M.O.P. VAISHNAV COLLEGE FOR WOMEN

(Autonomous)

(College affiliated to University of Madras)

Chennai - 600 034, Tamil Nadu, India.

Reaccreditation - Third Cycle

Self Study Report

Submitted to
National Assessment and Accreditation Council
February 2014

M.O.P. VAISHNAV COLLEGE FOR WOMEN
(Autonomous – Affiliated to the University of Madras – Re-Accredited at
"A" Grade by NAAC)

NAAC RE-ACCREDITATION – THIRD CYCLE
FEBRUARY 2014
STEERING COMMITTEE

Chair Person:

> Dr. Lalitha Balakrishnan, Principal in-charge,
>   Professor & Head, Post Graduate, Department of
>   Business Administration

Members:
> Dr. D. Uthira, Associate Professor, IQAC Coordinator &
>   Head, Department of Commerce
> Dr. Usha Ravi, Dean (Academics), Professor & Head,
>   Department of Food Science
> Ms. D. Radha, Associate Professor & Head, Department of
>   Computer Science
> Ms. R. Gavoury, Associate Professor, & Head, Post Graduate
>   Department of Information Technology
> Dr. Archna Prasad, Dean (Students), Associate Professor &
>   Head, Department of Business Administration
> Ms. M. Vijayalakshmi, Assistant Professor & Deputy Head,
>   Department of Business Administration
> Ms. T. Sunitha Rani, Assistant Professor, Department of
>   Computer Science

Working Committee

I.   **Curricular Aspects**
> Dr. Usha Ravi, Dean (Academics), Professor & Head,
>   Department of Food Science
> Dr. Archna Prasad, Dean (Students), Associate Professor & Head,
>   Department of Business Administration

II.   **Teaching – Learning and Evaluation**
> Ms. D. Radha, Associate Professor & Head, Dept. of
>   Computer Science
> Ms. R. Gavoury, Associate Professor, & Head, Post Graduate
>   Department of Information Technology

III.   Research, Consultancy & Extension
Ms. U. Nisha, Assistant Professor, Department of Commerce
Ms. R. Anusha, Assistant Professor, Department of Business
     Administration

IV.   Infrastructure & Learning Resources
Ms. C. Haripriya, Librarian
Ms. M. Vijayalakshmi, Assistant Professor & Deputy Head,
     Department of Business Administration

V.   Student Support & Progression
Dr. D. Uthira, Associate Professor, IQAC Coordinator & Head,
     Department of Commerce
Dr. Gunita Arun Chandhok, Associate Professor & Head,
     Department of Corporate Secretaryship

VI.   Governance & Leadership
Dr. Fernandes Jayashree Felix, Associate Professor & Head,
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Dr. S. Jaishree, Associate Professor & Head, Post Graduate
     Department of Communication

VII.   Innovative Practices
Dr. Usha Ravi, Dean (Academics), Professor & Head, Department
     of Food Science
Dr. Archna Prasad, Dean (Students), Associate Professor & Head,
     Department of Business Administration

VIII.   Technical Support
Ms. Radha Govindaprasad, Assistant Manager
Mr. S. Anandan, DTP Operator

IX.   Creative Services
Dr. G. Kavitha, Professor & Dean, School of
     Communication & Media Studies
Mr. T.R. Chandrasekar, Faculty Technical

CONTENT

PREFACE

M.O.P. Vaishnav College for Women is committed to the goals of attracting and supporting top caliber women students in the areas of higher education. Dewan Bahadur M.O. Parthasarathy Aiyengar, a leading barrister, visionary, philanthropist of yester-years was an advocate of women's education. Sri Vallabhacharya Vidya Sabha, the prominent managing body of D.G. Vaishnav College, in its silver jubilee year in association with Dewan Bahadur M.O. Parthasarathy Aiyengar Charities established this women's college in 1992. This college is a dream-realization, the result of the determination and sustained efforts of the two trusts. Both of these organizations have eminent industrialists, administrators and people committed to the cause of women's education. While M.O.P. Charities set apart the prime land in the heart of Chennai, the infrastructure and administrative expertise is being provided by Sri Vallabhacharya Vidya Sabha. Since its inception the college has recorded a phenomenal continual growth.

Initiated with just three courses- B.Com, BBA, B.Sc. (Mathematics) and affiliated to the University of Madras, today the college has strength of 3548 students, thus, recording a qualitative and quantitative growth. The college has been re-accredited in 2009 by NAAC (National Assessment & Accreditation Council) with an ''A'' grade and with a CGPA of 3.51 on a 4 point scale.

MOP Vaishnav College for Women also has the distinction of being one of the youngest colleges in the country to have been granted Autonomy by the University Grants Commission and the University of Madras.

Currently, the college is offering 14 UG, 6 PG courses and a research programme in the Department of Commerce. The college also offers 60 Certificate courses.

At present, there are 121 faculty members, 51 Non-teaching, Technical and support staff, working in office and departments.

The College has been involved in the preparation for its third cycle of re-accreditation for the past 6 months. It has been a good experience of working together, introspection and identification of inherent strengths & newer opportunities and challenges. With the aim of quality sustenance and enhancement, a lot of effort has gone into the preparation of self study report for third cycle of re-accreditation.

The involvement of all Teaching, Non Teaching and support staff has been total and phenomenal. This augurs well for the institution to march on in its journey of empowerment of women

<h1 style="text-align: center">CRITERION WISE EXECUTIVE SUMMARY</h1>

Criterion I – Curricular Aspects

- The course structure and credit pattern has been brought in line with the guidelines issued by the Tamil Nadu State Council for Higher Education
- The new courses introduced during the re-accreditation period are
  - B.Com. (Hons.).
- The B.Com. Course was diversified to offer specialisation
  - B.Com. Accounting and Finance
  - B.Com. Marketing Management
  - B.Com. Corporate Secretaryship
  - B.Com. Information Systems Management
- New specialisation was introduced in the MBA program - Hospitality Management
- Online Course on "Financial Markets" has been taken by students of MBA
- Professional skill development program for 4-6 weeks during summer has been introduced.
- Introduction of entrepreneurial awareness and skill development program as a skill based elective for all UG students.
- Introduction of Independent study component in the syllabus of all papers in all courses.
- B.Com(Hons) & B.Com (A&F) with coaching for CWA & CA respectively being offered.

Criterion II – Teaching Learning Evaluation

- Encouragement of self learning and independent study by the students through the introduction of independent study component.
- Introduction of relevant practical component in 60 % of the papers.
- Evaluation of practical papers through comprehensive continuous assessment and an end semester examination.
- Thrust on active learning through student centric pedagogy is practiced.
- Technology enabled learning through online courses, e – groups, social media and online testing.
- Problem based learning (PBL) and case study approach in several papers to develop higher order thinking skills (HOTS).
- Compilation of course portfolio and teacher manual for all courses by all teachers.
- Assessment through objective type questions to enhance conceptual understanding of students.
- Introduction of teaching assistantships through student teacher programs.
- Setting up of learning centres (Exhibition of work done during the semester) at the end of the semester for several courses.

- Introduction of peer review and assessment in group based assignments(GBA)
- Questions to test application of theoretical knowledge introduced in end of semester examination

Criterion III – Research and Consultancy

- 31 faculty members have Ph.D. qualification and 17 faculty are pursuing doctoral program.
- The Research Department of Commerce has produced 3 Ph.Ds during re-accreditation period.
- 3 faculty members have received approval for guideship
- 5 funded research projects were undertaken.
- 1850 mini projects in association with industry has been undertaken.
- 81 research papers published with ISSN and ISBN numbers
- 385 papers presented at international, national and state level.
- 3 books have been published. 6 faculty members have contributed chapters in books. 6 Monographs and 213 Seminar Proceedings have brought out.
- Training given to all undergraduate students in basic research skills as a part of learning skills program.
- 43 conferences have been conducted by the college.
- 10 significant consultancy projects have been offered
- Education made the primary focus of all extension work
- 33 single teacher rural schools supported through community initiative.
- Vaishnav Initiative for Social Help (VISH) – an annual fund raiser has contributed around 15 lakhs towards school adoption scheme.
- AAHAAR – Scheme to provide Nutritious breakfast for under privileged primary school children of 5 schools has been in operation for over 200 days.

Criterion IV – Infrastructure and Learning Resources

- Major renovation project undertaken in 2011 has given a totally new look to the campus
- All classrooms upgraded to smart classroom having modular furniture, audio visual equipment, LCD projector and screen.
- Internet connectivity through wi-fi facility throughout the campus.
- Food science labs upgraded with facilities required for research.
- Computers upgraded in the computer labs
- College cafeteria has been modelled on the format of a food court providing healthy and hygienic food.
- VIP area and staff dining room aesthetically designed.
- One part of the open ground has been provided enclosure and equipped for student recreation and interaction.

- Business incubation centre has been established with stall facilities.
- 30,110 books and 1,00,000 e-resources are available in the library.
- Air conditioned reading room and internet browsing centre has been provided.
- Library facilities enhanced to function as information dissemination and research support centre.
- Campus has been brought under CCTV surveillance
- 20 KW of power supplied through solar panels
- Clean and safe drinking water has been provided thorough RO plant.
- Housekeeping and maintenance outsourced to professionals operating through in house office.

Criterion V – Student Support and Progression

- Training for democratic leadership has been brought in through the replacement of the student council by the student cabinet
- The student cabinet comprises Prime Minister, Deputy Prime Minister, 10 ministries with Ministers and Deputy Ministers. 140 Members of Parliament are chosen from the student community.
- The student parliament meets periodically to review and redress issues relating to students.
- Model United Nations is conducted annually to discuss and debate global issues
- The annual cultural meet Jhankar has been expanded to include a platform for intellectual abilities and is now known as Jhankar and Intellegentia Fest (JIF).
- Top companies continue to hire a large number of students
- Business incubation centre comprising 5 full time businesses is being operated.
- 5 alumni meetings held during the reaccreditation period. Besides offering their expertise as a guest faculty and internship employers, the alumni have created several endowments
- MOP has carved a niche for itself in the arena of sports and continuous to dominate in Volleyball, Basketball and Athletics.
  - The college has won the prestigious A.L.Mudaliar Athletic trophy for 10 years since 2003.
  - It has won the SivanthiAdityan rolling trophy for maximum players in the University of Madras team for 10 years since 2004.
  - The college was the recipient of the Madras University Shri P Haridas M.O.P. Trophy for past 9 years since 2005 for winning the maximum number of inter collegiate tournaments.
  - It has also won the VASPO (Vaishnav Sports – Inter collegiate sports meet) overall trophy for 8 years since 2005

Criterion VI – Leadership and Governance

An active IQAC cell has conducted 3 seminars, 16 faculty development workshops and 3 faculty development programs

Criterion VII – Innovations and Best Practices

Over the years, the college has adopted a number of innovative practices the particulars of which are given in the detailed report. The popularity of the college is indicated by the number of applicants for different courses that is going up every year.

In the various functions of the college, the core values of NAAC are reflected. For realizing the vision of making quality assurance an integral part of the functioning of an institution of higher education, the college subjects itself to periodic self and external evaluation. It also collaborates with the stakeholders for assurance and sustenance of quality in higher education. All the five core values of NAAC, that is, national development, fostering global competencies among students, inculcating a healthy value system, promoting the use of technology and quest for excellence are sought to be promoted by the various functions of the college.

PROFILE OF THE INSTITUTION

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

   Name **:** M.O.P Vaishnav College for Women
   Address **:** No. 20 IV Lane, Nungambakkam High Road
   City **:** Chennai 600 034
   State **:** Tamil Nadu
   Website **:** www.mop-vaishnav.ac.in

2. **For Communication:**

Designation	Name	Telephone with STD code	Mobile	Fax	E-Mail
Principal i/c	Dr. Lalitha Balakrishnan	O: 044-28330677 R:	9940557437	044-28330507	mopvcfw @eth.net
Steering Committee Co-ordinators	Ms. D. Radha Ms. Vijayalakshmi . M	O: 044-28330677 R:	9444714056 9941155684	044-28330507	mopvcfw @eth.net

3. **Status of the Autonomous College by management.**

i.	Government	
ii.	Private	✓
iii.	Constituent College of the University	

4. **Name of University to which the College is Affiliated:**
   University of Madras

5. **a. Date of establishment, prior to the grant of 'Autonomy' (dd/mm/yyyy):**
   13.07.1992

   b. Date of grant of 'Autonomy' to the College by UGC: (dd/mm/yyyy):
   07.09.2004

6. **Type of institution:**

   i. For Men

   ii. For Women ✓

   iii. Co-education

   b. By Shift

   i. Regular

   ii. Day ✓

   iii. Evening ✓

c. Source of funding

i.	Government	
ii.	Grant-in-aid	
iii.	Self-financing	✓
iv.	Any other (Please specify)	

7. **Is it a recognized minority institution?**

Yes	
No	✓

If yes specify the minority status (Religious/linguistic/ any other) and provide documentary evidence.

8. **a. Details of UGC recognition:**

Under Section	Date, Month & Year (dd-mm-yyyy)	Remarks (If any)
i. 2 (f)	30.03.2003	
ii. 12 (B)	30.03.2003	

(Enclose the Certificate of recognition u/s 2 (f) and 12 (B) of the UGC Act)

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

Under Section/clause	Day, Month and Year (dd-mm-yyyy)	Validity	Programme/ institution	Remarks
i. AICTE	1995	2012-2013 onwards	MBA✓	

9. Has the College been recognized

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

Yes ☐   No ✓

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

b. For its contributions/performance by any other governmental agency?

Yes ☐   No ☐

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

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

10. **Location of the campus and area:**

Location *	Urban
Campus area in sq. mts or acres	1.33 acres
Built up area in sq. mts.	9533 Sq.m

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

11. **Does the College have the following facilities on the campus (Tick the available facility)? In case the College has an agreement with other agencies in using such facilities provide information on the facilities covered under the agreement.**

- Auditorium/seminar complex

Auditorium/ seminar comples (Please specify)	✓
Playground (Please specify)	✓
Swimming pool(Please specify)	
Gymnasium (Please specify)	

-     Hostel

Boys' hostels	
Girls' hostels	

- Residential facilities

For teaching staff	
For non teaching staff	
Cafeteria	✓

- Health centre –

First aid facility	✓
Inpatient facility	
Outpatient facility	
Ambulance facility	
Emergency care facility	

Health centre staff –

Qualified doctor	Full time	Part time
Qualified Nurse	Full time	Part time

- Other facilities

Bank	✓
ATM	
post office	
book shops - Stationary Shop	✓

- Transport facilities
  - ∗   for students
  - ∗   for staff
- Power house

✓

∗ Electricity:110 KVA each 2LT Terminal supplies have been provided. ∗ 125 KVA Diesel Generator is available ∗ Invertors/UPS are also available ∗ Solar power plant of type Grid Tie Solar with capacity 20KW is available.

