SELF STUDY REPORT

FOR

1st CYCLE OF ACCREDITATION

SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH

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Submitted To

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BANGALORE

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1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

Our Institution is the brainchild of Padmavibhushan Dr.D.Veerendra Heggade, Dharmadhikari of Shri Skhetra Dharmasthala which is one of south India's most renowned religious landmarks with a history over 800 years. Dharmasthala is considered as a miracle of paradoxes for not just the co-existence of different faiths in harmony but also for the four traditional Danas namely, Annadana-gift of food, Aushadadana-gift of medicine, Abhayadana- freedom from fear/justice and Vidyadana-gift of education. It is with the primary objective of making education affordable and accessible that the SDME Society was established to head 56 educational institutions ranging from primary education to post graduation in fields of management, dental science, law, medical sciences, naturopathy, ayurveda, physiotherapy and engineering. Having been in the service of offering quality management education for over three decades SDM College of Business Management started MBA in 2007 affiliated to Mangalore University and recognized by AICTE. In 2013, the institute reconstituted itself as a separate entity with a total strength of 240 students and 25 employees and marked many milestones through its consistently innovative initiatives and foreign university tie-ups.

Located in the heart of Mangalore City, our institute boasts of state of the art infrastructure and envisions creating globally acceptable business leaders. Faculty with rich academic & research experience have facilitated students of our institution to fare brilliantly in academics and extra-circular activities including fields of research, entrepreneurship, politics, media and business. The consistent record of students in securing Mangalore University ranks and gold medals have made the institution stand tall among other institutes in this coastal city.

Our institute has made strides in creating numerous industry institute tie ups, MoU's with external agencies, hosted extension programmes for social welfare and imbibed in students a conscious element of social responsibility. Progressive placements coupled with astounding accolades earned by the students have enabled our institute to march steadfastly in attaining its Vision. Riding high on the path shown by our President Padma Vibhushan Dr.D.Veerendra Heggade our institute is all set to lead students to higher trajectories of knowledge and success.

Vision

Develop competencies of people to meet the challenges of business, industry and service sector. Empower them with requisite skills to be globally acceptable business leaders. Provide world class professional management education to the people at a reasonable cost, spread Indian ethos spiritually to sustain, survive and succeed in business and industry.

Mission

Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organizational excellence by leveraging

intellectual human capital. Instill entrepreneurial qualities with right moral, social values and prosper. Enhance the quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self confidence to lead, motivate people through case study, practical training and exposure to global business and industry.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

STRENGTH:

- Centrally convenient location in the heart of the city.
- Wi-fi enabled campus.
- State-of-the-art infrastructural facility.
- Reputed Management with a visionary Padma Vibhushan Dr. D. Veerendra Heggade as the President.
- Consistency in academic excellence and university ranks and gold medals.
- More than 50% of the faculty with doctorate degree.
- Faculty with rich research and academic experience.
- Continued industry- institute collaborations and programmes.
- Academic linkages with reputed B-Schools.
- Membership of professional bodies.
- Best of library resources including several national and international Journals, subscription to online journals like SAGE, J-gate, N-list etc.
- Several Diploma/ Add-on course on topics of current relevance to make students corporate ready.
- Training for banking and other competitive exams.
- Impetus and inclination towards research activities including student research paper presentations.
- Tradition of students bringing home several overall championships in intercollegiate management and cultural fests over the years.
- Financial assistance to students in the form of Scholarship and free-ship.
- A learning environment which is rich in culture; breeds good values and morals in the life of students.
- Willingness of students to work towards'Student Social Responsibility' related causes
- Students enjoy the benefit of receiving laptops and full suit as uniforms from the institute.
- A campus that is always bustling with lot of extra-curricular, cultural, sports and management events.
- A conducive learning environment wherein students are nurtured through a continuous mentoring system.
- Goodwill of the management facilitating bonding with varied stakeholders.
- High credibility of the institute has facilitated faculty to be regularly sought as resource persons for various seminars, workshops, training programmes etc.
- Ease of access to public transport has attracted several students to apply for admissions.
- Registered alumni association has strengthened ties with the alumni.

Institutional Weakness

WEAKNESS:

- Lack of autonomy due to university affiliation.
- Reluctance among students to take up campus placement opportunities due to varied reasons like business background, family obligation, marriage plan, entrepreneurial instincts etc.

Institutional Opportunity

OPPORTUNITIES:

- Plenty of opportunities created through MoU's with corporates, industry, educational institutions and NGO's.
- Tie-up with foreign university in United Kingdom which will facilitate many students and staff to pursue certificate programmes in City of Glasgow College, U.K.
- Stress-free working environment that is enabling teachers involve in quality research work and complete courses on topic of current relevance.
- Management sponsorship for research activities and conferences for faculty.
- Management sponsored membership for students to join professional bodies like MMA which is affiliated to AIMA.
- Programmes earmarked for building student spirituality, morals and ethics giving them a scope to ensure their all round development, weekly guest lecture arrangement that is complimented with centrally convenient location for experts from industry and academia to reach.
- Diverse internship opportunities for the students throughout the year.
- Management support to continuously adopt new technologies in teaching learning.
- Institutions motive to give back to the society is facilitating students and teachers fullfill their social responsibilty.

Institutional Challenge

CHALLENGES:

- To create new benchmarks and maintain existing collaborations.
- To introduce new courses to bridge the gap between industry and academia.
- To procure research grants.
- Erratic university schedules hindering institutes ability to conduct programme as planned in the academic calendar.
- Increasing pressure from stakeholders to perform better in each passing year.
- Matching up with global standards.
- Introducing new teaching methodologies to live up to the expectations of the industry and society.
- Dynamic environment of management studies calling for adoption of new and novel technological initiatives.
- New education policy could bring about a paradigm shift in imparting MBA programme.

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

The institute adopts the syllabus prescribed by Mangalore University which it is affiliated to. The University has both Choice Based Credit System and Elective Course System. Besides this, the institute also offers diploma and certificate programmes in order to enrich the curriculum in well-thought and planned manner. The courses are allocated to faculty members according to their competence, and each faculty prepares a course outcome and teaching plan for each allotted course. The faculty make efforts to ensure that the course outcome is attained in the stipulated time and monitor the same through a daily lecture plan record maintained by them.

The Institute prepares an academic calendar at the beginning of each academic year taking into consideration the university academic schedule for planning of all academic and co-circular activities which is documented in the calendar given to students. The institute has also expended efforts in enriching the curriculum through use of Google Class Rooms, Online Quiz, Stock Market Analysis, guidance for Stock market investment, Event Management, Instagram Lives, TAB enabled learning model, Recorded Lectures, Feedback on recorded presentations etc.

Our institute has constituted an Academic Council for design of curriculum for Diploma programmes and certificate courses and decision making on academic issues.

The members of faculty participate in various bodies of autonomous institutions and contribute significantly in the areas of academics. The students of the institute are encouraged to undertake project work and summer internships.

A structured Feedback system involving major stakeholder guides all academic decisions.

Teaching-learning and Evaluation

In all these years of existence our institute has attracted absolute enrollment of students against all sanctioned categories; from diverse backgrounds and geographical areas which is a reflection of the institute credibility. The explicit efforts of the institute to cater to student diversity is reflected through mechanisms like bridge course, mentoring, initiatives for advanced and slow learners and adaptation of numerous ICT into the teaching-learning process.

Our institute believes that teaching-learning is a continuous process that promotes professional development among teachers and holistic development among students, for which the chalk and talk method of lecturing is redesigned by integrating it with the latest in technology like TED talks, Coursera videos, Social networking among others. With the majority of teachers in the institute having doctorate degree and the remaining perusing their research, the institute is proud of faculty profile that is rich in academics and research.

The institute ensures that continuous and innovative evaluation process adds to the attainment of learning outcomes . The active participation of students at various platforms including national level management fests, cultural and sports events, awards of ranks and gold medals at the university examinations, research paper

presentations, are all testimony to the effectiveness of the teaching learning process. Student social consciousness, voluntary participation in extension activities, confirms the fact that the culture of the institute is being effectively passed on to students in instilling good morals and human values in them. The active involvement of the alumni in all the initiatives of the institute are testimonials of student satisfaction towards the institute.

Research, Innovations and Extension

The research culture of our institution is reflected in book publications and research papers publications in journals of National & International repute. Besides this, the institute has also received grants from both Government and Non-Government bodies to conduct different kind of Research oriented projects. While the institutes Research Cell organize workshops and sensitization programs to ignite the research spirit in students; the management's promotion policy provided the inspiration to teachers to work towards procuring awards and recognitions. Our other research initiatives include online e-journal ,code of ethics for research and also use plagiarism detection software for research.

The industry-academia connect has facilitated students of our institute to join hands with industry bigwigs like Colgate, Vivel. Gillette, Manipal Ace, Shopper's Stop, Indian Overseas Bank and the like.

The feathers in our cap are the two MOU's that have been signed with Grimsby University, United Kingdom and City of Glasgow College, Scotland which has enabled students and faculty complete certification programmes on Innovation & Productivity.

The institution has had a continued association with Ramakrishna Mission since 2014-15, for Swacch Bharath initiatives that has taken all the students and staff to various localities of our coastal belt for cleanliness drives. Another noteworthy association is the students and staff participation in Alzheimer's month Observation for the last five years, which has enabled them to empathize with the elderly and help them. It has been an annual practice to visit integrated school for children and conduct games, activities, cultural programs, distribute sweets and stationary to them. Programs are also organized to educate/create awareness about various diseases and maintaining Psycho, Physical, Social and Spiritual health.

The Institute boasts of numerous MoU's and collaborations with organizations, Companies, Associations, Voluntary agencies, educational Institutes etc. Diverse Activities conducted under these MoU's and

collaborations have benefited the students as well as the organization/ Institute and the community at large. Faculty of the institute also serves the community, other institutes and companies by sharing their knowledge and expertise.

Several student and faculty exchange initiatives of the institute have added momentum to the existing extension initiatives.

Infrastructure and Learning Resources

SDM PG Centre which is centrally located in the heart of the city boasts of state of art infrastructure with facilities like air conditioned classrooms equipped with LCD Projectors, Speakers, LED Bulbs, personalised charging points for laptops & Wi-Fi campus providing necessary threshold for ICT enabled learning. A fully computerised & automated library which has well stocked collection of journals, magazines, e-books, CD ROM, rare books and subscription to a host of E- Learning resources have engaged the students & staff in an enriching learning experience. Air Conditioned Conference Hall, Counselling Centre, Placement centre, AC computer labs with 120 computers, Learning Resource Centre for viewing recorded lectures, Reprography centre, Canteen & Cafeteria have added sheen to our campus

Being highly adaptive to latest in technology the institute has embraced new learning systems using laptops, TABLETS enabled with software and is currently engaging students using various social media platforms, gamification and G-suit features like Google Classroom, Google Form, Google Docs, etc

Students of our Institute are continuously engaged in extracurricular activities, sports, fitness programmes, yoga and cultural programs through continued initiatives like annual sports meet, Fit India Movement, Sanketha-annual day celebrations, Cultural night, SDM-Premier league among others.

The institute has put in place a systematic procedure for both maintenance and utilization of all its resources. Substantial funds have also been earmarked for maintenance of facilities through Annual Maintaninance contract with service providers for AC, lift, computers and special funds are earmarked for repairs and replacement.

Student Support and Progression

The Institute has a well-established student support system for Scholarship assistance through which numerous students have got financial assistance from various governmental and Non Governmental organizations including our own management. Adding to this, Capability Enhancement and Development Schemes with

guidance for Competitive Examination, Career Counseling, Soft Skill Development, Bridge Courses, Yoga and Meditation, Personal Counseling, Language Lab and a specially designed Vocational education and Training programme to train students exclusively in Microsoft Excel which is the need of the hour for enhancing employability skills is provided by our institution.

The Institute has statutory committees for Grievance-Redressal, Anti-Sexual Harassment and Anti-Ragging. Besides this Various Cells, Forums and Clubs of the student consortium foster Academic Excellence. The placement cell has been successful in crafting progressive placements over the years and has made efforts to prepare students through mock online tests, aptitude tests and mock interviews.

Astounding achievements of students in various sports, cultural and management fests have brought laurels and pride to the institute both at National and International Level. Plethora of cultural and sports activities hosted for our students helps to keep the campus abuzz with activities.

With an aim of strengthening ties between Alumni and Institute SDM MBA Alumni Association® was formed. Institute is proud of extensive contribution made by Alumni in the field of Entrepreneurship, entertainment, politics and Industry .The institution is exceptionally proud of alumni like Mr. Nishan, who was conferred Honorary Doctorate and has gained international recognition for his achievements in Asia Book of Records.

Governance, Leadership and Management

Our institution is headed by the great Visionary Padmavibhushan Dr.D.Veerendra Heggade who is not just an educationist but also a reformer, philanthropist and philosopher. SDM Educational Society Ujire, charitable and religious trust with a hallmark vision of putting values into education, spearheads the activities of our institution. Our institute is headed by a Director, who takes responsibility for fulfilling the mission of the institution through careful planning and effective implementation. The strategic plan 2022 document of our institution formulated in the year 2017 has been acting as the guiding force behind all our endeavors. With the continued support of the management and relentless efforts of the institute, attainment of the strategic plan has been possible through the involvement of various stakeholders in governing bodies like governing council and IQAC.

All the administrative functions are performed through management developed in-house software EERPMS which has enabled financial transparency and financial governance is complied with through internal and external auditing.

The successful functioning of the institute is attributed with its decentralized structure and participative management policy. Faculty empowerment is facilitated through hosting various professional development programmes and providing financial assistance for perusal of research interests. Besides this, the management has also put in place several welfare measures for the benefit of the faculty. Performance based appraisal system for both teaching and non-teaching staff provides the much needed zeal for faculty to work towards their own development.

The institute has instilled a momentum of quality consciousness through the establishment of IQAC. The IQAC at the institute works relentlessly in its efforts to create a quality consciousness and strengthen the moral fabric

of the institution leading to its holistic development. All the quality enhancement activities are approved in the IQAC meetings before being institutionalized

Institutional Values and Best Practices

Our institute upholds the values of its management in terms of commitment towards the society; which is why all activities at our institute are student centric and socially oriented. Safety and security is given prime importance in our institution. Gender sensitization programmes are also hosted. Our institute has to its credit the pride of being the first B-school in Karnataka to have adopted TAB based software for teaching –learning which has facilitated students to access content like books, ppt's, case studies, study material, work sheets on the cloud and learn meaningfully.

In our institution we have always made strides towards helping creating a cleaner society through our continued swacchata initiatives. To encourage a plastic free campus saplings are given to the guests instead of flower bouquets. Usage of jute bags, cloth bags and steel water bottle are promoted. The institution made efforts to create facilities for the differently abled which include ramps, lift and such others.

The locational advantage of the institution has drawn several organizations and association to host collaborative programmes and utilize our infrastructure.

The best practices of our institution include Student Social Responsibility and Alumni Connect. Alumni for our institute are like landmarks who act as the strongest representation of the institute, which is why the institute has made multiple attempts to maintain alumni connect through initiatives like alumni student, alumni as guest, social media alumni engagement, involvement of alumni in extension activity and cultural programmes etc. For fostering student social responsibility compulsory student's participation in extension activity, MoU's with NGO's and social organizations, annual visit to integrated school, moral and social sensitization programmes , active national integration forum and environmental friendly practices have been given more impetus.

Student welfare has been one area of distinctiveness that has been envisioned in vision, mission and core values of our institution. This we have tried to achieve through the practice of getting students into the practical aspects of management by organizing activities of innovative nature to enable them outshine others and make them socially conscious and morally accountable.

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College	
Name	SDM COLLEGE OF BUSINESS MANAGEMENT POST GRADUATE CENTRE FOR MANAGEMENT STUDIES AND RESEARCH
Address	M.G. Road, Kodialbail, Mangalore
City	Mangalore
State	Karnataka
Pin	575003
Website	www.sdmcbm.ac.in

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Director	Seema S. Shenoy	0824-2496080	9972035330	0824-	sdmcbm@gmail.com
IQAC / CIQA coordinator	Prameela Shetty	0824-2496009	9886177446	-	prameela44@yahoo.com

Status of the Institution	
Institution Status	Private and Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minroity institution	No

Establishment Details

Date of establishment of the college	30-08-2007

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	View Document

Details of UGC recognition

Under Section	Date	View Document
2f of UGC		
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	View Document	30-04-2019	12	

Details of autonomy

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

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	M.G. Road, Kodialbail, Mangalore	Urban	1.23	3406

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,Mba	24	Bachelors Degree	English	240	240

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				0				0				0
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit				0				0				0
Sanctioned by the Management/Society or Other Authorized Bodies				0				0				11
Recruited	0	0	0	0	0	0	0	0	3	8	0	11
Yet to Recruit				0				0				0

Non-Teaching Staff				
	Male	**Female**	**Others**	**Total**
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				14
Recruited	7	7	0	14
Yet to Recruit				0

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

Qualification Details of the Teaching Staff

Permanent Teachers									
Highest Qualification	Professor			Associate Professor			Assistant Professor		
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
D.sc/D.Litt.	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	1	5	0	6
M.Phil.	0	0	0	0	0	0	0	2	0	2
PG	0	0	0	0	0	0	3	8	0	11

Temporary Teachers									
Highest Qualification	Professor			Associate Professor			Assistant Professor		
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
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

Part Time Teachers									
Highest Qualification	Professor			Associate Professor			Assistant Professor		
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
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

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Details of Visting/Guest Faculties				
Number of Visiting/Guest Faculty engaged with the college?	**Male**	**Female**	**Others**	**Total**
	0	0	0	0

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

Programme		**From the State Where College is Located**	**From Other States of India**	**NRI Students**	**Foreign Students**	**Total**
PG	Male	53	13	0	0	66
	Female	45	9	0	0	54
	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	3	1	3	1
	Female	3	3	4	0
	Others	0	0	0	0
ST	Male	0	0	0	1
	Female	2	0	0	0
	Others	0	0	0	0
OBC	Male	31	38	30	35
	Female	21	18	23	23
	Others	0	0	0	0
General	Male	31	25	38	38
	Female	29	35	22	22
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
Total		120	120	120	120

3. Extended Profile

3.1 Program

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

Response: 101

File Description	Document
Institutional Data in Prescribed Format	View Document

Number of programs offered year-wise for last five years

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	1	1	1

3.2 Students

Number of students year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
240	237	237	240	221

File Description	Document
Institutional Data in Prescribed Format	View Document

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

2018-19	2017-18	2016-17	2015-16	2014-15
60	60	60	60	60

File Description	Document
Institutional data in prescribed format	View Document

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

2018-19	2017-18	2016-17	2015-16	2014-15
120	117	117	120	101

File Description	Document
Institutional Data in Prescribed Format	View Document

3.3 Teachers

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

2018-19	2017-18	2016-17	2015-16	2014-15
11	12	12	12	12

File Description	Document
Institutional Data in Prescribed Format	View Document

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

2018-19	2017-18	2016-17	2015-16	2014-15
12	12	12	12	12

File Description	Document
Institutional data in prescribed format	View Document

3.4 Institution

Total number of classrooms and seminar halls

Response: 8

Total Expenditure excluding salary year-wise during the last five years (INR in Lakhs)

2018-19	2017-18	2016-17	2015-16	2014-15
104.42886	45.38309	47.00902	46.94958	49.50231

 Number of computers

Response: 120

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 is proud to have to its credit a substantial share of ranks and gold medals declared by Mangalore University and also track record of progressive results in terms of distinctions which has been the result of our conscious efforts to deliver the curriculum through a well-planned process. Though the institute adopts the curriculum prescribed by affiliating university , diploma and certificate courses are offered by the institution in association with other recognised bodies in order to enrich the cirriculam in an well-thought and planned manner. For this, Institute has developed a structured and effective implementation of curriculum through the following means:

- Courses are allocated to faculty members according to their competence, and each faculty prepares a teaching plan for each allotted course. Each faculty prepares a course plan at the beginning of each semester for each of the course that he or she is going to teach in the ensuing semester that constitutes the contents like syllabus, teaching aids to be used, students' assignments to be given, field study projects, which, then is complemented with documents like Lecture Plan, Attendance Register, Internal and Semester Question Papers, Mark Sheets, Subject Guest Lectures which is all put together in a subject file for each course.
- Lecture Plan provided by the Institute, which is submitted to the Director every weekend for verification.
- The Institute prepares an academic calendar at the beginning of each academic year taking into consideration the university academic schedule for planning of all academic and co-ciricular activities which is documented in the Calender given to students annually.
- The faculty members participate in the workshops and seminars on curriculum conducted by the university to enable themselves in effective execution of the courses they teach.
- In order to ensure the successful and effective curriculum delivery, various innovative and modern techniques are used by the faculty members which include Google Class Rooms, Field Visits, Industrial Tour, Online Quiz, Stock Market Analysis, investment in Stock market, Event Management, Instagram Lives, Digitisation, Recorded Lectures, Feedback through recorded presentations, usage of digital media for submission of assignments and so on.
- In order to inculcate the reasoning and analytical skill among the students, student centric teaching methods such as Case Study. Group Discussions, Spot Quiz, Role Play, Simulation are used by the faculty.
- The institute also has in place a time table committee to ensure timely delivery of course contents and efficient management of academic programme throughout the semester.
- Bridge Course is also conducted for the fresh batch of students on different areas of Management so as to give them an introduction to courses that they would be learning.
- The institute also conducts remedial classes for slow learners, especially in practical courses.
- At the end of each semester all faculty members submit documents like subject file, certificate course file , value addition activity file, attendance register, lecture plan, work –done statements

and report on activity organised to the Director for authentification and documentation.

