

# **SELF STUDY REPORT**

**FOR**

**2<sup>nd</sup> CYCLE OF ACCREDITATION**

**A.J. INSTITUTE OF MANAGEMENT**

**OPP. MAHINDRA SHOWROOM KOTTARA CHOWKI ASHOK NAGAR POST  
575006**

**[www.ajimmangalore.ac.in](http://www.ajimmangalore.ac.in)**

**SSR SUBMITTED DATE: 16-10-2017**

**Submitted To**

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

**BANGALORE**

**October 2017**

# **1. EXECUTIVE SUMMARY**

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## **1.1 INTRODUCTION**

### **Prelude on the Process of Re Accreditation**

A. J. Institute of Management established by Dr.A.J.Shetty is a premier Management Institute in Mangalore, which was established in the year 1999. The credit of establishment goes to Laxmi Memorial Education Trust ® (LMET), which has presently more than 10 institutions ranging from medicine to management.

Laxmi Memorial Education Trust ® (LMET) established A. J. Institute of Management with a view to impart modern management education with Indian ethos as its base. This institute is established over a large area of 2.25 acres of land along the NH-66 near Kottara Chowki, Mangalore.

Today's fast growing economies like India has seen remarkable changes in all sectors including education. The educational institutions, these days, are intently strategising for survival and sustenance and are striving to be in the forefront in the field of education. In this direction, A. J. Institute of Management has volunteered to be assessed for Second cycle by the National Assessment and Accreditation Council. The academic, co-curricular, extra-curricular, sports and other facilities of the Institution offered are the best in its class.

### **Vision**

The Institution to be the centre of excellence in Management Education by continuously benchmarking itself against the WORLD'S best. As an institution with a difference, it looks beyond its boundaries and strives hard to achieve better of the best in Management Education.

### **Mission**

Our mission is to impart value-based Management Education, designed to prepare young men and women for leadership positions in corporate and non-corporate sectors through a relentless pursuit of excellence in teaching, research, consultancy, management development and industry-institution interaction in the country and abroad.

## **1.2 Strength, Weakness, Opportunity and Challenges(SWOC)**

### **Institutional Strength**

1. Providing unique specialization subjects like Hospital Administration, Logistics Management and Soft Skills which are industry certified and which, no other Institutes offer within the jurisdiction of Mangalore University.
2. An add-on program on Soft skill stretched over two semesters to hence the employability.

3. Highly qualified and experienced faculty members with rich teaching and industry experience.
4. The Institution is a constituent unit in a group of Institutions owned and managed by Laxmi Memorial Education Trust, Which runs a multi-campus network of educational institutions offering graduate and post graduate programmes in Medical, Dentistry, Para medical and Management along with a star hotel Moti Mahal
5. A Stand-Alone Institute providing exclusively Management Education
6. Location advantage: Being attached to National way within the city, still away from city disturbances.
7. Sanction of Centre for Ph.D programme in Management is approved by the Mangalore University and has been forwarded to Government of Karnataka for final approval
8. Institute is publishing a Research Journal 'Anveshna' – Bi Annual for the last seven years, which is indexed in two International portal : J-Gate and ProQuest and has ISSN Number.

### **Institutional Weakness**

1. The nearest bus stop from the Institute is around 1 k.m away.
2. The Institute is not connected by City Bus.
3. Non-availability of lift facility.

### **Institutional Opportunity**

1. Introduction of GST by the Central Government has opened up the opportunity. As a result, the Institute has introduced Industry Certified course on GST, which enhances the employability of our students.
2. With the increase in the demand for the MBA program, the Institute has an opportunity to have one more batch with the available infrastructure.

### **Institutional Challenge**

1. The Institute is facing competition from other Institution offering similar programs of deemed and other Universities.
2. Fluctuation in the job market for management candidates poses a strong challenge for the Institute.

## **1.3 CRITERIA WISE SUMMARY**

### **Curricular Aspects**

The A.J. Institute of Management has initiated following efforts to achieve academic excellence:

- Offering a wide range of conventional specialisation subjects along with very distinguished Hospital Administration.
- Industry Certified Add-on programmes and extensive use of ICT in teaching and learning.
- Field surveys, Project Work, Summer internship, Training, Expert lectures, workshops/conferences etc., to supplement the course content.

- Effective feedback mechanism.

### **Teaching-learning and Evaluation**

The efforts AJIM to serve the students of different backgrounds/abilities through effective teaching, learning and evaluation, have the following components:

- A multi structured care taking system comprising of Dean (Academic Affairs), Student Council Advisor, Mentors and Academic Advisors.
- Interactive teaching–learning through GD, case analysis, management games, role play, on-the-spot seminars and presentations.
- Maximum ICT interventions in form of LCD assisted presentations and / online journal portal based assignments, seminars and reporting.
- Project Work Diary and 30 days internship for learning through 'Hands on Experience'.
- Qualified and experienced faculty members comprising six Doctorates, three M. Phil degree holders, two pursuing research leading to Ph. D.
- A 360 degree evaluation process for students and highly effective grievance redressal mechanism.

### **Research, Innovations and Extension**

A.J. Institute of Management is endowed with quality research, consultancy and extension services with following landmarks:

- A full-fledged research centre facilitating the Research activities
- Publication of a bi-annual Institute journal - Anveshanawith ISSN, indexed in J-Gate and ProQuest
- Extension/outreach activities such as signing of MOUs, Community Activities , blood donation, visit to orphanage, social survey etc.

### **Infrastructure and Learning Resources**

A. J. Institute of Management is endowed with the following infrastructure and learning resources:

- Excellent digitalised library with about 14,529 books, 47 journals, two knowledge software- J-Gate and ProQuest, four multi-media PC's with internet connection supported by Wi-Fi and LAN.
- Air conditioned computer lab, equipped with licesed hardware and license software, high speed and secured internet access, Dell Sonic wall, 80 branded Desktop PCs supported by DELL server tower.

- Spacious Air-conditioned classrooms with internet connected full range of audio-visual systems and air conditioned conference hall, round the clock security for the campus supported by CC Camera.

### **Student Support and Progression**

The following student support/ progression programmes are present at the Institute:

- Placement training/assistance, workshops, expert lectures, fests and conferences.
- Formation of different clubs and associations under the Student Council.
- Student deputation to academic programmes organised by other institutions.

### **Governance, Leadership and Management**

A. J. Institute of Management has the following distinctive features with regard to governance and leadership:

- Functioning through Governing Council and Academic Advisory Board.
- Total autonomy to the head of the Institute with efficient feedback mechanism.
- System of budgeting for academic and developmental activities.

### **Institutional Values and Best Practices**

The Institute has the following multi-faceted innovative practices:

- Open Assembly on every Monday and Saturday for effective two way communication
- Spot Seminars on contemporary issues
- Short Movie preparation on social centric themes
- Inspirational Video presentation with in-depth discussion
- Project Work Diary to ensure quality project work
- Opportunities are provided to the students to organise programmes on their own.
- 360 degree of evaluation of students.
- Social survey projects for the advantage of local people and communities.
- Commencement of Vermi composting unit for social and educational values.

- Unique extension/outreach activities viz., visits to orphanage, MOUs with organisations etc.

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## 2. PROFILE

### 2.1 BASIC INFORMATION

Name and Address of the College	
Name	A.j. Institute Of Management
Address	OPP. MAHINDRA SHOWROOM KOTTARA CHOWKI ASHOK NAGAR POST
City	Mangalore
State	Karnataka
Pin	575006
Website	<a href="http://www.ajimmangalore.ac.in">www.ajimmangalore.ac.in</a>

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Director	T. Jayaprakash Rao	0824-4283581	8147618678	0824-2455340	ajimmangalore@rediffmail.com
IQAC Coordinator	DEEPAK RAO	0824-2218099	7892521502	0824-2475819	meladyravi@gmail.com

Status of the Institution	
Institution Status	Private

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minority institution	No

Establishment Details	
Date of establishment of the college	28-10-1999

**University to which the college is affiliated/ or which governs the college (if it is a constituent college)**

State	University name	Document
Karnataka	Mangalore University	<a href="#">View Document</a>

**Details of UGC recognition**

Under Section	Date
2f of UGC	18-12-2014
12B of UGC	

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

Statutory Regulatory Authority	Recognition/Approval details Institution/Department programme	Day,Month and year(dd-mm-yyyy)	Validity in months	Remarks
AICTE	<a href="#">View Document</a>	30-03-2017	12	

**Details of autonomy**

Does the affiliating university Act provide for conferment of autonomy (as recognized by the UGC), on its affiliated colleges?	No
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**Recognitions**

Is the College recognized by UGC as a College with Potential for Excellence(CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No



Location and Area of Campus				
Campus Type	Address	Location*	Campus Area in Acres	Built up Area in sq.mts.
Main campus area	OPP. MAHINDRA SHOWROOM KOTTARA CHOWKI ASHOK NAGAR POST	Urban	1.25	2828

## 2.2 ACADEMIC INFORMATION

Details of Programmes Offered by the College (Give Data for Current Academic year)						
Programme Level	Name of Programme/Course	Duration in Months	Entry Qualification	Medium of Instruction	Sanctioned Strength	No.of Students Admitted
PG	MBA,Master Of Business Administar	24	Degree		120	120

### Position Details of Faculty & Staff in the College

Teaching Faculty												
	Professor				Associate Professor				Assistant Professor			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	2				4				10			
Recruited	2	0	0	2	4	0	0	4	4	6	0	10
Yet to Recruit	0				0				0			
Sanctioned by the Management/Society or Other Authorized Bodies	2				4				10			
Recruited	2	0	0	2	4	0	0	4	4	6	0	10
Yet to Recruit	0				0				0			

<b>Non-Teaching Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				8
Recruited	2	6	0	8
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				8
Recruited	2	6	0	8
Yet to Recruit				0

<b>Technical Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				2
Recruited	2	0	0	2
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				2
Recruited	2	0	0	2
Yet to Recruit				0

### Qualification Details of the Teaching Staff

<b>Permanent Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	2	0	0	2	0	0	0	0	0	4
M.Phil.	0	0	0	0	0	0	1	2	0	3
PG	0	0	0	2	0	0	0	3	0	5

<b>Temporary Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0

<b>Part Time Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	2	0	0	2
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	1	1	0	2

<b>Details of Visting/Guest Faculties</b>				
<b>Number of Visiting/Guest Faculty engaged with the college?</b>	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
		3	1	0

**Provide the Following Details of Students Enrolled in the College During the Current Academic Year**

<b>Programme</b>		<b>From the State Where College is Located</b>	<b>From Other States of India</b>	<b>NRI Students</b>	<b>Foreign Students</b>	<b>Total</b>
PG	Male	33	38	0	0	71
	Female	25	24	0	0	49
	Others	0	0	0	0	0
Certificate	Male	33	38	0	0	71
	Female	25	24	0	0	49
	Others	0	0	0	0	0

**Provide the Following Details of Students admitted to the College During the last four Academic Years**

Programme		Year 1	Year 2	Year 3	Year 4
SC	Male	2	1	2	1
	Female	0	0	0	1
	Others	0	0	0	0
ST	Male	0	0	1	2
	Female	0	0	0	1
	Others	0	0	0	0
OBC	Male	18	25	40	13
	Female	20	13	32	24
	Others	0	0	0	0
General	Male	24	4	1	16
	Female	0	0	3	8
	Others	0	0	0	0
Others	Male	0	0	29	19
	Female	0	0	12	7
	Others	0	0	0	0
Total		64	43	120	92

### 3. Extended Profile

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#### 3.1 Programme

**Number of courses offered by the institution across all programs during the last five years**

**Response : 103**

**Number of self-financed Programmes offered by college**

**Response : 6**

**Number of new programmes introduced in the college during the last five years**

**Response : 8**

#### 3.2 Student

**Number of students year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
208	159	107	114	103

**Number of seats earmarked for reserved category as per GOI/State Govt rule year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
31	31	31	31	31

**Number of outgoing / final year students year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
116	42	63	50	53

**Total number of outgoing / final year students**

**Response : 324**

#### 3.3 Academic

**Number of teachers year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
16	16	14	12	12

**Number of full time teachers year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
13	11	10	9	12

**Number of sanctioned posts year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
16	16	16	16	16

**Total experience of full-time teachers****Response : 148****Number of teachers recognized as guides during the last five years****Response : 02****Number of full time teachers worked in the institution during the last 5 years****Response : 12****3.4 Institution****Total number of classrooms and seminar halls****Response : 10****Total Expenditure excluding salary year wise during the last five years ( INR in Lakhs)**

2016-17	2015-16	2014-15	2013-14	2012-13
60.78	72.42	51.10	51.17	59.36

**Number of computers**

**Response : 80**

**Unit cost of education including the salary component(INR in Lakhs)**

**Response : 85499**

**Unit cost of education excluding the salary component(INR in Lakhs)**

**Response : 45551**

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## 4. Quality Indicator Framework(QIF)

### Criterion 1 - Curricular Aspects

#### 1.1 Curricular Planning and Implementation

##### 1.1.1 The institution ensures effective curriculum delivery through a well planned and documented process

##### Response:

The Institute follows a structured system as given below, to ensure effective curriculum delivery, including evaluation.

##### Preparation of Calendar of Events

- The Dean (Academic Affairs), in the beginning of the semester, designs the curricular calendar, allots the teaching hours to the faculty and prepares the Time-Table. The Curricular Calendar includes details regarding commencement of lecturing classes, Internal Examinations, Viva-Voce, Group Discussion/Case Analysis, Presentation/Seminar Hours, Summer Internship, Project Work, Add-on Certificate Programmes related activities, Semester-end dates, etc.
- Likewise, the Student Council Advisor prepares the Calendar of Events for co-curricular activities, in the beginning of each semester. It contains the details of Expert Lectures, Workshops, Demos, Training Programmes, Field Surveys, Industrial Visits/Tours, Management Fests, various Club Activities, Activities in connection with Memorandum of Understanding, Conferences, Faculty Development Programmes, Competitions on Extracurricular Events, Alumnae Meeting and other Celebrative Programmes like Annual Day, Teachers' Day, Cultural Day, Sports Day etc., to be co-ordinated through Clubs and Associations.
- Once the Calendars are prepared, they are placed before the Director and are published on the Notice Boards after discussing the same in the faculty meeting.

##### Teaching Plan:

- Teaching hours are allotted for individual subjects as prescribed by the Mangalore University and for Add-On Certificate Programme subjects as per the internal regulations of the Institute. Further, it is the practice of the Institute to allot more teaching hours for quantitative subjects.
- After the finalization of allocation of teaching hours and subjects to the individual faculty, the same is communicated to the members of faculty.
- After the allotment of the subjects, each faculty prepares lesson plans for each subject, indicating the hours allotted for each unit of the syllabus. In order to ensure its active follow up, faculty maintains a Work Diary, passing entries on daily basis.
- In the mandatory subjects prescribed by the University, the teaching pedagogy such as role-play,

subject quiz, presentation, business model etc., are implemented along with ICT enabled support. With regard to add-on courses such as Soft Skill for Business, 50 percent weightage is given to theoretical component and 50 percent to practical input.

- The effectiveness of Internship experience is ensured through Viva and Internship Report.

### Evaluation procedures and practices

- The Institute has the practice of 'round-the-year evaluation' of students on 360-degree basis. The internal assessment of 30 Marks are allotted on each subject as per the parameters shown in the Table attached.
- To ensure quality and timely completion of Project Work, a Project Work Diary system is introduced in 2014-15. Work completion entries made by the student in the Diary, are periodically monitored by the concerned Project Guide and the Director.
- Faculty meetings are held periodically to review the academic work performed by each faculty/students.
- To help the slow learners and non-Commerce students, senior faculty members conduct, remedial classes in practical subjects.
- To keep the faculty members abreast of latest knowledge, they are deputed to various workshops and conferences organized by the University and other Institutions.
- Further, effective curriculum delivery is supported by a flexible multi-level communication structure comprising the Director, Dean and Faculty members.

File Description	Document
additional information	<a href="#">View Document</a>

### 1.1.2 Number of certificate/diploma program introduced during the last five years

**Response:** 11

#### 1.1.2.1 Number of certificate/diploma programs introduced year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
5	0	1	1	4

File Description	Document
Any additional information	<a href="#">View Document</a>
Minutes of relevant Academic Council/BOS meetings	<a href="#">View Document</a>
Details of the certificate/Diploma programs	<a href="#">View Document</a>

### 1.1.3 Percentage of participation of full time teachers in various bodies of the Universities/ Autonomous Colleges/ Other Colleges, such as BoS and Academic Council during the last five years

**Response:** 29.45

1.1.3.1 Number of teachers participating in various bodies of the Institution, such as BoS and Academic Council year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
5	5	3	3	0

File Description	Document
Any additional information	<a href="#">View Document</a>
Details of participation of teachers in various bodies	<a href="#">View Document</a>

## 1.2 Academic Flexibility

**1.2.1 Percentage of new courses introduced of the total number of courses across all programs offered during the last five years**

**Response:** 13.59

1.2.1.1 How many new courses are introduced within the last five years

Response: 14

File Description	Document
Details of the new courses introduced	<a href="#">View Document</a>

**1.2.2 Percentage of programs in which Choice Based Credit System (CBCS)/Elective course system has been implemented**

**Response:** 100

1.2.2.1 Number of programs in which CBCS/ Elective course system implemented.

Response: 1

File Description	Document
Name of the programs in which CBCS is implemented	<a href="#">View Document</a>

**1.2.3 Average percentage of students enrolled in subject related Certificate/ Diploma programs/Add-on programs as against the total number of students during the last five years**

Response: 95

1.2.3.1 Number of students enrolled in subject related Certificate or Diploma or Add-on programs year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
200	150	102	105	100

File Description	Document
Details of the students enrolled in Subjects related to certificate/Diploma/Add-on programs	<a href="#">View Document</a>

### 1.3 Curriculum Enrichment

**1.3.1 Institution integrates cross- cutting issues relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum**

Response:

A. J. Institution of Management effectively integrates the most relevant issues such as gender, environmental issues, sustainability, human values, professional ethics etc., into the course curriculum with the help of various measures, as given below.