- Waste management facility

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

Programme Level	Name of the Programme/ Course	Duration (Years)	Entry Qualification	Medium of instruction	Sanctioned/approved Student intake	No. of students admitted
UG	BBA	3	Plus 2	English	70	70
	B.Sc. Mathematics	3	Plus 2	English	70	68
	B.Sc. Computer Science	3	Plus 2	English	50	48
	B.Sc. Food Science and Management	3	Plus 2	English	50	46
	B.Sc. Visual Communication	3	Plus 2	English	50	46
	B.Sc. Electronic Media	3	Plus 2	English	50	47
	B.A. Journalism	3	Plus 2	English	70	52
	B.A Sociology	3	Plus 2	English	70	70
	B.Com. Accounting and Finance Shift I	3	Plus 2	English	70	70
	B.Com. Accounting and Finance Shift II	3	Plus 2	English	140	137
	B.Com. Information System Management	3	Plus 2	English	70	70
	B.Com. Honours	3	Plus 2	English	40	40
	B.Com. Marketing Management	3	Plus 2	English	70	69
	B.Com. Corporate Secretaryship	3	Plus 2	English	70	71
	B.C.A	3	Plus 2	English	50	50

Programme Level	Name of the Programme/ Course	Duration (Years)	Entry Qualification	Medium of instruction	Sanctioned/approved Student intake	No. of students admitted
PG	M.B.A	2	U.G.	English	60	60
	M.A Broadcast Communication	2	U.G.	English	40	19

	M.A. Communication	2	U.G.	English	40	20
	M.A. Media Management	2	U.G.	English	40	28
	M.Sc. Food Technology and Management	2	U.G.	English	26	25
	M.Sc. Information Technology	2	U.G.	English	26	26
Ph.d	Commerce	4	As per university norms	English		8
certificate	Special Skill course	List available				

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

Yes ✓ No ☐

If yes, how many? 20

14. **Whether new programmes have been introduced during the last five years?**

Yes	✓	No	

If Yes , Number 1

15. **List the departments: (Do not list facilities like library, Physical Education as departments unless these are teaching departments and offer programmes to students) - 2013 – 2014**

Particulars	Number	Number of Students
Science Under Graduate Post Graduate Research centre(s)	6 2	305 51
Arts Under Graduate Post Graduate Research centre(s)	2 3	122 67
Commerce Under Graduate Post Graduate Research centre(s)	5 1	457 8
Any Other (please specify) Under Graduate Post Graduate Research centre(s)	B.B.A. M.B.A.	70 60

16. **Are there any UG and/or PG programmes offered by the College, which are not covered under Autonomous status of UGC? Give details. :** No

17. **Number of Programmes offered under (Programme means a degree course like BA, MA, BSc, M Sc, BCom etc.)**

a. Annual system	
b. Semester system	✓
c. Trimester system	

U.G: 14   P.G. :6

18. **Number of Programmes with**

a. Choice Based Credit System	20
b. Inter/multidisciplinary approach	
c. Any other (specify)	

19. **Unit Cost of Education**
(Unit cost = total annual recurring expenditure (actual) divided by total number of students enrolled)

a. Including the salary component	Rs. 30,534
b. excluding the salary component	Rs. 13,750

20. **Does the College have a department of Teacher Education offering NCTE recognized degree programmes in Education?**

Yes [ ]   No [✓]

If yes,

a. How many years of standing does the department have?
……… years

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

c. Is the department opting for assessment and accreditation separately?

Yes: [ ]   No : [ ]

21. **Does the College have a teaching department of Physical Education offering NCTE recognized degree programmes in Physical Education?**

Yes [ ]   No [✓]

If yes,

a. How many years of standing does the department have?
……… years

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

c. Is the department opting for assessment and accreditation separately?
Yes: [ ]   No : [ ]

22. **Whether the College is offering professional programme?**

Yes: ✓ No : ☐

If yes, please enclose approval / recognition details issued by the statutory body governing the programme.

23. **Has the College been reviewed by any regulatory authority? If so, furnish a copy of the report and action taken there upon.**

Yes. NAAC, AICTE, UGC Autonomy Committee

24. **Number of teaching and non-teaching positions in the College**

Positions	Teaching faculty						Non-teaching staff		Technical staff	
	Prof.		Assoc. Prof.		Asst. Prof.					
	M	F	M	F	M	F	M	F	M	F
Sanctioned by the UGC / University / State Government *Recruited* *Yet to recruit*										
Sanctioned by the Management/Society or other authorized bodies *Recruited* *Yet to recruit*	-	4	-	22	6	80	10	28	12	1

*M-Male *F-Female

Part time teachers -7
Librarian-1
Physical directors-1

25. **Qualifications of the teaching staff**

Highest qualification	Professor		Associate Professor		Assistant Professor		Total
	M	F	M	F	M	F	
Permanent teachers							
D.Sc./D.Litt./Dip					5		5
Ph.D.		4		10		17	31
M.Phil.				10		31	41
PG				2	1	32	35
Temporary teachers							
Ph.D.							
M.Phil.							
PG							

Part-time teachers							
Ph.D.						1	1
M.Phil.							
PG					5	1	6

*M-Male *F-Female

Librarian-1
Physical directors-1

26. **Number of Visiting Faculty/ Guest Faculty engaged by the College.**

    | 15 |

27. **Students enrolled in the College during the current academic year, with the following details:**

Students	UG		PG		Ph.D.		Certificate	
	M	F	M	F	M	F	M	F
From the state where the College is located		927		168		1		927
From other states of India		16		10				
NRI students								
Foreign students		11						
Total		**954**		**178**		**1**		**927**

*M-Male F-Female

28. **Dropout rate in UG and PG (average for the last two batches)**

    UG | 6.5 | PG | 3 |

29. **Number of working days during the last academic year.** 210

30. **Number of teaching days during the last academic year** 190

31. **Is the College registered as a study centre for offering distance education programmes for any University?**

    Yes | | No | ✓ |

    If yes, provide the
    a. Name of the University | |

    b. Is it recognized by the Distance Education Council?

    Yes | | No | |

    c. Indicate the number of programmes offered.

32. **Provide Teacher-student ratio for each of the programme/course offered**
    1:29

33. **Is the College applying for?**

    Accreditation | Cycle1 | | Cycle 2 | | Cycle 3 | ✓ | Cycle 4 | |

    Re-Assessment:

34. **Date of accreditation* (applicable for Cycle 2, Cycle 3, Cycle 4 and re-assessment only)**

Cycle 1: 15.05.2002/ Four Star Level
Cycle 2: 29.01.2009/ CGPA: 3.51 on 4 point Scale

* Kindly enclose copy of accreditation certificate(s) and peer team report(s)

35. **a. Date of establishment of Internal Quality Assurance Cell (IQAC)**
1.12.2004

b.Dates of submission of Annual Quality Assurance Reports (AQARs).
February 2014

CRITERION I - CURRICULAR ASPECTS

1.1   Curriculum Design and Development

1.1.1   How are the institutional vision / mission reflected in the academic programmes of the College?

VISION

"To evolve into a university of international repute."

MISSION

"To provide a unique learning experience which will enable the students to realize their innate potential and mould their overall personality."

Mission Goals

- Promoting Academic Excellence
- Developing Self Reliant Individuals
- Providing Career Opportunities and
- Creating Socially Responsible Citizens

Academic programmes that reflect the mission goals of the college

Promoting academic Excellence

- The college offers market driven industry relevant courses

  1. School of communication and media studies

     Post graduate
       o M.A. Communication
       o M.A. Media Management
       o M.A. Broadcast Communication

     Undergraduate
       o B.Sc. Visual Communication
       o B.Sc. Electronic Media
       o B.A. Journalism

  2. School of Food Science
     Post graduate
       o M.Sc. Food Technology & Management
     Undergraduate
       o B.Sc. Food Science & Management

- **Specialisation option to provide academic excellence**
  - B.Sc. Maths with IT & Finance specialisation
  - B.A. Sociology with Corporate Sociology specialisation
  - B.Com. Course with the following specialisation
    o B.Com. Information Systems Management
    o B.Com. Accounting and Finance
    o B.Com. Corporate Secretaryship

o B.Com. Marketing Management
- **Twinning programmes**
  - B.Com. Accounting and Finance with Chartered Accountancy specialisation
  - B.Com. Honours with Cost Accounting

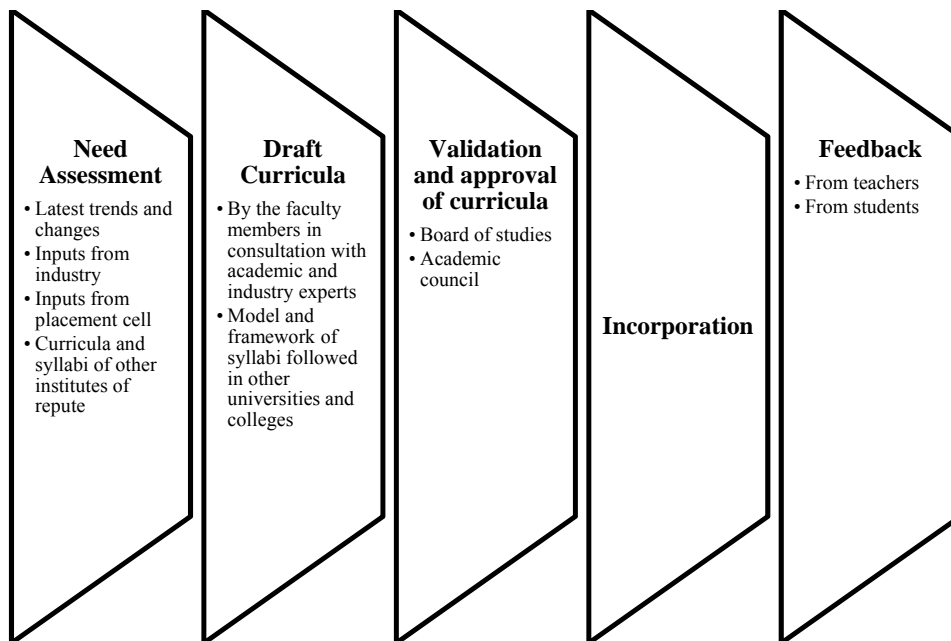## Promoting Self Reliance &Providing Career Opportunities
- The curriculum includes four skill based electives as follows
  - Communication, presentation and learning skills
  - Goal setting and personality effectiveness programme
  - Entrepreneurial skill development programme
  - Special or technical skill development programme (relevant to the particular major)
- Several value additions to enrich the degree programme on a compulsory credit basis
  - Internships
  - Projects
  - Practice school
  - Professional skill development programme

Socially Responsible Citizens
- Environmental studies is a mandatory course (1 credit) for every under graduate student. The objective of this course is to make the student conscious of their significant role in environment protection.
- Value education a compulsory one credit course is offered to all under graduate students. The objective of this course is to in still and propagate
- Specific courses offered to inculcate social responsibility among students within the framework of the core programme for instance School of Food Science offers Food Sanitation & Quality Control and Food Quality Systems
- Community service of 90 hours is a mandatory component for all students for the award of the under graduate degree. This offers an opportunity to all students for social involvement through outreach and service oriented programmes.

1.1.2 Describe the mechanism used in the design and development of the curriculum? Give details on the process. (Need Assessment, Feedback, etc.)

The mechanism adopted in the design and development of curricula is multi prompt and comprises the following steps

Need Assessment	Draft Curricula	Validation and approval of curricula	Incorporation	Feedback
• Latest trends and changes • Inputs from industry • Inputs from placement cell • Curricula and syllabi of other institutes of repute	• By the faculty members in consultation with academic and industry experts • Model and framework of syllabi followed in other universities and colleges	• Board of studies • Academic council		• From teachers • From students

1.1.3 How does the College involve industry, research bodies, and civil society in the curriculum design and development process? How did the College benefit through the involvement of the stakeholders?

The college involves the industry, research bodies and civil society in the curriculum design and development.

- Each department constitutes a **Board of Studies** following the UGC norms for autonomous colleges. This board includes **experts from industry, Members of Civil Society** as special invitees. **Alumni** are also the members of the board of studies**.**

- The **Academic Council** is constituted as per the UGC norms for autonomous colleges and includes experts from the industry, civil society, research bodies and the University of Madras. This council gives valuable suggestion to enhance the quality of the college curriculum.

Benefits for the college through the involvement of stake holders in curriculum development
- Updated and relevant course content and curricula
- New subjects based on industry requirement
- Innovative and comprehensive methods of evaluation

- Industry and institution association for value additions like MOU's , skill programs, internships, workshops, guest lectures, field visits, etc.

1.1.4 How are the following aspects ensured through curriculum design and development?
- **Employability**
- **Innovation**
- **Research**

The following courses have been introduced during the last five years with an aim of improving employability, innovation and facilitating research.

Employability	Innovation	Research
Innovation For Life Insurance(Mathematics)	Introduction to e - commerce (BBA)	Mathematics & Statistics (Mathematics)
Event Management(BBA)	Innovation Management(BBA)	Research methodology (Sociology)
Ethics & Communication (B.Com. A&F)	Business idea generation (BBA)	Operations research (B.Com. A& F, BBA)
Financial reporting standards (B.Com. A& F)	Food Design (B.Sc. FSM)	Statistics (School of business)
Bakery & Confectionary (B.Sc. FSM)	Visual merchandising (B.Sc. FSM)	Techniques in food analysis (B.Sc. FSM)
Personal care & cosmetic technology (B.Sc. FSM)	Cosmetic formulation (B.Sc. FSM)	Research methodology and statistics (B.Sc. FSM)
Fashion retail management (B.Com MM)	Virtual marketing (B.Com. MM)	Food product development (B.Sc. FSM)
Entrepreneurship Development (B.Com. MM)	Language through literature (language)	Marketing research and consumer behaviour (B.Com. MM)
Cyber power for business(Computer Science)	Entertainment management (commerce)	Financial Reporting (B.Com. CS)
Web design using open source technology (Computer Science)	Consumer awareness education (commerce)	Research methods in business (BBA & B.Com., ISM)
Internet tools (Computer Science)		
Publishing Software(Computer Science)		
Personal investment planning (Commerce)		

Research

Thrust has been given to student research in the curriculum through mini projects and surveys included in the course on 'learning skills' offered to all first year students.

Post graduate Students undertake a research project / dissertation during their final semester.

The students of M.Sc. Food Technology and Management undertake a 60 day mini research project in association with the food manufacturing industry.

1.1.5 How does College ensure that the curriculum developed addresses the needs of the society and have relevance to the regional / national developmental needs?

The curriculum has relevance to the needs of the society in the following ways

- Inclusion of paper on **environmental studies** and **value education** under part IV of the curriculum for all UG students.
- Inclusion of skill based electives under part IV of the UG curriculum.
  - Two soft skill programmes (communication, presentation and learning skills and personal effectiveness programmes)
  - One technical/ special skill program (relevant to the core discipline)
  - One entrepreneur skill development programme
- Inclusion of entrepreneurship development as a core paper for students of School of business.
- Curriculum includes practice school to develop entrepreneurship
  - Business on campus
  - Business incubator center
  - In-house bakery and cafeteria
- Inclusion of four soft skill courses for all Post graduate students

1.1.6 To what extent does the College use the guidelines of the regulatory bodies for developing or restructuring the curricula? Has the College been instrumental in leading any curricular reform which has created a national impact?