File Description	Document
Any additional information	[View Document]()

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

Response: 0

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

2018-19	2017-18	2016-17	2015-16	2014-15
00	0	0	00	00

File Description	Document
Minutes of relevant Academic Council/BOS meetings	[View Document]()
Details of the certificate/Diploma programs	[View Document]()
Any additional information	[View Document]()

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: 0

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

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

File Description	Document
Details of participation of teachers in various bodies	[View Document]()
Any additional information	[View Document]()

1.2 Academic Flexibility

1.2.1 Percentage of new Courses introduced out of the total number of courses across all Programs offered during last five years

Response: 59.41

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

Response: 60

File Description	Document
Minutes of relevant Academic Council/BOS meetings.	View Document
Details of the new courses introduced	View Document
Any additional information	View Document

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 programmes in which CBCS/ Elective course system implemented.

Response: 1

File Description	Document
Name of the programs in which CBCS is implemented	View Document
Minutes of relevant Academic Council/BOS meetings.	View Document
Any additional information	View Document

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: 0

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

2018-19	2017-18	2016-17	2015-16	2014-15
00	00	00	00	00

File Description	Document
Details of the students enrolled in Subjects related to certificate/Diploma/Add-on programs	View Document
Any additional information	View Document

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:

The cross-cutting issues such as Gender, Environment and sustainability, Human Values and Professional Ethics etc., are given space in the syllabus designed by the university. The following courses describe these issues in their curriculum.

Sl No.	Issues	Course Code	Name of the Course	
1.	Gender	MBAS 511	Employee Relations Management	
		MBAS 512	Stress Management	
		MBAS 559	Global Human Resources Management	
		MBAS 560	Compensation Management	
		MBAH 403	Organisational Behaviour`	
2.	Environment and sustainability		Marketing Management	
			Indian Business Environment	
			Human Resource Management	
		MBAH 501	Entrepreneurship and Small Business	
		MBAH 503	International Business Environment	
		MBAS 511	Employee Relations Management	

		MBAS 507	Marketing Research and Consumer Behaviour	
		MBAS 558	Rural Marketing	
		MBAS 407	E Commerce	
		MBAS 559	Global Human Resources Management Strategic Mana	
		MBAH 551		
3.	Human Values	MBAS 511	Employee Relations Management	
		MBAS 512	Stress Management	
		MBAS 555	Corporate Financial Restructuring	
		MBAS 557	Services Marketing	
		MBAS 559	Global Human Resources Management Con Management	
		MBAS 560	Principles and Practice of Management	
		MBAH 401	Organization Behaviour	
		MBAH 403	Human Resource Management	
			International Business Environment	
		MBAH 503	Marketing Research and Consumer Behaviour	
		MBAS 507	Training and Development	
		MBAS 510	Communication and Soft Sills	
		MBAS 406		
4.	Professional Ethics	MBAH 402	Accounting for Managers	
		MBAH 404	Business Research Methods	
		MBAH 501	Entrepreneurship and Small Business	
		MBAH 401	Principles and Practice of Management	
			Marketing Management	
			Indian Business Environment	
			Human Resource Management	

		MBAS 506	Tax Planning
		MBAS 507	Marketing Research and Consumer Behaviour
		MBAS 509	Retail Management
		MBAS 508	Promotion and distribution management
		MBAS 510	Training and development
		MBAS 511	Employee relations management
		MBAS 512	Stress management
		MBAS 555	Corporate Financial Restructuring
		MBAS 557	Services Marketing
		MBAS 559	Global Human Resources Management Compensation Management
		MBAS 560	Performance Management
		MBAS 561	Strategic Financial Management
		MBAS 504	Financial Services
		MBAS 553	International Financial Management
		MBAS 554	Strategic Management
		MBAS 551	

In addition to this, the institution has also organised several workshops, guest lectures and programmes like 'self thinking series' to orient students on their human values, sensitise them about issues of gender sensitivity and environmental protection. Programmes on ethics and n moral values are also conducted regularly for   crafting ethical and moral values in students.

File Description	Document
Any Additional Information	[View Document](#)

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

Response: 14

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

Response: 14

File Description	Document
Details of the value-added courses imparting transferable and life skills	View Document
Brochure or any other document relating to value added courses.	View Document

1.3.3 Percentage of students undertaking field projects / internships

Response: 99.58

1.3.3.1 Number of students undertaking field projects or internships

Response: 239

File Description	Document
List of students enrolled	View Document
Institutional data in prescribed format	View Document
Any additional information	View Document

1.4 Feedback System

1.4.1 Structured feedback received from 1) Students, 2)Teachers, 3)Employers, 4)Alumni and 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: A.Any 4 of the above

File Description	Document
Any additional information	[View Document](#)
Action taken report of the Institution on feedback report as stated in the minutes of the Governing Council, Syndicate, Board of Management	[View Document](#)
URL for stakeholder feedback report	[View Document](#)

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

File Description	Document
Any additional information	[View Document](#)
URL for feedback report	[View Document](#)

Criterion 2 - Teaching-learning and Evaluation

2.1 Student Enrollment and Profile

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

Response: 7.47

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

2018-19	2017-18	2016-17	2015-16	2014-15
13	21	23	19	12

File Description	Document
List of students (other states and countries)	[View Document](#)
Institutional data in prescribed format	[View Document](#)
Any additional information	[View Document](#)

2.1.2 Average Enrollment percentage (Average of last five years)

Response: 100

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

2018-19	2017-18	2016-17	2015-16	2014-15
120	120	120	120	120

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

2018-19	2017-18	2016-17	2015-16	2014-15
120	120	120	120	120

File Description	Document
Institutional data in prescribed format	[View Document](#)
Any additional information	[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: 100

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

2018-19	2017-18	2016-17	2015-16	2014-15
60	60	60	60	60

File Description	Document
Institutional data in prescribed format	[View Document](#)
Any additional information	[View Document](#)

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:

The assessment of students as advanced learners and slow learners starts during the admission process itself. The institute has an intake of 120 students of which 60 students are selected by the institute's entrance procedure and the remaining 60 come through government entrance examination (PGCET). We have devised a unique three-tier procedure for intake of students which involves Aptitude test, Group discussion and Panel interview. In addition to these scores, candidates' academic scores, work experience, involvement in extra-circular activities, rural/business background, and competitive exam scores are also given importance. Each of this is awarded 10 marks and panel interview is for 30 marks. In total the students are assessed in 100 marks and merit list is prepared. This list itself showcases advanced and slow learners. Likewise, data of students getting into the institute through government quota are also assessed based on similar parameters. The special programs that are organized for this category of students include the following:

- As the institute has students from various backgrounds including law, engineering and arts, commerce and management degree enrolling for the program, it organizes a bridge course every year that enables students to orient themselves about various courses that they are going to learn. Apart from this the teachers also dedicate first few classes in the course that they offer to conduct bridge course.
- Mentoring session is scheduled for all students after each internal exam where their exam scores are assessed to decide whether the student falls under advanced or slow learner category. Slow learners are advised remedial classes and personal coaching.
- In order to improve and facilitate effective communication, Gavels Club (collaborated with the

Toast Masters Club of Mangalore) is made compulsory for I Year students. Here the advanced learners take up mentor roles and slow learners are given a platform to improve their speaking and communication skills.

* Student seminars are also made compulsory in each course. Students are assigned topics for these seminars and normally advanced learners do individual seminars and slow learners are given group seminars. This enhances their confidence and improves their communication skills too.
* Every Monday the students have experts from Industry, academia and entrepreneurs addressing them through workshops and guest lectures which provide an opportunity for students to organize, compere, listen and understand varied topics.
* The top ten students identified as advanced learners are allowed to borrow ten books from the library to encourage them in learning.
* Advanced learners head the student consortium and slow learners are made heads of various consortium cells/ groups/ committees/ forums.
* Placement training is also custom made for advanced and slow learners.
* Advanced learners are guided by faculty for research paper presentations in other institutes while slow learners are encouraged to participate in in-house activities.
* Several activities are designed for the first year students like article review, book review, entrepreneurial week, 3C report, literary week to enable smooth transition from slow learner to advance learner.

File Description	Document
Any additional information	View Document

2.2.2 Student - Full time teacher ratio

Response: 20

File Description	Document
Any additional information	View Document

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	View Document
Any additional information	View Document

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:

The institution has always been student centric. Engaging students in various activities and trying to give them a holistic experience has been the main aim of the management & teachers here. Accordingly, the institute strives to design a teaching pedagogy that motivates students to participate in various academic and co-curricular activities, not just in the campus but also outside. Vocational education and training programs, skill enhancement activities, language labs, career counseling, personal counselling, yoga and meditation sessions, soft skill development courses, have all been institutionalized.

- A hoard of participative and experiential learning exercises are initiated in different courses which include: role plays, mock interviews, field studies, subject related quizzes, simulation exercises, ted talks, gamification, innovative assignments etc. The internal examination question papers in each course also have a compulsory section with 15marks for case study analysis.
- Budget analysis is also organized for all students of II year to encourage them to analyze the budget, understand its implications on not just various sectors but also on employed individuals. Movie analysis is conducted every year for the II year students to corelate the management concepts that are extensively taught in classrooms.
- Marketing Management specialization students have special assignments replicating famous advertisements as MOCK ADS.
- Financial Management specialization students have Live Stock Analysis sessions.
- Human Resource Management specialization students are encouraged to undertake field study to give them hands on experience of the challenges in the HR field.
- Competitions such as wealth out of waste, rangoli, mehendi, cooking without fire are organized for student's skill enhancement.
- Literary competitions are also conducted to enable students showcase their talents.
- Variety competition is held every year on the theme of Patriotism & Gandhian Principles which helps inculcate a sense of patriotism.
- Certificate courses on various application of Microsoft, Training for competitive exams etc are offered by ensuring that students are put through hands-on training sessions.
- Continuous encouragement is given to participate in management and cultural fests organized by other institutions all over the country.
- Every year students are taken to different factories in the vicinity to facilitate experiential learning.
- Annual industrial tour which may range from five to fifteen days (depending upon the choice made by the students) is arranged to give students a holistic experience. Such arrangements are done either to North India or South India, again depending upon the interest and financial ability of maximum number of students to attend the same.
- Organizing national festivals has been the forte of students at our institute. From Iftar to Christmas celebrations, from dandiya nights to freshers day and send-off; all this is a regular affair, each year at our institute.
- Several problem solving methodologies and team based activities are initiated through seminars, video cases and case study analysis in different courses.
- Apart from the above, extension activities are planned for all the students by faculty members to

create a conscious awareness and make them accountable for fulfilling their student social responsibility.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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: 11

File Description	Document
List of teachers (using ICT for teaching)	View Document
Any additional information	View Document

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

Response: 21.82

2.3.3.1 Number of mentors

Response: 11

File Description	Document
Any additional information	View Document

2.3.4 Innovation and creativity in teaching-learning

Response:

Students at our institution are always motivated to think out of the box. Though the syllabus is framed by the University, the curriculum is designed in such a manner so as to inculcate creativity, innovation and problem solving methodologies in it. Teachers are given autonomy to plan their teaching pedagogy; serious efforts are made to compliment theoretical knowledge by practical understanding. The chalk and talk way of teaching is creatively redesigned by introducing the most innovative methodologies. All teachers equipped with ICT tools like PPT's, online videos, subject related quizzes, ted talks, Instagram live and gamification, what's app which are used for dissemination of information and innovative assignments are

also given to students to make it an interesting learning experience.

- Along with courses offered by the university the institute has been introducing relevant diploma/ certificate courses to keep students embraced with the most recent developments. Diploma course like Event Management and Teaching Pedagogy are offered through experiential learning methods like event management competitions and games.
- The students of our institute were engaged in several live projects with companies like Manipal Ace, Big Bazaar, Colgate, Shoppers Stop, Saviour App, Anti-pollution app, popularization of the Swachchatha App,etc which gave them the much needed practical exposure.
- Active involvement of students in organizing Management Sponsored National Conference and National Level Student Management Fest and self financed events like SDM-Premier League, corporate quiz, Roto Quiz etc has given them training for taking initiative, decision making and organizing.
- DMAT accounts are made compulsory for all students to give them hands on experience of stock market trading.
- Each Monday guest lectures and workshops are arranged on varied topics, to enable students to learn about the recent developments in subject related issues and also have an opportunity for interaction with the resource person.
- Student-Teacher initiative of the institute has empowered students to step into the teachers shoes and take classes for their fellow students.
- Student seminars are compulsorily conducted in all courses and marks are assigned for the same. Sometimes seminars are recorded on video and peer reviewed.
- Field study based assignments are all part of teaching pedagogy
- Directors Viva is yet another innovative practice wherein the students have to answer subject related questions in the presence of all faculty members in the Directors chamber in all semesters for which internal assessment marks are awarded.
- 15 Committees/Cells have been formed under the student Consortium to facilitate innovativeness and creativity in teaching-learning through initiatives like:
  - Research club promotes writing of research papers by students. Selected few students are then encouraged to present the same at national and international conferences and seminars.
  - Literary club conducts various literary competitions and maintains Library notice board to encourage students in language improvement.
  - Corporate club conducts guest lectures and workshops, every Monday, on relevant topics.
  - Entrepreneurial Development Cell supports students to spur-up ideas and present them during the entrepreneurship week.

File Description	Document
Any additional information	[View Document](#)

2.4 Teacher Profile and Quality

2.4.1 Average percentage of full time teachers against sanctioned posts during the last five years

Response: 100

File Description	Document
Year wise full time teachers and sanctioned posts for 5 years	View Document
List of the faculty members authenticated by the Head of HEI	View Document
Any additional information	View Document

2.4.2 Average percentage of full time teachers with Ph.D. during the last five years

Response: 50.91

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

2018-19	2017-18	2016-17	2015-16	2014-15
6	6	6	6	6

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 per full time teacher in number of years

Response: 12.64

2.4.3.1 Total experience of full-time teachers

Response: 139

File Description	Document
Any additional information	View Document

2.4.4 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

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

File Description	Document
Institutional data in prescribed format	View Document
e-copies of award letters (scanned or soft copy)	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

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

File Description	Document
List of full time teachers from other state and state from which qualifying degree was obtained	View Document

2.5 Evaluation Process and Reforms

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

Response:

Though our institute follows the modalities prescribed by Mangalore University to its affiliated colleges regarding conduct of internal examinations for award of internal marks, the university has given freedom to all its affiliated institutes to device their own internal evaluation methods. The University has a prescribed format of 70:30marks with regards to semester and internal evaluation, respectively. For the award of the thirty internal assessment marks our institute has been continuously reforming the evaluation system.

- A unique evaluation process is designed especially for the students at our institute. They are put through a series of rigorous evaluation techniques which includes:
  - Two internal assessment examinations of fifty marks each is conducted for each course in each semester which is converted to five marks each resulting in award of ten marks for written examination.

- ○ Field based and/ or conceptual assignments are given in each course for the award of five marks
- ○ Student seminars/ presentations are compulsory in each course for a total of five marks
- ○ Continuous class participation and attendance is rewarded another five marks
- ○ Directors Viva is conducted to increase the confidence level of students and prepare them to face interviews for which another five marks are assigned.

- Choice based credit system is introduced by the university has facilitated students to select the courses according to their interests from a list of courses offered by the affiliating university. Courses are bifurcated as hard-core and soft-core courses.
- Along with the courses offered by the university the institute has been introducing relevant diploma and certificate courses from time to time. Such courses are offered to keep the students embraced with the most recent developments. Evaluation process of these courses is designed differently. Here the faculty engaging the course takes liberty to decide the criteria for award of marks. Though the parameters and marks awarded for internal assessment remain the same, majority of the faculty puts students through practical assignments and field studies to make learning interesting. The award of certificate for these courses depends upon the student's regularity to the course and submission of required assignments.
- After the completion of each internal assessment, the question papers are discussed in the classroom and appropriate answers for the questions asked are divulged; to help students get clarity on the concepts and reasoning about the marks scored by them.
- Both field based and conceptual assignments are evaluated to assess their theoretical and analytical knowledge. The same are then discussed in class to remove all ambiguity on the topics given for the assignments.
- Student presentations are recorded on video and peer reviewed. The faculty also gives valuable suggestions for improvement.
- The internal assessment marks scored by students are displayed on the notice board to ensure transparency in the evaluation system.
- In case there is any scope for improvement in marks the same is intimated to the students during the mentoring sessions to ensure that students do not lose out.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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

Response:

The institution has always been transparent in all its endeavors. The same is applicable to the internal assessment of students. Though the affiliating university has only stipulated the conduct of two internal examinations for evaluating the students, we have been continuously reforming the evaluation system, keeping in mind the requirements of the university as well as industry. The internal assessment components are described to the students in advance, on the first day of college, by class advisors.

- An examination committee is formed with the Director as the Head and one faculty member as the Chief Examination in-charge. Two other faculty members are members of this committee.
- Guidelines for the internal assessment examinations are framed based on the affiliating university examination guidelines.
- The institute's annual calendar specifies the tentative dates on which the two internal assessment examinations may be conducted. The same is intimated to the students.
- Two tests are conducted on each day; one in the forenoon between 9:30 – 11:30 a.m. and another in the afternoon between 2:00 – 4:00 p.m.
- After the completion of each internal assessment, the question papers are discussed in the classroom and appropriate answers for the questions asked are divulged; this helps students to not just get clarity on the concepts but also helps them in reasoning about the marks scored by them.
- Students who have not been able to attend these tests due to illness or such other reasons will have to attend the retest which will be conducted on a future convenient date, that is decided in consensus by the respective faculty and abstaining student/s.
- In each course at least one assignment and one student seminar is given and evaluated for inclusion in the internal assessment marks. The dates of submission of assignment and presentations are decided by the faculty in-charge and intimated to students through what app groups.
- Class participation and attendance is also considered for a maximum of five marks to inculcate regularity and class participation among students.
- The Directors Viva is conducted for each student to examine conceptual knowledge of students and instill confidence in them. They are allotted a maximum of five marks for the same in each course.
- The concerned faculty submits a copy of the marks attained by the to the office in-charge, who in turn compiles the same and then the marks with Directors signature are displayed on the notice board. In case there is any scope for improvement in marks the same is intimated to the students at this stage, and they may do so. In case of concerns or grievances of students in the allotment of marks for assignments and seminars they may request for an enhancement through re-submission of the same.
- Once all grievances are settled and resubmissions are accepted, the marks are revised.
- The final list is then signed by the students and a copy of the same is sent to the university as the internal assessment marks of the respective student.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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

Response:

Examinations at the institute are conducted at two levels: Internal examination (twice in each semester) conducted by the institute and University Level Semester examination (once, at the end of each semester).