- In the core subjects titled ‘Business Environment’, ‘Principles and Practices of Management’ and ‘Indian Business Environment’, key issues such as fundamental rights and duties granted under Constitution, social responsibility, ethical issues, value based management, corporate governance, corporate social responsibility etc., are taught.
- The subject ‘Business Ethics and Social Responsibility’ contains issues such as ethical principles, discrimination in employment, gender related issues, corporate social responsibility, human values, professional ethics etc.

- Likewise, in the subject 'Legal Issues in Health Care and Business Ethics' ethical and legal aspects in health care sector are taught.
- A separate subject 'Soft Skill for Business' is introduced by the Institute as add-on subject in the first and second semesters, which takes care of the issues of social concern and professional ethics.
- Apart from the regular course contents, the issues of social concern such as gender equality, environmental sustainability, human values, professional ethics, human rights etc., are taught to the students, by organizing workshops and expert lectures.
- Further, students are made to produce short movies on the above mentioned themes.
- Inspirational movies are also screened with in-depth discussion, on regular basis to sensitize students on such human values.
- The Institute as well as students conduct social surveys on social-centric issues and prepare a report on the same.
- The Institute also maintains a Vermi-Compost Unit reflecting the environmental and sustainability concerns.
- On the strength of the above, the students of our Institute are pursuing the Project Work on the socio-economic impact of Vermi compost and Waste Management.
- Anti-Women Harassment Cell, Human Right Cell, Grievance Redress Cell etc., are functioning at the Institute, taking care of gender issues and other human values.
- Blood donation camp, free medical camp and village adoption activities are organized by the Institute to sensitize our students with regard to human values.
- Orphanage visits are organized for students and faculty and charity contributions are made in cash and kind to imbibe social and other human values in them.
- The Institute has organized Campus-clean under Swacch Bharath Abhiyan, mime shows at other schools and colleges and workshop on Terrace gardening for students and the public to create awareness.

**1.3.2 Number of valued added courses imparting transferable and life skills offered during the last five years**

**Response:** 23

**1.3.2.1 Number of value-added courses imparting transferable and life skills offered during the last five years**

**Response:** 23

File Description	Document
Brochure or any other document relating to value added courses.	<a href="#">View Document</a>
Details of the value-added courses imparting transferable and life skills	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 1.3.3 Percentage of students undertaking field projects / internships

**Response:** 100

#### 1.3.3.1 Number of students undertaking field projects or internships

Response: 207

File Description	Document
List of students enrolled	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

## 1.4 Feedback System

**1.4.1 Structured feedback on curriculum obtained from 1) Students 2) Teachers 3) Employers 4) Alumni 5) Parents For design and review of syllabus semester wise/ year wise**

**A. Any 4 of the above**

**B. Any 3 of the above**

**C. Any 2 of the above**

**D. Any 1 of the above**

**Response:** C. Any 2 of the above

File Description	Document
Action taken report of the Institution on feedback report as stated in the minutes of the Governing Council, Syndicate, Board of Management	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

**1.4.2 Feedback processes of the institution may be classified as follows:**

**A. Feedback collected, analysed and action taken and feedback available on website**

**B. Feedback collected, analysed and action has been taken**

**C. Feedback collected and analysed**

**D. Feedback collected**

**Response:** A. Feedback collected, analysed and action taken and feedback available on website

File Description	Document
URL for feedback report	<a href="#">View Document</a>

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## Criterion 2 - Teaching-learning and Evaluation

### 2.1 Student Enrolment and Profile

#### 2.1.1 Average percentage of students from other States and Countries during the last five years

**Response:** 31.8

##### 2.1.1.1 Number of students from other states and countries year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
42	77	30	39	29

#### File Description

#### Document

List of students (other states and countries)

[View Document](#)

Institutional data in prescribed format

[View Document](#)

#### 2.1.2 Average Enrolment percentage (Average of last five years)

**Response:** 62.83

##### 2.1.2.1 Number of students admitted year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
92	120	47	65	53

##### 2.1.2.2 Number of sanctioned seats year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
120	120	120	120	120

#### File Description

#### Document

Institutional data in prescribed format

[View Document](#)

#### 2.1.3 Average percentage of seats filled against seats reserved for various categories as per applicable reservation policy during the last five years



**Response:** 64.52

2.1.3.1 Number of actual students admitted from the reserved categories year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
22	21	19	20	18

File Description	Document
Any additional information	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

## 2.2 Catering to Student Diversity

**2.2.1 The institution assesses the learning levels of the students, after admission and organises special programs for advanced learners and slow learners**

**Response:**

A structured system is practised by the Institute to assess the knowledge and skill levels of the students after the admission and also to identify and support the advanced and slow learners as depicted below:

**Practices to assess the learning levels of students**

- The scores/grades secured by the students in their Bachelor degree level and MAT, KMAT, PG CET etc., enable the Institute to evaluate the competency of the student at the base level.
- During the Induction Programme, students are informed about the various courses offered by the University/Institute. This assists in analyzing their strengths and weaknesses.
- Discussions, classroom interactions and personal interviews by the Director, Dean, Mentors and Academic Advisors, enable the Institute to assess their learning levels.
- A SWOT Analysis is conducted for making the overall assessment of the student.
- The curricular, co-curricular and extra-curricular programmes organized by the Institute provide an occasion to assess the student's level.
- Workshops/placement training provides an insight into the soft skill levels of students.
- The task of Short Movie Making, helped to understand soft skills- such as imagination, creativity, team spirit etc., of students.

- Activities such as Group Discussions, Interactive Video Sessions, Presentations, etc., are organized by the Institute to analyze the skill levels.
- Mentorship programme facilitated the Faculty to mentor a group of students to assess and understand their learning aptitude.
- The usage rate of 'in-campus E- Resources' for the presentations and assignments, assess their e-knowledge level.
- Open Assembly Programme twice a week to enable the students express their views on current events and it enabled to understand their awareness.
- A 360 degree evaluation of students helped the Institute to make an overall assessment of their strength and weakness.
- The Internship reports and Project Work helped the Institute to understand the learning aptitude of students.

**Strategies to facilitate the slow learners:**

- Additional classes are held in quantitative subjects.
- Special attention is given to these students during interactive learning sessions.
- Subject related resources also provided to such students.
- Facilitates are created for one-to-one interaction between the faculty member and student for concept clarification.
- Additional importance is given to the classroom punctuality and regularity of slow learners.
- Special attention is given to non-Commerce students.
- Efforts are made under mentorship programme to help the slow learners.

**Strategies to facilitate the Advanced learners:**

- The Institute facilitates to enhance the intellectual level of advanced learners by involving them in research projects, presentations in seminars, quiz etc.
- Preference is given to the advanced learners while deputing to inter-collegiate competitions and national conferences.
- Further, advanced learners are nominated to various Clubs and Associations as office bearers.

- Merit scholarships are offered to such meritorious students, in addition to Government scholarships.
- Advanced learners are allowed to borrow unlimited number of books from the library.
- Based on their performance in the Internal and Term exams, The Director has a one-to-one interaction with advanced learners to motivate them for higher performance.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 2.2.2 Student - Full time teacher ratio

**Response:** 13.8

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

### 2.2.3 Percentage of differently abled students (Divyangjan) on rolls

**Response:** 0

#### 2.2.3.1 Number of differently abled students on rolls

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>

## 2.3 Teaching- learning Process

### 2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences

**Response:**

It is the vision of the Institute to impart management education, designed to prepare the youth, for leadership positions through relentless pursuit of excellence in teaching and learning. Hence, the Institute looked beyond its boundaries, to make education student-centric with experiential and participative learning, engraved with problem solving methodologies. The following points provide a bird's eye view of the efforts of the Institute, ensuring the experiential and participative learning exercises.

- The Group Discussion under the guidance of faculty members ensured the learning through participation

- Case Study training enhanced the analytical ability through experiential learning
- Role Play exercises are given to experience the real critical situations and to solve the same
- Seminar/ presentations learning techniques are adapted to enhance the effective presentation ability
- Book Review sessions ensured and enhanced the reading habits as a part of experiential leaning
- Student participation in Intra-fest as a mode of participative learning has increased their competitive spirit
- Internship of 30 days in the industry, imparted the practical work experience through participative learning
- Compulsory Project Work ensured not only the new learning experiences but also enhanced the problem solving ability of students
- Field visit/Industry visit, organized by the Institute helped the students to gain practical knowledge by observing the live situation of work
- The task given to make a Short Film has provided an opportunity to learn different facets of group behaviour through participative as well as experiential learning
- Likewise, Inspirational Movie presentation in a class ensured a new learning practice of collective learning
- Social Survey conducted by the Institute on social centric issues provided an opportunity to learn through interaction
- Expert Lectures on current issues by eminent scholars enabled the students, to update their knowledge through participation in the proceedings
- Day-long workshops on different management themes provided an occasion to develop the organizational problem solving ability, through experiential and participative learning experiences
- Clubs and Associations, functioning in the Institute facilitated the development of leadership qualities among the students
- Deputation of students in management fests, conferences and seminars enriched their competencies and proficiencies
- Spot seminars conducted at the Institute on the issues of national significance, prompted the rational thinking ability of students
- Provision of learning experiences such as Viva, Assignment etc., have taught the art of managing the critical situations
- Festival Celebrations in the Institute ensured the collective participation of students irrespective of

caste, creed, language and so on

- Demos on the use of knowledge softwares and internship, assists the students to understand the new dimensions of learning
- Student participation in series of On-line-Aptitude Tests helped to assess their employment suitability and to take the corrective action
- Setting up of a Vermi compost unit and its maintenance at the Institute is the best practice of experiential learning
- Add on programmes not only ensured the widening the knowledge base of students but also prepare them for solving real life challenges

File Description	Document
Any additional information	<a href="#">View Document</a>

### 2.3.2 Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc.

**Response:** 100

#### 2.3.2.1 Number of teachers using ICT

Response: 15

File Description	Document
Any additional information	<a href="#">View Document</a>
List of teachers (using ICT for teaching)	<a href="#">View Document</a>

### 2.3.3 Ratio of students to mentor for academic and stress related issues

**Response:** 15.92

#### 2.3.3.1 Number of mentors

Response: 13

File Description	Document
Year wise list of number of students, full time teachers and students to mentor ratio	<a href="#">View Document</a>

### 2.3.4 Innovation and creativity in teaching-learning

**Response:**

It is the philosophy of the Institute that innovation and creativity in teaching –learning endeavors, should be taken up religiously and continuously. This renders the education not only meaningful but also enhances its credibility. Hence, the Institute initiated a number of innovative and creative teaching-learning practices over the period, as presented below.

- As an innovative practice, the Institute offers Industry certified ‘Add-on’ programmes on Skill Development, Logistics Management, Finance, Marketing, Hospital Administration, SAP, GST etc., accommodating them in the regular Time Table, within the working hours.
- The academic exercises such as Short Film preparation and Inspirational Video Presentation are the best examples of innovation and creativity in teaching-learning practices implemented by the Institute.
- Further, to create eco-consciousness and waste management awareness among the students, a Vermi-technology compost unit is set up at the Institute. This method of learning is considered very innovative in a Management Institute and as an experiential learning technique; two students are pursuing their Project Work of 100 marks on the same.
- Faculties have successfully experimented
  - Handout based learning in subjects like Stress Management and
  - Activity based learning in subjects like Human Resource Management, Production and Distribution Management etc.
- As a creative teaching-learning technique, subject related videos are shown to visualize technical concepts like Networking, Electronic Data Interchange etc.
- Assignments and presentations are given to students necessitating them to refer only the e- journal portals – J gate and ProQuest.
- As an innovative method of learning, students are deputed on field trips to interact with industrialists/businessmen and to share their experiences in the class.
- As an inventive practice, two weekly open assemblies are organized at the Institute to provide additional learning opportunity.
- Likewise, inspirational quotes are made to write on daily basis on the white board kept in the lounge by an identified student as an innovative and best practice.
- Formal lecture classes are made interactive between the faculty and students with Q &A sessions.
- Faculties use the ICT enabled teaching methods by preparing computer assisted teaching aids, animated and simulated to hold the attention of the learner students.

- All classrooms are equipped with air conditioners, mounted LCD projectors, speakers or connectable speakers for effective teaching- learning.
- Faculty members are provided with portable microphones to make teaching more effective. The classrooms have white boards as well as drop-down screens.
- Laptops are provided to faculty with Wi-Fi connectivity in the class for effective interaction.
- The Institute assists/ encourages faculty members to develop 'subject content' using computers to make their presentations more effective.
- The Institute regularly conducts Faculty Development Programmes and Workshops for students for effective teaching-learning exercise.
- Faculty members also prepare course contents related to their subject topics. This has been found to be very effective and useful to the students.
- Each student is made to attend 16-20 online aptitude tests in the second year, thereby preparing the students for aptitude rounds during their placements.
- The lecture videos by the faculty members are uploaded by the Institute as an innovative practice.

File Description	Document
Any additional information	<a href="#">View Document</a>

## 2.4 Teacher Profile and Quality

2.4.1 Average percentage of full time teachers against sanctioned posts during the last five years	
<b>Response:</b> 68.75	
File Description	Document
List of the faculty members authenticated by the Head of HEI	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
Year wise full time teachers and sanctioned posts for 5 years	<a href="#">View Document</a>

2.4.2 Average percentage of full time teachers with Ph.D. during the last five years	
<b>Response:</b> 31.07	

## 2.4.2.1 Number of full time teachers with Ph.D. year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
3	3	3	3	5

**File Description****Document**

List of number of full time teachers with PhD and number of full time teachers for 5 years

[View Document](#)

Any additional information

[View Document](#)

## 2.4.3 Teaching experience of full time teachers in number of years

**Response:** 9.87**File Description****Document**

List of Teachers including their PAN, designation,dept and experience details

[View Document](#)

## 2.4.4 Average percentage of full time teachers who received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the last five years

**Response:** 0

## 2.4.4.1 Number of full time teachers receiving awards from state /national /international level from Government recognised bodies year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

**File Description****Document**

Institutional data in prescribed format

[View Document](#)

## 2.4.5 Average percentage of full time teachers from other States against sanctioned posts during the last five years

**Response:** 0

## 2.4.5.1 Number of full time teachers from other states year wise during the last five years



2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

<b>File Description</b>	<b>Document</b>
List of full time teachers from other state and state from which qualifying degree was obtained	<a href="#">View Document</a>

## 2.5 Evaluation Process and Reforms

### 2.5.1 Reforms in Continuous Internal Evaluation(CIE) system at the institutional level

#### Response:

The Institution has initiated many innovative and reformative evaluation techniques ensuring all-round, continuous, transparent and effective student evaluation system (360 degree), throughout the two-year programme.

Accordingly, students evaluation is done through structured and unstructured systems. Under structured system of evaluation the students are evaluated from different dimensions such as internal examinations, assignments, viva-voce, seminar/presentations and attendance. The Institute reforms the system of sub dividing the internal marks from time to time in the light of changes and subdivision of 30 Marks as shown below;

#### Internal Assessment Marks

Parameters	Marks for I & II Sem Marks	Marks for III & IV Sem Marks	Description
Internal Exam marks	20	20	Two internal examinations carrying 50 marks each
Presentation	03	02	Subject wise presentation. Basis of evaluation presentation skill, subject knowledge, communication response to the question etc.
Assignments	03	02	Two assignments on each subject. Basis of evaluation topic coverage, time submission, writing style and creativity.

Viva Voce examination	03	05	The Viva Voce for I and Semester is based subjects.  Viva voce for III-Summer Internship Report. semester- Project Work Diary.
Weightage on Attendance	01	01	One mark is allotted for above 75 percent attendance
Total	30	30	

Under the revised practice of internal evaluation, in the Third and Fourth semester, for presentation and assignment, following parameters are observed

- Each student is allotted with the contemporary topic
- The Institute has made it compulsory to refer online journal portals – J Gate and ProQuest in preparing presentations and assignments
- A panel evaluates presentations. The basis for evaluation-content, presentation skills, answering ability and PPT Design, each carrying 5 marks
- Along with the hard copy of the presentation, students are to submit abstracts of at least two articles referred

Further, the Institute has brought reformation introducing the following novel schemes in in the areas of internal evaluation

- Keeping in view, the importance of internal tests, in 2014-15, the Institute has increased the internal marks from 10 to 20, per subject
- In 2013-14, introduced- summer internship experience based viva, instead of subject based viva
- In 2014-15, introduction of Project Work Diary to ensure the quality and punctuality of the project work
- Further, in forth semester, the system of conducting viva has been changed from subject based to performance shown in the Project Work Diary

Over the period, the Institute has developed an unstructured practice of overall evaluation of students based on their degree of participation in various co –curricular activities, as highlighted below.