The college follows the guidelines for curriculum development and restructuring as laid down by the UGC, University of Madras and Tamil Nadu State Council for Higher Education.

Boards of studies, the academic council and the governing body of the institution are constituted according to the norms laid down by UGC for autonomous colleges. It also takes into consideration the suggestions given by NAAC and autonomy review commission.

1.2 Academic Flexibility
1.2.1 Give details on the following provisions with reference to academic flexibility

a. **Core / Elective options**

The structure of the core and elective courses offered has been outlined below.

UNDERGRADUATE PROGRAMME – COURSE STRUCTURE

	Components	B.Com, B.Com.(ISM), B.B.A, B.Sc.(Viscom), BCA, B.Sc.(EM), B.Sc.(FSM)	B.A. Journalism, B.A. Sociology, B.Sc. Mathematics, B.Sc. Computer Science
	Core	18 x 4 = 72	15 x 4 = 60
Part III	Allied	4 x 5 = 20	4 x 5 = 20
	Elective	3 x 5 = 15	3 x 5 = 15

POSTGRADUATE PROGRAMME – COURSE STRUCTURE

Components	MBA	MSc IT & MSc FTM	PG Media
Core	14 x 4 = 56	14 x 4 = 56	14 x 4 = 56
Elective	6 x 3 = 18	7 x 3 = 21	7 x 3 = 21

With respect to the core and elective courses, students are offered limited flexibility. However in the MBA program, students are given dual specialization option. (List of MBA specialization to be included)

a. **Enrichment courses**

The courses are enriched by offering inter-disciplinary and non-major electives, skill based electives, internships, projects, practice schools and comprehensive papers.

Undergraduate Programme

	Components	B.Com, B.Com.(ISM), B.B.A, B.Sc.(Viscom), BCA, B.Sc.(EM), B.Sc.(FSM)	B.A. Journalism, B.A. Sociology, B.Sc.Mathematics, B.Sc. Computer Science
	NME	2 x 2 = 4	2 x 2 = 4
	SBE	4 x 3= 12	4 x 3 = 12
Part IV	EVS	1 x 2 = 2	1 x 2 = 2
	Value education	1 x 2 = 2	1 x 2 = 2
Part V	Extension services	1	1

Postgraduate Programme

Components	MBA	MSc IT & MSc FTM	PG Media
Major Project	1 x 4 = 4	1 x 4 = 4	1 x 4 = 4
Soft Skills	4 x 2 = 8	4 x 2 = 8	4 x 2 = 8
Internship	1 x 2 = 2	1 x 2 = 2	1 x 2 = 2
Comprehensive Paper	Will be given as part of the internal assessment component		
Extra disciplinary paper	1 x 4 = 4	-	-

Flexibility is offered in the case of IDE and NME where a student can choose 2 courses through a cafeteria approach.

a. Courses offered in modular form
The following courses are offered in modular form
- Professional skill development course (offered for 4 weeks during summer after the second semester for all undergraduate students)
- Skill based electives (soft as well as technical skills)
- Elective courses for sports and NCC students

b. Credit transfer and accumulation facility
Credit transfer is available to students who are admitted on a lateral entry basis. Facility for credit accumulation is not available.

c. Lateral and vertical mobility within and across programs and courses
Facility for vertical mobility is not available. Lateral mobility is available

1.2.2 Have any courses been developed specially targeting international students? If so, how successful have they been? If 'no', explain the impediments.

Courses targeting international students have not been developed so far. However, our college is well sought after by international students for our curriculum and courses

1.2.3 Does the College offer dual degree and twinning programs? If yes, give details.
The college offers the following provisions for students to acquire dual qualification.
- B.Com. Honors with coaching for Cost Accounting (CWA) courses
- B.Com. Accounting and Finance (with coaching for Charted Accounting courses)

1.2.4 Does the College offer self-financing programs? If yes, list them and indicate if policies regarding admission, fee structure, teacher qualification and salary are at par with the aided programs?
- College is a self-financing college hence all courses of the college are offered on self-financing basis.

- The admission policy is in tune with the norms fixed by the Government.
- The teacher qualification is as per the UGC norms.

1.2.5   Has the College adopted the Choice Based Credit System (CBCS)? If yes, how many programmes are covered under the system?

Yes. All programs of the college follow the choice based credit system under the semester pattern.

1.2.6   What percentage of programmes offered by the College Follows?

* Annual system
* Semester system
* Trimester system

100 percent of the programs follow the semester pattern. UG program comprises 6 semesters and PG program comprises 4 semesters.

1.2.7   What is the policy of the College to promote inter-disciplinary programs? Name the programs and what is the outcome?

Interdisciplinary courses have been introduced in the college to enhance the career opportunities for the students. It also provides immense potential for higher education and research. Programmes such as B.Sc. Food Science and Management, M.Sc. Food Technology and Management and M.A. Media Management.

The B.Sc. Mathematics course has been made interdisciplinary by including several papers in computer science.

All undergraduate students have to mandatorily choose two electives which are interdisciplinary in nature.

1.3   Curriculum Enrichment

1.3.1.   How often is the curriculum of the college reviewed for making it socially relevant and/or job oriented /knowledge intensive and meeting the emerging needs of students and other stakeholders?

The curriculum is reviewed and updated periodically (1 – 3 years) with the objective of holistic development.

1.3.2.   How many new programmes at have been introduced UG and PG level during the last four years? Mention Details.

- Programme in emerging areas
  - 2012
    - B.Com. (Honors) with ICWA
    - B.Com. Accounting and Finance twinning with ICWA
  - 2013
    - Extra specialisation of M.B.A. with Hospitality Development
- **Inter-disciplinary**
  - Advertising Campaign
  - Baking and Cake Art
  - Basic Journalism

- Basics of Public Relations
- Business Skills
- Corporate Communications
- Cosmetic formulation
- Counselling for Life Span
- Diet and Physical Fitness
- Emotional Intelligence
- Entertainment management
- Event management
- Film Appreciation
- Front Office Management
- Fruit and Vegetable Processing
- Functional Mathematics
- Gaming tools
- Hospitality Management
- Innovation Management
- Internet Tools
- Interpersonal & team skills
- Introduction to Mass Media
- Legal practical knowledge
- Management
- Media Relations
- New Business Development
- People Skill at Workplace
- Personal Care and cosmetic technology
- Personal Etiquette
- Personal Investment Planning
- Personal Portfolio
- Professional Image Management
- Publishing Software
- Radio Programming
- Social Commerce
- Tamil Journalism
- Tourism Management
- Vital Mathematics
- Web Design using Open Source Technology

1.3.3. What are the strategies adopted for revision of the existing programmes? What percentage of courses underwent a major syllabus revision?

Curriculum design and revision is a continuous process. The syllabus is modified periodically to suit regional, national and global trends and requirements.

All the courses (100 percent) underwent a major syllabus revision during the academic period.

1.3.4. What are the value added courses offered by the college and how does the college ensure that all students have access to them?

The following are the value added courses offered by the college.

1. Soft skill development programme

The students are provided training in the following areas
   a. Communication skills
   b. Presentation skills
   c. Learning skills
   d. Computer skills
   e. Goal-setting
   f. Personal effectiveness
   g. Life skills
   h. Etiquette training

These skills are offered to all undergraduate students as two 2 credit programmes.
2. Technical skills programme
   a. Department specific skill
   b. Entrepreneurial skill offered through a cafeteria approach

3. Internships

1.3.5. Has the College introduced any higher order skill development programmes in consonance with the national requirements as outlined by the National Skills Development Corporation and other agencies?

Yes, the college has introduced several higher order skill programmes in consonance with the national requirements as outlined by the National Skills Development Corporation.

The college trains the students on supplementary skill development programmes(inter-disciplinary and specific to the course of study), thus creating seamless tracks within the curriculum.

Areas	Skill development Programmes
Food processing	• Fruits and vegetable processing • Bakery and confectionary • Continental cookery • Chinese and Mexican cuisine • Bread craft • Internal Food Quality Auditors' certification and training • Food Product Design and development • Food entrepreneurship
IT and Software	• Web design using open source technology • Internet tools • Cyber power for business • Gaming tools • Internet business and marketing • Desktop publishing • IT skills for managers
Tourism and hospitality	• Tourism management • Hospitality management
Transportation , logistics and	• Food supply chain management

Areas	Skill development Programmes
packaging	• Production management • Food packaging • Operations research
Organised retail	• Retail management • Consumer behaviour • Retail marketing • Food merchandising
Media	• Basic photography • Photo journalism • Printing and publication design • Business reporting • TV News presentation and anchoring • Script writing and television production • Radio production • Online publishing • Basic journalism • Corporate communication • Media relations • Multimedia • 3D modelling and animation
Banking insurance and finance	• Mathematics for insurance • Financial management • Banking system and financial services • Security analysis and portfolio management
Unorganised sector	• NGO Management • Social entrepreneurship
Chemicals and pharmaceutical	• Cosmetology • Cosmetic formulation • Personal care and cosmetic technology
Gems and jewellery	• Gold appraisal • Jewellery designing
Handlooms and handicrafts	• Soft toys • Stained glass painting • Crystal glass painting • Designer candle production • 'Aari' work • Terracotta handicrafts • Metal embossing • Tanjore painting • Tribal and mural art • Paper product manufacturing (files, folders and photo frames)
Textiles and garments	• Fashion designing and merchandising • Tailoring • Patchwork • Batik printing

Areas	Skill development Programmes
	• Blouse designing • Block printing
Automobiles	• Four wheelerDriving

1.4 Feedback system

1.4.1 Does the college have a formal mechanism to obtain feedback from students regarding the curriculum and how is it made use of?

Yes, the college has a formal mechanism to obtain feedback from students regarding the curriculum. Teacher and subject wise feedback is collected at the departmentlevel from every student at the end of the academic year. The outgoing students evaluate the entire program including curricula, extracurricular and other activities of the college.

The feedback thus collected is used collectively by the teacher, departments, institution in detail as given in the table below

Uses of Student Feedback	
Teacher	• To enhance the teaching learning process • To identify teaching methodologies to enhance the student experience of learning • To check that learning objectives have been met • To enhance research and innovation
Departments	• To help satisfy quality and standards of the course • To help and plan future syllabi • To measure student satisfaction
Institution	• To satisfy and develop institutional support services • To improve institutional infrastructure • To measure faculty development • To identify processes and practices to enhance faculty development

1.4.2 Does the College elicit feedback on the curriculum from national and international faculty? If yes, specify a few methods adopted to do the same - (conducting webinar, workshop, online forum discussion etc.). Give details of the impact on such feedback.

- The college elicits feedback from national and international faculty in an informal manner. Faculty and students interact with academicians from other Indian universities and universities abroad during their participation in conferences, seminars, workshops and discussion forums organised both in house and by other institutions during which feedback about our curriculum quality is sought.
- Faculty seek advice from academicians of foreign universities for the improvement of curriculum. Their advice is also solicited during framing and revision of core syllabi though e-mail.

1.4.3 **Specify the mechanism through which alumni, employers, industry experts and community give feedback on curriculum enrichment and the extent to which it is made use of**.

The mechanism through which the alumni, employers, industry experts and community give feedback on curriculum enrichment is as below

Stake Holder	Mechanism
Parents	o Structured Questionnaire o Parent Teacher Meeting o Discussion
Employers/ Industries	o Interaction during internships/ placements o Industry institution interaction sessions (Workshops, Guest lectures, Colloquia, Seminars) o Academic Council and Board of Studies meeting
Academic Peers	Board of Studies/ Academic Council, Seminar, Colloquia, Workshops, Question paper setting and Evaluation
Alumnae	Alumnae meeting Alumnae newsletter
Community	Survey-by administering a structured Questionnaire

The feedback received is used to the extent possible and permissible within the overall framework of the course and curriculum.

1.4.4 **What are the quality sustenance and quality enhancement measures undertaken by the institution in ensuring effective development of the curricula?**

Curricular quality is sustained through the following:
- Periodic academic audits
- Periodic revision of syllabi keeping in mind the industry requirements
- Discussion with academic experts during board of studies and academic council held once in a year
- Faculty participation in national and international workshop, seminars and conferences, faculty development programmes to keep abreast of recent developments
- Organising conferences, seminars, workshops, faculty development programmes at Regional, national and international levels helps the faculty to gain knowledge about the global scenario

Table of FDP, Seminars, Resource persons, Workshop and conference attended by faculty members

Dept.	FDP		Seminars		Resource Person		Workshops		Conferences	
	No. of Prog.	B	No. of Prog.	B	No. of Prog.	B	No. of Prog.	B	No. of Prog.	B
Commerce	23	18	143	24	26	10	12	24	-	-
Computer Science	2	2	6	7	-	-	2	13	1	6
Media	-	-	11	7	2	3	5	3	-	-
B.B.A/ISM	22	10	13	22	-	-	6	13	-	-
English	-	-	19	7	1	1	9	7	-	-
Languages	-	-	20	5	12	2	1	1	6	5
Maths	-	-	8	4	3	3	2	6	9	4
M.B.A.	-	-	11	4	7	2	3	3	6	4
Sociology	-	-	8	5	-	-	2	2	-	-
B.Sc.FSM.	-	-	30	13	29	4	8	7	-	-
Total	47	30	269	98	80	25	50	79	22	19

FDP – Faculty Development Programmes
B. – Beneficiaries
Prog. – Programmes

Seminars/Conferences Organized by M.O.P. Vaishnav College in the past five years

Year	International	National	State	Regional	Total
2008-2009	0	5	0	0	5
2009-2010	0	10	0	0	10
2010-2011	0	4	3	7	15
2011-2012	4	2	0	0	6
2012-2013	2	1	2	2	7
Total	6	22	5	9	43

CRITERION II - TEACHING-LEARNING AND EVALUATION

2.1 Student Enrolment and Profile

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

a) Publishes the Annual Prospectus
   A General Information Brochure
   Course Specific Information Brochure for some courses

b) Continuously updates the college website
   The web URL being: www.mop-vaishnav.ac.in.

2.1.2 Explain in detail the process of admission put in place for UG, PG and Ph.D. programmes by the College. Explain the criteria for admission (Ex. (i) merit, (ii) merit with entrance test, (iii) merit, entrance test and interview, (iv) common test conducted by state agencies and national agencies (v) others followed by the College?

Programme	Selection process
B.Com. Accounting &Finance, B.Com.C.S., B.B.A., B.Com. I.S.M., B.Sc. C.S., B.C.A. B.Sc. Maths. B.Com. Honours	Performance in the board, State/CBSE in the main subjects (Other than English and Language).
B.Sc. Electronic Media, B.Sc. Visual Communication	Performance in the board, State/CBSE Entrance test Personal Interview
B.A. Journalism	Performance in the board, State/CBSE Personal Interview
M.Sc., I.T.	Entrance Test UG Degree Marks Personal Interview
M.A.Comm. M.A. (Public Relations) M.A. (Media Management)	Entrance Test UG Degree Marks Personal Interview
M.B.A.	UG Degree Marks National Level Entrance Test, MAT is considered for management seats TANCET scores are considered for Government seats.
M.Sc.F.T.M.	UG degree Marks Personal Interview Group Discussions

Relative importance is determined by assigning suitable weights to the following

- Awards received and meritorious participation in National Debates/Quiz/Projects etc.
- Participation in NCC, National level Sports activities

2.1.3 Does the College have a mechanism to review its admission process and student profiles annually? If yes, what is the outcome of such an analysis and how has it contributed to the improvement of the process?