For internal examination a separate committee is formed which is responsible for all matters regarding the internal examinations. This committee is responsible for:

- Setting the dates for internal examination after discussion with the staff members and seeking approval from the Director in the staff meeting
- Displaying the timetable on the notice board
- Intimating the dates for question paper setting to the faculty members
- Intimating the date for proof reading of the question paper
- Printing of question papers
- Seating arrangement of students during examination.
- Conduct of examination in a befitting manner by recording student attendance.
- Selecting Internal Squad committee for checking against malpractice during internal examination
- Compiling answer booklets of each course and submitting it to the faculty concerned with student list and copy of question paper.
- Submitting one set of question paper of all courses to the library.
- Display of Final internal assessment marks of students on the notice board for the verification.
- Online entry of marks in university portal
- Submission of the final internal marks to the affiliating university
- Internal examination grievance handling
- Sensitizing students about importance of preparing for exams.
- Framing rules for handling exam absenteeism, malpractice etc.
- Conduct of Re-test for students who had absented themselves for the internal examination due to illness or such other genuine issues.

For the conduct of university examination the Director plays the role of chief superintendent and semester examination in charge is made the office superintendent. They are assisted by the senior office assistant and office assistant-examination for all university examination related duties. One faculty is deputed as deputy chief to other institute in the affiliated university and an external deputy chief is appointed from other institute while holding exams in our premises. The external examination conduct includes following mechanism

- Forwarding of examination fees to the university on time along with duly filled exam forms signed by students.
- Payment of re-exam fees of students who have not cleared the course by giving them reminders to submit examination form and fees.
- Display of semester examination time-table on notice board an sending it to students through what's app.
- Circulation of university guidelines for students
- Collection of question paper from the university
- Distribution of Examination Hall-tickets to the students
- Conduct of semester examination in the campus
- Applying for challenge valuation at the university
- Receiving of marks cards from the university
- Applying for corrections of any errors in the marks card
- Distribution of marks cards for students
- Applying for convocation certificate to the affiliating university
- Correspondence with the affiliating university regarding any examination related grievance of the students.

File Description	Document
Any additional information	[View Document](#)

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

Response:

A calendar of events is designed at our institute to incorporate most of the events and programs planned for each academic year, well in advance and are printed in the form of a student hand book called Calendar. This calendar acts as a guide ensures smooth functioning of the events and programs in a systematic manner. The IQAC plays an important role in introduction of new events and conduct of regular events too. The initial planning of events is done at the IQAC meetings which are used for preparation of academic calendar. Subsequent event planning happens in the monthly IQAC meetings which are later implemented and an action taken report is recorded in the subsequent month.

- The academic term of MBA students varies each year due to political factors and filling up of government quota seats. Hence though a calendar is designed for each academic year, changes and shift in programmes are commonly observed. the institute has a planned procedure to ensure that thought the schedule changes the programme is conducted and additionally new programmes are also hosted .
- The Director calls a staff meeting prior to the opening day of the third semester and all faculty members discuss the tentative programs that may be conducted in the said academic year. (I & III semester).The matters that are primarily discussed include fixing dates and guests for two internal examination dates, conduct of workshops, extension activities, factory visit, gavel club, inauguration of student consortium, installation of various clubs and committees among others.
- Many a times new proposals for student welfare like introduction of courses, foreign university tie up, corporate to campus initiatives, extension programmes are planned as and when the opportunity strikes through conduct of staff meetings.
- With regard to the next half of the program, i.e. the II and IV semester conduct of events, the process remains the same. The Director calls a staff meeting prior to the opening day of the II & IV semester (as both reopen on the same day, normally) and all faculty members discuss the tentative programs that may be conducted in the said semester. Important flagship events such as National Conference, Students National Fest, annual day, sports meet, convocation, etc. are conducted in this semester .
- The academic calendar also includes the dates for mentoring which is generally about fifteen days after each internal assessment examination.
- Provision is also made for industrial tour and factory visits.
- As the affiliating university intimates to the institute the calendar of events in each academic year, the institute does not have complete autonomy in this regard. The starting and closing dates are mentioned in the same other than the gazette holidays, semester examination dates and breaks between two semesters.
- Keeping this as the guideline we at the institute design our own calendar of events, trying to incorporate the main events at the institute.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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:

The institution offers a MBA program which is affiliated to Mangalore University and recognized by AICTE. The course objectives of each course offered by the affiliating university are printed in the syllabus copy itself and are hence, available for perusal. The course outcomes for these courses are framed based on these objectives. The course outcomes of the diploma and certificate courses offered by the institute are published on the institute website.

The program outcomes (PO) are:

- PO1 – Arouse continuous motivation among students to initiate and accomplish entrepreneurial goals in order to become successful business managers.
- PO2 – Dynamic participation in family owned business.
- PO3 – Enable students to be '*corporate ready*' upon completing the program.
- PO4 – Play multidimensional roles as a global manager by developing strong international managerial skills.
- PO5 – Create and promote student social responsibility (SSR).
- PO6 – Develop enhanced life skills for students who do not need gainful employment.

Program specific outcomes (PSO) are:

- PSO1 – Initiating and encouraging entrepreneurial goals.
- PSO2 – Developing reasoning, logical, analytical, negotiating, and technical and people skills to attain gainful employment.
- PSO3 – Strengthening the communication and confidence levels of the students to face the challenges in the corporate world.
- PSO4 – Sensitizing the students towards social consciousness to make them better prospective employees.

Course Outcomes (CO): For each course offered by the institute a unique set of course outcomes have been defined which are linked to the program outcomes. Following are the general course outcomes:

- CO1 – Familiarizing students about the different management theories and concepts.
- CO2 – Assisting students in strengthening their conceptual knowledge.
- CO3 – Enabling students to be equipped with the latest developments in the market.
- CO4 – Understanding the implementation of strategies
- CO5 – Aiming to integrate cross cutting issues such as gender equity, human values, environmental sustainability, sensitization towards women empowerment etc.

Mechanism of communication:

The staff and students are familiarized with the program outcomes, the program specific outcomes and the course outcomes in the below mentioned way:

- The syllabus framed by the University includes the course objectives which is readily available in the University and College Website.
- Both hard copy and soft copy of the same are made available at the college library (given to students for reference).
- Program outcomes and Program Specific Outcomes are divulged to students during the orientation program.
- The course outcomes of the diploma and certificate programs are published on the institute's website.
- The program specific outcomes and course outcomes, of each course is described by the respective faculty members, to the students, on the first day of class, while discussing the subject in general.
- The faculty engaging each course ensures that the course is designed with necessary tools to accomplish the attainment of course outcomes.
- The institute has ensured that new courses are introduced with relevant course outcomes so that students are corporate ready.

File Description	Document
COs for all courses (exemplars from Glossary)	[View Document](#)
Any additional information	[View Document](#)

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

Response:

At our institute the program outcomes, program specific outcomes and course outcomes are evaluated based on the following parameters

- Exemplary results displayed by the students of our institute in the university examination result list every year is a major indictor for the attainment of programme outcome. Besides this the higher number of students securing distinctions in each year is also conclusive evidence to the fact that the programme is well taken by our institute's students.

- The award of **multiple ranks each year** is also evidence to this. It is notable that each year since the inception of this institute the **Gold Medal for Marketing Course** instituted by Mangalore University is bagged by our students.
- Program outcomes are also measured based on the dynamic involvement of students in their family businesses and their ability to start new enterprises.

- Course Outcomes are measured regularly by results of the internal assessment marks of the students and also scores in different assessment criterias like:
    - Two internal assessment examinations of fifty marks each is conducted for each course in each semester which is converted to five marks each resulting in award of ten marks for written examination.
    - Field based and/ or conceptual assignments are given in each course for the award of five marks
    - Student seminars/ presentations are compulsory in each course for a total of five marks
    - Continuous class participation and attendance is rewarded another five marks
    - Directors Viva is conducted to increase the confidence level of students and prepare them to face interviews for which another five marks are assigned.

- Participation and prizes won at different national level management fests are testimony to attainment of the course outcomes for the reason that majority of the management fests have their events on course topics like Human resource management, marketing, finance, investment, strategy etc.
- Active participation of students in research paper presentations enables the institute to attain the diverse course outcomes.
- The placements are another method of measuring the program specific outcomes; every year our students have been placed at various organizations of repute in different streams of specialization offered by our institution. Case presentations, quizzes, field study, internships, extension activities, organizing management fest and national conference, are but measuring tools to the attainment of course specific outcomes.
- The biggest assets of our institute are our alumni. They are testimony to the attainment of program specific outcomes due to the remarkable positions held by them in the society. Moreover it is notable that each program at the institute is complete only with the attendance of at least one alumnus as guest.
- Student's participation in activities involving the community at large, their social consciousness and of course the importance given to nationalism and not regionalism stands testimony to the good morals and human values instilled in them through various courses.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

2.6.3 Average pass percentage of Students

Response: 100

2.6.3.1 Total number of final year students who passed the examination conducted by Institution.

Response: 120

2.6.3.2 Total number of final year students who appeared for the examination conducted by the institution

Response: 120

File Description	Document
Institutional data in prescribed format	View Document
Any additional information	View Document

2.7 Student Satisfaction Survey

2.7.1 Online student satisfaction survey regarding teaching learning process

Response: 3.77

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 (INR in Lakhs)

Response: 0

3.1.1.1 Total Grants for research projects sponsored by the 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)

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

File Description	Document
List of project and grant details	View Document
e-copies of the grant award letters for research projects sponsored by non-government	View Document

3.1.2 Percentage of teachers recognised as research guides at present

Response: 0

3.1.2.1 Number of teachers recognised as research guides

3.1.3 Number of research projects per teacher funded, by government and non-government agencies, during the last five year

Response: 0

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

3.1.3.2 Number of full time teachers worked in the institution during the last 5 years

Response: 12

File Description	Document
Supporting document from Funding Agency	[View Document](#)
Any additional information	[View Document](#)
Funding agency website URL	[View Document](#)

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:

As a facilitator for innovations our institute has expanded its continued efforts to build entrepreneurial instincts not just among students but also faculty members. Our attempt to create a climate for innovations is reflected through the following initiatives:

- Two MOU's have been signed with Grimsby University, United Kingdom and City of Glasgow College, Scotland for facilitating students and faculty complete certification programmes on Innovation & Productivity.
- Our institute also offered a course on Creativity & Innovations in Business.
- In order to encourage entrepreneurial instincts the institute has put in place an Entrepreneurship Development Cell which hosts seminars and programs on entrepreneurship annually.
- Students and faculty are sent for entrepreneurship programs, training and seminars.
- Eminent entrepreneurs are invited as guests for programs at the institute to inspire students to become entrepreneurs.
- The institution has hosted B-Plan competition and lecture on venture capital funding.
- The institutes Research Cell has fostered students to involve in research activities and has enabled them present and publish research papers.
- Our in-house E-Journal with the name Journal of Management Studies and Academic Research with ISSN Number 24554960 is a research journal which has facilitated knowledge transfer.
- Our faculty have to their credit several research paper publications, presentations and authored some books too.
- The institute has an annual internship program for students to enable knowledge enhancement.
- The institute also has an Industrial Consultancy Cell which brings in real time projects in collaboration with the industry.
- Every year students visit various industries as a part of industrial tour and regular factory visits are also held.
- A unique Dream Company concept is introduced for all students where they have to conceptualize their own virtual company. There have been instances where these dreams have been realized.
- Entreprepreneurial initiatives of the faculty include a research project undertaken by a faculty to start a new app called Rise Up India to counter the dangerous games like Blue Whale Challenge.
- The institute faculty has also created a concept called "Investo Connect" which will act like a platform to connect student start up ideas with the investors under one roof. This was presented and well taken by a professional body MMA.
- Innovation has always been encouraged at our institute and a documentary by name "Life in

Kudla" stands as testimony to this. When students expressed their desire to shoot a short film it was not just encouraged by facilitating shooting of the same in the campus but also faculty and students acted in the same.

File Description	Document
Any additional information	[View Document]()
Link for Additional Information	[View Document]()

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

Response: 3

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

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	0	0	1

File Description	Document
Report of the event	[View Document]()
Report of the event	[View Document]()
List of workshops/seminars during the last 5 years	[View Document]()
List of workshops/seminars during the last 5 years	[View Document]()
Any additional information	[View Document]()
Any additional information	[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	[View Document](#)
Any additional information	[View Document](#)

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

Response: No

File Description	Document
e- copies of the letters of awards	[View Document](#)
Any additional information	[View Document](#)

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

Response: 0

3.3.3.1 How many Ph.Ds awarded within last five years

3.3.3.2 Number of teachers recognized as guides during the last five years

File Description	Document
List of PhD scholars and their details like name of the guide , title of thesis, year of award etc	[View Document](#)

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

2018-19	2017-18	2016-17	2015-16	2014-15
00	0	00	0	0

File Description	Document
List of research papers by title, author, department, name and year of publication	[View Document](#)
Any additional information	[View Document](#)

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: 1.02

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

2018-19	2017-18	2016-17	2015-16	2014-15
6	6	0	0	0

File Description	Document
List books and chapters in edited volumes / books published	[View Document](#)
Any additional information	[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:

Holistic development of the students has been the focus in our institute for which a plethora of activities have been taken up.

- Our institute in association with Ramakrishna Mission has organized several Swatch Bharath Abhiyan programs by cleaning different localities in Mangalore over a period of five years.
- Faculty members of the institute have served as resource persons in Swacch socch programs, corporate training programs, seminars, conferences, workshops, public programs, schools and colleges and have imparted knowledge to the participants on various topics like personal hygiene, eradicating usage of plastic, drug abuse, cleanliness, waste management, personal finance, investment management etc.
- The institute has engaged its staff and students in several extension activities like Aids awareness, Dengue/Malaria awareness, Alzheimer's awareness, use of digital payment, use of savior app (ambulance service), use of Swacchatha app etc., among others. The students are further asked to spread knowledge among their peers and society in general.
- To sensitize students on social issues, visit to old age homes, Jail, Hospitals, Integrated Schools, factories and malls have been arranged. These visits have enabled students to become conscious of societal needs and problems. It has awakened their minds about the problems faced by the society and also educated them about the perils of social media, drug abuse, crimes, traffic problems, security in malls etc. Infact these visits have instilled in them the conscious concern for the society.

- It is heartwarming to note the generosity of our students in pooling their personal funds for making donation to the needy students of Managala Jyothi Integrated School, Vamanjoor on annual basis. The contribution is towards- stationery, sweets and gifts for the differently abled students. In the year 2018-19 the institute donated a truck load of supplies to the flood victims of Kodagu and Kerala.
- Several organizations have joined hands with our institute for social causes. In association with Art of Living Drug Free India Campaign (2018-19),ACSA (2019-20) Anti-Drug Abuse Campaign was flagged off in the campus. In order to create a green planet student's mark annual installation of Rotaract Club by distributing saplings and also a drive was conducted in association with forest department for sapling plantation and distribution. Annual blood donation with Red Cross Society is yet another initiative worth mentioning.
- The institute participates in World Alzheimer's Month observation in association with various NGO's and institutions, to create awareness about the disease and spend time with the elderly by serving them with care and showing concern as a part of community service.
- Students and staff of the institute have visited neighboring colleges and conducted various quiz and games to their students with a motto of inspiring them to update their knowledge and to give a different experiential learning.
- The institution has an innovative practice of inviting resource persons every Monday, from the Corporates, NGO's, freelancers, Government organizations etc., for training, workshops and guest lectures. Through this practice students are given awareness about the corporate/business world and also about the social issues.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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

Response: 1

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

2018-19	2017-18	2016-17	2015-16	2014-15
01	0	0	0	0

File Description	Document
Number of awards for extension activities in last 5 years	View Document
e-copy of the award letters	View Document

3.4.3 Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., during the last five years

Response: 45

3.4.3.1 Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
14	8	8	6	9

File Description	Document
Reports of the event organized	View Document
Number of extension and outreach programs conducted with industry,community etc for the last five years	View Document
Any additional information	View Document

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: 100

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

2018-19	2017-18	2016-17	2015-16	2014-15
240	237	237	240	221

File Description	Document
Report of the event	
Average percentage of students participating in extension activities with Govt or NGO etc	
Any additional information	

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: 12

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

2018-19	2017-18	2016-17	2015-16	2014-15
0	1	1	0	10

File Description	Document
Number of Collaborative activities for research, faculty etc	
Copies of collaboration	
Any additional information	

3.5.2 Number of functional MoUs with institutions of National/ International importance, Other Institutions, Industries, Corporate houses etc., during the last five years (only functional MoUs with ongoing activities to be considered)

Response: 19

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 (only functional MoUs with ongoing activities to be considered)

2018-19	2017-18	2016-17	2015-16	2014-15
8	5	1	2	3

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

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:

The Institutes teaching learning facilities include:

- **Classrooms:** Our institute boasts of state of the art infrastructure which is complemented with presence of sufficient no. of classrooms that are spacious, well furnished, well lit with LED Bulbs, Wi-Fi enabled and fitted with audio systems. Each Classroom has a seating capacity of 60 students with desks fitted with sockets for laptop charging.
- **A/C Conference Hall:** An Air Conditioned Conference hall with cushioned Chairs, facility for multimedia and LCD projector is hosted in the first floor of the campus with a seating capacity of 180 persons. All institute events like Conferences, workshop, guest lectures are hosted in the conference hall.
- **Auditorium:** Management of our Institution has provided us with an auditorium that is spacious and can accommodate about 800 persons. The auditorium is used for hosting Fresher's day, College Fest, Cultural Programs and various competitions.
- **Placement Centre**: A spacious placement centre is housed in the first floor of our institution which serves the needs of our recruiters.
- **Counselling Centre:** The institute has a separate room for conducting counseling related activities for students, mentoring, group discussion activities, Governing Council meetings etc.
- **Staffrooms and Faculty Lounge:** The staffrooms at our institute are also air conditioned, Wi-Fi enabled with two computers& printer wherein each faculty has a separate cubical with closed cupboards and shelves. In addition to this there also a faculty lounge were in faculty can discuss with students or any other outsiders.
- **Office and Student Facilities:** The office of our Institute is also well furnished with all modern facilities like computers, printers, scanners, broadband internet facilities. The office is responsible for student's admission, fees collection, scholarships, Examination , results among others.
- **Library:** Fully Computerized and automated library which uses EERPMS software is well stocked with numerous management related and social science books, journals, magazines, newspapers, e-book collection and CD ROM'S, spanning all aspects of management. It also subscribes to J-Gate and SAGE Journals. The library has an airy and spacious reading room, which provides a quiet ambience for serious study. It is well equipped with Computers and internet connectivity facilities to access E- resources. The Library is open between 8.30 am to 7.00 pm including Saturdays.
- **Computer Laboratory:** Two air-conditioned Computer Laboratories with 120 computers, internet facilitiy and LCD with latest software is provided by management. All the students use the laptops that are given to them during admissions.. Training on computer application is provided to students in the laboratory, in the first year and placement training for answering aptitude test in the second year. Recruiters who visit the campus also prefer conducting online test in the laboratory itself.
- **Students facilities**: Teaching learning experience at our institute is made seamless through student facilities like-**In house Reprography centre** for taking photocopies and print outs, **Learning Resource Centre** equipped with 12 computers and internet connection for students usage at nominal rates for viewing recorded lectures, language lab activities, assignment submissions, etc;

undisturbed power supply ensured through Generator, hygienic and affordable Canteen and cafeteria.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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

Response:

As a business school of repute our institute has always attached importance to the holistic development of students. Besides providing infrastructure for effective and efficient teaching-learning systems the college also provides necessary facilities and support systems for sports, games ,cultural activities, co-curricular and extra-curricular activities which are intended for the holistic development of the students.

Sports and Games: Adequate Facilities for various sports and games are provided for in our campus. Indoor sports like chess, carrom, table tennis and outdoor sports like volleyball, throw ball, Kabbadi, Tug of war etc. are regularly hosted in the campus, while games like badminton, cricket and football are hosted in the indoor and outdoor stadiums in the vicinity. Annually, students conduct several sports competitions, sports day celebrations and also host intercollegiate sports tournaments.