- Participation in workshops
- Involvement in Expert Lectures
- Representation of Institution in various fests organized by other Institutions

- Participation in Conferences
- Participation in the class room interaction sessions
- Performance in Group Discussions
- Involvement in Role plays
- Participation in Case Analysis
- Performance in Subject Quiz
- Performance in Talent Hunt
- Contribution in the preparation of Short Movies
- Interaction in Inspirational Movie review sessions
- Open discussions on the current issues
- Performance in the Aptitude Tests Series
- Overall contributions on activities of the Institute

### **2.5.2 Mechanism of internal assessment is transparent and robust in terms of frequency and variety**

#### **Response:**

The Institution follows total transparency in the mechanism of internal assessment of students, the details provided as under:

**Methods adopted to ensure transparency in the internal assessment: The Institute has developed a comprehensive system to assess students through different criteria ensuring transparency, frequency and variety, the details of which are as follows:**

- **Internal Examination:** Students are evaluated on basis of marks scored in two internal assessment examination, conducted in each semester, carrying 50 marks each, accounting for 66.67 percent weightage (20/30).
- In every subject, students are required to present a subject related topic as power point presentation. Students are to refer online e-resources and cite business related illustrations to strengthen their presentation skills. This initiative enables the students for enhancing their communication skills and broadening the knowledge base. Presentation topics are published well in advance.

- Panel of examiners asks questions to students pertaining to every subject. Students are evaluated based on their understanding of the subject and their answering ability.

For Semester I and II, subject related Viva-Voce is conducted, for semester III; viva-voce is based on their Internship Experience. This enables the students to share their internship period work experience. For Semester IV, Project Work is considered for viva-voce based on the Project Work Diary.

- Students are given subject assignments, for which they need to refer books and journals, and other e-resources.
- Every student possessing above 75 percent of attendance is awarded with one mark in the internal assessment process.

In addition to the above multi-dimensional evaluation mechanism, the following measures further consolidates transparency in the system.

- Evaluation criteria are informed to the students well in advance, through induction programme and publication in Notice Boards
- The students are allowed to see their valued answer scripts personally
- Faculty members conduct one-to-one discussion with students on their test performance and evaluation mechanism
- Internal assessment marks are finalized in the faculty meetings as a measure of internal check
- The internal assessment marks are exhibited in the Notice Board for checking its accuracy
- Before sending marks scored by students to the University, the signatures of students are procured to ensure its correctness

### **2.5.3 Mechanism to deal with examination related grievances is transparent, time-bound and efficient**

#### **Response:**

The Institute follows a mechanism for the redressal of grievances if any, regarding evaluation. Accordingly, the following information explains the procedure of grievance redressal mechanism regarding evaluation. Further, a snapshot of Figure portraying the mechanism for redressal of grievances regarding evaluation is provided under 'Additional Information'.

- In case, a student has any grievance about the valuation of answer script, the same can be resolved through consultation with the concerned subject teacher after personally viewing the answer script.
- In case, a student has any grievance about the evaluation process, he/she may approach in the order of Class Advisor, Student Council Advisor, Dean (Academic Affairs) and the Director.

- Likewise, if a student has any grievance about the marks allotted as per the criteria, such student may contact the Director of the Institute.
- The Director cross verifies the marks announced, with the Statement of Marks (criterion wise) submitted by the subject teacher, in the presence of the student. If there is any discrepancy, corrective entries are made in the Statement of Marks.
- Thereafter, the Statement of Marks is displayed in the Notice Board.
- Further, typing errors if any, in the Statement displayed, the same can be rectified by the office manager with the permission of the Director.
- After a specific period, the Statement of internal Marks is uploaded to the University website.

File Description	Document
Any additional information	<a href="#">View Document</a>

#### 2.5.4 The institution adheres to the academic calendar for the conduct of CIE

##### Response:

The Institute prepares a Comprehensive Calendar of Events enlisting all curricular and co-curricular, also encompassing the components of CIE. Once approved in the faculty meetings, Dean (Academic Affairs) and Student Council Advisor take due care to adhere to the Calendar of Events in its implementation, as explained hereunder.

- The academic activities of the Institution are planned as per the schedule received from Mangalore University. The Dean (Academic Affairs) prepares Academic Calendar in the beginning of each semester containing the issues related to CIE such as dates of internal and term examinations, viva-voce, hours for group discussion and case study analysis, presentation/seminar hours, summer internship, project work, industry certified subject related activities, semester-end dates, etc. in addition to curriculum details.
- Likewise, Student Council Advisor prepares the calendar of events for schedule on semester basis for other co-curricular activities, which form a part of CIE. The schedule contains the details of expert lectures, workshops, demos, training programmes, field surveys, industrial visits/tours, and management fests, various club activities, conferences, competitions on extra-curricular events etc.
- Further, once it is approved in the faculty meeting, the Director brings the Academic Calendar to the notice of the Governing Council. Finally, the Calendar is published in the Notice Boards for the attention of members of the faculty and students.
- It is also to be noted that each programme is put under the supervision of separate club or

association, under the charge of faculty. The concerned faculties conduct the programme as per the schedule by involving and allotting the responsibilities to the students. Further, while designing the program schedule, the students covering the cross sections are nominated to different clubs and associations and its published on the Notice Board.

- Once the work is allotted to students, the programme is coordinated, organized by such group of students, which also provides an opportunity to evaluate continuously their skill and learning aptitude.
- To ensure the implementation of the Academic Calendar religiously, the performance is reviewed in faculty meetings, meetings of Student Council and Executive Council, which has representatives of faculty, library, lab, office and students.

The degree of involvement of majority of students in numerous curricular and co-curricular activities organized as per the Calendar of Events in the Institute during the entire semester makes the continuous internal evaluation more effective and successful.

To sum up, the exercises such as-

- Preparation of Calendar of Events by Dean and Student Council Advisor
- Approval of the Calendar in the meetings
- Formation of various clubs/associations
- Assignments of duties to faculty members to manage the clubs/associations nomination of students to these clubs/association etc.,

not only fixes the responsibility to the concerned and makes them accountable for the conduct of events for CIE, but also ensures the adherence to the calendar of events.

File Description	Document
Any additional information	<a href="#">View Document</a>

## 2.6 Student Performance and Learning Outcomes

**2.6.1 Program outcomes, program specific outcomes and course outcomes for all programs offered by the Institution are stated and displayed on website and communicated to teachers and students**

**Response:**

**Programme Outcome:** Our Institute offers Master of Business Administration Degree. The students enrolled under this professional programme are able to

- Occupy leadership positions in corporate and non-corporate sectors

- Develop, improve or hone different facets of team skills
- Communicate effectively to relevant audience
- Develop self confidence
- Identify the key issues facing a business
- Utilize qualitative and quantitative methods to study critical business problems
- Integrate tools and concepts from multiple functional areas (i.e. Finance, Marketing, Human Resource and Hospital Administration.) to solve business problems
- Evaluate the implications of changing environmental factors on organizational choices
- Evaluate and integrate ethical considerations in business decisions
- Incorporate diversity and multicultural perspectives in business decisions

**Programme specific outcome:**

- Enhancement of skill leading to suitable placement
- Special course like Hospital Administration is introduced to cope with the changing business environment. Hospital Administration is offered under Regular (University recognized) and Dual Specialization (industry certified). With theory and practical components, the course enhances the employment opportunities
- Distinctive Industry Certified Certificate Program on Logistics Management enables students to blend the knowledge of core specialization with the dual subject for better employability
- Certified programs- SAP and GST given at present, is expected to enhance the scope of placement
- Certified programs in Soft skills offered in 1st and 2nd Semesters enable the students to understand the industry requirements better

**Course Outcome**

General management subjects taught provides basic conceptual and practical knowledge required to work efficiently in industry. These subjects enable the students coming from different graduation streams to understand the working and management of business.

The Course offers four main specializations; each consisting of six subjects taught in 3rd and 4th semesters:

**1. Human Resource Management (HRM)**

- Students of HRM will be able to possess the skill set required by today's HR professionals

- Students are enabled make an appropriate staffing decision which includes recruitment and selection
- They will be able to design, implement and evaluate training programmes
- Students are empowered to understand HR compensation subjects including employee benefits, incentives and regulations governing
- They will be able to apply the policies and practices governing the undertaking

**2. Financial Management- Students will be able to acquire skills such as**

- The ability and confidence to tackle common practical financial problems of business.
- Evaluation of economic condition and relating them to financial decision in the organization.
- Current taxation systems.

**3. Marketing Management: Students will be able to**

- Understand the dynamics of marketing in business
- Apply the theoretical marketing concepts to the practical situations
- Demonstrate the ability to carry out a market research projects
- To communicate unique marketing mixes and selling propositions for specific products
- Construct written sales plans and professional interactive presentations

**4. Hospital Administration: The course helps the students to**

- Solve complex problems in the health-care sector by employing analytical skills
- Apply health-care management concepts in industry
- Establish priorities of a health-care organization in line with the needs

File Description	Document
Any additional information	<a href="#">View Document</a>



## 2.6.2 Attainment of program outcomes, program specific outcomes and course outcomes are evaluated by the institution

### Response:

Program Outcomes	Assessment Tools	Processes for attainment of PO
Occupy leadership positions	Nominating the students as leads for associations	During 2016-17, 49 Associations organised 89 programmes and trained 207 students.
Develop Team Skills	<ol style="list-style-type: none"> <li>1. Workshops</li> <li>2. Conference</li> <li>3. Annual Day</li> </ol>	Students carried out assigned tasks successfully
Effective Communication	<ol style="list-style-type: none"> <li>1. Presentation</li> <li>2. Open Discussion</li> <li>3. Assembly</li> </ol>	<ol style="list-style-type: none"> <li>1. Students presented on allotted topics.</li> <li>2. Faculty and students presented extempore on Cashless economy, Demonetization, GST and others.</li> <li>3. During Open Assembly, student make presentation on contemporary issues.</li> </ol>
Self-confidence Development	<ol style="list-style-type: none"> <li>1. Organizing Programs</li> <li>2. Participation in Management Fest</li> </ol>	<ol style="list-style-type: none"> <li>1. Students organised programmes independently</li> <li>2. During 2016-17, in 21 in National Management Fests, out of 183 students 58 secured prizes.</li> </ol>
Identification of key business issues	<ol style="list-style-type: none"> <li>1. Case Study</li> <li>2. Group Discussion</li> </ol>	Case analysis helped students to sense key business issues and enhanced decision-making ability.
Integration of Solution for business problems	Project Work	Faculty members supervised, primary data based student projects for 100 marks completed as per Project Work Diary.
Awareness on environmental factors	<ol style="list-style-type: none"> <li>1. Expert Lectures</li> <li>2. Industrial Visit</li> <li>3. Internship</li> </ol>	Students are exposed to expert lectures, industrial visits and compulsory internship
Awareness on business Ethics	1. Lectures	Course content and exhibition of

	2. Inspiration Movies	Inspirational films and Short Movie production
Incorporation of multicultural issues	Organization of programs	Socio-cultural diversity of India is sensitised through festival celebration

Programme/Course outcome can also be assessed through Internal (30 marks) and semester-based University Examination (70 marks). Progress is evident from the University results. During the academic year 2012-14, percentage of distinction holders increased from 11.32 (I Sem) to 24.49 (IV Sem), percentage of I class holders from 37.73(I Sem) to 69.39 (IV Sem) and percentage of second class holders reduced from 30.18 ((I Sem) to 6.12 (IV Sem). More details are provided in Table given below

**Table No: 2.6.1**

### Academic Performance

Batch	Performance	I Semester	II Semester	III Semester	IV Semester
2012-2014	Distinction	11.32	12.00	4.00	24.49
	1st Class	37.73	72.00	48.00	69.39
	2nd Class	30.18	16.00	36.00	6.12
	3rd Class	1.88	-	4.00	-
2013-2015	Distinction	12.5	14.28	15.87	20.63
	1st Class	62.5	60.31	68.25	71.43
	2nd Class	23.44	23.80	15.87	7.94
	3rd Class	-	-	-	-
2014-2016	Distinction	16.3	16.66	11.90	23.81
	1st Class	27.9	42.85	64.28	66.67
	2nd Class	44.2	30.95	23.80	7.14
	3rd Class	2.3	-	-	2.38
2015-2017	Distinction	17.24	21.55	11.20	25
	1st Class	53.44	62.06	82.75	61.20
	2nd Class	25.86	12.06	4.31	11.20
	3rd Class	-	-	-	-

**Source:** University Results.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 2.6.3 Average pass percentage of Students

<b>Response:</b> 97.41	
2.6.3.1 Total number of final year students who passed the university examination	
Response: 113	
2.6.3.2 Total number of final year students who appeared for the examination	
Response: 116	
<b>File Description</b>	<b>Document</b>
Institutional data in prescribed format	<a href="#">View Document</a>

## 2.7 Student Satisfaction Survey

2.7.1 Online student satisfaction survey regarding teaching learning process	
<b>Response:</b>	
<b>File Description</b>	<b>Document</b>
Database of all currently enrolled students	<a href="#">View Document</a>

## Criterion 3 - Research, Innovations and Extension

### 3.1 Resource Mobilization for Research

**3.1.1 Grants for research projects sponsored by government/non government sources such as industry ,corporate houses, international bodies, endowment, chairs in the institution during the last five years**

**Response:** 0.1

3.1.1.1 Total Grants for research projects sponsored by the government/non-government sources such as industry, corporate houses, international bodies, endowments, Chairs in the institution year wise during the last five years(INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
.02	.02	.02	.02	.02

File Description	Document
List of project and grant details	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

**3.1.2 Percentage of teachers recognised as research guides at present**

**Response:** 13.33

3.1.2.1 Number of teachers recognised as research guides

Response: 2

File Description	Document
Any additional information	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

**3.1.3 Average number of research projects per teacher funded by government and non government agencies during the last five years**

**Response:** 1.17

3.1.3.1 Number of research projects funded by government and non-government agencies during the last five years

Response: 14

File Description	Document
List of research projects and funding details	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## 3.2 Innovation Ecosystem

### 3.2.1 Institution has created an ecosystem for innovations including incubation centre and other initiatives for creation and transfer of knowledge

#### Response:

Over the period, the Institute has shown its commitment for the creation and nurture of an environment, for innovation and transfer of knowledge through following measures.

- **Research Centre:** The Institute has developed a full-fledged Research Centre in the third floor, as an Incubation Centre to facilitate the germination and nurture of research activities. The Centre is equipped with research library, computer lab with high speed (16 MBPS leased line) internet connection, Wi-Fi facility, research focused periodicals in bound form, about 400 international books on research and two online journal portals: J-Gate and ProQuest.
- **Library and Computer Lab Resources:** In support of Research Centre, an excellent library facility is provided with 14,529 reference books, 47 research journals, two online journal portals – J-Gate and ProQuest. It also provides, hardware systems such as Wi-Fi, four multimedia PCs, Lease-line internet connection, Reprographic facilities such as CD writer/ scanner/ printer/ photocopying and licensed system/application software. Further, state-of-art computer lab is also exists with 80 systems connected by LAN.
- **Vermi composting Unit:** As an innovative practice, the Institute has established a Vermi composting Unit, which endeavors at creating new knowledge and transferring of such knowledge to the society. Through this Vermi composting Unit, the Institute not only reflected its environmental concern, but also provided additional academic inputs on waste management. Students are pursuing their Project Work on the socio- economic impact of Vermiculture.
- **Research Journal:** As an effective means of creation and dissemination of knowledge, the Institute is bringing out a journal with ISSN number –Publishing since 2010 - exclusively for the publication of scholarly research articles. The journal has been indexed in two online journal portals: J-Gate and ProQuest and applied for listing in UGC list of Journals.
- **National Conference:** The Institute has organized a National Conference with a focused panel discussion on women entrepreneurship by inviting the successful women entrepreneurs, which gave fillip to prospective entrepreneurs.
- **Workshop on Terrace Gardening:** This programme is conducted in association with the experts in the field, mainly for benefit of general public.

- **Organizing Expert Lectures, Open Assembly, and**

: The Institute often invites scholars and successful innovative entrepreneurs to offer expert lectures. Open Assembly and Extempore Presentations sessions, have also proven to be an occasion for the creation and transfer of knowledge.

- **Entrepreneurship Development Club:** The Club has organized several programmes to inspire the youth, to take up entrepreneurship as their future endeavour.
- **Preparation of Short Films and Inspirational Movie Presentations:** This could develop creative and artistic skills such as movie direction, editing etc. of students.
- **Subscription to Financial Dailies by Students and Faculty:** The Institute has arranged for the subscription to Financial Dailies by all students/ faculty to keep them abreast of ongoing global economic and financial activities.
- **Compulsory Internship and Project Work:** The Institute has made it mandatory, to take up the industry based Internship and field survey based Project Work to instill a research consciousness among the students.