Yes, the College has a mechanism to review its admission process. Personal interview is a part of the selection process for the following courses to select students with right profile to suit the programme.

- B.Sc. Visual communication
- B.Sc. Electronic Media
- B.A. Journalism
- M.A. Public Relations
- M.A. Communication
- M.A. Media management
- M.Sc. Information Technology
- M.Sc. F.T.M.

For MBA programme, a written essay was included in the admission process when students were found to be poor in written communication, for better selection.

2.1.4 What are the strategies adopted to increase / improve access to students belonging to the following categories

∗ SC/ST
∗ OBC
∗ Women
∗ Different categories of persons with disabilities
∗ Economically weaker sections
∗ Outstanding achievers in sports and extracurricular activities

- SC/ST/MBC/BC
  o The reservations of seats as per Government Quota norms.
  o Scholarships- 31% of the total scholarship is given to MBC/SC/ST students

- Women
  o The college admits only women candidates.

- Differently-abled and Physically Challenged
  o Scribe facility
  o Elevator facility and Rest rooms.

- For students with learning disabilities
  (e.g. Dyslexia, slow learners etc.)
  o Extra time during examinations
  o Exemption from second language courses
  o Additional coaching

- Economically-weaker sections of the Society
  - Scholarships
  - Earn while you learn schemes (100hrs of working while learning is provided by the college)
- Athletes and sports students
  - Scholarships
  - Free boarding and lodging facilities
  - Free sports equipment and gear
  - Special academic coaching, Special sports coaching
  - Flexibility in timing and completion of programmes due to the fact that they have to attend long camps and tournaments
  - Customized programmes of study (e.g. Diet and physical fitness, physical education, sports management etc) specific for the sports students.

To ensure their carrier enhancement, they are motivated throughout the year through awards and recognition.

2.1.5 Furnish the number of students admitted in the College in the last four academic years.

Categories	2013		2012		2011		2010	
	Male	Female	Male	Female	Male	Female	Male	Female
SC		36		31		37		27
ST		3		3		5		1
OBC		416		422		423		366
General		677		692		744		730
Others		7		3		4		4
Total		1139		1151		1213		1128

2.1.6 Has the College conducted any analysis of demand ratio for the various programmes offered by the College? If so, indicate significant trends explaining the reasons for increase / decrease.

Programmes	Demand Ratio = Number of applications sold / Number of students admitted				
	2009-10	2010-11	2011-12	2012-13	2013-14
B.Com (A&F)Shift-I	19	25	28	25	29
B.Com (A&F)Shift-II	4	7	7	8	8
B.Com (MM)	7	10	6	7	6
B.Com (CS)	11	14	13	18	16
BBA	9	10	8	8	10
B.Sc (ISM)	6	6	6	8	7
B.Sc (Maths)	6	6	4	6	8
B.Sc (CS)	12	19	15	19	24

	Demand Ratio = Number of applications sold / Number of students admitted				
Programmes	2009-10	2010-11	2011-12	2012-13	2013-14
BCA	11	13	11	15	19
B.Sc(FSM)	4	5	5	6	7
B.A (S)	3	3	3	4	4
B.A (J)	3	4	3	4	4
B.Sc (VC)	8	9	6	7	7
B.Sc (EM)	4	3	3	3	3
B.COM (Hons)	-			9	8
B.Com(CA)	-			-	7
M.B.A	5	3	3	4	4
M.A.(COMM)	2	2	2	3	3
M.A.(BC)	2	1	2	2	1
M.A.(MM)	2	2	2	2	2
M.Sc.(IT)	2	2	3	3	3
M.Sc.(FTM)	2	2	1	2	2

There was an increase in demand for the seats in

- B.Sc. Computer Science and B.C.A. The demand ratio has increased over the years since the curriculum is updated based on the inputs from industry interaction and placement.

- B.A. sociology – after the inclusion of coaching for civil services examinations

- B.Sc. Maths- after including computer oriented papers in the curriculum

- B.Com. Hons and B.Com. (A&F) – after the introduction of specialization in chartered accountancy courses

2.1.7   Was there an instance of the College discontinuing a programme during last four years? If yes, indicate the reasons.

Yes, the following programmes were discontinued.
B.Sc - Nutrition and Dietetics program
M.A. Public Relations

Reasons:

B.Sc. N & D
- Science students opted for Engineering and medicine and hence the scope decreased
- Decrease in employability
- Availability of the course in all the city colleges

Hence B.Sc. N&D programme was discontinued and B.Sc. F.S.M. programme was started.

M.A. Public Relations
- Due to demand for Management programmes at Post Graduate

level, Public Relations programme had to be discontinued and a Media Management programme was started.

2.2 Catering to Student Diversity

2.2.1 Does the College organize orientation / induction programme for freshers? If yes, give details of the duration of programme, issues covered, experts involved and mechanism for using the feedback in subsequent years.

Yes, the College organizes induction programme for freshers

Duration of the programme

- The College organizes orientation / induction programme for the I year students for two weeks

Issues covered in the orientation / Induction programme include creating awareness on
- Choice Based Credit System
- Internal Assessment And Evaluation system
- Interdisciplinary elective
- Non-major elective
- Community service
- NCC
- Sports
- ED cell
- Library
- Labs
- FM radio
- Intranet and website
- Attendance
- Skill programmes
- Rules and guidelines to be followed

Experts involved:

- Dean Students , Dean Academics, Dean Student training, Heads of Departments and experienced faculty members

Mechanism for using the feedback:

Feedback is inbuilt in the induction programme. It is used to determine the utility of the administered modules and based on the feedback the modules are revisited and realigned.

2.2.2 Does the College have a mechanism through which the "differential requirements of student population" are analysed after admission and before the commencement of classes? If so, how are the key issues identified and addressed?

Yes, there are provisions for assessing students' knowledge/ needs and skills before the commencement of the teaching programme.

The differential requirements of students are identified based on psychometric testing and they are segmented based on

- Learning capacity
- Career focus
- Talents
- Personality and
- Social Consciousness

Differential requirements of student population are analyzed and the key issues are identified and they are given

Remedial coaching
Tutorial sessions
Peer teaching from advanced learners
Bridge courses
Option to write examinations in vernacular language (i.e. Tamil)

2.2.3 Does the College provide bridge /Remedial /add - on courses? If yes, how are they structured into the time table? Give details of the courses offered, department-wise/faculty-wise?

Yes. The College provides bridge courses.

(a) In some programmes, the course forms part of the curriculum
M.Sc. I.T. - Fundamentals of Information Technology
B.Sc. F.S.M. - Chemistry and Biology

(b) In some others, the course is taken as additional workload by the teachers
B.A. Journalism - Language skills
B.B.A & B.Com. I.S.M. – Bridge course in Accounting

2.2.4 Has the College conducted a study on the incremental academic growth of different categories of students; - student from disadvantaged sections of society, economically disadvantaged, physically handicapped and slow learners etc.? If yes, give details on how the study has helped the College to improve the performance of these students.

Yes, the college conducts a study on the incremental academic growth of different categories of students.

Students from disadvantaged sections of society, economically disadvantaged, physically challenged and slow Learners are identified and are provided with
- Counseling and Mentoring
- Extra tests
- Special Coaching
- Peer coaching
- Remedial teaching
- Opportunities to improve the confidence level
- Assistance of faculty advisors who monitor the student's academic progress

The college also provides the following inputs to all categories of students.

- Professional skill development course
- Skill based electives
- Soft skill programmes
  - Communication skills
  - Presentation skills
  - Learning skills
  - Computer skills
  - Goal-setting
  - Personal effectiveness
  - Life coping skills
  - Etiquette training

This has resulted in better performance in subsequent continuous assessments.

2.2.5 How does the institution identify and respond to the learning needs of advanced learners?

1. For Advanced learners, the College provides an opportunity to take up
   - Self Learning Papers for extra credits of 2 per course to the maximum of 5 courses in three years.
   - Projects to enhance the knowledge
   - Peer teaching assignments
   - Role as teaching assistant with an opportunity to handle classes for their juniors.
   - Engaged as Student faculty
     - Participation in paper presentation, B Plan Competitions and publish papers.

2. Model United Nations

   In Model United Nations, the students step into the shoes of ambassadors from the United Nation member states to debate current issues on the organization's agenda. While playing their roles as ambassadors, student "delegates" make speeches, prepare draft resolutions, negotiate with allies and adversaries, resolve conflicts, and navigate the Model UN conference rules of procedure – all in the interest of mobilizing international cooperation to resolve problems that affect countries all over the world. It not only involves young people in the study and discussion of global issues, but also encourages the development of skills useful throughout their lives, such as research, writing, public speaking, problem solving, consensus building, conflict resolution and compromise and cooperation. This helps in student gaining knowledge of the global happenings.

3. Business English Certificate Examination

The students take up Business English Certificate Examination conducted by Cambridge University. In the past five years, 50 students have taken up the exams at various levels (preliminary, vantage, higher) with 100% pass.

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

The institution caters to the needs of differently-abled students by providing
- Elevator facility for Physically Challenged students
- Scribe facility during examinations
- Extra time during examinations
- Exemption from second language courses
- Additional coaching for students with learning disabilities (e.g. Dyslexia, slow learners etc.)

Thereby adhering to government policies in this regard.

2.3 **Teaching-Learning Process**

2.3.1 **How does the College plan and organise the teaching, learning and evaluation schedules? (Academic calendar, teaching plan and evaluation blue print, etc.)**

College plans and organizes the teaching, learning and evaluation schedules by the following methods

- Student Handbook and Calendar is prepared with the following details
    - Courses offered
    - Institution approach towards quality education
    - Undergraduate and postgraduate course structure and credit structure
    - Assessment mechanism
    - Grading system
    - Rules and regulations
    - Examination schedule
    - Activities schedule
    - Holidays schedule

- Teaching plan is prepared containing the following
    - Available hours
    - Weights for topics
    - Methodology to be adopted
    - Provision for review and restructuring of plan

- Evaluation blueprint contains
    - Components of evaluation
    - Scheme and schedule of evaluation

2.3.2 Does the College provide course outlines and course schedules prior to the commencement of the academic session? If yes, how is the effectiveness of the process ensured?

Yes,
- Students are provided with the curriculum and syllabus.
- A copy of the teachers' lesson plan is given to the students, which elaborates on the content and schedule of delivery.
- Schedule of classes in the form of Time Table is given to the students on the first day of the commencement of classes

Effectiveness of the process is ensured through
- Academic audit by
  - Faculty
  - Head of the department
  - Principal

- Feedback from students regarding
  - Phase of delivery
  - Teaching methodology
  - Timely completion of the syllabus
  - Meeting of learning outcomes committed

Corrective action is initiated immediately to fill the gap between the planned schedule and schedule of execution.

2.3.3 What are the courses, which predominantly follow the lecture method? Apart from classroom interactions, what are the other methods of learning experiences provided to students?

For all courses, 50% of the curriculum is delivered through lecture method.

The rest of it is completely learner centric.

The traditional and conventional chalk and talk method and use of audio visual presentations are generally followed.

Besides the conventional methods the following methods give students a whole new learning experience
- Practice school
- Projects
- Internship
- Library visits
- Participation and presentation in seminars
- Factory and field visit
- Educational tours
- Extension activities
- Free online courses
- Workshops

2.3.4 How 'learning' is made more student-centric? Give a list of participatory learning activities adopted by the faculty that contribute to holistic development and improved student learning, besides facilitating life-long learning and knowledge management.

The college follows a Learner centric approach to Teaching and Learning. Some of the learning activities in use are:

1. Tutoring Based

Objective: To provide the students a conceptual understanding of the subject in relation to models, past research findings, theories.

The same is delivered through a combination of the following teaching methodologies.

Teaching Methodology	Implementation	Learning outcome
Class Room presentations	Usage of audio visual aids to deliver a lecture	Increases the understanding of the learner
Lectures and colloquium	Chalk and Talk	Students understand and are conversant with fundamental concepts, theories, practices, and the diverse horizons of information disciplines
Examinations		Increases the subject knowledge of the learner
Educational CDs	Using the lab and Internet	
Integrated Video based tutorials through online portals and *M.O.O.C		
Quiz	In the form of Multiple choice questions	Improves the objective and subjective knowledge

*Massive Open Online Courses

2. Discussion Based

Objective: To engage students in the learning process and make classroom sessions more interactive. Students come to the class with a brief background on the subject area of discussion, participate in the classroom discussion, brain storm and relate current affairs to theories thereby actively engaging in the process of learning.

Some of the methods adopted are:

Teaching methodology	Implementation	Learning Outcome
Debate	Given a topic to the student to talk for and against	Enhances communication skill and insights of a topic
Role-play	Enacting the given role	Clarity of thinking Helps to visualize and understand abstract problems
Article review, book extracts and case studies	Reading a chosen article	Conceive knowledge through exposure to various topics related to their curriculum.
Book review	Reading a book of their choice	Form an opinion and critically review any book chosen
Video and Group discussion	A group of students discuss on a given topic with the faculty as a moderator or watch a video and have a discussion	• To synchronise the thought process and words communicated within a short span of time • Grooms group dynamism • Fine tunes communication skills • Improves interpersonal skills
Management games and brown bag seminars	The problem is converted into a game and the solution is found by playing the game and having a discussion in a luncheon session	Analytical thinking and Decision making

3. Experience based

Objective: To ensure effective experiential application of theories and concepts.

Methodology	How the methodology is practiced	Learning outcome
Internships	Students work in industry for a period of 4 weeks	link class room knowledge to industry experience

Presentations in seminar	Collecting information on a particular topic, collating and presenting it in a form of a paper	Improves Presentation skill, gain in depth knowledge of a topic and team work.
Workshops	Learning by doing	Get Hands on experience
Projects	Student apply their knowledge to convert the learned concepts into working solution	Removes the gap between the learnt and to be learnt concepts.
Simulation techniques	A prototype model reflecting the real time situations	• To enhance visualization and better understanding • Enhances retention ability • Facilitates ease of learning
Field visits and industry visits	Course related activity that serves the learning purpose	• Enhances critical thinking • Engages the students' learning and leaves a lasting imprint
Using movies to analyse and apply theory	Screening a movie	• Analytical skill • Problem solving skill

2.3.5 What is the College policy on inviting experts / people of eminence to provide lectures / seminars for students?

The College caters to the industry perspectives by organizing lectures /seminars for students by industry experts in addition to specialization electives being handled by practitioners.

A database of eminent industry personalities and practitioners, with their chosen area of specialization and managerial positions in their organizations is maintained.