Yoga & Gymnasium: 'A Healthy mind in healthy body' is a saying that our institution has always believed in. Annually the institute ensures that yoga training program is conducted for the benefit of staff as well as students. Over the years several yoga instructors have been invited to our campus and have conducted several training programs and pranayama sessions to facilitate effective breathing and stress free living. Considering the increasing importance of maintaining good health and staying fit the institute has also observed '**Fit India movement'.** Under this program it went on to sign an MoU with Zuese Fitness- a renowned Gym and fitness centre in Mangalore and hosted 2 day fitness program with sessions on yoga, zumba, exercise, ground fitness among others. Through this MoU the students had the benefit of availing membership of the gym at prices much lower than the prices offered to general public. Several students of the institution have made use of this opportunity and enrolled themselves in the gymnasium which is at a close distance from the college premises.

Cultural Activities: We at the institute have ensured that students indulge in cultural activities round the

year. This is consciously done to promote the hidden talents and competencies of the students. The newly inducted students present their talent during the fresher's day which enables the institute to identify the members for cultural committee. Subsequently the cultural committee ensures conduct of several activities which include competitions on dance, music, drama, variety entertainment, singing etc.; besides the cultural committee also hosts cultural programs on occasions like Sharada Puja (Bhajan Singing), dance during various events, singing (Prayer song), drama & performance on mega events at the institution. The students have brought home many laurels and accolades in the cultural field at both state and national level. The management has also partly sponsored the fees of the students who are talented and extended unstinted support for their achievement in cultural fields. Being blessed with the best in talent the institute has gone in for live telecast of its annual day "Sanketha" on the local channel that covers all the events for several years from now.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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

Response: 100

4.1.3.1 Number of classrooms and seminar halls with ICT facilities

Response: 8

File Description	Document
Number of classrooms and seminar halls with ICT enabled facilities	[View Document](#)
any additional information	[View Document](#)

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

Response: 1.89

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

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	1	1	1

File Description	Document
Details of budget allocation, excluding salary during the last five years	View Document
Audited utilization statements	View Document
Any additional information	View Document

4.2 Library as a Learning Resource

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

Response:

Our institute has a **fully automated library** which runs on In-house EERPMS software and which stands tall as a spring of knowledge not just for students but also the general public of our city. Our library timings are-Monday to Saturday - 8.30 am to 7.00 pm

LIBRARY COLLECTIONS:

Books – No- of Volumes	6026
Books – No- of Titles	1139
Donated Books	740
Journals –No of Jounals (National 36, International 25)	61
Magazine- Total No of Magazines	16
Newspaper- Total No fo News Papers	16
CD- ROM	612
Average No of Users per day	42

LIBRARY SERVICES:

- **Circulation/Lending Service:**All books are barcoded, issue and return of books are electronically maintained with the help of EERPMS software. Each student is eligible to borrow 5 books and each staff 15 books at a time. Additional 10 books are issued to top ten scorers in each semester as an encouragement for advanced learners.
- **Reference Service** : Wide collection of journals across different areas in printed form which are issued for referance purpose.
- **WEB OPAC Service**: Our library maintains an online catalouge of books through which author, title, subject and publisher wise search is possible, which makes the search for the books easier.
- **Reprographic Services** : Photocopy facility is provided for students at concessional rate and faculty at free of cost through the reprography centre housed in the library.
- **Awareness Service**: Important local and National news papers are clipped, and maintained.The library notice board is updated on a daily basis with information on movement of Sensex, price of gold and current news items. Apart from this there are three other attractive library notice boards:

1. Oasis- it covers articles on thoughful quotes.
2. Speaking tree- it covers article relating to meditation, phylosophy, prayers, values, morals, ethics etc
3. Do you Know- this section covers information on unknown facts

- **User Education:** Annual Library Orientation program for new users and special sessions on online access to the journals, articles, informative sites are organised.
- **Book Exhibition:** On the occasion of Vivekananda Jayanthi annually book exhibition is hosted. The library also hosts an exhibition on rare books once in a year.
- **Current Content of Journals**: Scanned copies of the content pages from Management Journals is sent to all faculty via email every month.
- **Institutional Repository:** Dspace repository - an online data management system enables the students to remote access syllabus, question banks, project reports, e books at any point in time.

LEARNING RESOURCE CENTRE: The users of the library can make use of learning resource centre which has 12 computers for access to e-resources, recorded lectures, language lab , etc.

ONLINE JOURNALS:

- EBSCO(Business Source Elite) – 1054+ E Journals Titles
- J-Gate (Social And Mgt Sciences) – 51,548 + E Journals
- SAGE Journals - 13 Journals
- Taru Journals - 2   Journals
- N- List (Shodha Sindhu)

MEMBERSHIP WITH OTHER LIBRARIES:

- SDM College of Business Management, Mangalore.
- SDM College Library ,Ujire
- SDM Law College Library, Mangalore
- SDM IMD, Mysore

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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

Response:

Having drawn from the definition of rare books which states that-'rare book is any book which has an enhanced value because the demand for the book exceeds the supply, usually because of its importance, scarcity, age, condition, physical and aesthetic properties, association, or subject matter', we at SDM are proud to boast of a Library that has books which are both rare in value as well as scarce in supply.

Despite being an ancient literary civilization and having one of the largest literary treasures of hand-written and printed material, India does not have a single Society for rare book collectors. However, our library has made efforts to identify few free online resources such as Rare book society of India, Forgotten books, Rare book Room which has a huge collection of rare books for the benefit of staff and students. Apart from this SDM PG Centre being an Institution with religious background led by the great Visionary Padma Vibhushana Dr. Veerendra Heggade, Dharmadhikari of Dharmasthala, privately owns an heritage museum called Manjusha Museum which houses a rich collection of old manuscripts, 6000 palm leaf manuscripts, rare biographies, accounts books of 18th century among others. The students and staff of the institution have a free access to this collection. Our President has himself authored several books and the management has a practice of publishing coffee table books on regular basis that are available at all our institutions. These coffee table books are one of its kind and speak of the rich cultural heritage of our management and showcase the photography skills of our Honorable President Dr. Heggade. Our management has also made efforts since decades of documenting important events and milestones, marked

by publishing books on them and supplying them to all the institutions libraries. We have books on sarvadharmasammelana(1933-1957), books on life of past Dharamadhikari's of Dharmastala, several books written about Dr. Heggade, books written on occasion of his 60th birthday, books written to mark his receipt of Padmavibhushana, success story of SKDRDP-an SDM initiative, among others.

Our library collections on rare books are truly a treasure which is why an exhibition on these books is hosted annually. In our library we have a comprehensive collection of books on Tulunadu which refers to our coastal belt including books on yakshagana-bayalata, bhootkola which are different forms of our traditional culture. Besides these, books on Jain Philosophy, Jain Monks, Jain Dharma, Istopadesha, are also available in abundance. Our library also has Ramayana, Mahabharatha, Holy Quran and several books on our country and its history. Encyclopedias on- marketing, banking, Indian events, cities and towns, Technical analysis, knowledge series and dictionaries on –marketing, management, finance, commerce, economics, accountancy are also available. Adding charm to our rare book collection are the autobiographies of great leaders like Abdul Kalam, Mahatma Gandhi, Jawaharlal Nehru, Subash Chandra Bose, Mother Teresa and other amazing world personalities.In all, our library has a special collection of about 109 rare books, 103 Biographies/Dictionaries/Encyclopedias as a part of its rare collection.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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: A. Any 4 of the above

File Description	Document
Details of subscriptions like e-journals,e-ShodhSindhu,Shodhganga Membership etc	View Document
Any additional information	View Document

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

Response: 3.9

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

2018-19	2017-18	2016-17	2015-16	2014-15
4.28	4.91	4.73	3.59	2

File Description	Document
Details of annual expenditure for purchase of books and journals during the last five years	View Document
Audited statements of accounts	View Document
Any additional information	View Document

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

Response: Yes

File Description	Document
Any additional information	View Document

4.2.6 Percentage per day usage of library by teachers and students

Response: 20.72

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

Response: 52

File Description	Document
Any additional information	[View Document](#)

4.3 IT Infrastructure

4.3.1 Institution frequently updates its IT facilities including Wi-Fi

Response:

Information technology has been a major facilitator that has enabled our institution impart quality education. Our management has also played an active role in ensuring that our institute updates its IT facilities from time to time. The various initiatives includes

1. Changeover of administrative functions to automated   EERPMS software that has brought complete automation in administration, finance and library resources.
2. Upgrade in Wi-Fi bandwidth from 18 MBPS to 38 MBPS.
3. Installation of new 6MM LAN cables to ensure high-speed internet and data transmission.
4. Replacement of desktops in the computer labs from time to time.
5. Investment in Software up gradation and internet security.
6. First institute in Mangalore to adopt TAB based learning for which the institute gave tabs to the students and staff and engaged in teaching learning process through DFoE enabled software for two years.
7. All the students are provided with Laptops during admissions and given free Wi-Fi within the campus.
8. All the classrooms are fitted with LCD Projectors that are regularly maintained and replaced.
9. The institution has upgraded its learning process by subscribing to G-Suit for Education. All the faculty and students have registered email Id's besides they also use data storage through Google Drive, Google Form, Google Classrooms, Google Doc's, and many more features offered by Google services.
10. Teachers use Google Classroom as a tool for sharing subject materials, conducting quiz, sharing e-resources relating to the subject.
11. Students are also encouraged to store their documents in Google drive, which has enabled them save a lot of paper and access the materials at any time
12. Majority of the students use Google forms for data collection during their Internships and Projects.
13. Institution has taken Initiative to train its faculty and students in Microsoft excel. As a step ahead the institution has signed MoU with Microsoft authorised partner to provide training to staffs and students on various programmes of Microsoft.
14. In order to enable student make efficient use of E- resources, awareness Programs are conducted on J-Gate, SDM IMD Library E– resources annually as a part of digital learning initiative.
15. All the students are given orientation on National Digital Library and thereafter made to register with NDL which provides access to plenty of learning resources.
16. Students at our institute are registered on National Career Services – an online Job Portal Service of Govt. of India which provides updates on all Govt jobs across the nation
17. The Institution has been uploading its programme details on institutes website, blog post and also social media including Instagram, facebook, Twitter and Whatsapp to share all the information with stakeholders.

18. The institution has also created group email id's (G-Suit) through which all the alumni of the institute are updated on the various events at the institute. Thus an attempt is made to develop belongingness among the alumni of our Institute.
19. Plagiarism check on assignments, internship reports and project reports are made through software.
20. Plans for change of Internet service provider are in the wings.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

4.3.2 Student - Computer ratio

Response: 2

File Description	Document
Any additional information	View Document

4.3.3 Available bandwidth of internet connection in the Institution (Lease line)
>=50 MBPS

35-50 MBPS

20-35 MBPS

5-20 MBPS

Response: 35-50 MBPS

File Description	Document
Any additional information	View Document

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	View Document
Any additional information	View Document

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: 72.01

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)

2018-19	2017-18	2016-17	2015-16	2014-15
85	30.86	30.73	30.71	39.54

File Description	Document
Details about assigned budget and expenditure on physical facilities and academic facilities	[View Document](#)
Audited statements of accounts.	[View Document](#)
Any additional information	[View Document](#)

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:

The institution has a well-established procedure to maintain, utilize physical, academic and support facilities through the following measures:

1. **Maintenance physical, academic and support facilities:**

- There is a **separate Campus Manager** appointed by the management to take care of the entire campus who administers the housekeeping, Security, lift operation, garden, repairs & refurbishment needs of the institution.
- The day to day **maintenance work** is carried on by housekeeping staffs who clean the classrooms, corridor, toilets, faculty room, office on daily basis and other facilities on alternate days.
- The attenders at our institute are assigned the responsibility of **cleaning** glass panel, dusting computers and other equipments on a daily basis, removing cobwebs, clearing dustbins, changing watch batteries, cleaning water coolers, arrangement and dusting of books in library, disposing old newspapers and solid wastes, etc to maintain a clean campus.
- For Equipment maintenance **Annual Maintenance Contract** (AMC) system for Lift, AC, Generator and PC have been put in place.
- In order to ensure **safety and security** of the premises two fulltime security guards have been

appointed who work in shifts to provide 24x7 security in the campus.

- **CCTV** Cameras have also been installed both inside and outside the campus building.
- There is a **lift** facility for the movement of staff and students.
- The **playground and gardens** of our institute is maintained by management appointed gardener.
- **Library** facilities are given prime importance at the institute. Every year budget is earmarked for purchase of library books, subscription of journals, reading room section facilities on an incremental basis. The library is provided with new racks, display counters, notice boards, furniture, computers for student access as need arises**.**
- The **computers in the institute's lab** have been replaced by the management from time to time.
- **Sports** equipments are maintained in the sports room and the institute's sports in charge for the year ensures they are in proper condition and orders new equipments based on students request.
- To ensure proper utilization of physical facilities **sign boards** have been put at various places in the campus including wash rooms, corridors, conference hall to remind the students in utilisation of energy resources sparingly.
- Budgetary provisions are made annually for **replacement and purchase** of computers, LCD, printers, etc.
- Management sponsored **repairs at the institute** in the year 2018-19 has added more rigour to the existing physical facilities through change in cables for transmission of Internet connection to 6mm, change in AC wiring, installation of LED bulbs and appealing interior décor.
- **Regular checks** are made of the **canteen** and its facilities to ensure clean and hygienic food is served to staff and students.
- The institute's **cafeteria** which is housed in the basement is also instructed to maintain cleanliness by keeping multiple dustbins in the basement.
- The institutes **conference hall and auditorium** are cleaned on alternate days and are checked for any technical hitches before the commencement of each programme or before letting out to outsiders.

1. **Utilisation of physical, Academics & Support Facilities:**

 The institution has a well-established **rules and regulations** that are spelt-out in the student code of conduct and institutes website with regards to the usage of all physical, academic and support facilities. The students are also given orientation on the same during the induction programme and are also guided by their faculty advisors of each class and library staff.

- **Classrooms:** Students at the institute are given laptops during admissions and to facilitate usage of the same during classes plug points are installed on each desk. The class representatives are responsible for the multimedia facility in each classroom and   are asked to report for any faults to Campus Manager. Regularity of student attendances in all classes and programmes is ensured through hourly entry of attendance in software which sends messages to parents on student absenteeism. When the institute had adopted TAB based learning the institute made necessary physical arrangements in the form of routers in each classroom to facilitate the same.
- **Ground and parking:** Students are not allowed to come in four wheelers inside the campus. The college ground and basement are used for parking student and faculty vehicles. Students are not allowed to sit in the campus garden or pluck flowers.

- **Infrastructural Facilities:** The institute's infrastructure including conference hall, auditorium,

counselling centre or classrooms are let out to outsiders for fixed rental charges and if any damages are caused the same are to be compensated for by the users.

* **Sports facilities** –All sports equipment and are kept safely in the sports room. The sports equipment are given to the students only after a formal request which is signed by the faculty in-charge for sports club. Any damage caused due to recklessness of students make the students liable for replacement of the equipment.
* **Library facilities**: The library usage rules and regulations are clearly spelt out on the institute's website for both faculty and students. However, faculties are given a free hand to suggest the books needed to be purchased .For this, they fill in an indent for order of books and the librarian places order with vendors who quote the least. Student request for books are also considered while ordering books.
* **Learning Resource Centre-** Institute has a Computer lab as a part of library by name learning resource centre. The students can utilise this lab for browsing the net, accessing recorded lectures, language lab and for collecting information in relation with academic purpose only. Nominal browsing charges on hourly basis are collected. Centre is also equipped with printer and scanner for the benefit of users.
* **Support facilities** -In order to ensure that support facilities like Reprography Centre, Cafeteria, and Canteen all are properly utilized by student's reasonable charges are fixed by the support service providers in consultation with the head of institution. In order to facilitate effectiveness of service, they are allowed to function on a annual contract basis.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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: 33.78

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

2018-19	2017-18	2016-17	2015-16	2014-15
101	92	113	49	44

File Description	Document
Upload self attested letter with the list of students sanctioned scholarships	[View Document](#)
Average percentage of students benefited by scholarships and freeships provided by the Government during the last five years	[View Document](#)
Any additional information	[View Document](#)

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

Response: 2.82

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

2018-19	2017-18	2016-17	2015-16	2014-15
04	11	02	08	08

File Description	Document
Any additional information	[View Document](#)

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: A. 7 or more of the above

File Description	Document
Details of capability enhancement and development schemes	[View Document](#)
Any additional information	[View Document](#)
Link to Institutional website	[View Document](#)

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

Response: 97.13

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

2018-19	2017-18	2016-17	2015-16	2014-15
240	237	220	226	218

File Description	Document
Number of students benefited by guidance for competitive examinations and career counselling during the last five years	[View Document](#)
Any additional information	[View Document](#)

5.1.5 Average percentage of students benefited 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

2018-19	2017-18	2016-17	2015-16	2014-15
00	00	0	0	0

File Description	Document
Details of the students benifitted by VET	
Any additional information	

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
Minutes of the meetings of student redressal committee, prevention of sexual harassment committee and Anti Ragging committee	
Details of student grievances including sexual harassment and ragging cases	
Any additional information	

5.2 Student Progression

5.2.1 Average percentage of placement of outgoing students during the last five years

Response: 24.67

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

2018-19	2017-18	2016-17	2015-16	2014-15
35	33	29	34	13

File Description	Document
Self attested list of students placed	View 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

5.2.2.1 Number of outgoing students progressing to higher education

File Description	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/ TOEFL/ Civil Services/State government examinations)

Response: 30

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

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	0	0	0

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

2018-19	2017-18	2016-17	2015-16	2014-15
2	1	1	1	0

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: 1

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

2018-19	2017-18	2016-17	2015-16	2014-15
1	0	0	0	0

File Description	Document
Number of awards/medals for outstanding performance in sports/cultural activities at national/international level during the last five years	[View Document](#)
e-copies of award letters and certificates	[View Document](#)

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

Response:

The Institution has always given prime importance to nurture and empower students by creating a platform to showcase and exhibit talents. The Student Consortium at SDM fosters academic excellence among students by reserving the rights of leadership to top scorers for position of president and vice-president.

The various cells/ clubs/ committees/Forums formed under the consortium are headed by students based on their preferences and capabilities. The Student Consortium has over 15 cells/ committees/ clubs and forums which include Entrepreneurship development cell, Research cell, Patriotism forum, Cultural Club, Sports Club, Extension activity club , industrial tour club, fest forum, E-journal club, gavel's club among others for the benefit of student welfare. Each cell is headed by a faculty in-charge and student in-charge from final year. Experts on relevant areas are traced and invited as inaugurators/ guest speakers/ resource

persons/ Alumni Guest for various activities organized under the Consortium. Students from both first and final year are made members of the same.

Student fraternity have their involvement in all academic activities and administrative bodies of the institute as well. In order to formalise the involvement, a student welfare forum called SDM MBA club has been in place for several years which was re-instated as Student Consortium in the recent years. This forum not only empowers but also nurtures students and gives them the avenue to participate in academic and administrative bodies of the institution like IQAC and other statutory committees. The students also have their active representation in registered body of Mangalore University (All College Students Association) in various capacities like President, Secretary and Sports secretary.

The Student Consortium begins with its installation followed by inauguration of various cell/ clubs/ committees/ forums. Each body of the Consortium marks its annual inauguration with a relevant workshop/ seminar/ Guest lecture which is then followed by various activities planned and presented in the plan of action spelt out during the Student Consortium installation. This ensures that meaningful addition is made to academic affairs at the institute by the students.

The institute also has a placement cell which not only strives hard to place students successfully in reputed firms but also prepares students to face challenges in the outside world by encouraging students to take part in inter-collegiate competitions , provide training on Mock Interviews, Mock online test, Aptitude Test and Pre placement training .

Under the Literary Club the Faculty will take the responsibility to bring out college magazine Standard Times by guiding and assisting students to write articles and the best articles are published in college magazines that give students opportunities to explore their literary skills.