### 3.2.2 Number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the last five years

**Response:** 0

#### 3.2.2.1 Total number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

#### File Description

#### Document

List of workshops/seminars during the last 5 years

[View Document](#)

### 3.3 Research Publications and Awards

#### 3.3.1 The institution has a stated Code of Ethics to check malpractices and plagiarism in Research

**Response:** Yes

File Description	Document
Institutional data in prescribed format	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 3.3.2 The institution provides incentives to teachers who receive state, national and international recognition/awards

**Response:** No

File Description	Document
List of Awardees and Award details	<a href="#">View Document</a>

### 3.3.3 Number of Ph.D.s awarded per teacher during the last five years

**Response:** 0.5

#### 3.3.3.1 How many Ph.Ds awarded within last five years

**Response:** 1

File Description	Document
List of PhD scholars and their details like name of the guide , title of thesis, year of award etc	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 3.3.4 Number of research papers per teacher in the Journals notified on UGC website during the last five years

**Response:** 0

#### 3.3.4.1 Number of research papers in the Journals notified on UGC website during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

File Description	Document
Any additional information	<a href="#">View Document</a>
List of research papers by title, author, department, name and year of publication	<a href="#">View Document</a>

### 3.3.5 Number of books and chapters in edited volumes/books published and papers in national/international conference proceedings per teacher during the last five years

**Response:** 0.21

3.3.5.1 Total number of books and chapters in edited volumes / books published, and papers in national/international conference-proceedings year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
11	1	0	1	0

#### File Description

#### Document

List books and chapters in edited volumes / books published

[View Document](#)

### 3.4 Extension Activities

#### 3.4.1 Extension activities in the neighbourhood community in terms of impact and sensitising students to social issues and holistic development during the last five years

**Response:**

The Institute believes not only in providing the quality inputs through formal course content, but also sensitizing our students with social issues. Further, it also trusts in extension activities for the benefit of the neighborhood community as well as the society and make the students to understand the society better. Details are given below:

- **Conduct of field survey:** The Institute conducted field survey with the help of faculty and students on social centric issues like – Banking Habits of Women, Community Entrepreneurship, Solid Waste Management, New Age Technologies offered in Banks, Perception of People about Eco-Impact and Plastic Bags, Consumer Perception towards LIC of India, Awareness and Willingness of Public to Protect Environment, Views of Parents towards Private and Public school, Socio-economic Status of Fishermen Community, Working Life of Street Vendors, Organization Commitment of Employers of Retail Outlets of HPCL, Views of People of Demonetization, Concept of Smart City, Customer Satisfaction towards Reliance JIO, Awareness of Water Consumption etc. This interaction of our students with the public has provided an occasion to understand the needs of the society better.
- **Conduct of Workshops:** Our faculty and students conducted workshops on employable skills at KSS College-Subramanya, Govindasa College- Surathkal etc. A workshop for public was conducted on Terrace Gardening. Students and faculty visited the orphanage often, offering charity in cash and kind.



- **Making of short movies:** With the holistic ideas of making students more sensitized towards issues of social concern, the Institute gives the task of preparing short movies on social centric issues such as Go-Green, Corruption, Save Environment, Digital India etc.
- **Inspirational videos:** The Institute has also developed an innovative practice of screening of inspiration videos on social issues for students with in-depth discussion on the same. Some of the videos shown are ‘Pele-Birth of a Legend’, ‘Effects of Drugs, Alcohol and Mobile Phone’, ‘Mary-Kom,’ ‘Tare Zameenpar’, and so on.
- **Village adoption:** The Institute conducted social service activities along with local organizations at Thokur Village and organized free medical camp, blood donation camp and donated of water purifier, wooden chairs etc.
- **Institute Canteen:** The responsibility of running the Institute canteen is entrusted to a local woman (SC) for the last two years, free of cost.
- **Expert Lecture on Socio-centric issues:** Expert Lectures conducted on the sensitive issues such as Women Health and Hygiene, Environmental Justice, Awareness of Human Rights, Work Culture and Society, Role of Women in Modern India, Road Safety Awareness, Status of Human Rights in India etc. Furthermore, Women’s day was also observed with a special lecture by a medical counselor from our sister organization, A.J. Hospital and Research Centre.
- **Conduct of Job Fair:** The Institute also conducted job fairs for the benefit of local community during 2013-14 and 2014-15 and about 2000 students participated in the event.
- **Contribution to ‘Clean-India’.** Institute organized a Clean Campus Program and conducted a mime show on the importance of Clean India in schools and colleges.

### 3.4.2 Number of awards and recognitions received for extension activities from Government /recognised bodies during the last five years

**Response:** 0

#### 3.4.2.1 Total number of awards and recognition received for extension activities from Government /recognised bodies year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

#### File Description

#### Document

Number of awards for extension activities in last 5 years

[View Document](#)

### 3.4.3 Number of extension and outreach programs conducted in collaboration with industry, community and Non-Government Organisations through NSS/NCC/Red cross/YRC etc., during the last five years

**Response:** 34

3.4.3.1 Number of extension and outreach programs conducted in collaboration with industry, community and Non-Government Organisations through NSS/NCC/Red cross/YRC etc., year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
7	6	9	8	4

File Description	Document
Number of extension and outreach programs conducted with industry, community etc for the last five years	<a href="#">View Document</a>
Reports of the event organized	<a href="#">View Document</a>

### 3.4.4 Average percentage of students participating in extension activities with Government Organisations, Non-Government Organisations and programs such as Swachh Bharat, Aids Awareness, Gender Issue, etc. during the last five years

**Response:** 1.65

3.4.4.1 Total number of students participating in extension activities with Government Organisations, Non-Government Organisations and programs such as Swachh Bharat, Aids Awareness, Gender Issue, etc. year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
5	2	2	2	1

File Description	Document
Average percentage of students participating in extension activities with Govt. or NGO etc.	<a href="#">View Document</a>
Report of the event	<a href="#">View Document</a>

## 3.5 Collaboration

**3.5.1 Number of linkages for faculty exchange, student exchange, internship, field trip, on-the-job training, research, etc during the last five years****Response:** 20**3.5.1.1 Number of linkages for faculty exchange, student exchange, internship, field trip, on-the-job training, research, etc year-wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
7	3	2	5	3

File Description	Document
Number of Collaborative activities for research, faculty etc.	<a href="#">View Document</a>
Copies of collaboration	<a href="#">View Document</a>

**3.5.2 Number of functional MoUs with institutions of national, international importance, other universities, industries, corporate houses etc. during the last five years (only functional MoUs with ongoing activities to be considered)****Response:** 10**3.5.2.1 Number of functional MoUs with institutions of national, international importance, other universities, industries, corporate houses etc. year wise during the last five years**

2016-17	2015-16	2014-15	2013-14	2012-13
6	1	1	1	1

File Description	Document
e-copies of the MoUs with institution/ industry/ corporate house	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
Details of functional MoUs with institutions of national, international importance, other universities etc. during the last five years	<a href="#">View Document</a>

## Criterion 4 - Infrastructure and Learning Resources

### 4.1 Physical Facilities

**4.1.1 The institution has adequate facilities for teaching- learning. viz., classrooms, laboratories, computing equipment, etc.**

**Response:**

It is heartening that the Institute has a state-of-art facility for teaching-learning in the form of classrooms, library, computing facilities etc. The Institute has rightly understood that it must possess the infrastructure of highest order for effective teaching-learning exercises. The following explanation highlights the infrastructural facilities at the Institute.

- **Reference books:** Institute has 14,529 reference books including 400 research books and 35 e-books of international best sellers in CD form. Library is digitalized through Easy-lib.
- **Hardware systems in the Library:** The Library has Wi-Fi connectivity, four multimedia PCs, Lease-line internet connection, licensed system/ application software and Reprographic facilities such as CD writer/ scanner/ printer/photocopying. The Library has the system of 'Barcoding'
- **Library Security:** The CC cameras are installed for necessary security.
- **Reference Section:** There is a separate reference section with 2,226 books under open access system.
- **Periodicals:** The Institute subscribes to 47 periodicals of national and international stature.
- **CD collection:** Library possesses a collection of CDs on recommended subject books and on research which are available for reference.
- **Database/Journals in e-form:** The Library has two e-journal portals- ProQuest and J- Gate.
- **ProQuest:** This online journal portal provides 6,500 publications, about 4,000 publications in full text, more than 32,000 full text dissertations, more than 30,000 working papers, more than 8,700 business cases and more than 7,000 annual reports. All data are dated back to 1962.
- **J- Gate:** It provides 10,520 open access free journals including thousands of research journals and 28,400 professional journals on payment basis.

**More details on Library facility are provided in Annexure 1 under 'Additional Information'**

- **Research Centre:** The Institute has developed a full- fledged Research Centre, in the third floor, equipped with research library, computer lab with high-speed (16 MBPS leased line) internet connection and Wi-Fi facility. Further, provision of online journal portals – ProQuest and J- Gate, Research focused periodicals, about 400 international books on research, International best sellers research books in digital form and back volumes of periodicals are also provided. During 2013-14, the Institute has procured books on research methodology, worth about Rs. 1,50,000.

- **Computing Facilities:** The Institution has a 'State-of-art', air-conditioned computer lab with a carpet area of 250 square meters. There are 80 computers, with leased line internet connection of 16 MBPS and LAN Configuration of 100 MBPS speed. The Institute has maintained the AICTE prescribed computer-student ratio of 1:6.

**More details on computing facility are provided in Annexure 2 under 'Additional Information'**

- **Class Rooms:** The Institute has eight classrooms and majority of them have the facilities such as cushion chairs with two-seater desks, white board, Air conditioners, CC cameras, LCD projectors with Audio visual systems supported by cordless mikes, collar mikes, computer and internet facilities.
- **Conference/ Seminar Halls:** The academic and co-curricular activities of the Institute are facilitated by an Air Conditioned Conference hall with inbuilt facilities of LCD, Audio Visual Systems and Internet connection.

File Description	Document
additional information	<a href="#">View Document</a>

#### **4.1.2 The institution has adequate facilities for sports, games (indoor, outdoor) gymnasium, yoga centre etc. and cultural activities**

##### **Response:**

The Institute supports the students with adequate facilities for sports, games and cultural activities, the details of which are given below.

- The Institute provides facilities for indoor games such as Carrom, Table Tennis, Chess and outdoor games like Shuttle and Volleyball. These in-campus sports facilities are made available to the students from 4.30 p.m. - 6 p.m.
- All track events and games are facilitated in the common playground maintained by our Trust, near A.J. Medical College.
- Our students are allowed to use common gymnasium and swimming pool facilities at our sister concerns –A.J. Hospital and Research Centre and Hotel Moti Mahal, maintained by our Trust.
- Yoga classes for the students arranged on demand in the Institute campus.
- Facilities are offered to the students at the Institute to perform their cultural and extracurricular activities such as Management Fest, Cultural Week celebrations, celebrations of festivals such as Saraswathi Pooja, Ayudha Pooja, Onam, Christmas, Teachers Day, programmes of Clubs and Association, Talent shows etc. In this connection, students are allowed to use the Conference Hall as well as classrooms as per their requirement.

- The Conference Hall maintained by the Institute is well equipped with support facilities such as Air conditioners, Green Room, Uninterrupted power supply, LCD facilities, Internet, Audio System etc., which are available in the classrooms also.
- In addition, on need basis, Conference Halls of sister organizations viz A.J. Medical College, A.J. Dental College and Hotel Moti Mahal are also utilized by the Institute. In such cases, conveyance facilities are provided to the students and faculties through the buses maintained by the Trust.
- The Institute extends, financial support to the students while organizing these cultural, co-curricular activities at the Institute or during their deputation to other Educational Institutions.

File Description	Document
additional information	<a href="#">View Document</a>

#### 4.1.3 Percentage of classrooms and seminar halls with ICT - enabled facilities such as smart class, LMS, etc

**Response:** 90

##### 4.1.3.1 Number of classrooms and seminar halls with ICT facilities

Response: 9

File Description	Document
Number of classrooms and seminar halls with ICT enabled facilities	<a href="#">View Document</a>

#### 4.1.4 Average percentage of budget allocation, excluding salary for infrastructure augmentation during the last five years.

**Response:** 36.8

##### 4.1.4.1 Budget allocation for infrastructure augmentation, excluding salary year wise during the last five years (INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
50.54	16.73	9.72	13.90	18.74

File Description	Document
Audited utilization statements	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
Details of budget allocation, excluding salary during the last five years	<a href="#">View Document</a>

## 4.2 Library as a Learning Resource

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

#### Response:

The library activities of the Institute are automated by using Software called Easy Lib. It is a data source, residing on a server and serves as a Centre to our entire network, having the ability to build and manage our library. Easy Lib enables the library users to

- Perform extensive search from various terminals through our LAN
- Perform various library related activities such as procurement, classification, coding, issuing etc.
- Functions as software for security and log on mechanisms
- Connect our library to other digital information centers, on demand
- Use as a multilingual data entry facility

Easy lib also offers bar coding compatibility of the entire library stack. Bar coding work is in progress. The multimedia and PC/s with internet provided at the library, enables the use of Easy Lib.

The students and faculty are given ID and password for the use of online journal portals.

Likewise, our research journal – Anveshana has a separate website ([www.anveshana.in](http://www.anveshana.in)) and can be viewed on-line portal through J-Gate, ProQuest and i- scholar.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 4.2.2 Collection of rare books, manuscripts, special reports or any other knowledge resources for library enrichment

**Response:**

The Institute library is blessed not only with huge collection of books, Journals and online journal portals but it is also enriched by special reports and field survey reports conducted and prepared by the Institute. The Institute library possesses a collection of rare books, which explains the role of Library Information Centre, prepared and published by Tata Institute of Social Sciences, Mumbai and Indian Library Association, New Delhi. The library also possesses Annual Report of Atomic Energy, Government of India and the conference proceedings of AIFUCTO. Library possesses a collection of CDs on recommended subject books and on research, which are available for reference.

Further, special reports prepared based on social surveys conducted by the Institute over the period, as enlisted below, are kept at the library for reference.

- **UGC funded** – Socio-Economic and Psychographic Analysis of Views and Perceptions of Purchasers and Non-Purchasers of Life Insurance: A Study with Reference to Public and Private Life Insurance Business in Dakshina Kannada (2008).
- **Institution funded:**
- Community Entrepreneurship: A Study with Reference to Jasmine Growers of Udupi District. (2010)
- A Preliminary Investigation into the Awareness and Willingness of Mangalore City Public to Protect Environment (2010)
- Solid Waste Management: Issues and Concerns (2010)
- An Industrial Survey at Industrial Estate, Bykampady (2010)
- Life Status of Inhabitants at Bala Samrakshana Kendra, Kuttar Padavu (2011)
- Banking Habits of Women: A Case Study of Mangalore City (2012-13)
- Working life of Street Venders in Dakshina Kannada District (2012-13)
- Perception and Attitude of Post Graduate Commerce Students Towards Entrepreneurship: Reference to Mangalore City (2013-14)
- Organizational Commitment Among the Retail Outlet Employees of HPCL in Mangalore (2013-14)
- Perception of People About Eco Impact and Ban on Plastic Bags in Mangalore (2013-14)
- A Study conducted on Review the Consumer's Perception about LIC of India (2014-15)
- A Study on Students Perception towards Restaurant Cleanliness: With Reference to Mangalore City (2014-15)
- Acceptance Level of Customers towards the New-Age Technologies Offered by Private Banks: An



Empirical Study (2015-16)

- Quality Perceptions of Students in Business Schools”: A Case Study in Educational Administration (2015-16)
- Post Impact of Demonetization on General Public (2016-17)
- A Study on Customer Satisfaction with reference to Reliance JIO in Mangalore City (2016-17)
- A Study on Perception of General Public towards Smart City With Reference to Mangalore City (2016-17)
- A report on Demonetization and Digital Banking: An Empirical Report (2016-17)

#### 4.2.3 Does the institution have the following:

- 1.e-journals
- 2.e-ShodhSindhu
- 3.Shodhganga Membership
- 4.e-books
- 5.Databases

A. Any 4 of the above

B. Any 3 of the above

C. Any 2 of the above

D. Any 1 of the above

**Response:** C. Any 2 of the above

File Description	Document
Any additional information	<a href="#">View Document</a>
Details of subscriptions like e-journals,e-ShodhSindhu,Shodhganga Membership etc.	<a href="#">View Document</a>

#### 4.2.4 Average annual expenditure for purchase of books and journals during the last five years (INR in lakhs)

**Response:** 1.92

4.2.4.1 Annual expenditure for purchase of books and journals year wise during the last five years (INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
1.57	.97	1.07	1.27	4.72

File Description	Document
Audited statements of accounts	<a href="#">View Document</a>
Details of annual expenditure for purchase of books and journals during the last five years	<a href="#">View Document</a>

#### 4.2.5 Availability of remote access to e-resources of the library

**Response:** Yes

File Description	Document
Details of remote access to e-resources of the library	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

#### 4.2.6 Percentage per day usage of library by teachers and students

**Response:** 7.66

4.2.6.1 Average number of teachers and students using library per day over last one year

Response: 17

File Description	Document
Any additional information	<a href="#">View Document</a>
Details of library usage by teachers and students	<a href="#">View Document</a>

### 4.3 IT Infrastructure

#### 4.3.1 Institution frequently updates its IT facilities including Wi-Fi

**Response:**

The IT facilities provided at the Institute are upgraded and updated according to the requirements. The following Table provides a bird's eye view of updating details, of IT facilities at the Institute over the period