Industry representatives, entrepreneurs, or members of policy guidance bodies such as CII, MMA, FICCI, NHRD, academicians of international repute are invited to speak in seminars, colloquiums, management education programs.

The departments prepare and submit a budget detailing the persons invited, sessions allocated, topics to be discussed and the departments remunerate guest lectures on an hourly basis.

Student feedback is obtained and the concerned expert is appraised on how the lecture was received by the learners.

The feedback is incorporated in the database for facilitating future sessions.

The post graduate department of management has offered amongst its specializations hospitality management including subjects in hospital management, hotel management and tourism management.

MOUs are signed with organizations with training capabilities in the above areas, who deliver the entire course content over stipulated classroom hours.

The organizations with whom an MOU has been signed are

- Apollo Hospitals,
- Madras Institute of Hotel management and Catering technology

The Department of Commerce has signed an MOU with the following companies

- Tablets India Ltd.,
- Cavin Care Ltd.,
- Orchid chemicals and Pharmaceuticals Ltd.

The Knowledge Capital Investment Group is another organization which constantly provides inputs to the Department of commerce

2.3.6 What are the latest technologies and facilities used by the faculty for effective teaching? Ex: Virtual laboratories, e-learning, open educational resources, mobile education, etc.

The entire Campus is Wi-Fi enabled

All class rooms are smart class rooms with Projectors and audio system.

Technologies and facilities used by the faculty members for effective teaching are

- Open education resources
- Access to e – library
- MOOC- Massive Open Online Courses
- Audio-visual aids
- Educational CDs and DVDs
- INFLIBNET
- NPTEL
- MIT online certificate courses

2.3.7 Is there a provision for the services of counsellors / mentors/ advisors for each class or group of students for academic, personal and psycho-socio guidance? If yes, give details of the process and the number of students who have benefitted.

Yes.
- Counselor's services are available for all the students.
- I year students are academically, personally and psycho-socially guided during the beginning school modules.
- The final year students are exposed to counseling during their finishing school module.

- o Majority of the students benefit in the process of counseling
- o Every student is assigned a tutor to provide mentoring to students whenever required

2.3.8 Are there any innovative teaching approaches/methods/practices adopted/ put to use by the faculty during the last four years? If yes, did they improve the learning? What methods were used to evaluate the impact of such practices? What are the efforts made by the institution in giving the faculty due recognition for innovation in teaching?

Yes.
Innovative teaching approaches adopted in the last four years include

- Webinars
- Web based tutorials
- Posters
- Mock court
- Snap shot projects for research methodology
- e-quiz
- e-Simulated model
- Broadsheet
- Print and Online Journals
- Photography Field visits
- Live animation Projects
- PR Campaigns
- Advertising copy design
- News analysis
- Product development
- Mathematical Applications of economic theories
- Decision making analysis
- Adoption of movies for Case analysis

The use of these innovative teaching approaches has made teaching learning, more learners centric and challenging.

Impacts of such practices are evaluated by immediate assessment.

The institution recognizes the innovative methods adopted in teaching by honoring them with awards every academic year.

2.3.9 How does the College create a culture of instilling and nurturing creativity and scientific temper among the learners?

College creates a culture of instilling and nurturing creativity and scientific temper among the learners through the following learner centric methods

- Internships
- Displaying their knowledge through exhibitions and fairs
- Organizing events for the department on various occasions
- Writing articles for departmental journals
- Extension Activities

- Publishing articles in National and international journals
- Participation in Conferences and Seminars
- Socio economic survey based projects
- Live Projects

2.3.10 Does the College consider student projects a mandatory part of the learning programme? If so, for how many programmes is it made mandatory?

Yes, the projects are part of the learning programme for all courses of study.
In addition to this, the Project is mandatory for the following courses
- All Postgraduate Programmes
- B.Sc. Computer Science
- B.C.A.
- B.Sc. I.S.M.
- B.Sc. Visual Communication
- B.Sc. E.M.
- B.Sc. F.S.M.

2.3.11 What efforts are made to facilitate the faculty in learning / handling computer-aided teaching/ learning materials? What are the facilities available in the College for such efforts?

The entire campus is Wi-Fi enabled and faculty members have access to the teaching learning materials available online.

Workshops are conducted for faculty members to improve their use of computer aided teaching/ learning material.

Faculty members are encouraged to enroll for programmes that will equip them with the latest technology.

2.3.12 Does the College have a mechanism for evaluation of teachers by the students / alumni? If yes, how is the evaluation used in achieving qualitative improvement in the teaching-learning process?

Yes, the college annually collects the feedback from the students.

Data is analyzed and evaluated. Based on the evaluation corrective actions are taken for achieving qualitative improvement in the teaching learning process.

Feedback from Alumni is not solicited.

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

No.
The college ensures timely completion of portions according to schedule through academic audit at frequent intervals to review

- Adherence to lesson plan with reasons for non-compliance if any
- Ascertain the causes for the gap between the lesson plan and actual teaching schedule to avoid such gap in future
- Any delay is rectified through remedial measures taken without causing further time loss.

The challenges faced are few and they are attended to immediately. Corrective actions are adapted to

- Reallocate the classes to meet the exigencies
- Allocate more time for the particular subject to complete within working hours.
- Subject experts also lend their hands in completing the task.

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

The library resources are used by the staff and students for the preparation of

- Materials for workshops
- Materials for training programmes
- Dissertations
- Study material
- Research Questionnaire
- Articles to be published in journals
- Research Projects
- E-content modules
- Article review
- Workbooks
- Book review and summary
- Radio talk for MOP CRS @107.8

2.3.15 How does the institution continuously monitor, evaluate and report on the quality of teaching, teaching methods used, classroom environments and the effect on student performance.

The performance of a Teacher is monitored periodically based on the following parameters:

- Subject Knowledge of the teacher
- Methodologies used in teaching
- Accessibility of teacher
- Instilling interest in the subject
- Testing and Evaluation mechanism used
- Regularity and punctuality of the teacher
- Ability to share updated knowledge in the subject
- Effective use of latest technology as a teaching aid

Effect on students' performance is measured by

- Interest developed by the student in the subject
- Increased demand rate for the programme
- Increased pass percentage

- Increased internship in reputed companies
- Increasing trend in placement opportunities by new companies and increased number of recruitment by existing companies.
- Increased number of students going for higher education in India and abroad through their improved performance in the competitive examinations.

2.4   Teacher Quality

2.4.1   What is the faculty strength of the College? How many positions are filled against the sanctioned strength? How many of them are from outside the state?

Faculty strength- 121
Number of faculty members from outside the state - 7

2.4.2   How are the members of the faculty selected?

The recruitment process starts with the following:
- Advertisement in newspapers.
- Intimating candidates about interview
- Selection by selection committee.
    - The selection committee consists of representatives from Management, Principal, Vice-Principal, H.O.Ds, University's nominee as subject expert.
- The criteria for selection is as follows
    - Qualification – as per prevailing norms
    - Subject knowledge
    - Communication and teaching demonstration
    - Publication and presentation of papers
    - Right attitude

2.4.3   Furnish details of the faculty

Highest qualification	Professor		Associate Professor		Assistant Professor		Total
	Male	Female	Male	Female	Male	Female	
Permanent Teachers							
D.Sc./D.Litt.							
Ph.D.		4		10		17	31
M.Phil.				10		31	41
PG				2	1	32	35
Temporary Teachers							
Ph.D.							
M.Phil.							
PG							
Part-Time Teachers							
Ph.D.						1	1
M.Phil.							
PG					5	1	6

Librarian	-	1
Physical Directress	-	1
Technical faculty members	-	5

2.4.4 **What percentage of the teachers has completed UGC-CSIR-NET, UGC-NET, and SLET exams? In that what percentage of teachers are with PG as highest qualification?**

Qualification	Number of faculty	Percentage(%)
UGC-NET/SLET	59	55%
PG as highest Qualification	35	33%
M.Phil	41	38%
Ph.D	31	29%

2.4.5 **Does the College encourage diversity in its faculty recruitment? Provide the following departments-wise details.**

Department	% of faculty who are product of the same College	% of faculty from other Colleges within the State	% of faculty from other States	% of faculty from abroad
School of Business	22	73	5	-
School of Communication and Media Studies	29	48	14	9
School of Information Technology	8	85	-	7
Mathematics	-	100	-	-
School of Food Science	11	67	22	-
Sociology	50	50	-	-
School of English	-	100	-	-
School of Languages	-	60	20	20

2.4.5 **Does the College have the required number of qualified and competent teachers to handle all the courses for all departments? If not, how do you cope with the requirements? How many faculty members were appointed during the last four years?**

Yes.

The college has the required number of qualified and competent teachers to handle all the courses for all departments.

In addition, experts from the industry and relative fields of specialization in the respective subjects are co-opted from time to time to handle certain topics.

2.4.7 How many visiting Professors are on the rolls of the College?

15 visiting Professors are on the rolls of the College.

2.4.8 What policies/systems are in place to recharge teachers? (e.g.: providing research grants, study leave, nomination to national/international conferences/Seminars, in-service training, organizing national/international conferences etc.)

- Study Leave

15% of the faculty have availed study leave to pursue higher education

- The college organizes and sponsors faculty members to attend
  - National, International conferences
  - Workshops
  - Faculty Development Programmes

- College encourages faculty members to share their experience as resource persons/session chair persons in national and international seminars.

- College organizes workshops for teachers to rejuvenate them.

- College provides Annual outbound training for all the faculty members.

2.4.9 Give the number of faculty who received awards / recognitions for excellence in teaching at the state, national and international level during the last four years.

o Awards:

No of faculty who received awards: 13

Name of the Faculty	Name of the Award
Dr. K. Nirmala Prasad	• Woman Achiever Award 2010 by Rajalakshmi Engineering College, Chennai on 08.03.2011 • "Media Guild Award" by Chennai Metro Daily Newspaper – 2012 • "Vibrant Indian Award" by Developers India(An organization for India's Development Progress and Amity) on 9th April 2009 • "For the sake of Honour Award" by the Rotary club of Ambattur on 24th June 2009 • "Excellence Award " by The Society of Auditors on 23.08.2013 • Award by "Victory Insights"for empowering Women- 24.8.2013
Dr. Lalitha Balakrishnan	• One amongst two Indians to attend the International Visitor on Leadership Program(IVLP) to visit USA from

	05.03.2011 to 27.03.2011 .The visit was organized by US Department of State, Bureau of Educational and Cultural Affairs • The paper on "Entertainment Overflow By the Walt Disney Company - A Case Study Analysis" was conferred with the best paper award at a National Conference on Marketing Strategies for the 21st Century on March 4, 2011
Ms.Vijayalakshmi & Ms.R.Bhagyalaskmi	Best Paper Award- in national conference on "Paradigm Shift in HR in Management" conducted by vellammal college of Management, 30th October 2008.
Ms.R.Sundari	Best Paper Award- WCC Chennai, on a National Level Paper Presentation on the topic, " A Study on Financial Inclusion Pattern in India"- 7th October 2010
Ms.Srividya Mouli	Third Prize, National Level Case Presentation competition on the topic" The Curiosity of Indian Cricket- IPL" at MOP Vaishnav College for Women, 4th March 2011
Dr. Usha Ravi	The prestigious "Professor Jiwan Singh Sindhu Award" for teaching excellence in Food Science and Technology by the Association of Food Scientists and Technologists (India) on 6th December, 2012.
Ms. Shanthi Krishnan	Second prize in the National Seminar conducted by G.S.S.Jain College for Women & Tamil Nadu Council for Higher Education.
Dr. R.P. Pankaja	Best Teacher Award by Lions Club International (2009)
Ms. D. Radha	Best Teacher Award by Lions Club International (2009)
Dr. Fernandes Jayashree	Best Teacher Award by Lions Club International (2010)
Dr. G. Kavitha	Best Teacher Award by Lions Club International (2011)
Dr. D. Uthra	Best Teacher Award by Lions Club International (2012), Best Teacher Award, Lions Club International District 324-A-1
Ms. V. Usha	Best Teacher Award by Lions Club International (2013)

2.4.10. Provide the number of faculty who have undergone staff development Programmes during the last four years. (Add any other programme if necessary)

Faculty members of the college are nominated for various faculty programme organized by reputed institutions such as IIM, IIT,

Academy Staff college, university of Madras, ICT Academy, CII, FICCI and other colleges.

Besides college organizes faculty development programmes in the following key areas

- Curriculum development
- Relationship management
- Research
- Psychological management
- Information technology
- Teaching learning method

The faculty development programme conducted in the college for the faculty members are

- Induction programme for new recruits
- Developing and handling case studies effectively
- Surfing the net for digital resources
- IQAC Workshop, Curriculum Development
- Guilt Free Parenting
- Known To Unknown
- Relationship Management
- Beyond Google – Advanced Internet Search
- Book Review and Article Review
- Creating Interesting Online Test
- Net surfing Strategies
- Personal Investment Planning
- Work Life Balance
- Transformational Leadership
- Application of Statistical Tools in Research
- Activity based Learning
- Innovative Teaching Methodology
- Preparation of Effective Lesson Plan
- Psychological wellness of faculty members

2.4.11   What percentage of the faculty have

∗ been invited as resource persons in Workshops / Seminars / Conferences organized by external professional agencies
∗ participated in external Workshops / Seminars / Conferences recognized by national/ international professional bodies
∗ presented papers in Workshops / Seminars / Conferences conducted or recognized by professional agencies
∗ teaching experience in other universities / national institutions and others
∗ industrial engagement
∗ international experience in teaching

Description	Percentage of faculty
Invited as resource persons in workshops/ seminars/ conferences by external bodies	10 %
Participated in external Workshops / Seminars / Conferences recognized by national/ international professional bodies	100%
Presented papers in Workshops / Seminars / Conferences conducted or recognized by professional agencies	50%
Teaching experience in other universities / national institutions and others	65%
Industrial engagement	30%
International experience in teaching	Nil

2.5   Evaluation Process and Reforms

2.5.1   How does the College ensure that all the stakeholders are aware of the evaluation processes that are operative?

- Regulation and Guidelines are being provided in the students' handbook which is issued to the students and faculty members at the beginning of the courses.
- The Class faculty and the Subject faculty orient the students on the various components of continuous internal assessment.

The evaluation process is

Assessment type	Nature of test	Weightage in %
Internal	Written test through 2 Internal assessments	25 (12.5% each)
Other components such as Projects, Seminar, Article review, Book review, Paper presentation, Practice school, Quiz etc.,		25
End semester	Written examination /Practical examination	50

- The Examination dates are displayed on the college website and on the students' notice board prominently.
- Parents can access the details through their wards' user id.
- Industry partners with the college in recruiting the students for internship and lays down norms for the same.
- Industry is part of the evaluation panel.

2.5.2   What are the major evaluation reforms initiated by the College and to what extent have they been implemented in the College?

Cite a few examples which have positively impacted the evaluation management system?

Internal assessment carries 50% marks. In addition to tests, internal components like

- Evaluation of Article Review
- Evaluation of Book Review
- Evaluation of Seminar Paper Presentation
- Evaluation of projects
- Practice School
- Online hunting tests for solutions to a given question paper are included.