The flagship event of the Student Consortium is Annual Day-Sanketah and the student consortium dissolves for the year with hosting of annual Graduation Day at the end of the academic year. The main purpose of the institute is student development and this objective is being fulfilled by the formation and activities of the student consortium.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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

Response: 14

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

2018-19	2017-18	2016-17	2015-16	2014-15
15	15	13	14	13

File Description	Document
Report of the event	View Document
Number of sports and cultural activities / competitions organised per year	View Document

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:

The Institute has its actively functioning and registered Alumni Association, which is formed with an objective to reconnect Alumni to college and to create better network. At SDM, Alumni meet is not an one-time affair, in fact every academic year series of activities are conducted in which Alumni are invited as guests on various occasions to ensure that the Alumni connect is seamless.

Frequent visits of Alumni to the institution have made way for initiatives like invitation of one Alumni guest for each programme hosted,who is an achiever in the relevant area invited in addition to the chief guest for the programme to inspire students. conduct of Alumni-faculty programme annually, involvement of Alumni in placement, invitation of Alumni for experience sharing session when they are in town, apart from Annual Alumni Meet. Technology also has helped us in maintaining Alumni connect. Alumni groups on Whats App, Alumni page on Facebook, Instagram have made alumni association more strong.

At the institute, we have a practice of identifying our Alumni's working as Faculty for Management Institutes and invite them as Alumni-Faculty to interact and share subject knowledge with students annually.

The institute has been fortunate enough to have Alumni working in various companies coming to campus year after year to conduct placement drive and provide employment opportunities to our existing batch of students. Apart from placement, our existing batches of students also take up Projects and Internships in the company where our Alumni's are employed.

At the Institute, every academic year we also have a tradition of inviting those Alumni's who went on to become Cine Artists and television stars and made us proud through their contribution in Coastal wood and Sandal wood.

Alumni spread across globally have also maintained Alumni connect through recorded messages sent on occasion like teacher's days, decennial celebration that have been heartwarming. For Graduation Day in 2019 Alumni Contributed Gold Medal for top scorer in Financial Management and Alumni himself

designed the Gold coins to be distributed on the occasion for other Top scorers of the Institute.

As our institute is under the aegies of Shree Kshetra Dharmasthala, which is known for its Danas (Donating), the practice of financial contribution from Alumni is not encouraged. Despite this the Alumni of our institute have made contributions both in financial and non-financial means. When the institute hosted its Decennial celebration in 2017 the alumni pooled in money to create Silver Soveniers and distributed it to all the staff, students and Alumni on the occasion

Annual Alumni Meet is an event that is most looked forward to by all the alumni as in most of the years it was held on the day institute hosts its 'Dandiya Night'. This gave Alumni a chance to walk down memory lane. The institute is also proud of alumni spread across the globe who have brought laurels to the institute through their national and international achievements.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

5.4.2 Alumni contribution during the last five years(INR in Lakhs)

? 5 Lakhs

4 Lakhs - 5 Lakhs

3 Lakhs - 4 Lakhs

1 Lakh - 3 Lakhs

Response: ? 5 Lakhs

File Description	Document
Any additional information	[View Document](#)
Alumni association audited statements	[View Document](#)

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

Response: 10

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

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	6	1	1

File Description	Document
Number of Alumni Association / Chapters meetings conducted during the last five years	[View Document](#)
Any additional information	[View Document](#)
Report of the event	[View Document](#)

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

Develop competencies of people to meet the challenges of business, industry and service sector. Empower them with requisite skills to be globally acceptable business leaders. Provide world class professional management education to the people at a reasonable cost, spread Indian ethos spiritually to sustain, survive and succeed in business and industry

Mission

Bring professionalism in all spheres of life. Enrich the quality of life by creating and sustaining the urge to continuous learning for life. Encourage competitive spirit for organizational excellence by leveraging intellectual human capital. Instill entrepreneurial qualities with right moral, social values and prosper. Enhance the quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life. Develop leadership, entrepreneurship quality among the people with patriotism, modern outlook and positive attitude towards life. Develop self-confidence to lead, motivate people through case study, practical training and exposure to global business and industry.

The institute is managed by SDME Society®, Ujire which is a charitable and religious trust with a hallmark vision of putting values into education under the leadership of the President Padmavibhushan Dr. D. Veerendra Heggade whose vision for our institute envisages crafting of world class management professionals by providing education at reasonable cost concentrating on imbibing Indian ethos, spirituality and latest in business, industry and society. All the strategic plans are in tune with the vision and mission of our institute. At the level of the institute the Director is the torchbearer responsible for fulfilling the mission of the institute by joining hands with the faculty, management and other stakeholders. In order to ensure decentralization and participative management faculty members are involved in all institutional bodies like governing council, academic council and IQAC. The governing body meets annually to make strategic and tactical plans, while Academic council and IQAC help to fulfill these plans. In the first annual IQAC meeting all responsibilities are systematically delegated to the faculty members. Thereafter the faculty members under the student consortium, form required committees prepare a plan of action and organize all the events of the year accordingly.

The mission of the institute to strive for continuous learning is sufficed through various initiatives like an active Entrepreneurship Development Cell, MoU's with ISDC- UK for IFRS Course, two working MoU's with foreign Universities for students and faculty certication programme that has given the students the much needed exposure to develop as globally acceptable business leaders. The institutes National

Integration forum focuses on developing patriotism amongst the students and spirituality is inculcated through year round spiritual discourses and programmes. The institute has 'student social responsibility' initiative which engages them with the society and helps to build in them the right kind of morals and values. To tap the leadership qualities and organizing skills of the students several programmes are entrusted to students like Roto quiz, Shresta-National Level Management fest, SDM premier League, dandiya nite among others. Annual Industrial tours and Factory visits add up the fulfillment of our institutes Mission.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

6.1.2 The institution practices decentralization and participative management

Response:

The successful functioning of the institute is attributed with its decentralized structure and participative management policy. The Honorable President of SDME Society has ensured decentralization to flow from both top to bottom and bottom to top level which is delineated through a systemic process and various governing bodies. At the institute level there is a student body by name Student consortium that enables students to work systematically and come up with ideas for their growth and development under the able guidance of faculty members and the Director. Then there are several administrative bodies like the IQAC, Governing council, statutory committees that facilitate decision making with regards to both student and institutional initiatives. At the management level there is a structured mechanism for flow of information. All heads of the institutions are given enough autonomy to identify developmental activities for their respective institutions, dwell on the same in IQAC meeting and present the same in Institutes governing council meeting. Once the same is approved it is directly sent to the President with a budget proposal and once the budget is sanctioned the activity/ programme is rolled out.

A case study of the same would relate to the annual convocation which was proposed by the students of 2017-18 in the student/faculty meeting. The idea was taken up at the IQAC meeting of the institution and discussed thoroughly in terms of feasibility and then the Director presented the idea for approval at annual governing council meeting. In the governing council the President gave due consideration and valuable suggestions with regard to hosting of the same. After having received approval of the program from the President and other members of the governing council, the student consortium under the leadership of the faculty coordinator prepared a proposal for hosting of the annual convocation along with budgetary requirements. This proposal was forwarded to the management with a request for additional budget to host the programme. The same was forwarded by the secretary to the President. Having sought the approval from the President, the Director directed the faculty and students to make necessary arrangements. A programme of this nature is instituted and will be continued in the years to come. The first annual

convocation as desired by the students was hosted on 24th August 2019 with Dr. T.V.Mohandas Pai, Chairman, Manipal Global Education as chief guest in TMA Pai convention center as desired by the President of SDME society and members of the governing council. Graduation certificates were given to all the graduands and the rank holders were felicitated with 5 gold medals. The gold medals were sponsored by Radhakrishna Mallya in the name of hisfather late Ramakrishna Mallya and Narayan Rao, Proprietor of Udaya Printery who are philanthropists, by Canara bank, Divya cartons, a business house and Nagaprasad who is an alumnus. A small idea generated at the student level was made into a mega successful event which is the best example to illustrate the decentralization and participative approach of the management.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

6.2 Strategy Development and Deployment

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

Response:

The Strategic Plan -2022 document of our institute has been serving as a benchmark for all our activities and initiatives. This strategic plan document was drafted in March 2017 and thereafter approved in the HOI Meeting held on 9th March 2017 at SDME society, Ujire. The management has granted our institute the necessary support and autonomy in achieving the proposed plan over the years. Strategic plan 2022 document is available on the institute's website and has enabled our institute to create new milestones.

Strategic Plan 2022 of the institute touches upon areas of administration, teaching learning, research, alumni and placement. Incremental changes that could enhance the institute performance in these key areas have been earmarked and with each passing year the institute has been successful in accomplishing these plans. To quote one activity successfully implemented from the strategic plan2022 is the institute's initiation to excel in research. In order to encourage and create an ecosystem to promote research amongst teachers and students our institution has made strides in the form of enabling students to start presenting research papers at National and International conferences and student paper presentation events. Besides this, many teachers have registered for research in enabling the institute to become a cent percent doctorate department. In our quest for starting a research Journal an E- journal has been initiated in the year 2016. This is one of the novel initiatives of the institute which was applauded year after year. The name of the journal is 'Journal in management studies and academic research' bearing ISSN number 2455 4960. This journal has an editorial board headed by the Director, IQAC coordinator as the chief editor and eminent researchers as board members. It publishes quality research articles that have been submitted to the Journal as well as research papers that have been presented in the institute's Annual national conference. Research

papers are invited, scrutinized, reviewed and quality research work is chosen for publication. The journal has now successfully stepped into its fifth year for publication. The institute has also made continued efforts to procure research grants and live projects to keep the research inclination of faculty members robust. In order to encourage research culture among students a research cell was started in 2018. Workshops on research methodology are conducted by the research cell in order to develop analytical skill among students. The institute also plans to apply to the Mangalore University to grant research centre status as there are 6 PhD holders in the institute who are eligible to be research guides. Through these initiatives taken up by our institute in the area of research we would like to emphasis the presence of a strategic plan document and deployment of resources to ensure the attainment of the plan.

File Description	Document
Any additional information	[View Document](#)
Strategic Plan and deployment documents on the website	[View Document](#)
Link for Additional Information	[View Document](#)

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:

Our Institution is headed by the great visionary Padmavibhushan Dr. D. Veerendra Heggade, Dharmadhikari of Shri Kshethra Dharmasthala. Dharamdikari means Chieftain and our President has been a multidimensional leader working as a social reformer, educationist, philosopher and philanthropist. What truly defines his contribution is his unparalleled service to the Nation which has won him the Padmavibhushan. As the President of SDM group of institutions Dr. Heggade sets examples of what the education sector should look like. Education being one of the pursuits of this great visionary has led to the establishment of more than 56 educational institutions functioning under aegis of SDME Society and bearing an hallmark vision of putting values into education. This society has two Vice Presidents Sri D. Surendra Kumar and Prof. Prabhakar, two secretaries Sri D. Harshendra Kumar and Dr.B.Yashovarma who are the guiding light for all the educational institutions. There is a management council at the society level which has representatives from different areas, who assist the management in crafting policies and taking decisions.

Our institute functions under the top management through a well defined structure. The institute is headed by Director who is responsible for articulating the mission for attainment of the management's vision. There is also a governing council body at the level of the institute which guides the institute in strategic planning. Annual governing council meetings are held, wherein major strategic initiatives for attainment of the institute mission are identified, discussed and decided upon. After discussion in the governing council

meeting, the proposed plan for the academic year is forwarded to the management for approval. After the acceptance is received the Director along with faculty takes necessary actions to ensure implementation of the same through IQAC. The institute has set up several statutory bodies like academic council, cells like SC/ST, Anti women harassment, Grievance redressal among others. These bodies meet on regular basis to discuss related issues. Sufficient orientation is given to students with regard to the presence of these statutory bodies and student issues are redressed.

The administrative functions of the institution are performed smoothly with the collective efforts of all administrative staff under the guidance of the Director. All administrative procedures have been defined and each person responsible has been given a time-frame for task completion. Majority of the administrative functions are performed through management developed inhouse software –EERPMS which has facilitated transparency in operation and led us to reducing usage of paper. Monitoring of attendance is done through Biometric system and library usage is monitored through electronic system. Usage of online money transfer and internet banking facilities has made administration function less laborious.

The SDME society has a drafted service rule book which outlays the service rules, procedures, recruitment, and promotional policies among others.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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
Screen shots of user interfaces	[View Document](#)
ERP Document	[View Document](#)
Details of implementation of e-governance in areas of operation Planning and Development,Administration etc	[View Document](#)
Any additional information	[View Document](#)

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

Response:

In order to ensure the attainment of the Mission and Strategic plan of the institute, several bodies/ cells/ committees have been formulated that play an active role in the institute. The IQAC of the institute strives towards maintenance and enhancement of quality. There is a student consortium which has 15 functional clubs, forums and cells which organizes activities for the development of the student community. There is an academic council which regulates all academic decisions. Seven statutory committees are also in place to ensure the students have a forum for venting their problems which include anti-ragging committee, anti-sexual harassment cell, grievance redressal committee, equal opportunity cell, SC/ST cell and human rights cell.

To quote one activity successfully implemented based on minutes of the meeting we would like to refer to the - human rights cell and the decision taken in its meeting conducted on 24th August 2017 to conduct Self Thinking Series (STS) for the students. This cell of our institute was instated to give the students a platform to learn about human rights. The main objective of the cell is to visualize a comprehensive society where everyone takes responsibility to promote and preserve human rights. It also develops the students to lead a dignified life without infringing the rights of others and intends to build confidence among the students. The objective is to sensitize students on issues related to human rights, train them to face the challenges of the society and rise against the conflicts in the name of caste, creed, religion and culture. The objective is also to facilitate and empower the students to enjoy human rights in each and every walk of life and make them good citizens of the country.

Having these objectives in mind the human rights cell of the institute decided to conduct a unique activity called as Self Thinking Series (STS). The main objectives of the series were to facilitate students uphold their human rights and also get information about the various on-going cases in the society through which people have been able to protect their human rights. In the STS all the faculty members presented a topic of current relevance to the students. Issues like the national depository services, impact of financial inclusion on Indian economy, dangerous blue whale game and rise up challenge, Right to privacy in digital age – legal scenario, Infosys turmoil, triple talaq, Ram Rahim case, Gandhian philosophy and medical tourism were presented to the students by the faculty members through which self-thinking was kindled in the minds of students. This was done to enable students to think and analyze current affairs in terms of the human rights they could enjoy as well as uphold. Through this series the faculty drove home to the students the intricacies involved in enabling an individual to fight for his rights presenting illustrations of successful

cases like that of triple talaq which had enabled the minority section of our society to uphold their rights that had been pending for long.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

6.3 Faculty Empowerment Strategies

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

Response:

Our institution functions under the aegis of SDME society®, Ujire which believes in empowering its employees through several welfare measures. The teaching and non-teaching staff of our institute are blessed to be working in an environment that has state of the art infrastructure. An air-conditioned work environment with Wi-Fi facility adds the much-needed motivation at workplace. Besides this the staff rooms with individual workstations are given to each faculty which complement the requirements. There are two computers with a printer in the staff room at the disposal of the faculty members. Each office staff also is given a computer to work on. Hygienic work environment is ensured through a dedicated staff that is responsible to keep the set up clean. There is also an attender exclusively meant to assist and meet the requirements of the faculty members.

The management has put in place the following welfare benefits:

- There are 15 casual leave and 15 special casual leave per year.
- 10 days of earned leave for teaching staff and 30 days earned leave for non-teaching staff and the Director is sanctioned which can also be encashed on accumulation.
- Special casual leave is sanctioned to the staff and Director for institution related programmes, foreign visit, research related work etc.
- Teaching staff is entitled to vacation as per university calendar which goes upto 45 days in a year.
- Maternity leave is provided for as per government regulation.
- The management also pays Rs 5000 to the female employee as delivery expenses for two deliveries.
- Employees drawing salary up to Rs.21000 per month are entitled to receive ESIC benefits as per

the government regulations.

* Every employee enjoys gratuity and provident fund benefits as per government regulations.
* Financial assistance is given to the faculty members to attend conference and present papers.
* University exam duty and any external examination conducted in the college premises are remunerated separately.
* There is canteen in the college campus which provides food at a nominal rate to students and staff.
* There is SDME cooperative society which provides loans like personal loan and housing loan at low rate of interest. The employees can also become members of the cooperative society.
* The management gives interest free housing loan to non-teaching staff for construction of the first house.
* There is group health insurance benefit for the employees.
* The employees can claim concession at the SDM eye hospital and SDM ayurvedic hospital in Mangalore for consultation and treatment by showing their ID cards.
* There is concession in school/ college fees for the children of the employees in any of the SDM Institutions.
* Employees are given interest free salary advance.
* There is a rural development initiative SIRI which has its own showroom in Mangalore. SDM employees get a concession in the products of SIRI which are manufactured by rural women.

File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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: 63.33

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

2018-19	2017-18	2016-17	2015-16	2014-15
11	4	8	6	8

File Description	Document
Details of teachers provided with financial support to attend conferences,workshops etc during the last five years	View Document
Any additional information	View Document

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: 2.6

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

2018-19	2017-18	2016-17	2015-16	2014-15
4	3	2	2	2

File Description	Document
Details of professional development / administrative training programs organized by the Institution for teaching and non teaching staff	View Document
Any additional information	View Document

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

Response: 23.03

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

2018-19	2017-18	2016-17	2015-16	2014-15
9	2	1	1	0

File Description	Document
IQAC report summary	[View Document](#)
Details of teachers attending professional development programs during the last five years	[View Document](#)
Any additional information	[View Document](#)

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

Response:

The institution has a mechanism of Performance Based Self Appraisal (PBSA) system in place for teaching as well as non-teaching staff. In case of PBSA for teaching staff a structured format is developed by the management with criteria's like academic, institutional initiatives, research and consultancy, extension, academic growth and organization of programs. The entire system of appraisal is decentralized.

The teaching staff of the institute are free to choose the parameters under each criteria based on which they will be appraised. A PBSA committee has been formed at the institute level comprising of the Director and IQAC and NAAC co-coordinator which is responsible for devising the PBSA format and correspondence with the management. After a lot of brainstorming sessions with the teaching staff, a final draft of the PBSA form is designed. Under academics' criteria the online student feedback score, placement, punctuality and library usage are the main parameters. The student's feedback is taken at the end of each semester wherein every student has a chance to evaluate individual teachers. This feedback happens online wherein the management representatives visit the institute and coordinate with technical staff to take the feedback of the students. This feedback is mailed to the institute with individual and cumulative results. Other stake holders like parents and alumni are also included in the feedback mechanism. Under the institutional initiatives, parameters like skill enhancement activities, assignments, teaching methods, ICT usage, live project and field study are given weightage. Number of publications and presentations are the research inputs required. Number of extension activities, consultancy, knowledge sharing and student support are also given importance. The number of programmes organized by the individual faculty also adds value to the individual faculty score. Seminars and workshops attended, additional qualification attained, being resource person and other parameters, which help attain academic growth are the pointers under which an individual faculty is assessed. This system helps in understanding their current position and the criteria in which they need to improve. At the end of the year all the faculty members are supposed to fill up and submit to the PBSA committee. The committee in consultation with the Director will compile the data and send the compiled folder to the management.

There is a self-appraisal system for non-teaching staff. The management designed questionnaires in English and Kannada are used to assess the non-teaching staff in terms of work efficiency and productivity. After the self-appraisal is completed HOI evaluates the employee and a copy of the same is forwarded to the management.

There is a PBSA committee at the level of the management which will analyze these forms on individual basis and send a detailed feedback report to the Director which is subsequently forwarded to individual

staff members. The Secretary of SDME society also sends his word of advice to the institution for improvement which is then conveyed by the Director to the teaching and non-teaching staff members.