**Table No: 4.3.1**

**Updated details of IT facilities**

Facilities	2012-13	2013-14	2014-15	2015-16	2016-17
No. of Systems	120	120	110	90	*80
No. of System Software's	90	90	90	90	90
No. of Application Software	12	12	12	42	42
No. of Printers	12	12	10	08	08
No. of Anti-virus	02	05	39	38	33
Internet Strength	2 MBPS	2 MBPS	2 MBPS	4 MBPS	16 MBPS
Server	01	01	01	01	01
LAN Connection	129	129	129	129	135
Firewall Security	01	01	01	01	01
UPS Strength(big)	03	03	03	03	03
UPS Strength(small)	-	-	-	-	05
No. of Scanners	02	02	02	02	02
No. of LCD	06	06	06	06	09
Wi-Fi Access Point	04	04	04	04	05
LCD Screen	01	01	02	03	06

**Source:** Office Records

\* Reduction in the number of systems is because of change in computer –student ratio from 1:2 to 1:6, as directed by AICTE, New Delhi. Accordingly, the required number of computers is 40, as such the current ratio works out at 1:3

**4.3.2 Student - Computer ratio**

**Response:** 2.59

File Description	Document
Student - Computer ratio	<a href="#">View Document</a>

**4.3.3 Available bandwidth of internet connection in the Institution (Lease line)**

**<5 MBPS**

**5-20 MBPS**

**20-35 MBPS**

**35-50 MBPS**

**Response:** 5-20 MBPS

File Description	Document
Details of available bandwidth of internet connection in the Institution	<a href="#">View Document</a>

#### 4.3.4 Facilities for e-content development such as Media Centre, Recording facility, Lecture Capturing System (LCS)

**Response:** Yes

File Description	Document
Facilities for e-content development such as Media Centre, Recording facility,LCS	<a href="#">View Document</a>

### 4.4 Maintenance of Campus Infrastructure

#### 4.4.1 Average Expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component, as a percentage during the last five years

**Response:** 4.26

4.4.1.1 Expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component year wise during the last five years (INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
2.98	1.87	1.62	3.43	2.33

File Description	Document
Audited statements of accounts.	<a href="#">View Document</a>
Details about assigned budget and expenditure on physical facilities and academic facilities	<a href="#">View Document</a>

#### 4.4.2 There are established systems and procedures for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc.

**Response:**

**Planning for the optimal use of infrastructure:**

- In order to make the optimal use of available infrastructure, in the beginning of every semester, Dean (Academic Affairs) and Students Council Advisor prepare the Calendar of Events in connection with academic, co-curricular and extra-curricular activities.
- At the beginning of every semester, the Dean (Academic Affairs) in consultation with the faculty members allocates the lecture halls for regular subjects, specialization subjects and dual subjects, depending upon the number of students.
- Planning in connection with use of library resources such as extension of working hours during examinations, issue of additional books, library procurement, to enhance the usage of e-resources are undertaken in library committee/ faculty meetings.

### **Strategies for the optimal use of the available infrastructure effectively:**

- The Institute and library are kept open between, 8.30 a.m. to 5.30 p.m. with a provision to extend beyond, if necessary.
- Meritorious Students are allowed to borrow unlimited number of books.
- During the period of examination, the time restriction on the return of books is relaxed
- Computer lab is kept open between 9 a.m. and 6 p.m.
- Research Centre is kept open between 9 .00 a.m. and 5.00 p.m.
- Definite hours are allotted in the Time Table to facilitate the club activities in the Conference Hall.
- Students to use laptops/ systems in a classroom, which ensures the optimum use of Wi-Fi facility.
- Presentation and assignment topics are based on the ProQuest and J-Gate, to ensure optimum use of journal portals.
- The Institute houses a canteen and a stationery store, used by the students of sister Institutions also staying in the in-campus hostel.
- The Institute allows the organizations such as Sikkim-Manipal University, Vellore Institute of Technology, CMAT, KMAT, IIBF, Indian Insurance Institute, Ajim Premji University, KPTCL etc., to use the computer lab for the conduct of their examinations.
- Research Centre, Library and Computer Lab are also made available for outside research scholars, faculty of sister concerns and neighboring institutions.
- Office space is provided to Indian Institute of Materials Management for conducting its activities.
- The Trust makes arrangements for the Maintenance of land and building of the Institute and the Institute makes arrangement for the maintainance of furniture, equipment and computers through annual budget allocations.

- LCD and UPS are maintained through AMC. Computers and other equipments are serviced through break-down calls. Repairs are arranged on 'estimation and approval' basis. Hardware and software purchases are made through a system of inviting quotations.
- Campus and hostel waste such as paper, vegetable wastes and dry leaves are managed through Vermi-compost Unit of the Institute.

NAAC

## Criterion 5 - Student Support and Progression

### 5.1 Student Support

#### 5.1.1 Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years

**Response:** 20.18

5.1.1.1 Number of students benefited by scholarships and freeships provided by the Government year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
93	30	20	19	2

File Description	Document
upload self attested letter with the list of students sanctioned scholarships	<a href="#">View Document</a>
Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years	<a href="#">View Document</a>

#### 5.1.2 Average percentage of students benefitted by scholarships, freeships, etc. provided by the institution besides government schemes during the last five years

**Response:** 24.15

5.1.2.1 Total number of students benefited by scholarships, freeships, etc provided by the institution besides government schemes year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
36	46	52	24	5

File Description	Document
Any additional information	<a href="#">View Document</a>
Number of students benefited by scholarships and freeships besides government schemes in last 5 years	<a href="#">View Document</a>

**5.1.3 Number of capability enhancement and development schemes –**

1. For competitive examinations
2. Career counselling
3. Soft skill development
4. Remedial coaching
5. Language lab
6. Bridge courses
7. Yoga and meditation
8. Personal Counselling

**A. 7 or more of the above**

**B. Any 6 of the above**

**C. Any 5 of the above**

**D. Any 4 of the above**

**Response:** C. Any 5 of the above

File Description	Document
Any additional information	<a href="#">View Document</a>
Details of capability enhancement and development schemes	<a href="#">View Document</a>

**5.1.4 Average percentage of student benefitted by guidance for competitive examinations and career counselling offered by the institution during the last five years**

**Response:** 47.28

5.1.4.1 Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
116	42	63	50	53

File Description	Document
Number of students benefitted by guidance for competitive examinations and career counselling during the last five years	<a href="#">View Document</a>



**5.1.5 Average percentage of students benefitted by Vocational Education and Training (VET) during the last five years****Response:** 0

## 5.1.5.1 Number of students attending VET year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	0	0

**File Description****Document**

Details of the students benefitted by VET

[View Document](#)**5.1.6 The institution has a transparent mechanism for timely redressal of student grievances including sexual harassment and ragging cases****Response:** Yes**File Description****Document**

Details of student grievances including sexual harassment and ragging cases

[View Document](#)**5.2 Student Progression****5.2.1 Average percentage of placement of outgoing students during the last five years****Response:** 66.42

## 5.2.1.1 Number of outgoing students placed year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
58	30	41	36	39

**File Description****Document**

Details of student placement during the last five years

[View Document](#)

Any additional information

[View Document](#)

**5.2.2 Percentage of student progression to higher education (previous graduating batch)****Response:** 0.86

5.2.2.1 Number of outgoing students progressing to higher education

Response: 1

**File Description****Document**

Upload supporting data for student/alumni

[View Document](#)

Details of student progression to higher education

[View Document](#)**5.2.3 Average percentage of students qualifying in state/national/ international level examinations during the last five years (eg: NET/SLET/GATE/ GMAT/CAT, GRE/ TOFEL/ Civil Services/State government examinations)****Response:** 10.71

5.2.3.1 Number of students qualifying in state/ national/ international level examinations (eg: NET/SLET/GATE/GMAT/CAT, GRE/TOFEL/Civil Services/State government examinations) year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
0	0	0	2	1

5.2.3.2 Number of students who have appeared for the exams year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
5	3	4	7	4

**File Description****Document**

Upload supporting data for the same

[View Document](#)

Number of students qualifying in state/ national/ international level examinations during the last five years

[View Document](#)**5.3 Student Participation and Activities**

### 5.3.1 Number of awards/medals for outstanding performance in sports/cultural activities at national / international level (award for a team event should be counted as one) during the last five years.

**Response:** 57

5.3.1.1 Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one) year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
26	3	7	16	5

File Description	Document
Number of awards/medals for outstanding performance in sports/cultural activities at national/international level during the last five years	<a href="#">View Document</a>
e-copies of award letters and certificates	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### 5.3.2 Presence of an active Student Council & representation of students on academic & administrative bodies/committees of the institution

**Response:**

Student Council of the Institute has a very efficient, effective system of functioning to give due representation to students in various bodies and coordinate all co-curricular and extra-curricular activities of the Institute. The Student Council comprises a strong contingent of about 105 students. It consists of Student Chief Executive, Student Deputy Executive, Secretary General, Joint Secretary, Class Representatives of all the classes and the Office Bearers of Clubs and Associations, functioning at the Institute.

The senior faculty is designated as the Student Council Advisor who performs the role of guide and coordinator. Student Council Advisor prepares-in consultation with the Dean and the Director-.Schedule the events of co-curricular and extra-curricular events in the beginning of every semester. There are 37 Clubs and Associations, performing different functional responsibilities. Each Club/Association is headed by a faculty member and two student coordinators, from each class. The concerned Clubs and Associations plan, organize and conduct the programmes as per the Schedule. Frequent reviews are made in the meetings of Faculty and Executive Council to assess and confirm that the conduct of the programmes is as per the Schedule.

The Student Council has been very active by organizing a number of academic, co- curricular, extra-curricular and socio-cultural programmes such as

- Expert Lectures
- Talent Hunt, Role Play, GD/CS and Demo
- Preparation of Short Movies
- Inspirational Movie Review Sessions
- Open Discussions on the current issues and conduct of Open Assembly
- Celebration of festivals viz. Onam, Dasara, Deepavali and Christmas
- Cultural Week
- Traditional Day
- Intra-fest
- Representation of Institute in various fests organized by other institutions
- National Conference
- Annual Day Celebrations and Sports day

The Institute has provided for 37 clubs/associations to see that maximum as well as even representation is offered to the students. The nomination of 105 students out of a student strength of 207 indicates the effective representation given to students in the various academic, administrative bodies and committees. The effective percentage of student representation given being nearly 52. Further, the Institute ensures that all students get a chance of participation in one or the other event, in one way or the other. Hence, the Student Council organized 207 fruitful events and represented the Institute in 21 National Level Programmes organized by other institutions- indicating the active Student Council- under the guidance of faculty and IQAC. The details of Clubs and Associations together with the names of Office Bearers and Schedule of events are furnished separately under '**Additional Information**' attached herewith.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 5.3.3 Average number of sports and cultural activities/ competitions organised at the institution level per year

**Response:** 52.6

5.3.3.1 Number of sports and cultural activities / competitions organised at the institution level year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
57	53	58	50	45

File Description	Document
Report of the event	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>
Number of sports and cultural activities / competitions organised per year	<a href="#">View Document</a>

## 5.4 Alumni Engagement

### 5.4.1 The Alumni Association/Chapters (registered and functional) contributes significantly to the development of the institution through financial and non financial means during the last five years

#### Response:

Over the past five years, the Alumni Association of the Institute has made significant contribution to the success and development of the Institute. All the students passed out are enrolled as the members of the Alumni Association. The Institute charges Rs.100 per student as membership fee, since the academic year 2016-2017. Every year, the Institute conducts the 'Alumni Meet' along with Annual Day Celebrations.

The Institute presents contributions of Alumni in cash and kind to the progression of the Institute here-under:

- The Institute invites alumni to share their rich industrial experience with the students. Mr. Deepak Rao, Mr. Kevin (2004-2005), Mr. Shafeeque (2011-2012) and Mr. Shijomon (2013-2014), were invited to share experience in their respective fields to the present students in various occasions.
- Alumni also delivered lectures in their relative areas, under various occasions, which motivated the students to take up entrepreneurship as their future career.
- They also assist the Institute in Summer Internship Programmes and in getting our students, suitable placements. The organizations – in which our Alumni are associated – have been allowing our students to do their Internship in their organizations.
- The Alumni President and Vice President, as members of IQAC, have made suggestions for the benefit of the Institution, yielded good results.
- The Institute has signed MOU with alumni Mr. Deepak Rao, Proprietor, SIMPLUS Financial Consultancy Pvt Ltd, Bangalore for the conduct of 'Industry Certified Course' in Finance.
- The Institute has also signed another MOU with alumni Mr. Shafeeque, Nalapad Furniture,

Kasaragod for the conduct of 'Industry Certified Course' in Marketing.

Both these MOUs made with industrial undertakings, have brought credibility to the courses and heightened the reputation of the Institute.

- An online webcast has been arranged for the students in association with SIMPLUS Financial Consultancy Pvt Ltd, Bangalore managed by our alumnae Mr. Deepak Rao
- The Institute collaborated with financial organization- Simplus, owned by alumnae Mr. Deepak Rao while conducting a Project Work and Field Survey on the theme 'Post Demonetization Effect on General Public'.
- Contributions of Alumni 'in cash' and 'in kind' are given below

**Table No 5.4.1: Contribution by the Alumni to the Institute**

Name of the alumnus/ Alumni Association	Year of graduation	Year of contribution	Type of contribution
Mr. Deepak Rao	2002-03	2016-17	Received in kind towards National Conference
Mr. Shafeeque	2011-12	2016-17	Received in kind towards National Conference
Mr. Shijomon	2013-14	2016-17	Received Rs. 25,000/- towards National Conference
2012-2013 Batch	2012-13	2012-13	Aquarium placed at entrance
2013-2014 Batch	2013-14	2013-14	Gifted Sharada Idol
2014-2015 Batch	2014-15	2014-15	Gifted Wall Clock

File Description	Document
Any additional information	<a href="#">View Document</a>

#### 5.4.2 Alumni contribution during the last five years

<1 Lakh

1 Lakh - 3 Lakhs

3 Lakhs - 4 Lakhs

4 Lakhs - 5 Lakhs

**Response:** <1 Lakh

<b>File Description</b>	<b>Document</b>
Alumni association audited statements	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

#### **5.4.3 Number of Alumni Association / Chapters meetings held during the last five years**

**Response:** 5

##### 5.4.3.1 Number of Alumni Association /Chapters meetings held year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
1	1	1	1	1

<b>File Description</b>	<b>Document</b>
Number of Alumni Association / Chapters meetings conducted during the last five years.	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

## Criterion 6 - Governance, Leadership and Management

### 6.1 Institutional Vision and Leadership

#### 6.1.1 The governance of the institution is reflective of an effective leadership in tune with the vision and mission of the institution

##### Response:

##### Vision

The Institution to be the centre of excellence in Management Education by continuously benchmarking itself against the WORLD's best. As an institution with a difference, it looks beyond its boundaries and strives hard to achieve better of the best in Management Education.

##### Mission

Our mission is to impart value-based Management Education, designed to prepare young men and women for leadership positions in corporate and non-corporate sectors through a relentless pursuit of excellence in teaching, research, consultancy, management development and industry-institution interaction in the country and abroad.

A. J. Institute of Management, a constituent unit of Laxmi Memorial Education Trust (LMET), which was propounded in 1992 by Dr A. J. Shetty with a noble object of providing an opportunity for every individual from every strata of society to get quality education at an affordable cost.

The Institute is functioning under two supervisory bodies-

##### A. Governing Council:

The Governing Council (GC), headed by Dr A. J. Shetty, President of (LMET), lays down the guidelines for the administrative policies, practices and procedures related to all activities of the Institute. Vice President- Sri Prashanth Shetty and Director of the Trust- Mrs Ashritha Shetty guide the activities, and Director of the Institute executes these activities.

##### B. Academic Advisory Board

Academic Advisory Board (AAB) - which comprises representatives of the Trust, Academia, Industry and University - advises on the academic matters of the Institute and plays a very significant role in designing the academic activities of the Institute.

The following explanation, reflects the effective Leadership of the Management in the governance of the Institute.

- Introduction of Skill-Based-Industry-Certified-Courses apart from University mandated courses.
- The Institute charges affordable fees with marginal difference between students under Management and Government quota, keeping in view the cost involved in managing the Institute.



- The Institute committed to discharge its social responsibilities towards the society with social centric good practices such as social survey, conduct of workshops on social centric issues, charity to orphanage, village adoption, fees concession, allowing -free of cost- less privileged people to run the Institute canteen etc.
- The Institute has a vision to ensure eco growth at the campus, through various eco-friendly measures such as Vermi composting unit, maintaining greenery around, programme for creating eco awareness etc.
- Our Trust has also signed MOU / agreement with Renew Solar Energy Private Limited, New Delhi for production and use of solar energy at the various educational institutions functioning under the Trust.
- The Institute believes in a democratic principle and ensures the participation of all the stakeholders such as Management, Faculty, Students, Parents, Industry, Alumni members and non-teaching staff in the Institutional governance.
- The leaders at the helm of Governing Council devote their time to conduct the formal and informal meetings with Director/Faculty and participate in all activities of the Institute, making the governance highly effective.
- The Director, effectively and efficiently executes the activities at the Institute with the support of faculty, PTA and IQAC through various Clubs and Associations, strictly adhering to the guidelines prescribed by the Management.