Evaluation reforms introduced

- Coding the question papers is done for the end semester examination.
- Masking of answer scripts is done for the End semester examination

Introduction of these practices has strengthened the security of the system

2.5.3 What measures have been taken by the institution for continuous evaluation of students and ensuring their progress and improved performance?

- The continuous evaluation of students is monitored by the Faculty Advisors through a system of continuous assessment mechanism

- Assessment type   Weightage in percentage
  Internal
  Written test   25
  Components such as projects,
  seminar, article review, book
  review, practice school, quiz   25

- After the first internal assessment an analysis of the results for each course is done. Poor performance are identified, based on this corrective measures are taken.

- Progress is ensured by prompt feedback and initiation of corrective action.

2.5.4 What percentage of marks is earmarked for continuous internal assessment? Indicate the mechanisms strategized to ensure rigour of the internal assessment process?

- 50% of marks are earmarked for continuous internal assessment.

- 25% marks is allocated for 2 internal assessments.

- Other components such as Projects, Seminar, Article review, Book review, Paper presentation, Practice school, Quiz etc., carry 25% marks.

- To ensure rigour of the internal assessment process, examination schedule is announced in the calendar and adhered to.

- Other components that form part of the evaluation are also notified well in advance and deadline is adhered to

- UG Students need to score a minimum of 40% and PG Students need to score a minimum of 50% in the continuous internal assessment.

2.5.5 Does the College adhere to the declared examination schedules? If not, what measures have been taken to address the delay?

The College adheres to the declared examination schedules most of the time except in case of Government declaring holiday and/or due to natural calamities like earthquake, excessive rain, flood etc.

The revised schedule is notified and communicated to all the students and staff via college website and group Short Message Service.

The revised schedule is displayed prominently on the student notice board.

2.5.6 What is the average time taken by the College for declaration of examination results? Indicate the mode / media adopted by the College for the publication of examination results e.g., website, SMS, email, etc.

The results are published within one month from the date of the last examination, to the students through college website.

2.5.7 Does the college have an integrated examination platform for the following processes?

Yes the college has an integrated examination platform for the following processes.

Pre-Examination Processes
- Phase I Pre – Exam Work
  - Register Number Generation
  - Filling up of E-Application form
  - Generation of subject code
  - Generating of Hall Ticket
  - Generation of E-Application form
  - Generating of Nominal Roll

- Phase II Preparation of Question Paper
  - Creation & Updating of Examiner's Database
  - Appointment of examiners
  - Creating Templates for Question Papers
  - Centralized Question Paper Setting
  - Printing of Question Papers
  - Question Paper Multiplying and Packing
  - Handing over of Question Paper to Chief Superintendent

Examination Process

- Phase III Conduct of Examination
  - Ordering of stationery required for conduct of examination
  - Time Table Generation
  - Attendance Sheet Generation (for both Theory and Practical)
  - Foil Sheet Generation
  - Seating Arrangement for Students
  - Invigilation Schedule for Invigilators
  - Dummy Number Generation

Post Examination Process

- Phase IV Valuation Camp
  - Appointment of examiners
  - Receipt of acceptance
  - Answer scripts sent to valuation camp.
  - Papers are evaluated by the appointed examiners
  - Entry is made in the computer, print out is taken, verified and signed by the examiner with the help of assistants deputed by Controller of Examination.
  - Answer sheets are scrutinized. Total is verified.
  - Foil sheets are scrutinized.
  - Scrutinized foil sheets are sent to the COEs office.

- Phase V Publication of Results

  - Mark Entry for both Internal Marks and External Marks
  - Reports prepared for Passing board
  - Conduct of Passing Board by appointing a chairman and an external member.
  - Based on minutes of the result, passing board updating is done.
  - Publication of Results on the college website.
  - Revaluation - photocopy of Answer scripts are given to students if they ask for it otherwise revaluation is done and the results are communicated to the students.
  - Generation of Mark Sheet after incorporating the revaluation results.
  - Consolidated statement is submitted to the university for issue of Provisional and Degree certificate.

2.5.8 Has the College introduced any reforms in its Ph.D. evaluation process?

College has a research department in commerce. The PhD evaluation is based on the regulations and guidelines provided by the University of Madras, which is the apex body.

Internally the guide/supervisor continuously monitors the progress of the research scholar.

2.5.9 What efforts are made by the College to streamline the operations at the Office of the Controller of Examinations? Mention any significant efforts which have improved process and functioning of the examination division/section?

Office of the Controller of Examinations is completely computerized. Software developed is used in the functioning of following tasks of office of the Controller of Examinations.

- Register Number Generation
- Generation of subject code
- Generation of e-Application form
- Timetable generation
- Generation of e-Hall Ticket
- Printing Attendance Sheet
- Foil Sheet Generation.
- Creating Templates for Question Papers
- Creation & Updation of Examiner's Database
- Mark Entry for both Internal Marks and External Marks
- Reports needed for Passing board
- Publication of Results on the college website through intranet and generation of Mark List.
- Generation of Mark Statement.
- Submission of consolidated statement to the University for issue of Provisional and Degree certificate

The flow diagram of the functioning Office of the Controller of Examinations is given below

2.5.10 What is the mechanism for redressal of grievances with reference to evaluation?

The mechanism for Redressal of grievances regarding evaluation is as follows:

- End Semester Examination
  - College has a Grievance Redressal Committee consisting of COE, Additional COE and Principal. Any grievance will be addressed by the committee.

- Continuous assessment
  - Information is given to students at the start of the course through regulation and guidelines book.
  - The Internal scores of the students are made known to them through the consolidated Internal assessment mark statement which includes all internal components subject wise, student wise, component wise before the start of the end semester examination.
  - Any discrepancy is corrected through appropriate measures.
  - The marks secured by the students in the continuous assessment are thus being informed to the students before the commencement of the end semester examination.

- Revaluation
  - System of Revaluation is available for UG courses.
  - No revaluation since double valuation is followed for PG.

- Revaluation of End semester examination
  - Provision for revaluation is available upon application within 15 days from date of publication of results.
  - To ensure transparency photocopies of answer scripts are made available to the students on their request.

2.6. Student Performance and Learning Outcomes

2.6.1 Does the College have clearly stated learning outcomes for its programmes? If yes, give details on how the students and staff are made aware of these?

Yes, the college has clearly stated the learning outcomes for all of its programmes.

- The syllabus of every subject and topic has a pronounced learning outcome.
- All the students are given the copy of the syllabus at the commencement of classes every semester so that they are made aware with the learning outcomes.
- Teachers' lesson plan is given to the student which elaborates on the learning outcomes.

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

The Learning outcomes are monitored by
- Two Internal assessment test
- Online quiz for all subjects (as and when topics are covered)
- Executing and displaying projects to test their application skills
- Online Hunt to test their knowledge mining skills

The programme objectives are also met by the following
- Students participation in seminar and conferences
- Students presenting papers in seminars
- Students emerging winners in various Co curricular activities

2.6.3 **How does the institution collect and analyse data on student learning outcomes and use it for overcoming barriers of learning?**

The college analyses the results of the internal assessment tests and end semester examinations regularly. Class average and percentage of failures are highlighted in the analysis.

Based on the evaluation peer teaching and learning is encouraged for poor performers and special examination orientation is provided prior to semester examination.

2.6.4 **Give Programme-wise details of the pass percentage and completion rate of students.**

UG Result Analysis					
Department	**2006-09**	**2007-10**	**2008-11**	**2009-12**	**2010-13**
	% Pass	% Pass	% Pass	% Pass	% Pass
B.Com (AF)	98	99	100	99	97
B. Com (MM)	98	97	99	95	91
B. Com (CS)	95	90	96	99	90
BBA	100	100	100	96	96
B.Sc (ISM)	100	96	99	99	94
B.Sc (CS)	100	100	100	98	96
B.C.A	100	100	100	100	94
B.Sc (Maths)	97	96	88	99	96
B.Sc (Vis)	96	98	95	98	85
B.Sc (EM)	93	98	91	96	88
B.A (Journ)	98	87	95	92	92
B.Sc (NND)	100	100	95	94	80
B.A. (Socio)	90	83	93	81	67
Total					

PG - Result Analysis					
Department	**2007-09**	**2008 - 10**	**2009 - 11**	**2010-12**	**2011-13**
	% Pass	% Pass	% Pass	% Pass	% Pass
M.Sc (IT)	100	100	100	100%	92
M.A. (COM)	100	97	100	100%	94
M.A. (PR)	100	_	_		_
M.A.(BC)	100	100	100	100%	78
M.A.(MAM)	_	81	100	100%	59
M.B.A.	100	100	98	98%	93
M.Sc (FTM)	_	96	100	100%	100
Total					

Any additional information regarding Teaching, Learning and Evaluation which the institution would like to include:

The Institution believes in constant innovation and adoption of efficient teaching, learning and evaluation methods. Some Teaching, Learning and Evaluative methods used are:

- Emphasis on learner centric pedagogy. This involves

  - ✓ Interactive classroom sessions, situation analysis and case study analysis
  - ✓ Experiential learning: **Outlook Media Matters, a**re Media Seminars conducted by the Students of M.A communication and M.A Media Management as an academic exercise in

Planning and Organising and executing public relations projects. This enables students to have a 360 degree experience in public relations and event management

Students are evaluated for pre-event planning, even execution and post event activities

- ✓ Learning through Association: Role play and story telling
- ✓ Virtual classrooms : through skype
- ✓ Use of Audio visual aids
- ✓ Observation and Self learning

- Sharing across departments, the best practices in teaching methodologies, in order to enhance the teaching learning process.

- Independent study component has been incorporated in all the courses for topics that can be comprehended.

- Computer Based tutorials are prepared by the students for learning and sharing.

- Opportunities are provided to students to tap and develop their entrepreneurship skills to become successful entrepreneurs

- Themes and topics for Seminars, workshops and Conferences conducted by the college are chosen such that they enable students of all disciplines to participate and benefit out of the same

The institution is a pioneer in the adoption of the evolving and ever changing technology in teaching, learning and evaluation process for the benefit of the students.

CRITERION III - RESEARCH, CONSULTANCY AND EXTENSION

3.1   Promotion of Research

3.1.1   Does the College have a research committee to monitor and address the issues of research? If yes, what is its composition? Mention a few recommendations which have been implemented and their impact.

Yes, the college has a research committee to monitor and address the issues of research. The following members of the faculty form the core committee:
- Dr. Lalitha Balakrishnan - Chairperson
- Dr. Usha Ravi   - Member
- Dr. Kavitha G   - Member
- Dr. Jaishree S   - Member
- Dr. Uthira D   - Member

The role of the research committee:
- Identify potential areas of research
- Prepares background information on feasible projects
- Completes and submits project reports for appraisal and funding

The core committee and co-opted members assist research scholars and help departments to strategize and plan international and national seminars, such as:
- International Social Media Summit (2011 – 2012)
- International Conference on Communication, Computing & Information Technology (2012 – 2013)
- Cross Cultural Management Practices (2012 – 2013)

3.1.2   What is the policy of the College to promote research culture in the College?

The College has one full fledged research Department (Commerce), and research is a significant activity of all the Departments of the college.

- Research papers are constantly published by faculty in highly reputed international and national refereed journals.

- Undergraduate students of every Department are encouraged to undertake survey based or experimental research projects which,

   o Are evaluated to form a part of internal assessment

   o Are published in the Department journals, magazines and newspapers

3.1.3   List details of prioritised research areas and the areas of expertise available with the College.

The College has one full fledged Research Department in Commerce. The School of Media and the School of Food Science constantly carry out research activities in their areas of specialization.

Recognized research guides of the college are:

Name of the Guide	Name of the Dept.	Candidates completed doctoral research	Candidates pursuing doctoral research
Dr .K.Nirmala Prasad	Commerce	2	-
Dr. Lalitha Balakrishnan		1	8
Dr.Vidya Sharma	Hindi	-	2

3.1.4 **What are the proactive mechanisms adopted by the College to facilitate smooth implementation of research schemes/projects?**
  * **advancing funds for sanctioned projects**
  * **providing seed money**
  * **autonomy to the principal investigator/coordinator for utilizing overhead charges**
  * **timely release of grants**
  * **timely auditing**
  * **submission of utilization certificate to the funding authorities**

The college encourages all its faculty members to actively undertake research projects. Most of the funds for research projects are self financed and are obtained from corporate houses and social agencies.

3.1.5 **How is interdisciplinary research promoted?**
  * **Between/among different departments of the College and**
  * **Collaboration with national/international institutes / industries.**

The College promotes interdisciplinary research between the different departments of the college. International Social Media Summit 2011-2012 was a collaborative effort by the Department of Commerce and the School of Media. The college also organises a lot of community based extension activities through its Community radio Station (MOP CRS)

3.1.6 **Enumerate the efforts of the College in attracting researchers of eminence to visit the campus and interact with teachers and students?**

- The College invites "Fulbright" research scholars to visit the campus to interact with teachers and students. This is a combined effort by the College and the US Consulate.

- Faculty from international universities are invited as resource persons for seminars and conferences organized by the college. Eminent scholars who have visited the college are:

Name of the Resource Person / Eminent Scholars	Name of the Event
Mr.Eric Weaver – Social Media Writer and analyst, USA	Social Media Summit
Dr. Nalini Ravishankar – Professor of Statistics, University of Connecticut, USA	Research and Innovation Colloquia
Dr. S. Vaidhya Subramaniam, – Dean – Planning and Development, Sastra University	Management Education Program
Dr. Suresh Gopalan, Interim Associate, Dean, Business Administration, Winston - Salem State University, USA	Cross Culture Management Practices
Dr. Murgi Krishnan, Professor, Yeshiva University, USA	Cross Culture Management Practices
Dr.James Woodcock, Professor & Head of the department – Electronics, University of York, UK	International Conference on Communication, Computing and International technology
Dr. C Eswaran, Professor, FCI, Multimedia University Malaysia	International Conference on Communication, Computing and International technology
Dr. Francis Clooney SJ – Professor of divinity and comparative theology, Director of the centre for the study of World religion – Harvard University	Dynamics of Religious Trajectories
Dr. Latha Pillai – Advisor – NAAC	Quality initiatives in making higher education learner centric

3.1.7 What percentage of faculty have utilized sabbatical leave for research activities? How has the provision contributed to the research quality and culture of the College?

40% of faculty members have utilized sabbatical leave for research activities. Faculty who have utilized the provision of sabbatical leave have spent quality time in their research work and have obtained doctoral degrees.

3.1.8 Provide details of national and international conferences organized by the College highlighting the names of eminent scientists/scholars who participated in these events.

