8. D.T. P. Cell, UGC, New Delhi.
9. Guard file.

*J.S. Rawat*  
Principal  
Shri Dharmasthala Manjunatheswara  
College of Business Management  
MANGALAGANTHI

*J.S. Rawat*  
(J.S. Rawat)  
Section Officer



ಮಂಗಳೂರು  
MANGALORE



ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
UNIVERSITY

ದೂರವಾಣಿ } (0824)  
Phone } 287276  
Fax : 0824 - 287424

ಕುಲಸಚಿವರ ಕಛೇರಿ  
ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199  
Office of the Registrar  
Mangalagangothri - 574 199

ಕ್ರಮಾಂಕ / No.:

ದಿನಾಂಕ / Date :

No:MU/ACC/AFF/30/97-98/A1

07.01.1998

Notification

In exercise of the powers conferred under section No.53(6) of KSU Act 1976 and on the recommendation of the University Syndicate, Local Inquiry Committee, Academic Council and subject to the conditions imposed by the University and vide Government order No.ED.101 UDV 97 dt.4.11.1997 permanent affiliation is granted to Sri Dharmasthala Manjunatheshwara College of Business Management, Mangalore-3, for the following courses and subjects from the year 1997-98.

Course	Optionals	Intake	Period
B.B.M degree course	Compulsory subjects as per regulations	70	Permanent affiliation from the year 1997-98.
P.G. Diploma in Business Management	- do -	40	

Sd/-


Registrar

Copy to:

- 1) The Principal, Sri Dharmasthala Manjunatheshwara College of Business Management, Mangalore-575 003.
- 2) The Registrar (Evaluation), Mangalore University.
- 3) The Superintendent, Syndicate/Development section, Mangalore University.
- 4) A5 case worker, Academic section.

  
REGISTRAR



**ಮಂಗಳೂರು**  **ವಿಶ್ವವಿದ್ಯಾನಿಲಯ**

ಕುಲಸಚಿವರ ಕಛೇರಿ  
ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199

ಸಂಖ್ಯೆ: ಎಂಯು/ಎಸಿಸಿ/ಎಎಫ್‌ಎಫ್/76/2014-15/ಎ1 ದಿನಾಂಕ: 15.09.2014

ರಿಗೆ:

ಪ್ರಾಂಶುಪಾಲರು,  
ಶ್ರೀ ಧರ್ಮಸ್ಥಳ ಮಂಜುನಾಥೇಶ್ವರ ಕಾಲೇಜ್  
ಆಫ್ ಬಿಸಿನೆಸ್ ಮೇನೇಜ್‌ಮೆಂಟ್,  
ಮಂಗಳೂರು.

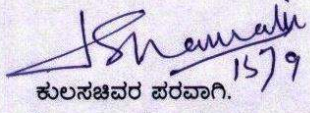
**S. D. M. COLLEGE, MANGALORE**  
Inward No: 91  
Date: 18.9.14  
Ref. File. 2