As stated above,

Firm decisions in the above innovative areas and their implementation on time without delay reflect the effective leadership at the helm of affairs.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 6.1.2 The institution practices decentralization and participative management

#### Response:

The Institute practices the decentralization and participative management in word and spirit, in administration. As there is high degree of decentralisation in the Institute the Director enjoys autonomy in the performance of day-to-day activities. Under the guidance of the Director, the Dean (Academic Affairs) monitors academic activities and gets the work done through Mentors, Academic Advisors and Faculty. Similarly, Student Council Advisor plans the co-curricular/ extra-curricular activities and coordinates through clubs and associations. Faculty in charge of clubs, coordinates the activities with the help of

students.

### **Case Study: National Conference on “Skill India to Leverage Make in India: Initiatives and Challenges”.**

**Planning of the National Conference:** The Governing Council (28/8/2016) approved the proposal, contributing Rs 1,00,000 as seed money. IQAC meeting (21 /11/ 2016) approved the same. Faculty meetings held on 30/12/2016, identified the thrust areas and decided (10-1-2017) to hold the Conference in the beginning of April 2017. The faculty meetings (31/1/2017 and 09/02/2017) formed various committees and discussed related issues. The Executive Council Meetings (10/02/2017 and 17/02/2017) discussed the technical sessions, separate student track, required number of participants etc. Finally, the IQAC meeting (18/02/2017) decided to have ‘Skill India and Make in India’ as the theme.

### **Organization of the National Conference**

As per the plan of stakeholders, the task of executing the plan of organizing the National Conference was delegated to Director and then to staff and students. A press conference was held on 10th April 2017, to give wide publicity for the Conference. Eight Committees were formed with clearly defined duties and responsibilities. Apart from faculty members, more than 75 percent of the students were allotted with responsibilities in all those eight committees. Brochures were prepared with a prelude highlighting the objectives of Conference. Conference papers were invited and a separate online student track was created to accommodate large number of participation. A paper presentation contest with the cash prize was announced to encourage the participants. It saw a record registration of 550 participants including our students. About 100 papers comprising 50 of faculty and researchers and 50 of PG students were presented at the Conference.

The highlight of two-day National Conference was the panel discussion on Women Entrepreneurship in which six successful women entrepreneurs drawn from tourism-telecom-transport-human resource shared their hands-on-experience. Another distinct feature of the National Conference was that a team of faculty and students prepared a video on the conference theme to visualize the conference proceedings effectively. Different parallel technical sessions devoted to different concepts such as Make in India, Skill India and Entrepreneurship. Each technical session had one resource person who presented the expert opinion on the theme and one rapporteur to close the discussion with closing remarks.

The above stated case study is a live example of decentralization and participation management from germination of idea till its execution. The sequence of events reflects the participation of all Stakeholders - Management, Parents, Faculty, Sub Staff and Students of the Institute – at different levels and stages of the endeavor. This is also a case of decentralisation of power in decision making involving Management-Director- Faculty- Office bearers in the process

File Description	Document
Any additional information	<a href="#">View Document</a>

## **6.2 Strategy Development and Deployment**

### 6.2.1 Perspective/Strategic plan and Deployment documents are available in the institution

#### Response:

#### Prelude

The Institute made a strategic plan in 2014-15 to introduce a unique concept of **Project Work Diary** to overcome the irregularities such as poor quality of work, delay in submission, malpractices etc., experienced in the process of **Project Work**. Project Work is a compulsory academic exercise for the completion of MBA programme, for 100 marks in the 4th semester. Each faculty, monitors and guides a set of students in their project work. The students are required to consult their respective guides, during the project work hours provided in the Time-Table.

#### Distinctive Features of the plan

Each student is required to maintain project Work Diary which spreads over semesters - 3rd and 4th. The Diary contains seven modules showing the details of topic/ title, review of literature, research methodology, questionnaire, secondary data, collection/analysis of data and other final activities. Sub stages are identified with time deadline under each module. The Diary contains columns for entering work completion details with remarks and signature of the Guide. The student is required to get the Diary signed by the Guide on the completion of sub stage and the Director at the end of each module. Non-completion of work within time schedule is remarked by the Guide in red ink.

As per the first module, students are required to submit two articles referred, in performing their preliminary work. At the end of the fourth module, students are required to give a presentation on the topic covering the details of four previous modules. At the end of the fifth module, students should submit a preliminary report. At the end of the Sixth Module, students are to submit the filled in questionnaire and tabulation sheets with the details of data analysis. In the last Module, activities such as submission of rough draft, second presentation and viva are included.

The Project Work Diary also contains the instructions to the students and guide, Project blueprint with chapter classifications and details of assessment.

#### Impact of the plan

Project Work Diary system generated the following positive results:

- More interaction between the guide and the students
- Students obtain hands on experience of the research
- It has ensured the completion of Project Work on time
- More thrust is given to the Project, based on primary data with field survey
- Increased interaction with guide resulted in the selection of innovative areas of research
- Last minute rush of work and submission is totally avoided

- Possibility of copying and duplication of the project is reduced
- It necessitated the students to refer to quality articles using journal portal
- Project thesis based on field survey made the student to use primary data
- The introduction of Project Work Diary also appreciated by the students in the exit interview

The above documented academic exercise, portrays a strategic plan of the Institute, hitherto unknown and unused by any management Institute functioning around.

File Description	Document
Any additional information	<a href="#">View Document</a>

### **6.2.2 Organizational structure of the institution including governing body, administrative setup, and functions of various bodies, service rules, procedures, recruitment, promotional policies as well as grievance redressal mechanism**

#### **Response:**

The A J Institute of Management is functioning under Laxmi Memorial Educational Trust. To manage the daily routine and academic activities, we have two advisory bodies' namely Governing Council and Academic Advisory Board.

#### **A. Governing Council:**

The guidelines for the administrative policies, practices and procedures related to all activities of the Institute are laid down by the Governing Council (GC), chaired by Dr A. J. Shetty, President of Laxmi Memorial Education Trust, which is the parental body of the Institute. Vice President – Sri. Prashanth Shetty and Director of the Trust - Smt. Ashritha Shetty- guides the overall academic and administrative policies of the Institute. The Governing Council meets once in a year. The Director of the Institute is responsible for executing the decisions taken by the Governing Council. Whenever any vacancy arises, the Director proposes the matter with the Management. Once the proposed matter is approved, the faculty as per the required qualification and experience is appointed either on the basis of news paper advertisement or head hunting or referral.

#### **B. Academic Advisory Board**

Academic Advisory Board (AAB) advises on the academic matters of the Institute. The Board plays a very significant role in designing the academic activities of the Institute with thrust on quality and relevance. The Board comprises the representatives of the Trust, Academia, Industry and University each having the knowledge and expertise on institutional governance. The senior most among the representatives from the industry/ academia becomes the Chairman. The Board meets once in a year, interacts with the faculty and offers suggestions.

**Director**

The Director being at the helm of affairs, monitors the effective implementation of academic, co-curricular and extra-curricular activities as scheduled in the beginning of the each semester.

**Faculties**

In order to enable the smooth functioning, the Directors delegates the responsibilities to the Dean (Academic Affairs) to take care of all academic activities and Student Council Advisor to monitor all co curricular and extracurricular activities. Every class is put under charge of Academic Advisor who acts as guide, friend and philosopher. Further, a batch of students is put under the care of mentors to carryout one-to-one interaction regularly. Further, the Institute maintains about more than 37 Clubs and Associations to take care of functional activities of the Institute and functioning of all the Associations is assigned to the faculties. With the help of student representatives nominated, the respective Clubs are expected to organize activities and programmes. To take care of services with regards to library, computer lab and offices, respective persons are identified and they are supported by attenders, housekeeping staff and security staffs.

**Grievance Redressal Committee**

At the Institution level, a Grievance Redressal Committee is functioning under the chairmanship of the Director. The Dean, Student Council Advisor, Staff Coordinator and two Faculties are the members. The Committee is to liaison between the Faculty and the Management and to redress the grievances if any. The Committee meets as per the requirements to redress the issue and refer the matter to the Management for further course of action, if necessary.

File Description	Document
Any additional information	<a href="#">View Document</a>

**6.2.3 Implementation of e-governance in areas of operation: 1.Planning and Development 2. Administration 3. Finance and Accounts 4. Student Admission and Support 5.Examination**  
**A. All 5 of the above**

**B. Any 4 of the above**

**C. Any 3 of the above**

**D. Any 2 of the above**

**Response:** A. All 5 of the above

File Description	Document
Details of implementation of e-governance in areas of operation Planning and Development, Administration etc	<a href="#">View Document</a>
Screen shots of user interfaces	<a href="#">View Document</a>

#### **6.2.4 Effectiveness of various bodies/cells/committees is evident through minutes of meetings and implementation of their resolutions**

##### **Response:**

##### **Prelude:**

In a Faculty Meeting, one of the members suggested to focus more on eco-friendly permanent projects at the Institute, in addition to other formal programmes. Other faculty members endorsed the same and it was resolved to represent the matter to the Trust, who assured all possible support in this direction.

The Institute has decided to set up a Vermicomposting unit, to make an effective use of dry leaves, paper waste and vegetable waste generated by the canteen and hostel in the Campus.

Vermicomposting is the product of the composting process using various species of worms, usually red wigglers, white worms and other earthworms, to create an organic manure. The Institute is using earthworm- Eudrilus (African Night Crawling) for the said purpose.

As per the recommendations of Dr Harish Joshy, Consultant, a letter was forwarded to the Management with a request to sanction a Vermicomposting unit at the approximate cost of Rs one-lakh, which was sanctioned immediately.

The twin dimensions of the Project being

- Discharge of Institutes responsibility towards the society in maintaining the eco-balance, forming a part of Swacch Bharath Abhiyan.
- Providing an academic value by involving our students to carry out the studies on waste management and educating value to visiting students of other institutions.

##### **Implementation:**

After receiving the sanction from the Trust, two bins of 4.5 X 3 feet each for the manure and one tank of 4 X 4 as a slurry tank, were constructed scientifically as per the requirements. Once the composting bin was ready, both the bins are loaded with dry leaf, paper waste of the campus along with the vegetable waste. Initially four Kilograms of earthworms were introduced. The Unit is kept under the charge of two faculty members assisted by one attender and one gardener.

##### **Impact:**

- Campus has become clean as all dry leaves shifted to the Vermicomposting unit.
- Effective and Constructive use of all vegetable waste of the canteen and hostel
- A Vermi Culture Club was commenced with one faculty and student representatives.
- About 60 KG of sample manure was produced out of which, 30 KGs was sold to a local agriculturist. The remaining stock was sent to A J Hospital Complex to use in their garden. The Unit is expected to produce one ton of manure by converting five tons of waste during the span of one year.
- All stages and processes were photo shooted and recorded for its educational value.
- Two students are pursuing their Project Work to be submitted to the Mangalore University.
- Many people, organizations including Ramakrishna Ashram, Mangalore and Tango-Tech Pvt Ltd, Bangalore, have visited the Unit and got inspired and have taken a decision in principle to commence such unit at their respective organizations.
- The Institute has sent communication letters requesting the nearby schools and colleges to visit the site.
- The Project also inspired our Trust to sign a MOU for another eco-friendly project- solar energy system.

File Description	Document
Any additional information	<a href="#">View Document</a>

### 6.3 Faculty Empowerment Strategies

#### 6.3.1 The institution has effective welfare measures for teaching and non-teaching staff

##### Response:

With the noble principle of enhancing the satisfaction levels of teaching staff and non-teaching staff, the following welfare measures are adopted by the Trust:

- Handsome salary for the faculty
- Provident Fund facility for all
- Medical assistance through A. J. Hospital and Research Centre

- Provision of holidays as per the University calendar and CL/SL/EL facility as per the Trust rules
- Leave facility along with reimbursement of all incidental expenses, incurred in connection with attending conferences
- Organizing Faculty Development Programmes at the Institute every year
- Laptop for every faculty
- Financial assistance for research and publication activities
- Research facility through Research Centre for individual growth
- Assistance to the Faculty in procuring research grants from the Government and other organizations

### 6.3.2 Average percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years

**Response:** 73.89

6.3.2.1 Number of teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
23	7	4	2	8

File Description	Document
Details of teachers provided with financial support to attend conferences,workshops etc. during the last five years	<a href="#">View Document</a>

### 6.3.3 Average number of professional development /administrative training programs organized by the institution for teaching and non teaching staff during the last five years

**Response:** 1

6.3.3.1 Total number of professional development / administrative training programs organized by the Institution for teaching and non teaching staff year wise during the last five years



2016-17	2015-16	2014-15	2013-14	2012-13
4	1	0	0	0

File Description	Document
Details of professional development / administrative training programs organized by the Institution for teaching and non teaching staff	<a href="#">View Document</a>

### 6.3.4 Average percentage of teachers attending professional development programmes viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programme during the last five years

**Response:** 25.5

6.3.4.1 Total number of teachers attending professional development programs, viz., Orientation Program, Refresher Course, Short Term Course, Faculty Development Programs year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
6	4	2	0	3

File Description	Document
Details of teachers attending professional development programs during the last five years	<a href="#">View Document</a>

### 6.3.5 Institution has Performance Appraisal System for teaching and non-teaching staff

**Response:**

Institute feels the performance appraisal mechanism as a means of introspection. In this regard, the Institute introduced varied systems to appraise the performance of faculty members as well as the non-teaching staff. The following note presents the mechanism of self-appraisal adopted by the Institute.

- **Teacher performance evaluation by students:** At the end of the each semester, the students make teacher evaluation through a structured questionnaire, administered among the students at the computer lab and made to record their opinion online about the faculty members on fifteen dimensions of their work performance. The evaluation process is undertaken covering all subjects and all the classes for the particular semester. The answers are analyzed using different statistical tools such as mean, standard deviation and mean percentage.
- **Self-Appraisal:** The faculty through a Schedule containing 14 indicators, once a year makes Self-

appraisals. The Schedule contains the indicators such as average number of hours taken per subject, average percentage of lecture classes taken with PPT, average percentage of students covered through subject presentation and assignment, number of conferences attended/ presented research papers, number of research publications with details, research work undertaken, research guidance details, special contribution to students and Institute, special honours received etc. On receiving the filled-in schedules, the Director conducts one-to-one discussion, offers suggestions for improvement and the copies of the same are forwarded to the Management for necessary action.

The Institute adopted a new format Academic Performance Indicator (API) in 2016-17, to perform the performance evaluation of the faculty. It contains different parameters such as teaching learning and evaluation activities, co-curricular, extension, professional development activities, research and publication. On submission of self-evaluation in a required format, the Director conducts one-to-one discussion with the faculty members and offers suitable suggestions.

- **Exit interview:** Exit interview provides for an occasion to evaluate the overall performance of the Institute. It is done through a questionnaire administered to the final year students at the end of the fourth semester. This questionnaire contains twelve parameters such as opinion on Institute library, Computer Lab, Project Diary, the Faculty, facilities available, administrative office, implication of the programme offered, Director and the Institute. The Director holds a discussion on the outcome of the interview, with the Management and faculty in the respective meetings. As the result of the exit interview many changes are made at the Institute including renovation of canteen and washroom and provision of anti-virus software, new furniture's, AC facility, water cooler in second floor etc
- **Performance assessment through Suggestion Box:** Feedback received from the students through Suggestion Box, kept at the entrance of the Institute. Workable suggestions are implemented at right time.
- **Programme feedback appraisal:** The Institute conducts faculty performance appraisal through programmes organized by them. After each programme, feedback is collected from the participants and based on the results, apt suggestions are offered with regard to their planning and organizing.

File Description	Document
Any additional information	<a href="#">View Document</a>

## 6.4 Financial Management and Resource Mobilization

### 6.4.1 Institution conducts internal and external financial audits regularly

#### Response:

The accounts of the Institute are audited regularly as per the Government rules. An internal auditor, audits our accounts every quarter. He checks cash receipts with fee receipts and payments with vouchers and necessary supporting documents. He also ensures that all payments are duly authorized. But the external auditor conducts Statutory Audit at the end of the financial year. The report of external auditor for last five

years along with audited Balance Sheet and Income & Expenditure account is enclosed.

File Description	Document
Any additional information	<a href="#">View Document</a>

#### 6.4.2 Funds / Grants received from non-government bodies, individuals, Philanthropers during the last five years (not covered in Criterion III)

**Response:** 18.86

6.4.2.1 Total Grants received from non-government bodies, individuals, philanthropers year wise during the last five years (INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
3.84	4.62	7.00	3.40	0

File Description	Document
Details of Funds / Grants received from non-government bodies during the last five years	<a href="#">View Document</a>
Annual statements of accounts	<a href="#">View Document</a>

#### 6.4.3 Institutional strategies for mobilisation of funds and the optimal utilisation of resources

**Response:**

The major source of Institutional receipt/ funding is from tuition fee collected from students and the financial grants given by Laxmi Memorial Educational Trust. At present, the Institute does not receive any grant from Government. The Institute also earns additional income from Computer lab for allowing various institutions to conduct various online entrance exams and semester exams every year. To organize special events such as National Confernce, sponsorships are collected from private/ Public and Alumni members.