File Description	Document
Any additional information	[View Document](#)

6.4 Financial Management and Resource Mobilization

6.4.1 Institution conducts internal and external financial audits regularly

Response:

The institute follows a transparent financial management system which is ensured through the entry of all financial transactions in in-house software developed by the management called EERPMS. A full time accountant of the institute is responsible to record all financial transactions under the guidance of the Director. In the beginning of the year annual financial requirement is chalked out for the preparation of Annual budget. The preparation of budget at our institute is an integrated effort that involves all the teaching and nonteaching staff directly and students indirectly. All the faculty members are asked to furnish their financial requirements for budget based on the staff and students requirements through a requisition form. It is then integrated with the HR budget requirements prepared by the senior office assistant considering factors like salary, leave encashment, dearness allowance, etc; library budget requirement and other regular budgetary requirements like annual maintenance expenses and administrative cost heads. The budget so prepared is presented before the secretary by the Director and accountant in the budget meeting of the management to give clarification on new budget heads. The budget is then forwarded to the President for final approval. Once the budget is approved by the President the expenses are incurred and managed according to the amount allotted under various heads of the budget. For unexpected expenses incurred additional budget requisition and approval is sought from the management and the same is then added to the approved annual budget.

All financial records of our institution are subject to multiple audits to ensure good governance and check on any discrepancies. The management has appointed internal auditors who conduct audit in all SDM institutions annually. This audit is generally scheduled in the month of February before the close of the financial year. The internal auditor notifies the institute with regards to their visit and the Director in turn ensures that all teaching and non-teaching staff is present during that time. The team of internal auditors scrutinizes all the records and seeks verification from concerned staff during the audit process. Once the audit is completed at the institute the auditors send their report with list of doubts and objections. Clarification for these doubts and objections is then forwarded by the Director to the auditor. In this stage if any discrepancies are found then the same is reported to the management. The good governance practices of our institution in place have ensured that there has been no discrepancies in all these years of existence.

Once the financial year is completed all books of accounts along with the pass book, bank reconciliation statement and vouchers are submitted to the external auditors for scrutiny.   Mr. CA Prasanna Kumar of M/s K B Rao Associates, Mangalore has been appointed as our external auditor by the management. The external auditor audits the accounts and then prepares the audited statements duly certified by him. Through these multiple audits the management and the institute ensure good governance in the institution.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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

Response: 4.96

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

2018-19	2017-18	2016-17	2015-16	2014-15
1.33500	0.2000	1.35000	0.82200	1.25250

File Description	Document
Details of Funds / Grants received from non-government bodies during the last five years	View Document
Any additional information	View Document
Annual statements of accounts	View Document

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

Response:

Our institute is unaided and fully self-financed private entity which relies on the student fees for mobilization of funds. The funds so generated are optimally utilized for meeting various expenses and making investments. Additional financial support is received from our management and also from various stakeholders in the form of sponsorships and donations.

Mobilization of Fund-The funds for our institution are mobilized through following sources:

- Student fees is the main source of fund for our institution.
- The other minor source of income is infrastructure rentals which are charged for renting out institutes classrooms and conference hall facility. The centrally convenient location of our institute has drawn several agencies to seek our infrastructure for conduct of various exams like ICSI, police recruitment, DKMU recruitment, KMAT exam among others. The institutes Air conditioned conference hall is also rented out for various programmes.
- Several stakeholders have taken pride in associating with our institutes programmes like National Conference, SDM premier league and intercollegiate Management Fest -Shrestha for which generous sponsorships and donations have poured in from various governmental and non-governmental agencies and individual philanthropists.
- The penalty charged by library to the students for late return and default in the return of books also adds to our income.
- There is a learning resource center in the institute which is open to outsiders as well as students for nominal charges generating decent amount of income.

Optimal Utilization of Resources- The funds of our institution are judiciously utilized for meeting various expenses and investments which include:

- In the pursuit of institute's mission of providing quality education to students a part of the income generated is utilized to give back to students in the form of providing Laptops and Branded full suits as uniforms.
- Resources are earmarked for student activities, Guest lectures and function conducting expenses to ensure student welfare.
- Each year funds are earmarked for hosting National level conference and Intercollegiate Management fest so as to promote the development of students.
- Faculty welfare is ensured by earmarking financial resources for salary and salary hike, dearness allowance and research aid.
- Purchase of assets, repairs and maintenance, utility expenses is the other head for which the financial resources are judiciously utilized.
- Sufficient funds are earmarked for purchase of Library resources, renewal of subscriptions, etc.

Though we are a self financing institution all efforts are made to ensure that the funds mobilized through students fees are meaningfully and optimally utilized for the maximum benefit of students and staff working for the institution. Additional expenditure like infrastructural modifications have been sponsored by the management.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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:

The institute has instilled a momentum of quality consciousness through the establishment of IQAC. The Internal Quality Assurance Cell constitution is as per NAAC requirements. All the stake holders are a part of the IQAC. Monthly meetings are held in order to conduct a brain storming session and provide suggestions for improvement. The IQAC of the institution has been working judiciously towards not just generating good practices and novel ideas, but also in planning, implementing and measuring the outcome of academic and administrative performance of the institution. The institute has taken strategic strides in creating quality benchmarks for students through providing unique opportunities like minor research, spiritual guidance, article review activities, book review etc. It has been mandatory for teachers to maintain lecture plan, work done statement, indulge in research and publications, organize conferences, FDP and Seminars. The IQAC at the institute is thus working relentlessly in its efforts to create a quality consciousness and strengthen the moral fabric of the institution leading to its holistic development. All the quality enhancement activities are approved in the IQAC meetings and a few of them are institutionalized. Two areas which are focused are discussed below.

1.Annual National Conference: A novel initiative of the institute is the management sponsored annual National Conference organized by IQAC on themes of current relevance. Eminent subject experts from industry and academia are invited as resource persons for this conference. Researchers present their papers during the paper presentation sessions. Indian Infrastructure, Micro and small enterprises,- engine of growth, women entrepreneurship- ray of hope, global mindset, leadership effectiveness, institution building, great place to work, rural opportunity, global brand building, public private partnership, Management Nxt have been the themes for the past years. Corporates and banks associate with the institute giving sponsorships for this conference. The IQAC of our institute has made it a practice of instilling spiritual thoughts in young minds and participants of the conference by hosting a spiritual discourse on this occasion. Renowned spiritual leaders are invited to the institute for delivering this talk. The day ends with showcasing of talent by the institute students giving them the scope for their all round development.

2. Faculty development is another quality development strategy which is institutionalized. The IQAC facilitates quality culture in the institute by encouraging research amongst the faculty members. IQAC has resolved in 2018 to organize faculty development programmes which helps develop the teaching effectiveness. The institute has made it mandatory to publish articles in journals and also present research papers. Annual budget is earmarked for staff seminar and special casual leave is also provided for attending any professional development programmes and paper presentations throughout the country. All the faculty members have made use of the opportunity to develop themselves professionally. After NAAC

accreditation the institute plans to apply to the university to grant research centre status. The library also facilitates the faculty members by issuing 15 cards. There are e-resources and research material which can be accessed free of cost.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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:

Teaching learning process has been at the heart of all our initiatives. Examples on how the institutional reviews and implementation teaching learning reforms facilitated by the IQAC include:

- **Designing and evaluating Course Outcome**

A two way process of teaching learning is in place wherein the teachers act as facilitators who give insights on the course through use of ICT, PPT, videos, Ted talks, simulation exercises, case studies, field visits etc., and students from their end enhance the learning experience through submission of assignments, seminars, answering queries, internal exams and viva voce. Teaching learning process has been at the heart of all initiatives at out institute. It has continuously evolved over the years and technology has been used very extensively by all faculty members to make teaching learning process more interesting. The institution has good infrastructure and qualified faculty which complement the input imparted to the students. Every subject a course outcome is developed by the faculty which is then published in the HEIs website and students are educated about it in the first class for the course. The lecture plan maintained by the faculty helps them plan the methodology and pedagogy as per the course outcome. There is a work –done format to be filled by every faculty which monitors if the class are conducted as per the timetable. Additionally, the internal assessment marks and also the university examination results are considered as a parameter to evaluate outcomes. The IQAC has taken several initiatives for evaluating the course outcome better through redesigning of Lecture plan, introduction of new courses and discussion of student performance in each course during mentoring, devising new systems for learning etc. The beginning of the academic year is started with a meeting in which the additional responsibilities along with subjects are allotted. The faculty members design a plan of action for all the events and activities of the year. The programmes are implemented according to the calendar. Every month a review is conducted regarding the implementation of the planned activities. At the end of the year an action taken report is drafted in order to know the correlation between the planned events and implemented activities.

- **Structured Feedback Mechanism for different stakeholders:**
- In the monthly IQAC meetings the faculty members opine about the reforms needed in teaching learning for which immediate action plan is devised and in the subsequent meeting the action taken is discussed. Structure feedback for curriculum enrichment is also collected from faculty annually.

Alumni feedback: Alumni feedback on curriculum is collected from alumni by administering questionnaires all throughout the year, as and when the alumni visited the institute.

Employers' feedback: The employer feedback on curriculum is collected from those who visited the campus for placement drive and this feedback is analyzed to design mechanisms to make students more corporate ready.

Student feedback: Online feedback is given by students at the end of every semester using judicially designed questionnaire. The management analyses the online feedback and sends it to the respective faculty for self-evaluation. The management evaluates the performance of the institute as a whole by considering the average scores of the entire faculty. Suggestion box is kept in order to collect the feedback during any other situations. Apart from this the faculty members collect the feedback from their respective class regarding their subject and teaching methodology using google questionnaire.

There is a mentoring system followed by the institute wherein every student is mentored by a faculty and the attainment of the teaching outcome in terms of attendance, marks and other behavioral aspects are found out and necessary action like remedial class is arranged if need by the student. There is personal counselling system in the institute. The mentoring session provides a platform for faculty to identify students who are in need of personal counselling.

This method of feedback is very effective in the institute because the students feel free to disclose the grievances with their mentors. The examination committee and the grievance redressal cell are active in the institute which are continuously working towards ensuring a grievance free environment to the students and faculty.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

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

Response: 0

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

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

File Description	Document
Number of quality initiatives by IQAC per year for promoting quality culture	[View Document]

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: D. Any 1 of the above

File Description	Document
Details of Quality assurance initiatives of the institution	[View Document]
Any additional information	[View Document]

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:

ACADEMICS:

- The quality of education provided by any institution is gauged on the basis of its academic output. For this the input factor which is the teachers need to be the best. The institute has the best of faculty with academic brilliance and research rigor. All the teachers of the institute have rich academic experience and out of 11 teaching staff 6 are PhD holders and 3 are pursuing their PhD. Other 2 teachers have procured several certifications by perusing courses of relevance. Teachers have acquired additional qualification and are into continuous learning. There has been continuous improvement in research activities like publications and presentations.

- In order to ensure that the inputs are delivered to students appropriately, the teachers are in the habit of maintaining a lecture plan and work done statement. The lecture plan book contains details like objectives of each session, pedagogy, methodology, reference books, activity and matters discussed in class being recorded. The work done statement summarizes the nature of work completed by each faculty in a week's time. At the end of the week these documents are checked by the Director to ensure that quality academic work is being done. The lecture plan was revised in the year 2019 making it more hazel free.

- The faculty and students of the institute have embraced new technologies from time to time in order to improve the quality of academics. There has been continuous improvement in teaching and learning process. The institute is the first one in Karnataka among B-schools to have adopted Tab based learning. In this system the classroom learning was complemented with TAB based learning software which had features like capturing of attendance, projection on LCD, submission and valuation of assignment, live quiz, e-books, learning content-videos and ppt's all saved in a cloud. Subsequently the institute shifted to more diverse technologies like use of G-suit and its features like Google classrooms, instagram live, what's app group, gamification etc.

- Due to the efforts of the teachers to produce industry ready candidate's placement department has done good job year after year by showing improvement in the number of students placed in the successive years. New value-added courses have been added to the curriculum to provide additional skill to the students while entering the corporate world. The ED Cell was revamped and varieties of programme were organized in consultation with MSMEDI, Mangalore in order to facilitate students to pursue entrepreneurship which is the mission of the institute.

- The Student body of the institute has also seen transformation from being a club to a student consortium with a fleet of forums on diverse academic and other topics.

- Understanding the importance of association with external agencies like industry and academia, MOUs have been entered with other institution and industry at local and international level. Association with professional bodies like MMA, AIMA, NIPM, ICSI, ICAI have gained added more meaning to academic activities.

- Association with professional bodies like MMA, Red cross, IMA, NIPM is increasing.

ADMINISTATION

- Our institute embraced leadership change with appointment of new Director in 2018 very smoothly.
- The management has also taken consistent efforts to ensure substantial improvement in administrative functions by bringing administrative functions under EERPMS software. The manual system of administration was gradually shifted into e- governance through in-house software EERPMS which is currently used in library, human resource management, stock maintenance, accounts, academic administration, etc.,
- Bio-metric system of attendance for faculty also an administrative quality enhancement initiative.
- Adoption of online payment is yet another effort to enhance quality in administration.
- Presence of internal auditors to monitor the accounts of the institute also showcases the quest for quality administrative procedures.
- Performance based appraisal system is yet another initiative that attempts to create quality consciousness in academic and administrative functions of our institution.
- The institute undertook renovation and revamping of its the fourth floor infrastructure for upgrading technological infrastructure and learning ambience.

File Description	Document
Any additional information	[View Document](#)

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: 9

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

2018-19	2017-18	2016-17	2015-16	2014-15
4	1	1	1	2

File Description	Document
Report of the event	[View Document](#)
List of gender equity promotion programs organized by the institution	[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:

Our institution has at all times been very conscious of gender sensitivity concerns of both faculty and students. All necessary provisions are made in the institution to ensure safety and security at all times. The infrastructure of the institute was also very thoughtfully planned keeping in mind concern for gender issues. The following arrangements and initiatives stand as testimony to the institute's efforts to uphold gender sensitivity issues:

SAFETY AND SECURITY: Safety and security is given prime importance in our institution. In order to ensure safety of all the students, faculty and employees of the institute we have appointed two security guard to keep watch on the institution round the clock. Apart from this the entire campus is covered with CCTV cameras right from the basement until the top floor to keep an eye on all activities. There is a Campus Manager appointed by the management to ensure that all safety related issues are handled on priority basis and security is not compromised at any time. Apart from the infrastructure safety facilities, the institution has put in place an active Anti-Ragging committee, Anti-Sexual Harassment Committee,

Human Rights Committee to deal with these issues.

The institute also has a practise of keeping the local police informed about programmes being hosted in the campus on large scale(annual day, cultural programmes, National conference and Fest)especially when they continue to till late evenings to make them more vigilant and take their assistance in securing the institution from any outsiders. The presence of police during these programmes also makes the students exhibit more responsible and rational behaviour. In the event of hosting programmes outside the campus too this practise is followed in a more formal way.

Gender sensitisation programmes are also hosted annually to create awareness against discrimination on the basis of gender. Programmes on Gender equity, training for self defence, programmes on women's health, gender sensitivity etc are regularly conducted for staff and students. Infact our institute has been encouraging to girl students and lady faculty at all times. Girl students have always been encouraged to take up leadership positions and challenging tasks. It is quite comforting that our student consortium has always been headed by girls and they have been very well accepted by the entire student fraternity.

The number of female staff in our institution is also in majority and in consideration of this, programmes to sensitize staff is also held which include special lectures on breast self examination, menopause problems, work-life balance among others. The male staff of our institution celebrated women's day by suggesting that all the female staff should be taking a break from work while they would take charge of the office and classes. Hence all the female staff watched a movie in multiplex and enjoyed the essence of the day

COUNSELLING: Alarming statistics on counselling need of current generation has made our institution champion for the cause of enabling students lead a stress free life. To facilitate this, the students are assigned mentors whom they have to meet twice during each semester. During the mentoring sessions the faculty identify the students counselling needs and engage them in active counselling. In cases where professional help is needed they are directed to meet professional counsellors.

COMMON ROOM

In order to provide a secure and convenient learning environment for female students sufficient arrangements are made in the campus. Apart from common wash room for girls in the fourth floor of the campus there is also an separate Ladies room in the first floor. This Ladies room exclusively for girls students located in the first floor has got a spacious lobby for girl students to rest and also has attached toilets. Besides this there is also a rest room in the ground floor which is furnished with beds and sofa for facilitating sick staff and students to take rest. This rest room also has an attached toilet. The institute has made efforts to appoint a lady staffs on shift basis so that at all times the campus has a lady staff to monitor the safety of female students.

File Description	Document
Any additional information	[View Document](#)

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: 59584

File Description	Document
Details of power requirement of the Institution met by renewable energy sources	[View Document](#)

7.1.4 Percentage of annual lighting power requirements met through LED bulbs

Response: 58.33

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

Response: 1043.28

7.1.4.2 Annual lighting power requirement (in KWH)

Response: 1788.48

File Description	Document
Details of lighting power requirements met through LED bulbs	[View Document](#)
Any additional information	[View Document](#)

7.1.5 Waste Management steps including:
- **Solid waste management**
- **Liquid waste management**
- **E-waste management**

Response:

As an institution we have always made strides towards helping in creating a cleaner society through our continued swacchta initiatives. But before that we have ensured that we practice what we preach through the following initiatives for waste management:

1. Sufficient number of **dustbins** are placed in the entire campus so that waste is not littered. Proper signanges are affixed to the dustbins so that they are appropriately used. Three coloured dustbins are placed for waste Management near the water cooler

1. Green for wet waste (food waste and fruit waste etc.)
2. Blue for paper waste (newspapers, magazine, light paper, paperboard cartons etc.),
3. Red for plastic waste (plastic bags, PET bottles, waste pen, broken scales etc.)
4. In all the four class rooms, dustbins are placed to dispose the waste. Besides there are dustbins in offices, staff room and Director chamber, faculty wash rooms. Signages have also been put for proper disposal of waste and to maintain cleanliness.

 2. Students are sensitised to ensure that waste is disposed properly. During the orientation programme students are instructed to keep the campus clean and class representatives chosen are entrusted with the responsibility of ensuring that their class is not littered. Orientation programme on Waste Management, rain water harvesting are organised in association with professional bodies to create awareness not just among students and staff but also general public. The institute has also organised workshops on pot compost, rain water harvesting etc for benefit of students and staff members.

3. All wastes are collected from the dustbins **on a daily basis and segregated** before disposal by the sweepers.

4. Solid Waste Management system: Solid wastes are segregated as dry waste and wet waste. While the dry waste is collected in large bags and kept at earmarked place in the campus to be collected by

Mangalore City Corporation through Antony waste management team on daily basis. Wet waste is used for making pot compost through the compost pots placed in the institute's garden. This waste is converted in compost and used in the garden. The canteen and Cafeteria are instructed to maintain their own waste bins and segregate waste before disposal.

Solid wastes such as broken furniture, old news papers and wooden items are discarded by selling them away to scrap dealers by the office manager at regular intervals. It is ensured that waste items are not dumped in the institutes store room. Old fans and lights that are no longer used are sent back to the head office for being donated to the needy.

5. Liquid waste Management: The liquid wastes of the institute are discarded as per the norms of Mangalore City Corporation. The liquid wastes are directed to a septic tank constructed for the purpose and sanitary waste from the college is given away to Mangalore City Corporation. The institute has a drainage system which is regularly maintained. Efforts are also made to ensure that staff and students use water sparingly through signage's placed near water taps in the institute.

6. **E- Waste Management**: The institute E-waste Management and the E-Waste disposal is made as per the policy of the management of the Institute. All E-wastes are collected in appropriate bins and stocked in the store room. When the quantity is substantial the management is notified and all wastes are given away, for it to be disposed in the most appropriate manner.

Besides these efforts the institute is associated with Ramakrishna Mission and Mutt Mangalore in several initiates like;Swacch Bharath- sunday sharamadhan at various locations in Mangalore city, Swacch Mangalore-an awareness programme on waste management, Swacch Gram-cleanliness drive in selected villages and Swacch Manasu programme. Both the staff and students have been recognised for their unparallel efforts and this has made waste management an effortless act at our institute.

File Description	Document
Any additional information	View Document
Link for Additional Information	View Document

7.1.6 Rain water harvesting structures and utilization in the campus

Response:

Our institute has always been environmentally consious and has made huge strides to incorporate all that is possiible to give back to the Nature. The institutes efforts in reducing and reuseing paper, attempts to reduce use of plastic ,ban of four wheelers for students in the campus are all directed towards making the earth a better place to live in. In the recent months our city has faced acute water scarcity for which we at the institute made attempts to solve this problem by initiating efforts for rain water harvesting.