ಮಾನ್ಯರೇ,

ವಿಷಯ: ಬಿ.ಬಿ.ಎಂ. ಕೋರ್ಸ್‌ನ ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿ ಬಗ್ಗೆ  
ಉಲ್ಲೇಖ: 1) ಈ ಕಚೇರಿ ಅಧಿಸೂಚನೆ ಸಂಖ್ಯೆ: ಎಂಯು/ ಎಸಿಸಿ/ ಎಎಫ್‌ಎಫ್/ ಸಿಆರ್.143/  
2013-14/ಎ1, ದಿನಾಂಕ 10.09.2013  
2) ಈ ಕಚೇರಿ ಸಮಸಂಖ್ಯೆ ಅಧಿಸೂಚನೆ ದಿನಾಂಕ 16.06.2014  
3) ತಮ್ಮ ಪತ್ರ ದಿನಾಂಕ 25.08.2014.

~~~~~

ಮೇಲಿನ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖ (1)ರಲ್ಲಿ ತಿಳಿಸಿರುವ ಬಿ.ಬಿ.ಎಂ. ಕೋರ್ಸ್‌ಗೆ 280 ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿಯೊಂದಿಗೆ ಶಾಶ್ವತ ಸಂಯೋಜನೆಯನ್ನು ಮುಂದುವರಿಸಲಾಗಿದೆ. ಉಲ್ಲೇಖ (2)ರ ಅಧಿಸೂಚನೆಯಲ್ಲಿ ಬಿ.ಬಿ.ಎಂ. ಕೋರ್ಸ್‌ಗೆ 60 ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿಯೊಂದಿಗೆ ಮುಂದುವರಿಕೆ ಸಂಯೋಜನೆ ನೀಡಲಾಗಿದೆ. ಶಾಶ್ವತ ಸಂಯೋಜನೆ ಪುನರ್ ಪರಿಶೀಲನಾ ಸಮಿತಿಯು 60 ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿಯ ಮುಂದುವರಿಕೆ ಸಂಯೋಜನೆಯನ್ನು 220 ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿಯಿಂದ ಶಾಶ್ವತ ಸಂಯೋಜನೆಯೊಂದಿಗೆ ವಿಲೀನಗೊಳಿಸಿರುವುದರಿಂದ ಬಿ.ಬಿ.ಎಂ. ಕೋರ್ಸ್‌ನ ಒಟ್ಟು ವಿದ್ಯಾರ್ಥಿ ಪರಿಮಿತಿ 280 ಆಗಿರುತ್ತದೆ ಎಂಬುದಾಗಿ ಈ ಮೂಲಕ ತಿಳಿಸಲಾಗಿದೆ.

ತಮ್ಮ ವಿಶ್ವಾಸಿ,  
  
ಕುಲಸಚಿವರ ಪರವಾಗಿ. 15/9



ದೂರವಾಣಿ/Phone: 0824-2287276  
 ಫ್ಯಾಕ್ಸ್/Fax : 0824-2287424  
 ಇ-ಅಂಚೆ/E-mail : registrar@mangaloreuniversity.ac.in  
 registrar@mangaloreuniversity@gmail.com  
 ವೆಬ್ ಸೈಟ್/Website : www.mangaloreuniversity.ac.in

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
**MANGALORE UNIVERSITY**  
 (Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/No. ಎಂಯು/ಎಸಿಸಿ/ಎಎಫ್‌ಎಫ್/82/2016-17/ಎ1

ಕುಲಸಚಿವರ ಕಛೇರಿ  
 ಮಂಗಳಗಂಗೋತ್ರಿ - 574 199  
 ಕರ್ನಾಟಕ, ಇಂಡಿಯಾ  
 Office of the Registrar  
 Mangalagangothri - 574 199  
 Karnataka, India

ದಿನಾಂಕ/Date : 30/5/2016

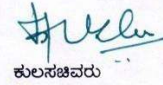
**ಅಧಿಸೂಚನೆ**

ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯವು ಕರ್ನಾಟಕ ರಾಜ್ಯದ ವಿಶ್ವವಿದ್ಯಾನಿಲಯಗಳ ಅಧಿನಿಯಮ 2000 (2000ರ ಕರ್ನಾಟಕ ಅಧಿನಿಯಮ ಸಂ:29)ರಲ್ಲಿ ಪ್ರದತ್ತವಾದ ಅಧಿಕಾರವನ್ನು ಜಲಾಯಿಸಿ, ಅಧಿನಿಯಮ ಸಂ: 59(17)ನೇ ಪ್ರಕರಣದ ಪ್ರಕಾರ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಿಂಡಿಕೇಟು, ಸ್ಥಳೀಯ ತನಿಖಾ ಸಮಿತಿ ಮತ್ತು ವಿದ್ಯಾ ವಿಷಯಕ ಪರಿಷತ್ತಿನ ಶಿಫಾರಸ್ಸುಗಳ ಮೇರೆಗೆ ಮತ್ತು ಈ ವಿಶ್ವವಿದ್ಯಾನಿಲಯವು ಗೊತ್ತುಪಡಿಸುವ ಷರತ್ತುಗಳಿಗೆ ಒಳಪಟ್ಟು ಕೆಳಕಂಡ ವ್ಯಾಸಂಗ ಕ್ರಮಗಳನ್ನು ಮತ್ತು ವಿಷಯಗಳನ್ನು ಕೆಳಕಂಡ ಕಾಲಾವಧಿಯವರೆಗೆ ಬೋಧಿಸುವುದಕ್ಕಾಗಿ ಶ್ರೀ ಧರ್ಮಸ್ಥಳ ಮಂಜುನಾಥೇಶ್ವರ ಕಾಲೇಜ್ ಆಫ್ ಬಿಸಿನೆಸ್ ಮೇನೇಜ್‌ಮೆಂಟ್, ಮಂಗಳೂರು ಎಂಬ ವಿದ್ಯಾ ಸಂಸ್ಥೆಗೆ ಮುಂದುವರಿಕೆ ಸಂಯೋಜನೆಯನ್ನು ನೀಡಲಾಗಿದೆ.

| ಕೋರ್ಸುಗಳು           | ಭಾಷೆಗಳು                   | ಐಚ್ಛಿಕ ವಿಷಯಗಳು            | ಪರಿಮಿತಿ               | ಅವಧಿ                                                       |
|---------------------|---------------------------|---------------------------|-----------------------|------------------------------------------------------------|