Year	International	National	Total
2008-2009	0	5	5
2009-2010	0	10	10
2010-2011	0	4	4
2011-2012	3	2	5
2012-2013	2	1	3
Total	**5**	**22**	**27**

List of national and international seminars organised by the college:

Department: Mathematics

N/I	Topic
N	Symphony of Mathematics
N	Mathematics-A New Dimension

Department: Sociology

N/I	Topic
N	Youth and Value System
N	Urban Elderly Poor and Economy
N	Social Accountability through Social Audit
I	Dynamics of Religious Trajectories

Department: School of languages

N/I	Topic
N	Portrayal of values in classical languages
N	Hindi in the eyes of the world

Department: Undergraduate Department of Business Administration

N/I	Topic
N	Retailing-The Changing landscapes
N	Women & the Work Place 'EVE' OLVING Roles

Department: Post graduate Department of Business Administration

N/I	Topic
I	International Seminar on cross cultural management practices
N	Emerging Marketing Strategies in a Dynamic Environment
N	Management Development Program–Talent management
N	Marketing Strategies for the 21st Century

Department: School of media

N/I	Topic
N	The Media Eye-The portrayal of Visually challenged in Media
I	Opportunities and Challenges of the Media Industry
N	"Media Matters
N	Outlook 2012

Department: School of Food Science

N/I	Topic
N	Honey-An Alternative Sweetener
N	Emerging Trends and Opportunities in Food Processing Sector
N	Processed foods-A Trend Beyond Boundaries
I	Food Web – A Global connect

Department: Commerce

N/I	Topic
N	Financial Security & Wealth Creation

N/I	Topic
N	A Gateway to Industry-Academia Engagement
N	Marketing Strategies of 21st Century
I	Social Media Summit

Department: Computer Science

N/I	Topic
I	International Conference on Communication, Computing & Information Technology

Department: IQAC CELL

N/I	Topic
N	Quality initiatives in making higher education learner centric

List of eminent scientists/scholars who participated in the seminars organised by the college. (REFER 3.1.6)

3.1.9   Details on the College initiative in transferring/advocating the relative findings of research of the College and elsewhere to the students and the community (lab to land).

School of Food Science
The School of Food Science has undertaken extensive research on **"New product development"**. Nutritious food with readily available raw materials have been made and promoted to the students of the college and the public.

School of Business
To make learning exciting for school children, research was undertaken by School of Business amongst school children, and innovative learning aids were prepared for students up to class 5. The products were exhibited and promoted in an educational fair organized by the college. Students and teachers from neighboring schools visited the fair.

Department of Mathematics
The growing need for floral bouquets in and around the area of Nungambakkam, motivated students of the Department of Mathematics, to start a bouquet shop and cater to the needs of the community.

3.1.10   Give details on the faculty actively involved in research (Guiding student research, leading research projects, engaged in individual or collaborative research activity etc.)
a. Faculty guiding doctoral research scholars

- Two Candidates have completed the Ph.D Programme under the guidance of Dr.K.Nirmala Prasad.
- One candidate has completed and eight candidates are pursuing their Ph.D Programme under the guidance of Dr.Lalitha Balakrishnan.
- Two Candidates are pursuing Ph.D Programme under the guidance of Dr.Vidya Sharma.

Name of the Guide	Name of the Candidate	Research Topic	Status
Dr.K.Nirmala Prasad	Dr.Rosy Fernando	Entrepreneurial potential amongst students	Completed
	Dr.Archna Prasad	A study on Employability skills of students of Arts & Science colleges in the University of Madras Area	
Dr.Lalitha Balakrishnan	Dr.Shalini	Impact of Celebrity Endorsement on Consumer Behaviour	Completed
	Ms. Nisha U	A study on the emergence of shopping mall culture in Chennai & its impact on Consumer Decision making styles	Pursuing
	Ms. Srividhya Prathiba	A study on Leadership Competencies of Bank Managers with Special reference to Public Sector, Private Sector and Multinational Banks	
	Ms.Srividhya Mouli	A study on Performance Appraisal Management System in IT organizations and analysing its correlation with the employee competency	
	Ms. Pavithra M Davey	A study on perception of brands among different categories of people	
	Ms.Vijayalakshmi M	Cross cultural challenges faced by Global corporations due to Workforce Diversity	
	Ms. M. Jabeen	Talent Management	
	Ms.Uma Vidyasagar	A Comparative Study on the paradigm shift in the investment pattern of individual investors in Chennai & Delhi (NCR) - with	

		special reference to middle class investors	
	Ms.Gayathri	Sports management	
Dr.Vidya Sharma	Ms.Nishi Goar	Shivani Key Upanyason Mey Shamajik Chetna	Pursuing
	Ms.R Kavitha	Dr.Vishrant Key Kavyon Mey Rashtirya Chetna	

b. Faculty pursing doctoral research
17 faculty members are currently pursuing doctoral research under supervisors from other colleges and universities.

c. Guiding student research projects
All students of the college undertake survey based research projects in their area of specialization. Faculty members of the respective departments guide the students' research projects. Every year 210 research projects are undertaken by the post graduate students and 160 mini projects are undertaken by the undergraduate students every year.

3.2   Resource Mobilization for Research
3.2.1   What percentage of the total budget is earmarked for research? Give details of major heads of expenditure, financial allocation and actual utilization for last four years.
Rs.5,00,000 has been allocated for research activities in the total budget. The funds are utilized for:
- Subscription for referred international journals and research books for the college library
- Sponsorship/allowances towards registration fees and travel expenses for faculty members to participate in international and national level seminars and research workshops
- Maintenance of the Research and Innovation Centre of the college
- Organizing workshops, guest lectures, seminars and conferences
- Publication of the staff research journal – "SYNDICATE"
- Financial support for student research projects
- Publication of student research journals

3.2.2   What are the financial provisions made in the College budget for supporting student research projects?
From the allocation of Rs.5,00,000/- in the research budget, 15% is reserved for student research projects.

3.2.3   Is there a provision in the institution to provide seed money to faculty for research? If so, what percentage of the faculty has received seed money in the last four years?
All faculty members are encouraged to pursue research. No, seed money has been provided to faculty members.

3.2.4   Are there any special efforts made by the College to encourage faculty to file for patents? If so, provide details of patents filed

and enumerate the sanctioned patents.

The college encourages faculty members to file for patents. But, no patents have been filed in the last five years.

3.2.5   Provide the following details of ongoing research projects:

	Year wise	No.	Name of the project	Name of the funding agency/ Industry	Total grant received
A. College funded					
Minor projects	From 2008 till date	1850	Mini projects by the UG & PG students	Nil	Nil
Major Projects	Nil				
Along with Industry	2013	1	Marketing Campaign for home furnishing	MAVIS Home	Rs.18,000
B. Other agencies - national and international (specify)					
Minor projects	Nil				
Major projects					
Industry sponsored					

3.2.6   How many departments of the College have been recognized for their research activities by national / international agencies (UGC-SAP, CAS, DST-FIST; DBT, ICSSR, ICHR, ICPR, etc.) and what is the quantum of assistance received?   Mention any two significant outcomes or breakthrough due to such recognition.

The School of Food Science has been recognized for its extensive research work by various reputed national agencies. The details of the research work and assistance received are as follows:

- The Department was entrusted with a project titled **"Science for Women's Health through Community Radio", by Department of Science and Technology, Government of India.**

  - Principal Investigator : Dr K Nirmala Prasad
  - Project Co-ordinator   : Dr Usha Ravi
  - Project Assistant : Ms Padmini K and Ms Lakshmi Menon

Through this project , 365 episodes (15 minutes module) on various topics on Women and Health were aired on MOPCRS , and in line with this the students of the Department interacted with the

Community adopted by the college and educated the Women of the Community on different aspects of Health , Food and Nutrition.
Grant Received: Rs 14, 00,000 /-

- The Department was entrusted with a project titled **Planet Earth for Women and Children** by **Department of Science and Technology**, Government of India.

  - Principal Investigator : : Dr Usha Ravi
  - Project Assistant : Ms Padmini K and Ms Lakshmi Menon

  Through this project, 365 episodes (15 minutes module) on various topics on Environment and Health and was aired on MOPCRS, and in line with this the students of the Department interacted with the Community adopted by the college and educated the Women and Children of the Community on Science of the Environment.
  Grant Received: Rs 14, 60,000 /-

- **Council of Scientific and Industrial Research,** Government of India granted the Department **Rs 40,000 /-** towards the conduct of the International Conference, FOODS 2012.

  Grant Received: Rs 40,000 /-
- **Science City, Dept. of Higher Education,** Government of Tamil Nadu, sanctioned **Rs.20,000/-** towards part expenditure on publication of the proceedings for the International Conference - FOODS 2012.
  Grant Received: Rs 20,000 /-

  Such recognitions have instigated the School of Food Science to carry out extensive research in Food Product Development and Food Analysis.

  Department of Commerce
  The **"International Social Media Summit"** was conducted by Department of Commerce which was an eye-opener for how social media can be used for business and brought out emerging trends in Business. A grant of Rs.3,50,000/- was received from various corporate and institutes of repute.
  Grant Received: Rs 3,50,000 /-

3.2.7 **List details of completed research projects undertaken by the College faculty in the last four years and mention the details of grants received for such projects (funded by Industry/National/International agencies).**

Nil

3.3 **Research Facilities**

3.3.1 **What efforts are made by the College to keep pace with the infrastructure requirements to facilitate Research? How and what strategies are evolved to meet the needs of researchers?**

All infrastructure facilities like library resources, digital resource centre, Research and Innovation centre with computer, printer facility and fully Wi-Fi automated campus are made available for research propose. Several workshops on research methodology have been organised by the college in the digital resource centre.

Workshops conducted by the college to enhance research skills

Topic	Resource Person
Application Of Statistical Tools In Research	Dr. Ranganatham, Former Registrar & Head Of Department Of Commerce, University Of Madras
Writing Articles And Publishing National And International Journal	Mr. Jayachandra Naidu, Editor, Madras School Of Social Work
Application Of Statistical Tools In Research	Dr. Ranganatham, Former Registrar & Head Of Department Of Commerce, University Of Madras
Research and Innovation Colloquia	Dr.Nalini Ravishankar, Professor, University of Connecticut Dr. Ravanan, Associate Professor, Presidency College Dr.P K Vishwanath, Professor, Institute of Financial Management and Research
SPSS –Usage in research	Mr. ArvindNarsipur Trainer, Data Analysis and Managerial Analytics

Sponsorship and allowances is also provided to faculty members to participate in research workshops organised by other colleges.

3.3.2 Does the College have an information resource centre to cater to the needs of researchers? If yes, provide details on the facility.

Yes. The college has a Digital Resource Centre that caters to the needs of the researchers. The Digital Resource Centre is well equipped with 20 computers, internet connection and printer facilities. The college also provides online library accession to researchers, faculty and students for 12 hours on 6 days a week.

3.3.3 Does the College provide residential facilities (with computer and internet facilities) for research scholars and faculty?

No. The college does not provide residential facilities for research scholars and faculty.

3.3.4 Does the College have a specialized research centre/ workstation to address challenges of research programmes? If yes, give details.

Yes. The college has a specialized "Research and Innovation Centre" that serves as the workstation for research scholars.

- Research scholars meet at the Research and Innovation centre and present their work to the research core committee on a weekly basis.

- Research scholars informally meet on a daily basis and discuss their research progress among themselves.

- The librarian browses for information relating to specific needs of research scholars and updates them when new information is available in their specialised areas.

3.3.5 Does the College have research facilities (centre, etc.) of regional, national and international recognition/repute? Give a brief description of how these facilities are made use of by researchers from other laboratories.

No. The college does not have research facilities of regional, national and international recognition and repute

3.4 Research Publications and Awards

3.4.1 Highlight the major research achievements of the College through the following:

∗ **Major papers presented in regional, national and international conferences –** 385 papers were presented
∗ **Publication per faculty –** 47 papers were published by faculty members
∗ **Faculty serving on the editorial boards of national and international journals –** 2 faculty members are serving as editorial board members
∗ **Faculty members on the organisation committees of international conferences, recognized by reputed organizations / societies –** Nil

3.4.2 Does the College publish research journal(s)? If yes, indicate the composition of the editorial board, publication policies and whether it is listed in international database?

Yes, the college publishes its annual research journal **"SYNDICATE" – JOURNAL OF BUSINESS (ISSN – 2278-8247).** The composition of the editorial board is,
- Dr. K.Nirmala Prasad
- Dr. Lalitha Balakrishnan
- Dr. Gunitha Chandhok
- Dr. K Sindhu

The publication policies of the journal are as follows,

- Manuscripts must be your original work and not have been submitted for publication elsewhere.

- The cover page of the manuscript should contain the following:
  a) The title of the manuscript

b) Name(s), address(es), and institutional affiliation(s) of the author(s) contact phone numbers and e-mail address(es)

c) Abstract of not more than 100 words

d) Key words of the article

- Manuscripts should be typed in English on one side of the paper only with 12 pt Times New Roman font, double -spaced and wide margins and should be sent as MS Word document. All pages should be numbered consecutively. Figures and tables should be inserted in the preferred location. References should be typed on a separate sheet.

- All the articles to be published will be refereed through the referee panel.

- Papers should not normally exceed 10 typed pages including tables and charts.

- Selected papers will be published in the Journal with ISSN No.

3.4.3   Give details of publications by the faculty: Number of
 ∗ **Papers published in peer reviewed journals (national / international) –** 81
 ∗ **Monographs**
    -   6 monographs published by the college
    -   213 monographs published as seminar proceedings

 ∗ **Chapters in Books –** 6 faculty members have contributed chapters in books

 ∗ **Editing Books -** 2 (Authored by Dr.Lalitha Balakrishnan)
    1 (Authored by Dr. Vidya Sharma)

 ∗ **Books with ISBN numbers with details of publishers -**
    Published by the Department of computer science
      - ICCCMIT Conference Proceeding ISBN 978-81-906851-4-6, New Global Trust
        Published by the Department of English
      - Interactions 1 – ISBN No.13:978-1-12-1888397-0/10:1-12-188397-4, McGraw Hill Publications.
      - Interactions II – ISBN-13-978-1-12-188404-5/10:1-12-188404-0, McGraw Hill Publications.
      - Interface – ISBN No. 978-93-8226-475-0, Cambridge University Press

 ∗ **Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) -** 1 journal in **Scopus**
 ∗ **Citation Index – range / average -** 18
 ∗ **SNIP -** Nil
 ∗ **SJR –** 0.071
 ∗ **Impact factor – range / average –** 0.505
 ∗ **h-index -** Nil

3.4.4 **Indicate the average number of successful M.Phil. and Ph.D. scholars guided per faculty.**

An average of 8 doctoral research scholars have been guided per research guide. M.Phil scholars have not been guided by the research guides.

3.4.5 **What is the stated policy of the College to check malpractices and misconduct in research?**

Online softwares are used to check plagiarism of the scholars research work.

3.4.6 **Does the College promote interdisciplinary research? If yes, how many inter departmental / inter disciplinary research projects have been undertaken and mention the number of departments involved in such an endeavor.**

Yes the college promotes interdisciplinary research but no projects have been initiated in the past five years.