In order to analyse the possibility of installing a rain water harvesting structure in the institue and understanding the associed technicalities and benefits , our institute has organised few programmes specifficaly to learn about the same. A workshop on rainwater harvesting was hosted in the month of April , immediately upon engulfing water shortage to understand the possibility of harvesting rain water. Mr. Jagadish Bala ,Principal -Balmatta Women's college who had done his doctoral studies on this topic was invited as the resource person and meaningful discussion was held. Subsequently another expert who has facilitated creating of several rain water structures in the city was invited for an joint programme in association with Mangalore Management Association for the benefit of our institution as well as Mangaloreans at large. Mr. Ravindra Kalbhavi, Structural Engineer and Expert in the field of rain water harvesting was the resource person for the same. With these attempts the institution has decided on installing rain water harvesting system in the premises. Planned proposal has been forwarde to the managemnt and the initative is waiting in the wings.

File Description	Document
Any additional information	View Document

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:

a) Bicycles: The use of as bicycle, an environment friendly transport has been embraced by both staff and students. The office staff members and students in the institute are encouraged to use bicycle to come to the institute. The students are discouraged to use four wheelers by prohibiting four wheelers in the campus for students.

b) Public Transport: As the institute is situated in the heart of the city the students and staff have an easy access to public transport. There is a distance 20mtrs between college and bus stand were both government buses and private buses stop for pick up and the railway station is only 1km from our college. The institute also provides railway concession forms to students from other states who travel regularly; bus pass concession is also facilitated at the institute to encourage use of public transport.

c) Pedestrian friendly: Though the campus is located in the heart of the city the infrastructure is well planned and the ground is clearly earmarked for parking, pedestrian pathway. Interlocks have been put to make the pathway more safe for pedestrians.

PLASTIC FREE CAMPUS

- Saplings instead of flower bouquets are given to guests.

- Usage of jute bags and cloth bags instead of plastic bags.
- Jute folders were given to the delegates of the National conference
- Plastic water bottles are avoided during all institutional programmes
- Usage of steel water bottles by the teaching and non teaching staff is made compulsory.

PAPERLESS OFFICE

- Intercom, mail, whatsapp, SMS have been used for communicating circulars and notices to the teaching and non teaching staff.
- Students are encouraged to email assignment and presentations and teaching material is forwarded to students by teachers through whatsapp and google classroom.
- Practice of reusing of one side printed paper
- D space of Institute library is updated with syllabus and question paper records for student use at all times
- Students are asked to use smart phones in class to answer quizzes, make PPT presentation and access google classroom.
- Notice to students are announced on intercom and supplemented with what's app messages and emails
- Our institute has to its credit the pride of being the **first college in Karnataka** to have adopted TAB based software for learning teaching –learning which has facilitated students to access content like books, ppt, case studies, study material, work sheets on the cloud and reduced the need for printing.

GREEN LANDSCAPING

Our campus is covered with over 20%-25% of greenery. Several medicinal saplings , flowering plants, trees, lawn and flower pots add to the greenery in the campus.The campus garden is well maintained and new additions are made annually. The management has appointed a gardener and takes responsibility for garden décor. Environment related signages have been displayed in campus. To encourage green initiative several program are conducted annually through which new saplings and plants are planted in the campus and also distributed to staff and students.

File Description	Document
Any additional information	[View Document]
Link for Additional Information	[View Document]

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

Response: 0.26

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)

2018-19	2017-18	2016-17	2015-16	2014-15
0.26475	0.03795	0.09747	0.09757	0.27194

File Description	Document
Green audit report	[View Document]
Details of expenditure on green initiatives and waste management during the last five years	[View Document]
Any additional information	[View Document]

7.1.9 Differently abled (Divyangjan) Friendliness 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: C. At least 4 of the above

File Description	Document
Resources available in the institution for Divyangjan	[View Document](#)
Any additional information	[View Document](#)
link to photos and videos of facilities for Divyangjan	[View Document](#)

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

Response: 4

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

2018-19	2017-18	2016-17	2015-16	2014-15
2	0	0	2	0

File Description	Document
Number of Specific initiatives to address locational advantages and disadvantages	[View Document](#)
Any additional information	[View Document](#)

7.1.11 Number of initiatives taken to engage with and contribute to local community during the last

five years (Not addressed elsewhere)

Response: 7

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

2018-19	2017-18	2016-17	2015-16	2014-15
3	2	1	0	1

File Description	Document
Report of the event	[View Document]()
Any additional information	[View Document]()

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	[View Document]()
URL to Handbook on code of conduct for students and teachers , manuals and brochures on human values and professional ethics	[View Document]()

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

Response: Yes

File Description	Document
Any additional information	[View Document]()
Provide URL of website that displays core values	[View Document]()

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	View Document
Any additional information	View Document

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

Response: Yes

File Description	Document
Any additional information	View Document
Provide link to Courses on Human Values and professional ethics on Institutional website	View Document

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	View Document
Provide URL of supporting documents to prove institution functions as per professional code	View Document

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: 21

7.1.17.1 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 year-wise during the last five years

2018-19	2017-18	2016-17	2015-16	2014-15
7	4	4	3	3

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File Description	Document
List of activities conducted for promotion of universal values	View Document
Any additional information	View Document

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

Response:

The progress of any Nation depends on its youth who share the significant responsibility of taking the Nation on the path of harmonious growth which is enabled through the institutes National Integration Forum that inculcate the values of patriotism among students. This forum organises the birth and death anniversaries of great National leaders and **hosts various National festivals at the institute annually** which includes:

- **GANDHI JAYANTHI CELEBRATION**

Every year the students host Gandhi Jayanthi celebrations by inviting and felicitating freedom fighters and individuals who have contributed to the society as guest for hoisting the National flag. Followed by this march past competition and variety competition based on Gandhian Philosophy is held. In commemoration of 150th Birth Anniversary of Mahatma Gandhiji, the institute had a month long celebration by hosting various competitions under the National Integration Forum. Students also took an oath on this occasion. Several competitions on the theme of Gandhian Principles were held which included eloucution, How well do you know Mahatma, collage competition and Replicating Nation builders, Patriotic song competition and variety among others.

- **CELEBRATION OF INDEPENDENCE DAY AND REPUBLIC DAY:** Annually the institute hosts these events with spirit of patriotism.
- **DANDIYA NIGHT** : During Navartri ,every year this program is organised, wherein students conduct various competitions and perform the traditional dandiya dance on this occasion. Alumni meet is also arranged to make the occasion more eventful.
- **IFTAAR CELEBRATION:** In order to celebrate the spirit of holy month of Ramadan, Iftaar party is hosted by the National Integration Forum and all faculty and students join in breaking the fast in a traditional way and enjoy sumptuous dinner together
- **ONAM CELEBRATION:** Onam is the most popular festival in Kerala, our neighbouring state which is the native of several students at our institute. Upon the request from theses student's ,onam celebrations has been organised in a festive way.
- **CHRISTMAS CELEBRATION**: On the eve of Christmas the National Integration forum puts up a cristmas tree and hosts celebration by singing carols, narrating the significance of celebration, cake cutting and hosting fun games. Students dressed as Santa clause give away gifts and added more joy to the occasion.

- **TRADITIONAL DAY:** On this day the students are given opportunity to showcase the diversity of their vibrant culture by coming dressed in their traditional attire.
- **CELEBRATION OF SHARADA POOJA:** Sharadha Pooja and ayudha pooja is also celebrated by the institute during Navaratri **.**

APART FROM THIS NATIONAL INTEGRATION FORUM HAS ALSO HOSTED BIRTH ANNIVERSARIES OF:

- **Dr. Sarvapalli Radhakrishnan:** Teachers day is celebrated on September 5th to commemorate the birth anniversary of Dr. Sarvapalli Radhakrishnan every year.
- **Dr.A.P.J.Abdul Kalam** campaign was also organised in the institute
- **Dr. Sardhar Vallabhabhai Patel Birth Anniversary was celebrated**
- **Swami Vivekanada Jaynathi was celebrated.**

OTHER INITIATIVES:

- **Student Marathon** in the context of inauguration of statue of unity – 2018
- **Martyrs Day 30th January** - a two-minute silence in memory of Indian martyrs is observed.

File Description	Document
Any additional information	[View Document](#)

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

Response:

FINANCIAL TRANSPARENCY:

- All financial transactions are recorded in in-house software EERPMS which ensures complete transparency in all transactions.
- All financial records are audited by both internal auditors appointed by the management and also by external auditor thereafter.
- All expenses are recorded with vouchers and entered under respective heads and all incomes are

issued receipts.

- There are specific forms for seeking permission from management for replacement or purchase of assets.
- The budget for the institution is also prepared through a transparent and decentralised process. First budget requisition form is circulated among the faculty members, library and office to collect their budgetary requirements. Thereafter the proposed budget for the next year is forwarded to the management. The head office has a meeting with the accountant for budget proposal presentation after which the sanctioned budget is submitted to the Management Council for approval by the President. After the budget gets approved the said amount is sanctioned.

ACADEMIC TRANSPARENCY

- All academic decisions of the institute are taken in consultation with faculty and students through various bodies like student consortium, academic council, governing council and management council
- All faculty related matters like subject allotment, responsibility allotment, decision on organising programmes are taken in the staff meeting
- All quality enhancement initiatives of the institute are discussed in the IQAC meetings held every month
- Students code of conduct handbook is printed.
- There is full transparency in terms of internal examination. The exams are conducted as per university rules and regulations. The evaluated answer books, assignments and projects are shared with the students and feedback is given by the faculty for further improvement of student's performance. At the end of the semester the internal marks are displayed on the notice board for verification before uploading the same on university portal.
- SMS of attendance sent to parents of the students on hourly basis.

ADMINISTRATIVE TRANSPARENCY

@. There are specific guidelines set forth by the management in the employee service regulations to guide all the administrative functions.

@. All administrative functions are also recorded on in-house software EERPMS.

@. There are specific formats for application of Casual Leave, Earned Leave, grant of expenses for conferences/FDP's/training programmes, order of library books, requisition for budget by faculty and non-teaching staff among others.

@. Other employee records like service register, attendance register, aquitance register are all maintained by the office and audited annually.

@. Annual appraisal of faculty is done through Performance Based appraisal System

@. Student feedback mechanism is also very transparent and time-bound.

TRANSPARENCY IN AUXILIARY FUNCTION

- Good food service is provided by college canteen and cafeteria to students and faculty.
- Photocopying facility is also made available within the college campus at nominal rate.
- Learning Resource Centre provides access to internet
- Central location facilitates students to order food on mobile app's. The college does not have any

objection with the same in the view of saving student's time and preventing traffic congestion.

File Description	Document
Any additional information	[View Document](#)

7.2 Best Practices

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

Response:

BEST PRACTICE: 1

1.TITLE OF THE PRACTICE: STUDENT SOCIAL RESPONSIBILITY

OBJECTIVE

- To enable students to evolve as socially responsible citizens.
- To sensitize students on diverse social problems and awaken them to contribute in solving them.
- To cultivate good morals and values in students.
- To encourage students to apply their knowledge and skills in the pursuit of humanitarian goals.
- To evolve students as globally acceptable business leaders.

CONTEXT:

Our institute upholds the values of its management in terms of commitment towards the society; which is why all activities at our institute are student centric and socially oriented. We at the institute believe that quality management education calls for awakening of young minds in terms of being socially conscious and morally responsible. So, we provide a platform to students to engage in activities having social concern and craft them to become socially responsible citizens. For this the students of our institute engage themselves in societal activities like that of swacch bharath; educating citizens about -digital payments, drug abuse, waste management, malaria awareness, health awareness; lending helping hand to the old and differently abled among others. Students have also been encouraged to come up with meaningful short films on moral and social messages. In their journey of evolving as socially responsible students our institute has left no stone unturned.

THE PRACTICE:

Student social responsibility initiative of our institute involves continuous and gradual involvement of the students in social activities. The objective of this initiative is to sensitise students and make them consciously responsible for giving back to the society. The institute has devised several means to facilitate the same and blend it with the academic learning process. The practise involves the following:

1. **Sensitisation programmes for students:** Imparting wholistic education is the true essence of management programme which is why our institute has annually hosted several sensitisation programmes for students to stimulate their concern for societal issues. Lectures on drug abuse, malaria menace, digital illiteracy in society and various other social issues are commonly held. Apart from this students are also taken on field trips to Jail, hospitals, old age homes to make them conscious about the societal issues and concerns.
2. **Annual visit to integrated school:** The institute's former Director had a practice of celebrating his birthday at an integrated school by personally donating meals to the students. Adding to this the students of our institute decided to make the Directors birthday more memorable by contributing stationery and gifts for these differently abled school children. This practice continues to be there in place despite the former Director's retirement.
3. **MoU with social organisations and NGO's:** The institute has signed several MoU's with social

organisations like Ramakrishna Mission and Mutt, Rotary Club, Red Cross and NGO like PAGE, Alzheimer's Society of India etc. to extend an helping hand from the institutes end for several social issues.

4. **Encouragement to student ideas to give back to the society:** Our institute has the practice of putting students at the centre of all its activities. Hence, whenever the students have approached the institute with ideas that can change the society. The institute has always encouraged the same by involving in such activities. The participation of Director, Teaching and non-teaching staff in short films made by students stands as testimony to this.

5. **Spiritual and Moral programmes:** Our institute not only aims at building social responsibility in the minds of students but also works towards making them more morally and ethically correct. For this students are annually made to attend workshop 'Shradhha'- on moral values and annual spiritual guidance programme arranged by the institute.

6. **Compulsory extension activity:** All the students at the institute are involved in extension activities that expose them to social issues and imbibe moral consciousness.

EVIDENCE OF SUCCESS:

The evidence of success for this initiative comes from the following programmes:

1. **Community service involvement initiatives of our students include:**

- Drug free India campaign in association with art of living and All College Students Association
- Malaria Awareness Campaign
- Popularising of Saviour App
- Popularising of swacchata App
- Vritiya Saksharatha Abhiyan: awarness on use of mobile for payment to petty shop owners
- Cleanliness drive at Mangalore Central Railway Station
- Annual participation in celebration of Alziemers month(for last five years)
- Distribution of saplings to mark the inaguaration of rotract club
- Blood donation programme

2. Social change-initiatives

- Message on student life –" Life in Kudla"
- Short film on plastic ban
- Video on human values
- Video on swacchatha
- Student contribution for social welfare: Students of our institution have pooled in money to give away gifts to Seon Ashram, school children of Mangalajyothi Integrated school annually and donated supplies to flood victims of Kerala and Kodagu..

3. Extension activities conducted by our students: Our students have organised several extension programmes for the benefit of school and college students which include themes like:

- Personal hygiene
- Waste segregation
- Swaach Mangaluru and Swacch Bharath initiatives
- Business quizes
- Moral values
- Drug abuse

4. Field visits made: In order to learn about social problems students have been exposed to Jail visit to interact with the inmates, visit to orphanage, old age home, interaction with Alzheimer's patients etc.

Problems encountered and resources required (150)

There have not been much problems as these social concern initiatives are been taken up by students with all their willingness. Students have whole heartedly contributed to all the initiatives taken towards helping the needy. However due to hectic academic schedule students complain of not having had enough time to do more for the society. Keeping this in mind the students were allowed to take up internship for social causes as well. Currently students are engaged with an internship offered by Ramakrishna Mission, Mangaluru through which they have reached out to general public and conducted demonstrations on waste segregation and educated people on need for cleanliness.

BEST PRACTICE 2-ALUMNI CONNECT

2.TITLE OF THE PRACTICE:ALUMNI CONNECT

OBJECTIVES OF THE PRACTICE (100)

1. To host mutually beneficial interaction between the alumni and the Alma Mater
2. To promote a sustained sense of belonging to the Alma Mater among the Alumni by being in regular contact with them
3. To foster campus placements through alumni involvement.
4. To involve alumni in creating a new generation of business leaders and entrepreneurs.
5. To felicitate 'our alumni- our pride' for their achievement.

THE CONTEXT(150)

Alumni for our institute are like landmarks who act as the strongest representation of the institute to the outside world. The alumni of our institution are spread across different parts of the globe and have marked milestones in many fields of activity including business, entrepreneurship, academics, politics, entertainment, service sector, music and many more. This has made it even more appealing for our institute to invite alumni back to the campus on many occasions and contexts. We at the institute have built a strong alumni network through inviting alumni to interact with students on academic subjects, engage them in career counselling, placement training, recruitment and have encouraged alumni contributions in the form

of books, souvenirs, developmental initiatives for the institute.

THE PRACTICE (400)

Alumni connect at our institute works through following initiatives:

1. **Alumni teacher:** As many alumni of our institute have joined the field of teaching and training, we have put in place a practice of hosting alumni teacher programme for the students.
2. **Social media alumni engagement:** Constant connection with alumni is maintained through social media like facebook, Instagram and whatsapp groups.
3. **Cultural programmes by Alumni:** Involving alumni in the institute's cultural programme has been a novel initiative practised by us in order to enable the alumni to relive their college days and also to showcase their talents. On the decennial celebration of the institution the alumni showcased their talent. Also the decennial celebration was hosted by an alumni Mr. Saiheel Rai. Alumni meet in 2018-19 was hosted on dandiya nite so as to enable alumni soak in festive sprit of the institute.
4. **Alumni** Annual alumni meet has been organised by the institute and with each passing year the participation of alumni has been heart-warming.
5. **Alumni role in extension activity:** Our institute's students have a unique practice of celebrating their former Directors Birthday as traditional day by inviting alumni to the campus and taking them along to Mangala Jyothi Integrted school to spend the day with the differently abled children. This day draws to our institute alumni in large numbers who come with stationary and other goodies to be distributed to the students at the school and also join our students in organising games and cultural programmes.
6. **Alumni involvement in Placements:** Many of our alumni who are working in corporate visit the institute for annual placements.
7. **Alumni as guest**: As our institute has its alumni in diverse fields. It has put in place a practice of inviting one alumni guest for each programme who best suits the theme of the programme. This enables the institute to inspire students through showcasing of alumni achievement on one hand and also gives the institute an opportunity to applaud their achievements of its alumni on the other. The list of programmes for which alumni are invited as guest include:

- Alumni Teacher activity
- National level conference
- National level Management Fest
- Gandhi Jayanthi
- Inauguration of Student Consortium
- Inauguration of gavel club
- Inauguration of MBA club
- Alumni's are also called to judge the events

EVIDENCE OF SUCCESS (200)

Alumni connect for our institution has been rewarding in more than one way. Our evidence of success in this practice is showcased through the following:

1. **Registered alumni association:** It is because of the keen interest shown by the alumni that our

institute has been able to initiate registration of its alumni association.

2. **Alumni funding:** Despite the fact that our management discourages collection of funds from alumni our large hearted alumni have generously contributed for several initiatives like distribution of silver souvenir during decennial celebrations, developing institutes website, donations for extension activities organised by institute, sponsorship for institutes events etc.

3. **Placements**: Placements at our institute have been facilitated through alumni. Alumni Students working in Vantage Agora, emphasis , Ujjivan Bank have been coming back to our institute to give placement to their junior batches.

4. **Source of Inspiration and Motivation:** Inviting alumni as guest and alumni faculty have provided our students with the necessary inspiration and motivation.

5. **Networking Platform**: Constant visits of alumni to the institute have provided a networking platform for the students.

6. **Alumni institute interface:** Apart from these our alumni are also an active part of our quality initiatives and academic bodies.

PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED (150)

With the advent of social media, alumni relationship has taken a different flavour altogether. The institution has started to harness the power of alumni through various social networking platforms like Linkedin, Facebook, Twitter, Whatsapp etc. by creating their alumni specific groups. Though the alumni visit the campus when in town or for inviting faculty for joyous occasions, getting them together in large numbers for alumni meet is a major challenge. To overcome this challenge the alumni themselves have come forward to register the institute's alumni association and volunteered to take necessary initiatives to strengthen our ties.

NOTES (OPTIONAL)

Alumni Connect has definitely benefitted the institute. It has created a platform where in the existing batch of students get to learn from the rich experiences of the alumni. Alumni have been a role model for present batch of students and few of the alumni associate a part of their identity with our institute. Alumni connect has also been the deciding factor of incoming students with each passing year. The alumni have also recommended our institute to their siblings, friends and relatives. Many Alumni's are connected with tthe professors for carrier guidance, higher studies and personal development.