### 6.5 Internal Quality Assurance System

#### 6.5.1 Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes

**Response:**

It is the prime responsibility of an Institute and its stake holders to ensure not only the quality in all its endeavors, but also enhance such quality over the period. The Institute is providing two examples as to how the IQAC supported and contributed towards institutionalizing the quality assurance strategies and processes in developing the best practices for ensuring and enhancing quality in business educations offered by the Institute.

### **Introduction of Soft Skill for Managers**

#### **Prelude:**

The IQAC meeting held on 18/5/2013, the members discussed the ways and means of providing much needed skills to students to make them more competent, employable and confident. As a result, the meeting passed a resolution to offer an additional subject “**Soft Skill for Managers**” in the first and second semesters, over and above University mandatory subject.

#### **Implementation:**

The suggestion of IQAC was implemented during the year 2013-14. For this purpose, the Institute designed the syllabus and introduced “Soft Skill for Managers (Basic)” was for first semester with code No: 1S1 and “Soft Skill for Managers (Advanced)” for second semester with code No 2S2, for zero fee. The subject was included in the regular Time-Table, allotting four hours per week. All the students have opted for the programme. At the end of last semester, the Institute issues certificates in its name. In order to make the subject more practical oriented, the Institute prescribed 50 percent of the marks for activities and 50 percent marks for the examination part. Course content was revised thoroughly as per the requirements of the corporate world.

#### **Impact:**

- There has been considerable improvement in the skill level of the students because of regular teaching and practical inputs on the much-needed soft skills, as evidenced in the programmes conducted and their performance in the placement activities.
- As a proof of its utility, though this is not mandatory, all the students opted for the subject.

#### **Open assembly**

In the IQAC meeting held on 10th October 2016, the members discussed about low level of communication among the students. The members felt the need to take all possible steps to enhance the communication ability of the students, to improve their employability. In this direction, the Institute introduced few initiatives on rotation basis. One such measure is - the Open Assembly Session. Under this best practice, all students were made to assemble in the open lounge on every Monday at 9:30 a.m. for Open Assembly. In this Open Assembly, the students present their views on any current topics of their interest for five minutes. The Institute conducts same programme on Saturdays also, at 12.30 p.m. In this closing event, the Director addresses the gathering for review of the activities of the entire week and to pass on any specific information to the students.

Both Open Assembly Sessions are attended by all the students, faculty members, non teaching staff and other support staff.

File Description	Document
Any additional information	<a href="#">View Document</a>

### **6.5.2 The institution reviews its teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals through IQAC set up as per norms**

#### **Response:**

A.J. Institute of Management kept reforming, reviewing, updating and fine-tuning the teaching-learning process at periodic intervals through IQAC, to make them more relevant and efficient. Based on discussions at the IQAC meetings, to review its teaching learning process, structures, methodologies of operations and learning outcomes at periodic intervals, the Institute has initiated the following novel practices

#### **Certificate Programme:**

The IQAC after reviewing the present system of teaching and learning, methodology and structure of the programme, in its meeting held on 18/03/2013, suggested under the resolution No. 1, to introduce a Certificate Programme in certain areas. In the year 2013-14 along with dual programme in Finance, HR and Marketing, additional subjects Computer Application was introduced. Accordingly, during the year 2014-15 along with four subjects, the Institute introduced dual subject in Hospital Administration. Further, during, 2015-16, Certificate Programmes were also offered in Logistics Management as per the resolution made in IQAC meeting held on 12/7/2014. In the year 2016-17, to enhance the sanctity and credibility of the programmes, the Institute reformed all dual programmes into Industry Certified Programme by signing MOU with various organizations. Accordingly, the Institute issues certificates jointly with the concerned industry.

#### **Aptitude Test**

As per the resolution No. 2, passed in the IQAC meeting held on 26/4/2014, the Institute decided to conduct online aptitude test in series to the students to assess the opinion about prevailing system of teaching and learning, methodologies, learning outcomes and such other matters.

**The Institute decided to continue the following practices to review its teaching learning process, structures and methodologies of operations and learning outcomes prevailing as discussed and recommended by IQAC in its earlier meetings**

- **Review through Online opinion survey:** At the end of the each semester, the students review the present teaching-learning process, structures, methodologies of operations through a structured questionnaire, administered among the students. The answers are analyzed for improvement using different statistical tools such as mean, standard deviation and mean percentage.
- **Review through Self-Appraisal of Faculty:** The faculty, once a year makes a review of different aspects of systems and methods through Self-Appraisal Schedules.

The Institute adopted a new format 'Academic Performance Indicator (API)' in 2016-17, to evaluate the present functioning system of the Institute. It contains different parameters such as teaching-learning, evaluation activities, participation in co-curricular, extension activities etc.

- **Exit Interview:** Exit Interview provides for an occasion to evaluate and review the overall functioning of the Institute. It is done through a questionnaire administered to the final year students at the end of the fourth semester.
- **Performance Assessment through Suggestion Box:** Suggestion Box kept at the entrance of the Institute is a method to elicit the opinion of the students about the learning outcomes, present operations etc. at the Institute

File Description	Document
Any additional information	<a href="#">View Document</a>

### 6.5.3 Average number of quality initiatives by IQAC for promoting quality culture per year

**Response:** 4

6.5.3.1 Number of quality initiatives by IQAC for promoting quality year-wise for the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
6	4	3	7	0

File Description	Document
Number of quality initiatives by IQAC per year for promoting quality culture	<a href="#">View Document</a>

### 6.5.4 Quality assurance initiatives of the institution include:

1. **Regular meeting of Internal Quality Assurance Cell (IQAC); timely submission of Annual Quality Assurance Report (AQAR) to NAAC; Feedback collected, analysed and used for improvements**
2. **Academic Administrative Audit (AAA) and initiation of follow up action**
3. **Participation in NIRF**
4. **ISO Certification**
5. **NBA or any other quality audit**

**A. Any 4 of the above**

**B. Any 3 of the above**

**C. Any 2 of the above**

**D. Any 1 of the above**

**Response:** C. Any 2 of the above

<b>File Description</b>	<b>Document</b>
e-copies of the accreditations and certifications	<a href="#">View Document</a>
Details of Quality assurance initiatives of the institution	<a href="#">View Document</a>
Any additional information	<a href="#">View Document</a>

### **6.5.5 Incremental improvements made during the preceding five years (*in case of first cycle*) Post accreditation quality initiatives (*second and subsequent cycles*)**

**Response:**

**Following quality initiatives are made by the Institute in the post accreditation period**

#### **Academic Field**

- Introduction of Add on Programmes – Soft Skills for Managers for the first and second semesters.
- Introduction of Add on dual programmes in Computer Application, Logistic Management and Hospital Administration in addition to Finance, Marketing And Human Resource Management
- Introduction of Project Work Diary to keep the track of Project Work of the second year MBA students
- Collaborative Guest Lecturers with Indian Institute of Materials Management
- ‘On the Spot Open Seminar Session’ on the issues of national importance
- Provision of Audio Video learning through Skype
- ‘Open Assembly’ on the opening day and closing day on every Monday and Saturday
- Presentation of Inspirational Movies and discussions
- Video shooting on subjects of social centric issues
- Uploading faculty lecture videos to Institute websites
- Conducting of Social Survey on social centric issues

- Outstanding achievements by our students in Management Fest conducted by different colleges
- Introduction of online Aptitude Test Series for senior students
- Mock interview and other placement training session series

### **Infrastructure**

- Renovations of washroom and canteen
- CC Camera installation in all classroom and corridor
- Furnishing classroom with cushion chairs, Air conditioners with ICT tools
- Provision of water coolers in the second floor
- Additions of LCD to Board Room, Computer Lab and other classrooms

### **Library and Computer Lab:**

- Computerisation of library stack with Easy Lib
- Installation of bar coding system
- Procurements of online software's – Jgate and Proquest

### **Research and publication**

- Addition of third floor to the building exclusively for research work.
- Indexing of our research journals with ISSN No in J-gate and ProQuest and also applied for inclusion in the UGC list
- Sanction of Centre for PhD Programme in Management is approved by the Mangalore University and has been forwarded to Government of Karnataka for final approval.
- Registration for PhD programme by two faculty members.
- Conduct of workshops on SPSS and Research methodology in association with Laxmi Memorial of College of Nursing.

### **Administrative Reforms**

- Permanent affiliation from Mangalore University
- Conduct of workshops for faculty and non teaching staff of other colleges
- Conduct of a National Conference.



- Village adoption, free medical camp, blood donation and donation of 30 wooden chairs as well as water purifier, to a local Government school at Thokur
- Getting sanction of UGC recognition under 2(f) and Under 12 (b) in progress

**Green Initiatives:**

- Vermi-compost unit has been established to create awareness of solid waste management and undertaken activities to promote eco friendly measures.
- LED lights have been installed in places, where energy consumption is high.
- Workshops and Expert Lectures organized for students to create awareness about environmental issues and problems.
- Social survey conducted on the theme “Save Water”
- Installation of Solar energy in progress

## Criterion 7 - Institutional Values and Best Practices

### 7.1 Institutional Values and Social Responsibilities

#### 7.1.1 Number of gender equity promotion programs organized by the institution during the last five years

**Response:** 11

##### 7.1.1.1 Number of gender equity promotion programs organized by the institution year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
2	2	2	3	2

#### File Description

#### Document

List of gender equity promotion programs organized by the institution

[View Document](#)

Report of the event

[View Document](#)

#### 7.1.2

##### 1. Institution shows gender sensitivity in providing facilities such as:

1. Safety and Security
2. Counselling
3. Common Room

**Response:**

The fact remains that 40 percent of our students are girls and lady faculty constitutes 46 percentage. Therefore, the Institute articulated more care and concern towards them, while designing the programs, as explained below.

##### Safety and Social Security:

- To ensure the safety of girls, 18 Closed Circuit Cameras are installed covering class rooms, lounge, corridor, canteen etc., with display in the Director's chamber. The CC TV footages are stored in hard disks and verified whenever required.
- Students staying in the hostel are required to obtain permission from the Director to leave the hostel for shopping or back home, Submitting letters of permission to Institute Office and to the Hostel. The students are required to return to the hostel before 6 p.m., every day. A movement register is also maintained in the Hostel to record the details of movement of the inmates.

- A 125 KV generator ensures uninterrupted power supply at the campus.
- Likewise, 24 X 7 security is provided in two shifts in the Institute and Hostel.
- The details of vehicles visiting the campus are recorded in the Visitor's Gate Register to prevent unauthorized entries to the campus.
- A panel controlled C-63, C-10, C-32 miniature circuit breaker ensures uninterrupted power and lighting facility.
- Anti Ragging Committee functioning in the Institute, visits the hostel, if necessary, to ensure safety of the students.
- Ambulance service is provided by our sister Institute A.J. Hospital and Research Center, situated in 0.5 kilometer from Campus.
- Our students enjoy medical facilities at A.J. Hospital and Research Centre at concessional rate, on the production of identity card or letter from the Director.
- Institute also supports girl students to upload their application for scholarships under various Government schemes, in addition to gender specified scholarships sanctioned by the Institute.

#### **Counseling:**

- Girl students are encouraged to meet their mentors and academic advisors to discuss their personal, academic and any other issues.
- Separate counseling sessions for girl students are organized on safety, health and hygiene issues, under the guidance of Women Cell of the Institute.
- Further, periodic meetings of Women Cell are held to discuss problems, if any, of girl students.
- The management also maintained the gender balance while appointing the faculty to take care of counseling of girl students.

#### **Common Room:**

A separate Ladies Room facility, exclusively for girls is provided in the Institute with basic infrastructural facilities such as First Aid kit, good ventilation for fresh air, good lighting and a bed facility.

The Institute provided fire extinguishers in each floor of the Institute building, ensuring the safety of all. Two kilogram capacity carbon dioxide fire extinguisher is installed in the ground floor near the canteen. A nine litre capacity fire extinguisher is installed in the library and two kilogram capacity carbon dioxide fire extinguisher is installed in the second floor, outside the Computer Lab.

#### **7.1.3 Alternate Energy initiatives such as:**

### 1. Percentage of annual power requirement of the Institution met by the renewable energy sources

**Response:** 0

7.1.3.1 Annual power requirement met by the renewable energy sources (in KWH)

7.1.3.2 Total annual power requirement (in KWH)

Response: 264

File Description	Document
Any additional information	<a href="#">View Document</a>
Details of power requirement of the Institution met by renewable energy sources	<a href="#">View Document</a>

### 7.1.4 Percentage of annual lighting power requirements met through LED bulbs

**Response:** 3.8

7.1.4.1 Annual lighting power requirement met through LED bulbs (in KWH)

Response: 3

7.1.4.2 Annual lighting power requirement (in KWH)

Response: 79

File Description	Document
Details of lighting power requirements met through LED bulbs	<a href="#">View Document</a>

### 7.1.5 Waste Management steps including:

- **Solid waste management**
- **Liquid waste management**
- **E-waste management**

**Response:**

#### **Solid Waste Management**

The Institute has a campus of 2.5 acres of land with greenery around, accommodating a canteen and one hostel with 500 girl inmates. Until recently, the Mangalore City Corporation used to clear the Campus wastes on payment basis. During 2016-17, the Institute has decided to set up a Vermi-composting unit, to make an effective use of dry leaves, paper waste and vegetable waste generated in the canteen and hostel in the campus. Vermicomposting is the product of composting process using various species of worms,

usually red wigglers, white worms and other earthworms, to create organic manure. The Institute is using earth worm -Eudrilus (African Night Crawling) for the said purpose.

The twin dimensions of the Project being

- Discharge of Institutes responsibility towards the society in maintaining the eco-balance forming a part of Swachh Bharath Abhiyan.
- Providing an academic value by involving our students to carry out the studies on waste management and educating value to visiting students of other institutions.

**Impact:**

- Campus has become clean as all dry leaves are shifted to the Vermicomposting unit.
- Effective use of all vegetable waste of the canteen and hostel
- A Vermin Culture Club was commenced with a faculty and student representatives.
- About 60 KG of sample manure was produced, out of which 30 KG was sold to a local agriculturist. The remaining stock was sent to A.J. Hospital campus to use in their garden. The Unit is expected to produce one ton of manure by converting five tons of waste during the span of one year.
- All the stages and process were photo shot and recorded, for its educational value.
- Two students are pursuing their Project Work, the Thesis to be submitted to the Mangalore University.
- Many people, organizations including Ramakrishna Ashram, Mangalore and a Tango-Tech Pvt Ltd, Bangalore, have visited the Unit site and got inspired and has taken a decision in principle to commence such units at their respective organization.
- The Institute has sent letters requesting the nearby schools and colleges to visit the site.
- The Project also inspired our Trust to sign a MOU for another eco-friendly project- solar energy system.

However, the liquid waste management is done through connecting the liquid waste to the drainage system maintained by City Corporation, through underground pipeline. Likewise, e-waste management is done by disposing through buyback/sale practices.

**7.1.6 Rain water harvesting structures and utilization in the campus**

**Response:**

In the faculty meeting held on 10th January 2017, one of the faculty members raised the issue of need and importance of developing eco-friendly projects for waste management, solar energy project and rain water harvesting. Accordingly a resolution was passed to recommend to the Management to support and provide eco-friendly projects discussed above. The Management appreciated the suggestions and promised to do the needful.

In this direction, as a means of effective solid waste management, a Vermi-compost unit is commissioned. Likewise, to provide renewable energy through solar system, agreement has been signed between Renew Solar Energy Private Limited, New Delhi and Our Trust –Laxmi Memorial Education Trust. Therefore, the Institute is hopeful of making suitable arrangements for rainwater harvesting in the near future.

**7.1.7 Green Practices**

- **Students, staff using**
  - a) **Bicycles**
  - b) **Public Transport**
  - c) **Pedestrian friendly roads**
- **Plastic-free campus**
- **Paperless office**
- **Green landscaping with trees and plants**

**Response:****Green Practices**

The Institute has developed its own practices to ensure greenery around and also to contribute to ecological balance, by implementing a few humble unstructured systems, which are mentioned here below

- Majority of the students and staff of the Institute use public transport to travel from their respective places.
- Dustbins are provided in the classrooms and in some strategic points to collect the paper waste. However, the use plastic carry bags by students and canteen personnel is highly discouraged .
- Further, as a method of creating awareness, a survey has been conducted by the Institute on the theme ‘Perception of People About Eco-Impact and Ban on Plastic Bags in Mangalore’ during the year 2014.
- All internal communications are carried out to the students and faculty members through emails and Whatsapp groups.
- In a similar way, after conducting programmes, the faculty in charge prepares a detailed report with photographs and stores the same in the form of e-content and made accessible through Institute website.

- Efforts are also made to keep the campus clean and green, through planting trees and regular maintenance of garden.