| ಬಿ.ಸಿ.ಎ. ಡಿಗ್ರಿ     | -                         | ನಿಯಮಾನುಸಾರ ಕಡ್ಡಾಯ ವಿಷಯಗಳು | 80+40<br>(2 ವಿಭಾಗಗಳು) | ಶೈಕ್ಷಣಿಕ ವರ್ಷ<br>2016-17ನೇ ಸಾಲಿಗೆ<br>ಮುಂದುವರಿಕೆ<br>ಸಂಯೋಜನೆ |
| ಬಿ.ಎ. [ಹೆಚ್‌ಆರ್‌ಡಿ] | -                         | ನಿಯಮಾನುಸಾರ ಕಡ್ಡಾಯ ವಿಷಯಗಳು | 60                    |                                                            |
| ಬಿ.ಕಾಂ ಡಿಗ್ರಿ       | ಇಂಗ್ಲೀಷ್,<br>ಕನ್ನಡ, ಹಿಂದಿ | ನಿಯಮಾನುಸಾರ ಕಡ್ಡಾಯ ವಿಷಯಗಳು | 80                    |                                                            |

ಷರತ್ತು:

ಈ ಸಂಯೋಜನೆಯು ಕೋರ್ಸುಗಳ ಪರಿಷ್ಕರಣೆಗಳನ್ನು ನಡೆಸಲು ಅರ್ಹ ಪರಿಷ್ಕರಣೆಯ ಒದಗಿಸುವುದು ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರ ಜವಾಬ್ದಾರಿ ಎಂಬ ಷರತ್ತಿಗೊಳಪಟ್ಟಿರುತ್ತದೆ.



ಕುಲಸಚಿವರು

ರಿಗೆ,

ಪ್ರಾಂಶುಪಾಲರು,  
 ಶ್ರೀ ಧರ್ಮಸ್ಥಳ ಮಂಜುನಾಥೇಶ್ವರ ಕಾಲೇಜ್  
 ಆಫ್ ಬಿಸಿನೆಸ್ ಮೇನೇಜ್‌ಮೆಂಟ್,  
 ಮಂಗಳೂರು.





**SHRI DHARMASTHALA MANJUNATHESHWARA  
COLLEGE OF BUSINESS MANAGEMENT  
MANGALURU - 575 003 (DAKSHINA KANNADA)**

Principal: 0824-2496980  
Office : 0824-2494186

NAAC Reaccredited (2010)  
with 'A' Grade

Fax : 0824-2496980  
E-mail : sdmcbm@gmail.com  
Website : www.sdmcbm.ac.in

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**Declaration**

I certify that the data included in this self-Study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the Peer team will validate the information provided in this SSR during the peer team visit.

Date: 30/12/2016

Place: Mangaluru

Principal/Head of the Institution  
Principal  
Shri Dharmasthala Manjunatheshwara  
College of Business Management  
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## Certificate of Compliance

This is to certify that SDM College of Business Management, Mangaluru fulfils all norms:

1. Stipulated by the affiliating University and/or
2. Regulatory Council/Body [such as UGC, NCTE, AICTE, MCI, DCI, BCI, etc.] and
3. The affiliation and recognition [if applicable] is valid as on date.

In case the affiliation / recognition is conditional, then a detailed enclosure with regard to compliance of conditions by the institution will be sent.

It is noted that NAAC's accreditation, if granted, shall stand cancelled automatically, once the institution loses its University affiliation or Recognition by the Regulatory Council, as the case may be.

In case the undertaking submitted by the institution is found to be false then the accreditation given by NAAC is liable to be withdrawn. It is also agreeable that the undertaking given to NAAC will be displayed on the college website.

Date: 30/12/2016  
Place: Mangaluru

  
Principal/Head of the Institution  
Principal  
Shri Dharmasthala Manjunatheshwara  
College of Business Management  
MANGALORE