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File Description	Document
Any additional information	[View Document](#)
Link for Additional Information	[View Document](#)

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:

INSTITUTIONAL DISTINCTIVENESS

SDM college of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru is run by the SDM Educational Society, Ujire which is a premier-non-profit educational organization, functioning under the aegies of Shree Kshetra Dharmasthala, known for a unique

embodiment of Dharma. The institute believes in the dissemination of knowledge with a macroscopic dimension to harness the best of talents and translate it to academic scenario. The SDM Educational Society is instrumental in elevating the standards of education and empowering the youth with the potent strength of education in a broad spectrum of subjects. Our institute in Mangalore stands as a crown among the educational institutions housed in Mangalore. Having pioneered into offering management education in this coastal city of Karnataka, SDM College of Business Management gained popularity for pioneering in offering quality management education which is why the institute expanded its horizons into MBA programme in 2007 which was well accepted by the student fraternity.

This institute has always worked judiciously for achieving the long standing vision of developing competencies of people to meet the challenges of business, industry and service sector. We are striving to empower them with requisite skills to be globally acceptable business leaders and provide world class professional management education to the people at a reasonable cost, spread Indian ethos spiritually to sustain, survive and succeed in business and industry.

 In the first year of its inception itself the institute made efforts to procure faculty from both the industry as well as academia. As the saying goes "Actions speak louder than words" the institute has been in the practice of getting students into the practical aspects of management by organizing activities of innovative nature to enable students outshine others. All these efforts have paid off with the institute securing University level ranks and Gold medals for all the years since its inception.

STUDENT WELFARE has been one area of distinctiveness that has been envisioned in the vision, mission and core values of our institution. This we have tried to attain through following initiatives.

1. **CRAFTING SOCIALLY AND MORALLY RESPONSIBLE BUSINESS LEADERS**: Crafting socially and morally responsible students have been the prime priority of the institution because the management of the institution itself disseminates social and moral beliefs. Shri Kshetra Dharmasthala is an embodiment of dharma, making social and moral responsibility our prime objective. To make our students socially conscious we indulge them in several student social responsibility initiatives. From bridge course till convocation our effort has always been giving back to the society and making them morally responsible. Student social responsibility which includes

- Participation of students in pot compost Internship of Ramakrishna Mission
- Visit to Seon Ashram
- Visit to Mangalajyothi
- Swacch Bharath and Swacch Manasu programmes
- Annual workshop Shraddha at Ramakrishna Mutt

2. NURTURING PATRIOTIC AND SPIRITUAL BELIEF: Patriotism and spirituality are roots to success. To evoke patriotic feelings in the students several activities are hosted under the National Integration Forum. Spirituality has always been imbibed through annual spiritual discourses which involves inviting spiritual gurus from different background to interact with students and engage them in building spirituality. Activities to nurture patriotic and spiritual belief include:

- Celebration of Gandhi Jayanthi and conducting activities like variety, patriotic song competition, elocution, quiz, wealth from waste and many others on the theme of Gandhian Philosophy
- Freedom fighters are felicitated on the occasion of Gandhi Jayanthi
- Talk on freedom fighters contribution to the nation
- Talk on 100th Year celebration of Jallianwalla bagh
- To develop the spiritual belief every year spiritual gurus like Swami Nirbhayananda Saraswathi, Swami Hamsanandaji, Swami Purnachaitanya, Swami Shantivratananda Maharaj delivered spiritual discourse to students.
- Singing of National Anthem at the end of all programs

3. INSTILLING POSITIVE THINKING AND ETHICAL BEHAVIOUR: With number of suicide rates increasing, it is very disheartening to see how young students give up fast but luckily for us in all these years our students have never indulged in such untowardly incidents which is only because of the positive attitude. Paramapujya Dr.Veerendra Heggadeji is the epitome of positivity, who inspires us in this endavour. He is invited for all the programmes organized in the college and he has been a positive inspiration to all .

- Visit of Paramapujya Dr. Veerendra Heggadejji on the day of Decennial celebration, Shrestha, Governing council meetings and meetings with HOI's.
- Interaction of Paramapujya Dr. Veerendra Heggadeji with students and staff on visit to the campus.
- Youth empowerment program conducted by various associated organizations.
- Drug Free India campaign conducted in association with Art of living

4. FOSTERING AN ECOSYSTEM TO STIMULATE INNOVATION, CREATIVITY AND ENTREPRENEURIAL INSTINCTS: The institute has always nurtured and supported students talents and today our students have earned several accolades as successful entrepreneurs, corporate leaders, budding second line family business leaders, entrepreneurs, actors, politicians, artists, social activists etc. An active entrepreneurship cell has fuelled the B-plan of students and given them the much needed support to start their enterprises. Student talent in art, entertainment and business has been promoted by giving them special attendance credits to pursue their passion.

5. CHISTLING STUDENTS TO BE GLOBALLY EMPOWERED AND TECHNICALLY COMPETENT: Empowerment starts at home. We give opportunity to students to organize programs on their own and in this process we ensure that they gain experience of real world. The institute has also hosted several meaningful and innovative programmes in the past years which have helped it to scale greater heights and win students love and affection. The activities conducted in the institutions that have empowered students with requisite skills to be globally acceptable leaders include organising annual National Conference, annual National level Fest Shrestha, Industrial Tour, SDM Premier League, Workshops and guest lectures, Programmes in association with various professional bodies etc. Technology proficiency has been taken care of through various orientation programs, diploma courses, use of technology in teaching, learning etc.

In all, the institution has at all times placed students at the heart of all its activities and ensured student welfare

File Description	Document
Any additional information	[View Document](View%20Document)
Link for Additional Information	[View Document](View%20Document)

5. CONCLUSION

Additional Information :

MAJOR MILESTONES ACHIEVED IN PAST FIVE

SL. NO	ACADEMIC YEAR	MILESTONE ACHIEVED
1.	2018-19	Staff and Students complete **Tasters Programme** from **City of Gla Scotland, United Kingdom**
2.	2017-18	**Diploma in Banking and Finance** in association with BReT solutio
3.	2016-17	Staff and Students complete **Tasters Programme** from **Grimsl United Kingdom.**
4.	2015-16	**IFRS Certification** Programme
5.	2014-15	**TAB based learning** through DFoE software.

CONSISITANCY IN HOSTING FOLLOWING PROGRAMMES:

1. National Conference
2. National Level Intercollegiate Management Fest- Shrestha
3. Spiritual Discourse
4. Programmes on National Integration
5. Sports Meet
6. Cultural Night

Concluding Remarks :

Our institute fosters a quality culture of providing affordable education that is rich in Indian Ethos and high in requisite skills to be accepted as global business leaders. To ensure this our institute has made unparalleled efforts both in terms of the curriculum enrichment and delivery. Introduction of Diploma and certificate courses in areas of current relevance have added more meaning to the already robust Mangalore University syllabus. Efforts are also expended to ensure that a commendable learning experience is provided through use of technology as interface and societal engagement of students as a conscious effort in our journey of crafting a holistic learning experience. The best in infrastructure and physical facilities provided by our benevolent management have acted as the catalyst for both student and staff welfare. Astounding academic achievements

of the students coupled with the rigorous research efforts of the staff have made the institute stand ajar. Our institute has at all times upheld the noble values of our management which are reflected in our best practices. Riding high on our vision our institute is marching steadfastly on the path of growth under the revered guidance of our president Padma Vibhushan Dr. D. Veerendra Heggadeji.

6.ANNEXURE

1.Metrics Level Deviations

Metric ID	Sub Questions and Answers before and after DVV Verification
1.1.2	Number of certificate/diploma program introduced during the last five years 1.1.2.1. **Number of certificate/diploma programs introduced year-wise during the last five years** Answer before DVV Verification: TABLE_1 Answer After DVV Verification : TABLE_2 Remark : The HEI has attached list of courses as certificate courses, which contains courses included in regular curriculum. Students attending regular curriculum courses are not eligible to be accounted under this Metric which is for Certificate/ Diploma programs offered and NOT part of regular curriculum. These include Certificate in Human Resources Management which is 454 in 14-15, MBAH 451in 17-18 and HRM in 18-19 in 1.1. Similarly 554 4H3 4DH4, MBAS 559 is Global Human Resources Management. The HEI has claimed to have offered MBA++ Programme. The syllabus consists of the courses in the regular programme of MBA hence the same is not eligible.
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 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 Answer before DVV Verification: TABLE_3 Answer After DVV Verification : TABLE_4
1.2.1	Percentage of new Courses introduced out of the total number of courses across all Programs offered during last five years 1.2.1.1. How many new courses are introduced within the last five years

TABLE_1:

2018-19	2017-18	2016-17	2015-16	2014-15
8	1	1	3	2

TABLE_2:

2018-19	2017-18	2016-17	2015-16	2014-15
00	0	0	00	00

TABLE_3:

2018-19	2017-18	2016-17	2015-16	2014-15
6	6	6	2	2

TABLE_4:

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

	Answer before DVV Verification : 66 Answer after DVV Verification: 60 Remark : As per 1.1 there are total of 104 courses. As per the attached data and the affiliating university syllabus in the link. Stress management is seen to be identical and not considered. The HEI was required to provide minutes of the relevant BOS meetings OR the university study scheme along with the Institutional data showing introduction of new course. This has not been done. DVV recommended data is based on 1.1 data.
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 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 Answer before DVV Verification: <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>240</td><td>237</td><td>237</td><td>240</td><td>221</td></tr></table> Answer After DVV Verification : <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>00</td><td>00</td><td>00</td><td>00</td><td>00</td></tr></table> Remark : The HEI has attached list of courses as certificate courses, which contains courses included in regular curriculum. Students attending regular curriculum courses are not eligible to be accounted under this Metric which is for Certificate/ Diploma programs/Add-on programs.
1.3.2	Number of value added courses imparting transferable and life skills offered during the last five years 1.3.2.1. Number of value-added courses imparting transferable and life skills offered during the last five years Answer before DVV Verification : 23 Answer after DVV Verification: 14 Remark : HEI input considered after considering one course once in assessment period of 5 years.
2.3.2	Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc. 2.3.2.1. Number of teachers using ICT Answer before DVV Verification : 12 Answer after DVV Verification: 11 Remark : Input updated but Teacher Name Prakash HS has not completed 6 months in AY 2018-19 hence not considered

2.3.3	Ratio of students to mentor for academic and stress related issues 2.3.3.1. Number of mentors Answer before DVV Verification : 12 Answer after DVV Verification: 11 Remark : Input updated but Teacher Name Prakash HS has not completed 6 months in AY 2018-19 hence not considered
2.4.2	Average percentage of full time teachers with Ph.D. during the last five years 2.4.2.1. Number of full time teachers with Ph.D. year-wise during the last five years Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
7	6	6	6	6

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
6	6	6	6	6

2.4.3	Teaching experience per full time teacher in number of years 2.4.3.1. Total experience of full-time teachers Answer before DVV Verification : 196 years Answer after DVV Verification: 139 years
2.4.4	Percentage of full time teachers who received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the last five years 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 Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
6	4	5	4	4

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

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 (INR in Lakhs)

3.1.1.1. Total Grants for research projects sponsored by the 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)

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
1.35	0.25	1.10	0	0

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
0	0	0	0	0

3.1.3	Number of research projects per teacher funded, by government and non-government agencies, during the last five year 3.1.3.1. Number of research projects funded by government and non-government agencies during the last five years Answer before DVV Verification : 4 Answer after DVV Verification: 0 3.1.3.2. Number of full time teachers worked in the institution during the last 5 years Answer before DVV Verification : 12

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

3.2.2.1. Number of workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices year-wise during the last five years
Answer before DVV Verification: |

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
5	4	2	5	5

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	0	0	1

3.3.2	The institution provides incentives to teachers who receive state, national and international recognition/awards Answer before DVV Verification : Yes Answer After DVV Verification: No Remark : In its attached clarification document, there is no document or wordings which prove The institution provides incentives to teachers who receive state, national and international recognition/awards
3.3.4	Number of research papers per teacher in the Journals notified on UGC website during the last five

years

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
8	3	5	0	2

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
00	0	00	0	0

Remark : As per the HEI data attached with the response with the Metric, except papers by Mrs.Deepa Nayak i and Mr. Prashanth Kumar both in 2016-17, the others were not in the UGC approved list but in ugc reject list. However the HEI data in respect of these two in the Excel and the pdf are not consistent and the claim is not supported by either.

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
7	7	6	15	8

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
6	6	0	0	0

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
6	4	3	3	3

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15

01	0	0	0	0

3.4.3	Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., during the last five years 3.4.3.1. Number of extension and outreach Programs conducted in collaboration with Industry, Community and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year-wise during the last five years Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
16	8	8	6	9

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
14	8	8	6	9

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 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 Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
240	237	237	240	221

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
240	237	237	240	221

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 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 Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
155	35	124	122	136

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
0	1	1	0	10

Remark : The HEI has attached declaration certificates of having linkage with organizations. Linkages starting in 2014-15 and are in continuous operation cannot be counted again. Moreover linkage with SDM law College and SDM BBM College not considered as these are sister concern of HEI. No Linkage related document stating/ formally two way signed agreement between the institute and organisation is attached

3.5.2	Number of functional MoUs with institutions of National/ International importance, Other Institutions, Industries, Corporate houses etc., during the last five years (only functional MoUs with ongoing activities to be considered)

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 (only functional MoUs with ongoing activities to be considered)

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
9	7	1	3	4

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
8	5	1	2	3

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

4.1.3.1. Number of classrooms and seminar halls with ICT facilities
Answer before DVV Verification : 8
Answer after DVV Verification: 8

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
60.01	20.97360	19.93100	17.55545	23.20402

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	1	1	1

Remark : As per attached HEI budgets, there is no budget provisioned for infrastructure augmentation during the last five years. what HEI has included in operation and maintenance budgets for which actual expenditures have been considered in 4.4.1

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
5.27873	5.82229	5.6761	5.54618	3.95387

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
4.28	4.91	4.73	3.59	2

Remark : The HEI input updated as per attached CA certificate

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

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)

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
85.41106	30.87445	30.74057	30.71867	39.55961

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
85	30.86	30.73	30.71	39.54

Remark : The HEI input updated as per attached HEI' CA certificate

5.1.5	Average percentage of students benefited by Vocational Education and Training (VET) during the last five years

5.1.5.1. Number of students attending VET year-wise during the last five years
Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
71	120	120	120	120

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
00	00	0	0	0

Remark : As per the data attached by the HEI in response, the VET courses in 2018-19 and 2017-18 were of not of 03 months duration. The HEI lists attached contains data of 2018-19 only. The link generates message " This site can't be reachedsdmcbm.ac.in's server IP address could not be found. Try running Windows Network Diagnostics. DNS_PROBE_FINISHED_NXDOMAIN

5.2.1 Average percentage of placement of outgoing students during the last five years

5.2.1.1. Number of outgoing students placed year-wise during the last five years
Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
68	81	68	69	47

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
35	33	29	34	13

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/ TOEFL/ Civil Services/State government examinations)

5.2.3.1. Number of students qualifying in state/ national/ international level examinations (eg: NET/ SLET/ GATE/ GMAT/ CAT/ GRE/ TOEFL/ Civil services/ State government examinations) year-wise during the last five years
Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
2	1	1	1	0

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	0	0	0

5.2.3.2. Number of students who have appeared for the exams year-wise during the last five years
Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15

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.

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
33	61	43	37	42

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
1	0	0	0	0

Remark : The HEI contemplation that the institution is a B -School and therefore students participation in the national and international level management fests are equivalent to awards/medals for outstanding performance in sports/cultural activities at national / international level is not as per the SOP. Events hosted by other B -Schools annually, which also include cultural competitions and sports are inter-college level and not eligible. Only Best Dance (solo) Performer International Culturals 186653318 Athira Ashok has been considered. All others are local nature and not national / international level award

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
69	60	58	57	57

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
15	15	13	14	13

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15

| 1 | 1 | 6 | 1 | 1 |

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
1	1	6	1	1

| 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

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
Answer before DVV Verification:

| 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 |
\|---------\|---------\|---------\|---------\|---------\|
| 4 | 3 | 2 | 2 | 2 |

Answer After DVV Verification :

| 2018-19 | 2017-18 | 2016-17 | 2015-16 | 2014-15 |
\|---------\|---------\|---------\|---------\|---------\|
4	3	2	2	2	
6.3.4	Average percentage of teachers attending professional development programs viz., Orientation Program, Refresher Course, Short Term Course, Faculty Development Program during the last five years 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 Answer before DVV Verification: 	2018-19	2017-18	2016-17	2015-16	2014-15	 |---------|---------|---------|---------|---------|
11	11	11	11	9 | Answer After DVV Verification : | 2018-19	2017-18	2016-17	2015-16	2014-15 | |---------|---------|---------|---------|---------|
9	2	1	1	0	
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

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3. Participation in NIRF

4. ISO Certification

5. NBA or any other quality audit

Answer before DVV Verification : C. Any 2 of the above
Answer After DVV Verification: D. Any 1 of the above
Remark : Academic Administrative Audit (AAA) considered based on supporting documents provided.

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

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

Answer before DVV Verification:

2018-19	2017-18	2016-17	2015-16	2014-15
6	1	1	1	2

Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
4	1	1	1	2

7.1.4	Percentage of annual lighting power requirements met through LED bulbs

7.1.4.1. Annual lighting power requirement met through LED bulbs (in KWH)
Answer before DVV Verification : 9.72
Answer after DVV Verification: 1043.28
7.1.4.2. Annual lighting power requirement (in KWH)
Answer before DVV Verification : 9.72
Answer after DVV Verification: 1788.48

Remark : HEI input updated as per attached HEI working

7.1.9	Differently abled (Divyangjan) Friendliness 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) Answer before DVV Verification : B. At least 6 of the above Answer After DVV Verification: C. At least 4 of the above
7.1.10	Number of Specific initiatives to address locational advantages and disadvantages during the last five years 7.1.10.1. Number of specific initiatives to address locational advantages and disadvantages year-wise during the last five years Answer before DVV Verification: 	2018-19	2017-18	2016-17	2015-16	2014-15
---	---	---	---	---
16	15	12	22	22 | Answer After DVV Verification : | 2018-19	2017-18	2016-17	2015-16	2014-15
---	---	---	---	---
2	0	0	2	0	
7.1.11	Number of initiatives taken to engage with and contribute to local community during the last five years (Not addressed elsewhere) 7.1.11.1. Number of initiatives taken to engage with and contribute to local community year-wise during the last five years Answer before DVV Verification: 	2018-19	2017-18	2016-17	2015-16	2014-15
---	---	---	---	---
5	4	1	1	1 | Answer After DVV Verification : | 2018-19	2017-18	2016-17	2015-16	2014-15
---	---	---	---	---
3	2	1	0	1	
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 7.1.17.1. 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 year-wise during the last five years Answer before DVV Verification: 	2018-19	2017-18	2016-17	2015-16	2014-15
---	---	---	---	---
5	4	4	3	3	 Answer After DVV Verification :

2018-19	2017-18	2016-17	2015-16	2014-15
7	4	4	3	3

2.Extended Profile Deviations

ID	Extended Questions
1.1	Number of courses offered by the institution across all programs during the last five years Answer before DVV Verification : 108 Answer after DVV Verification : 101
2.3	Number of outgoing / final year students year-wise during the last five years Answer before DVV Verification: <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>120</td><td>117</td><td>117</td><td>120</td><td>101</td></tr></table> Answer After DVV Verification: <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>120</td><td>117</td><td>117</td><td>120</td><td>101</td></tr></table>
3.1	Number of full time teachers year-wise during the last five years Answer before DVV Verification: <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>12</td><td>12</td><td>12</td><td>12</td><td>12</td></tr></table> Answer After DVV Verification: <table><tr><td>2018-19</td><td>2017-18</td><td>2016-17</td><td>2015-16</td><td>2014-15</td></tr><tr><td>11</td><td>12</td><td>12</td><td>12</td><td>12</td></tr></table>

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