### 7.1.8 Average percentage expenditure on green initiatives and waste management excluding salary component during the last five years

**Response:** 0.9

7.1.8.1 Total expenditure on green initiatives and waste management excluding salary component year wise during the last five years(INR in lakhs)

2016-17	2015-16	2014-15	2013-14	2012-13
1.94	.2356	.0657	.2755	.1855

File Description	Document
Details of expenditure on green initiatives and waste management during the last five years	<a href="#">View Document</a>
Green audit report	<a href="#">View Document</a>

### 7.1.9 Differently abled (Divyangjan) Friendlines Resources available in the institution:

1. Physical facilities
2. Provision for lift
3. Ramp / Rails
4. Braille Software/facilities
5. Rest Rooms
6. Scribes for examination
7. Special skill development for differently abled students
8. Any other similar facility (Specify)

**A. 7 and more of the above**

**B. At least 6 of the above**

**C. At least 4 of the above**

**D. At least 2 of the above**

**Response:** D. At least 2 of the above

File Description	Document
Any additional information	<a href="#">View Document</a>
Resources available in the institution for Divyangjan	<a href="#">View Document</a>

### 7.1.10 Number of Specific initiatives to address locational advantages and disadvantages during the last five years

**Response:** 10

7.1.10.1 Number of specific initiatives to address locational advantages and disadvantages year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
2	2	2	2	2

File Description	Document
Number of Specific initiatives to address locational advantages and disadvantages	<a href="#">View Document</a>

### 7.1.11 Number of initiatives taken to engage with and contribute to local community during the last five years (Not addressed elsewhere)

**Response:** 46

7.1.11.1 Number of initiatives taken to engage with and contribute to local community year wise during the last five years

2016-17	2015-16	2014-15	2013-14	2012-13
12	9	9	11	5

File Description	Document
Report of the event	<a href="#">View Document</a>
Details of initiatives taken to engage with local community during the last five years	<a href="#">View Document</a>

### 7.1.12



**Code of conduct handbook exists for students, teachers, governing body, administration including Vice Chancellor / Director / Principal /Officials and support staff**

**Response:** Yes

File Description	Document
Any additional information	<a href="#">View Document</a>
URL to Handbook on code of conduct for students and teachers , manuals and brochures on human values and professional ethics	<a href="#">View Document</a>

**7.1.13 Display of core values in the institution and on its website**

**Response:** Yes

File Description	Document
Provide URL of website that displays core values	<a href="#">View Document</a>

**7.1.14 The institution plans and organizes appropriate activities to increase consciousness about national identities and symbols; Fundamental Duties and Rights of Indian citizens and other constitutional obligations**

**Response:** Yes

File Description	Document
Details of activities organized to increase consciousness about national identities and symbols	<a href="#">View Document</a>

**7.1.15 The institution offers a course on Human Values and professional ethics**

**Response:** Yes

**7.1.16 The institution functioning is as per professional code of prescribed / suggested by statutory bodies / regulatory authorities for different professions**

**Response:** Yes

File Description	Document
Any additional information	<a href="#">View Document</a>
Provide URL of supporting documents to prove institution functions as per professional code	<a href="#">View Document</a>

**7.1.17 Number of activities conducted for promotion of universal values (Truth, Righteous conduct,**

**Love, Non-Violence and peace); national values, human values, national integration, communal harmony and social cohesion as well as for observance of fundamental duties during the last five years**

**Response:** 50

File Description	Document
Any additional information	<a href="#">View Document</a>
List of activities conducted for promotion of universal values	<a href="#">View Document</a>

### **7.1.18 Institution organizes national festivals and birth / death anniversaries of the great Indian personalities**

**Response:**

The Institute believes not only in teaching the University mandated course content, but also in making the students to inculcate human values and other social values. In this direction, the Institute organizes many programmes including the celebration of national festivals and birth anniversaries of great Indian personalities.

*Sadbhavana Divas* or Harmony Day is celebrated to commemorate the birth anniversary of the former Prime Minister of India late Rajiv Gandhi on 20th August every year, with a mission to show good feeling to others. On the said day, students are administered with an oath, pledging to work together regardless of caste, religion or language and resolve all differences through dialogue without resorting to violence.

Likewise, the Institute also observes Teacher's Day, commemorating the birthday celebration of former President of India, late S Radhakrishnan. On the said day, the students convene a formal program, invite the Director and the members of the faculty followed by Cultural activities.

With an intention of creating oneness among the students forgetting all differences in respect to caste, creed, colour etc., the Institute celebrates Onam, Dasara, Deepavali and Christmas every year, by organizing series of activities.

Further, to make our students and faculty to inculcate human values, the Institute organizes activities such as presentation of inspirational videos on great personalities, visits to orphanage centre and offer charity in cash and kind etc.

### **7.1.19 The institution maintains complete transparency in its financial, academic, administrative and auxiliary functions**

**Response:**

The Institute maintains transparency in its financial, academic, administrative and auxiliary functions, as given below

### **Financial Transparency**

- All expenses of the Institute are budgeted and approved in the Governing Council meeting, every year.
- Director forwards the proposals of procurement and conduct of programmes to the Trust, for approval.
- All the procurements are done through inviting quotations and the lowest quotation is recommended to the Management for approval.
- After the procurement, bills are settled through payments by Cheque.
- Salary payments are made through Account Transfers.
- Student fees are collected through DD, Account Transfer or Cash, against the receipts.
- All financial transactions are recorded with the help of software - Tally.
- Quarterly audit of all financial transactions also add to the transparency.
- The auditor ensures that all payments are duly authorized.
- The external auditor conducts statutory audit at the end of the financial year.

### **Academic Transparency**

- All financial and academic decisions are taken in the Governing Council meeting and Academic Advisory Board meetings, respectively, every year.
- Total autonomy is given to the Director/ Faculty for organizing all academic, Co curricular and Extra Curricular activities of the Institute as per the budget approvals.
- All academic, Co curricular and Extra Curricular activities decisions are taken in the meetings of Faculty, IQAC, Executive Council and Student Council very religiously.
- Total transparency is ensured in the assessment of students.

### **Administrative Transparency**

- The functioning of the Institute is ensured through a structured system – Director – Dean – Student Council Advisor – Faculty – Non Teaching Staff - in that order, which ensures the transparency in all academic and administrative endeavors.
- The service conditions of Faculty and Non Teaching Staff are strictly as per the Service Rules framed by the Trust.

## 7.2 Best Practices

### 7.2.1 Describe at least two institutional best practices (as per NAAC Format)

#### Response:

Over the period, The Institute has successfully implemented many best practices. Two best practices chosen to present here are explained below:

#### First Best Practice

#### Title of the Practice: Short Video Preparation and Inspirational Video Presentation

**Objectives of the Practice:** This best practice has two dimensions - Preparation of Short videos and Presentation of Inspirational videos. The specific objectives of the practice are

- To unleash hidden talents, creativity of students and to build team spirit among them.
- To provide the hands on experience to the students on the application of management theories to practice.
- Creating awareness among the issues of social concern.

**The Context:** Themes such as environment protection, go-green, corruption etc., are selected for short video preparation, to create awareness on the themes and to address such social menace. For inspirational video presentation, subjects like stories of successful personalities, results of inspirations, family, culture etc., are selected to motivate the students to inculcate values.

#### The Practices and Uniqueness:

Short Video Preparation- This practice is considered to be unique as such practice is not found in any other management institutions, functioning under Mangalore University. Under this practice, the students were divided into groups to produce short movies on Save Environment (2013-14), Go Green (2014-15), Corruption and Swachh Bharath (2015-16), and Digital India (2016-17). On the occasion of releasing the movies along with the posters, the crew members share their experiences. A committee assesses the whole process, for the award of 'Best Short Video'.

Inspirational Video Presentation- The selection of only those videos containing the issues of human values, ethics, social problems etc. not considering its commercial success is the uniqueness of this practice. A faculty member, selects and presents the videos in the presence of the Director, faculty and students. The participants make an in-depth discussion is on its social, economic and ethical dimensions.

#### Evidence of Success:

- The prevalence of the practice during the last four years is a testimony of the success.
- Students are able to work together as a team, despite their cultural differences, study background, geographical and genetic variations.

- The practice successfully developed a sense of oneness, healthy human relations and mutual understanding in organizing all other activities at the Institute.
- It is also the matter of the fact that no single incident of any form of ragging, abuse, fight has taken place in the Institute as the over-all result of such best practice.
- This academic exercise has given an inspiration to the students to excel further, in the short movie contest as they won prizes in the national/state level competitions.

**Problems Encountered and Resources Required:** Undoubtedly, the Institute and the students encountered a few problems and underwent stress while practicing the exercise. To name a few, paucity of time, necessity of sophisticated equipment such as High Definition Video Camera and its usage, necessity of idea/expertise in the field of short movies etc.

### **Second Best Practice:**

#### **Title of the Best Practice: Publication of Bi-annual Research Journal-Anveshana... Search for Knowledge**

#### **Objectives of the Practice:**

Today, higher education is considered as a trinity to perform three-fold functions: teaching-learning, research-publication and extension-development. With this background, the Institute is publishing this Research Journal with the specific objectives such as

- To carry-out research and publication activities religiously
- To create a research bent of mind among the students and faculty
- To facilitate the publication activities of the faculty of the Institute and other scholars
- To contribute to the existing bank of knowledge with new additions
- To develop quality academic relations with other academicians and institutions
- To strengthening the library of the Institute through getting other quality journals on exchange basis

#### **The Context:**

With the novel idea of contributing further, our Journal embraces the domain of knowledge from Commerce, Management, Finance, Marketing, Banking, Insurance, Human Resource Management, Agriculture etc. As the need of the hour, it focused on research articles, case studies, empirical reports and conceptual papers on contemporary issues. The Institute has brought out the special issues of the Journal intermittently, on some special occasions like national conference etc. The Journal would contain invariability, a page for book review to enhance the reading practices among the people. The Institute also focused on the regional representation and cross sections of the society while selecting the scholarly articles for publication, to know around better. Most importantly, the Institute ventured to enter the area of publication when there was dearth of quality research articles as no other educational institution under

Mangalore University, thought of bringing out a research journal. Even now, it is a matter of pride to state that the Institute is much ahead in publication activities as compared to similar publications.

### **The Practice:**

The journal is published as bi-annual for the last seven years. The Institute is continuing this best practice strictly adhering to its Publication Policy as given in the journal website, ([www.anveshana.in](http://www.anveshana.in)). The Publication Policy provides the inputs of publisher's details, ISSN Registration, review systems, composition of the Editorial Board, regional representation in the selection of articles, royalty for the articles, copy right, subscription rates and instructions to authors.

### **Evidence of Success:**

- Uninterrupted Publication for seven years without any break and delay.
- As an evidence of success, our publication has the ISSN -2249-1449.
- Indexed in international online journal portals-J-Gate and ProQuest.
- The Institute has also applied for including the journal in the list of journals maintained by the UGC.
- Today, the Institute never felt the dearth for quality articles, as we receive the articles in abundance.
- The Research Journal has its own website, ([www.anveshana.in](http://www.anveshana.in)).
- The Institute is able to develop an editorial board comprising high profile academicians all over country, including an international scholar.
- Because of the strength and success of the Journal, the Institute is able to set a separate Research Centre with all facilities.

### **Problems Encountered and Resources Required**

Undoubtedly, the Institute has encountered a few minor or major problems in the span of seven years of the footprints of its publications. The problems encountered consist of necessity of quality articles, challenge of timely publication, reviews of articles, ICT related changes and challenges, cost escalation, resources required and strengthening the list of subscribers.

File Description	Document
Any additional information	<a href="#">View Document</a>

## **7.3 Institutional Distinctiveness**

### **7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority**

**and thrust****Response:**

A.J. Institute of Management has not left a single stone unturned in developing the Institute as a Center of Excellence in Management Education by continuously benchmarking itself against the best. It is our mission to impart value based management education, designed to prepare young men and women for leadership positions. The Institute also believed that 'teaching-learning' is no longer restricted to the classroom, hence, moved beyond the boundaries and structured course content. As per our Vision, business education is the process of imparting knowledge that is essential, skills that are relevant and values that are foundational. Further, fact remains that business education has to provide two kinds of knowledge that is 'how to think' (knowledge component) and 'how to live' (skill component). The distinct thought of the Institute is that, success of a student at our Institute not only to be decided by the marks or CGPA he or she is scoring, but also to what extent he or she is transformed over the four semesters by imbibing the skills and values. Hence, as per the distinctiveness of our Vision-Mission, priority and thrust is given for the skill building activity to make the students proficient, perfect and professional.

With the novel idea of enhancing of knowledge and skills as well as for imparting values among the students, the Institute looked beyond its boundaries and strived hard to achieve the better of the best in management education, as it is reflected in our Vision. With this intension, the Institute organized a large number of activities through different Clubs and Associations. These varied activities provided hands on experience to the students and taught them how to plan, organize, coordinate, supervise, control, articulate, communicate, work in a team, motivate (self and others), develop sense of responsibility, reasoning and so on. Accordingly, the Institute planned and implemented activities through a structured action plan. They are properly coordinated and supervised through Clubs and Associations. The following Table exhibits various activities of skill building, over and above the regular classroom teaching.

**Table No: 7.3.1****Bird's Eye View of Skill Based Activities**

Sl. No	Dimensions of Skill Based Activities	Number of Activities				
		2012-13	2013-14	2014-15	2015-16	2016-17
1	Number of Clubs and Associations	15	16	16	21	37
2	Number of student nominations to Clubs and Associations	57	93	67	73	105
3	Dual/ Industry Certified Programmes	4	5	4	4	6

	Number of other Courses (including on GST, SAP)	14	18	14	14	22
	Number of Students Covered	90	98	98	139	199
4	Expert Lectures  (GST, Demon etization, Investment Planning, Scenario Planning, Project Management etc.)	7	11	15	7	6
5	One Day Workshops  (Themes such as Career Building, Leadership, Team Building, Co mmunication etc.)	6	4	5	4	4
6	Two Days or more than Two Days workshops  (To enhance employable skills)	1	2	-	2	2 days -2  6 days -1
7	Aptitude Test Series  (To enhance analytical ability)	-	-	30	28	30
8	Other Events  (Comprising	16	14	13	10	14



	Induction Programs, Student Council Inauguration, Sports Day, Annual Day Celebrations, Interactive Sessions, Orientation Programs etc.)					
9	Festivals and Celebrations  (Such as Teacher's Day, Onam, Dasara, Deepavali, Christmas, Cultural week etc)	4	4	3	5	4
10	Extension activities  (Comprising Orphan visits, Blood Donation, Swachh Bharat etc)	1	1	-	2	2
11	Demos  (Such as demo on usage of SPSS package, Online Journal Portals, Digital Banking, Internship, Pproject	5	5	1	4	3

	Work etc)					
12	Field Survey  (Self funded survey on social centric issues through students)	2	3	2	2	5
13	Book review sessions/ Contemporary Topic Presentation	-	50	64	43	116
14	Number of Deputation to Fests and Conferences	9	17	12	9	21
	Number of Students Deputed	64	134	85	82	183
	Number of Prizes won	4	73	19	5	58
15	Eco friendly activities	-	-	1	1	3
16	Value Based activities	4	6	3	4	3
17	Intra-fest	1	1	1	1	1
18	Industrial Visits / Tour	-	1	1	1	2
19	Short films Preparation  (Short films Produced by students on social centric issues)	-	5	3	10	9
20	Inspirational Video Presentation  (Inspirational Videos Viewed by students)	-	1	2	2	3

	followed by in-depth discussions)					
21	On the spot Seminars	-	-	-	-	3

File Description	Document
Any additional information	<a href="#">View Document</a>



## 5. CONCLUSION

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### Additional Information :

The Institute is committed to provide quality education with the following inputs, over and above University mandated course content.

- Trust on skill building programmes such as Expert lecture, Workshops, Presentations, Seminars, Aptitude tests etc
- Industry Certified Add-on programmes on Logistics Management, Finance, Human Resource Management, Hospital Administration and Marketing in third and fourth semesters and on Soft skill in first and second semesters along with three month and six month courses on GST and SAP respectively to provide additional academic inputs to enhance employability.
- Best practices such as 360 degree assesment of students, structured feedback, publication of Research Journals, Social Survey and Short Video Preparation and Inspirational Video Presentation.
- Innovative initiatives such as Project Work Diary, Open Assembly, Spot Seminars and Commencement of Vermi composting unit.

The above features make our Institute a different and distinct compared to other Management Institute functioning around.

### Concluding Remarks :

It should be the vision of educational governance that an institution should be a centre of excellence for human resource development and imparting knowledge that is useful, skills that are relevant and values that are foundational.

Today, quality of education is multi-dimensional, which should embrace all functions and activities like admissions, teaching, research, scholarship, programming, extension activities, staffing and infrastructure so as to balance both the need and the demand.

With this holistic view, A. J. Institute of Management (AJIM) is functioning since its inception, offering management education by continuously benchmarking itself against the best.

Hence, with a sense of satisfaction, we are submitting this report online to the National Assessment and Accreditation Council for the second cycle assesment of the institutional efforts under seven different criteria, as a measure of introspection. Further, all the stakeholders are confident of living up to the expectations of the esteemed organisation NAAC, in terms of fulfilling the mandatory requirements as given in the seven criteria. Again, we pledge that A. J. Institute of Management is committed to develop a healthy academic atmosphere through the synergy between the management, faculty, students, industry and society at large. The Institute is confident that management and faculty can work together in the right spirit of participation with a holistic view that, an educational institution stands for humanism, for tolerance, for reason, for progress, for social value, for adventure of ideas and for the search of truth towards creating pathways for the growth and progress of

students.

NAAC