3.4.7 **Mention the research awards instituted by the College.**

The College has instituted the following two research awards for faculty members and one research award for students. Every year research awards are given in the following categories:

a. Staff research awards
- Maximum number of research papers published
- Best research paper award

b. Students research awards
- Best paper presentation award

3.4.8 **Provide details of**
Research awards received by the faculty
- **Dr. K. Nirmala Prasad** was awarded **research project worth Rs.3.5 Lakhs by ICSSR for Research on "Work Life Balance"**
- **Dr. Usha Ravi** was awarded the prestigious **"Professor Jiwan Singh Sindhu Award"** for teaching excellence in Food Science and Technology by the Association of Food Scientists and Technologists (India).
- A case study on **"Goli Vada Paa"** authored by **Dr.Sonia Mehrotra** was included in the curriculum of the Indian School of Business.

Recognition received by the faculty from reputed professional bodies and agencies

- **Dr. K. Nirmala Prasad** has been nominated as Co-opted member for the **Tamil Nadu State Council for Higher Education**
- **Dr. K. Nirmala Prasad** was invited to join the **Governing Councils of Guild of Service, Madras Chamber of Commerce** and **Tamil Nadu Education Panel of Confederation of Indian Industry**

- **Dr. Lalitha Balakrishnan** was selected as one amongst two Indians to attend the **International Visitor on Leadership Program (IVLP)** in the USA. The international visitor leadership program was organised by the Department of State, United States of America.

3.4.9 State the incentives given to faculty for receiving state, national and international recognitions for research contributions.

Yes. Dr. Lalitha Balakrishnan was granted leave to attend the prestigious **International Visitor on Leadership Program (IVLP)** in the USA from 5.03.2011 to 27.03.2011.

3.5 Consultancy

3.5.1 What is the stated policy of the College for structured consultancy? List a few important consultancy services undertaken by the College.

Yes. The college has a policy for structured consultancy. Consultancy services are extended on contractual basis. The college allows the Departments to reimburse the expenses and professional service fees and the rest of the money is used by the departments for furthering research and consultancy.

Few important consultancy services undertaken by the College are:
School of Food Science

- Consultancy services are provided to Aachi Masala Foods (P) Ltd, Chennai for Organoleptic evaluation of their ready to eat food products.

- Conduct of workshop for capacity building and baseline survey on the topic Science for Women's Health and Nutrition for Radio Mattoli @ 90.4, Wayanad, Kerala. The workshop was sponsored by Department of Science and Technology, Government of India.

- Conduct of RVSP funded project "Planet Earth for Women & Children through the Community Radio" for PSG College of Technology, Coimbatore.

- Baseline Study and Capacity Building for Educational **Multimedia Research Centre, Anna University, Chennai.**

- A workshop was conducted by the Department to highlight the guidelines on effective practices in Food Safety and Sanitation to the, members of the cafeteria of M.O.P.Vaishnav College for Women.

Postgraduate Department of Business Administration
The students of the Postgraduate Department of Business Administration provided consultancy and marketing support to MAVIS HOME, a Chennai based Home furnishing retail store on a monthly consulting fee of Rs.3000/- per month, through media vehicle selection for placement of advertisements, designing story boards for

thematic campaigns to be executed by the store staff. The project is executed through a monthly schedule of campaign theme, advertisement insertions in city wide dailies and providing an integrated marketing campaign to be executed across social media and print media.

Undergraduate Department of Business Administration

Students of the undergraduate department of Business Administration offered event management consultancy services for a seminar on 'e-Governance' organized by FICCI and earned a revenue of Rs. 20000/-

Department of Commerce (Corporate Secretaryship)

AKRITI – a mock company run by the students of the Department of Commerce (Corporate Secretaryship) offers event management consultancy services to various corporate houses like Cognizant, Microsoft, Larsen and Toubro, Bhoomi Builders, Elements Five and the Presidency Club. Consultancy service charges are paid on the basis of the magnitude of the event.

School of Communication and Media Studies
- Preparation of Documentaries on Social Awareness in collaboration with NGOs like Friends of Tribal Society and Nethrodaya.
- Documentary film was produced in collaboration with the University of Madras to promote Weavers' welfare.

3.5.2   **Does the College have College-industry cell? If yes, what is its scope and range of activities?**

Yes, the college has a "College – industry cell". The cell provides the following services to the students,
- Student research projects in collaboration with the industry
- Placements
- Outbound internships
- In-house internships
- Resource persons for seminars, conferences, management programs
- Industrial visits
- Board Of Studies members
- Conduct of Workshops and guest lectures

3.5.3   **What is the mode of publicizing the expertise of the College for consultancy services? Mention the departments from whom consultancy was sought.**

The consultancy services that are offered by the college are publicized through brochures and Public Relation campaigns. The Departments from whom consultancy was sought are:
- School of Food Science
- Department of Business Administration
- School of Communication and Media studies

3.5.4 How does the College encourage the faculty to utilise the expertise for consultancy services?

All faculty members are encouraged to extent their expertise through consultancy services. The College recognizes the faculty who build the brand of the college through awards and incentives.

3.5.5 List the broad areas of consultancy services provided by the College and the revenue generated during the last four years.

The broad areas of consultancy services provided by the College are:

- Event Management
- Entrepreneurship
- Production of Documentary films
- Research and surveys
- Diet and health compilation
- Child and women welfare

The revenue generated through consultancy was Rs. 50,000/-

3.6 Extension Activities and Institutional Social Responsibility (ISR)

3.6.1 How does the College sensitize the faculty and students on Institutional Social Responsibilities? List the social outreach programmes which have created an impact on students' campus experience.

Community service at M.O.P. Vaishnav College for Women is an integral part of the curriculum which involves a varied range of community benefit activities.

The college extends its services in the following areas:

1. Education
- Remedial teaching
- Skills training
- Value education

2. Health
- Hospital visits
- Blood donation camps
- Medical camps
- Nutrition awareness activities
- Disease awareness campaigns
- Organ donation campaigns
- Health awareness rallies

3. Women empowerment
- Entrepreneurship skill training
- Personality management programs
- Home management programs
- Finance management programs
- Vocational training

4.Surveys and projects
- Socio economic surveys
- Projects on crisis and disaster management

5.Fund raisers
- Public rallies
- Services for senior citizens
- Services for the under privileged
- Services for the differentlyabled

3.6.2 How does the College promote College-neighbourhood network and student engagement, contributing to holistic development of students and sustained community development?

- The college has initiated a **"Student adoption program - Each one Teach One**" where students are encouraged to visit the near by corporation schools and teach the school children basic manners, good habits, spoken English, skills like computer skills and other extra - curricular activities.

- **Tree saplings** were donated to the nearby Nungambakkam Shiva temple. Cloth bags were stitched by women and were distributed to the devotees of the temple, to create awareness about ban on plastic.

3.6.3 How does the College promote the participation of students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International agencies?

The college has adopted a 3 phase approach to promote the participation of students and faculty in its extension activities.

The 3 phase approach – **Introduction – Involvement – Incentives**

Introduction – Students are sensitised to the needs of the community through rural visits, Community Radio Station listeners club and community meetings.

Involvement – Students are encouraged to participate in the extension activities through the following service clubs:
- National Service Scheme
- National Cadet Corps
- Samskriti – Value Education Club
- Academy of Human excellence
- Rotaract Club
- Youth Red Cross
- Red Ribbon Club
- MOP CRS (Community Radio Station)

Incentives - Incentives and Awards are given by the college to deserving students who go the extra mile to serve the society.

3.6.4 Give details on social surveys, research or extension work (if any) undertaken by the College to ensure social justice and empower the under-privileged and most vulnerable sections of society?

Social surveys undertaken by the college:

- Socio economic surveys were conducted in the villages of Kannathurkuppom and Vada Nemmeli . More than 2000 questionnaires were filled.

- Urban Poverty alleviation surveys were conducted in the slums of Chennai in association with Department of Politics and Public Administration, Government of India

- Surveys were conducted for the Lok Pal opinion poll against anti – corruption in the city of Chennai

- AIDS awareness and prevention surveys were conducted at Kuthambakkam village of Tamil Nadu in collaboration with UNICEF

Extension and outreach activities undertaken by the college:

- Under the University of Madras Vice Chancellor's programme "Kaitharikku kai koduppom", students sold handloom goods worth 7 lakhs

- 27,000 books were collected and donated to the book bank – 'Pustak' towards the University of Madras Vice Chancellor's project, "Padiththathai pirarkku padikka ko duppom"

- Department of Sociolgy released the **"Development Resource Directory",** which contains information on NGOs and corporates in Chennai. It was released by Mr.Tamizharuvimaniyan,President Gandhimakkaliyakkam.

3.6.5 **Give details of awards / recognition received by the College for extension activities / community development work.**

Awards received by the College for extension activities / community development work:

- The college received a trophy for securing III Place in highest collection of books in "Padithadhai piraruku padika kodupom".

- The college has received special awards for blood donation from Lions Blood Bank on many occasions.

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

Objective – To instil a sense of volunteerism among students and spur them on to develop a lifelong habit of community involvement.

Expected learning outcome – Learning is complete only when students are imparted the right values along with the degree and diploma. Community oriented projects are eye openers to the students on the living conditions of majority of the people. This imbibes values of sharing, caring, civic sense and makes them better citizens.

3.6.7   **How does the College ensure the involvement of the community in its outreach activities and contribute to the community development? Detail the initiatives of the College which have encouraged community participation in its activities.**

The College ensures the involvement of the community in its outreach activities and contributes to the community development. The college involves the community in its "Community Radio Station" programs. MOP CRS produces and airs many programs relating to the welfare of the society. Issues on education, health, women and child welfare, etc are discussed. The college also has a CRS listeners club that invites the general public to participate in its programs and offer suggestions to various issues.

3.6.8   **Does the College have a mechanism to track the students' involvement in various social movements / activities which promote citizenship roles?**

Yes, the College has a mechanism to track the students' involvement in various social movements / activities which promote citizenship roles.

- **90 hours** of dedicated community service in old age homes, orphanages and hospitals is undertaken by all the students of the college. Acquisition of community service credit is mandatory for the award of UG degree. Interested students can earn additional credits through additional community service projects.

- **AAHAAR** – a project undertaken by the social welfare ministry and the NSS unit of the college to provide breakfast to the underprivileged school children. Till now 5 schools have been identified and are receiving the benefits of the project. All students contribute towards this initiative.

- **VISH** – "Vaishnav Initiative for Social Help" is a cultural fest organized annually by the student cabinet to raise funds to for under privileged school children.

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

The students are made to visits various NGOs and serve as volunteers. Their duties include - Documentation, teaching kids, organizing medical camps etc. So far more than 4000 student volunteers have extended their services to various NGOs.

Some of the NGO's where the students of the college have served as volunteers are Bhumi, Nizhal, Rotary club, Lions club, Naam, Guild of services, Ekam, Udavum Karangal, Nivedhitha, Smart foundation, Tanker foundations, Rasa, Banyan, etc.

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

Awards received by the College for extension activities / community development work:

- The college received a trophy for securing III Place in highest collection of books in "Padithadhai piraruku padika kodupom".

- The college has received special awards for blood donation from Lions Blood Bank more than four times.

3.7 **Collaboration**

3.7.1 **How has the College's collaboration with other agencies impacted the visibility, identity and diversity of activities on the campus? To what extent has the College benefitted academically and financially because of collaborations?**

The college has collaboration with the following agencies – Madras Management Association, NHRD, Nestle, US consulate, British council, etc. The college collaborates with these agencies in the conduct of seminars, conferences, workshops, faculty development programs and organising library visits.

3.7.2 **Mention specific examples of, how these linkages promote**
Collaborations and linkages with other agencies has promoted the following benefits to the college:

∗ **Curriculum development**
  - Members of Board Of Studies
  - Guest faculty
  - Collaboration for seminars
  - Institutional membership
  - Industrial visits

∗ **Internship, On-the-job training**
  - Placements
  - Projects
  - Practice school
  - Workshops

∗ **Faculty exchange and development**
  - Guest lecture / adjunct faculty
  - Resource person
  - Consultancy
  - Research

∗ **Research, Publication**
  - Collaboration for research
  - Data collection
  - Statistical analysis

∗ **Extension**
  - Community service
  - Project assistance

3.7.3 **Does the College have MoUs nationally / internationally and with institutions of national importance/other universities/ industries/corporate houses etc.? If yes, explain how the MoUs have contributed in enhancing the quality and output of teaching-learning, research and development activities of the College?**

Yes. The college has MOUs with industries and corporate houses. MOU's have been signed with the following organisations by the Department of Commerce:
− Cavin Kare
− Tablets India
− Orchid chemicals and Pharmaceuticals Ltd

MoUs have contributed in enhancing the quality and output of teaching-learning, research and development activities of the College in the following ways:

- Facilitate students to experience on the job training programs and practical internships which are to be certified and evaluated by the second party.

- Engage in a steady Institution-Industry interface by sharing of experiences and expertise through guest lectures.

- Arranging Field trips/industrial visits for students to visualize real life business situations.

- Jointly organize short term continuing education programs on topics of mutual interest.

- Co-organise International/National/Regional seminars and conferences in pertinent areas of mutual interest.

3.7.4 **Have the College industry interactions resulted in the establishment / creation of highly specialized laboratories / facilities?**

Yes, the college – industry interactions have resulted in the college in upgrading its labs to creation of highly specialized laboratories / facilities such as,

- **Media Lab**
  o Used for preparing audio – visual documentaries
  o Presentations
  o E – content and reports
  o Air conditioned photography studio and shooting floor
  o FM studio for training students for Radio Jockeying

- **Micro Processor and Digital electronics lab**
  o Enables the students to acquire and develop their hardware skills on par with industrial expectations
- **Food Science lab**
  o Student training and development courses
  o Special professional skill courses
  o Health cafeteria

CRITERION IV - INFRASTRUCTURE AND LEARNING RESOURCES

4.1   Physical Facilities

4.1.1   How does the College plan and ensure adequate availability of physical infrastructure and ensure its optimal utilization?

The college is well endowed in terms of physical infrastructural facilities

Total built up area	127964 sqft.
Adequately furnished classrooms	54 in number
Total No. of labs	24
Total No. of staff rooms	11
Administrative building	6 Numbers of fully air-conditioned administrative rooms
Electricity	110 KVA each - 2 LT Terminal supplies have been provided. 125 KVA Diesel Generator is available during power shutdown. The invertors/UPS are also available for use during the power interruption. Professional electricians take care of the overall maintenance. In addition to that, there are 2 Electricians to take care of the daily activities of the college.
Transport	The college is centrally located and is well connected by public transport. Besides the students are actively committed to the cause of vehicle pooling and arrange for vans, autos, cars and bike pools. Arrangements for transport facilities during field visits, factory visits etc is made by the college. A tempo traveller owned by the college is being utilized for student related activities like NSS Camp, sports events, etc.
Water supply	Raw water and metro water provisions are available to meet the requirements of the college. The college gets the Chennai Metro water supply, which is stored in a sump. Submersible motor has been erected to pump the corporation water from sump to overhead sintex tank to be utilized for canteen and labs.

	One lakh litre capacity of raw water sump is also available. There are 2 submersible motors for getting water from Earth to sump and 2 more mono block motors are available for pumping the water from sump to overhead tank. The college has a well distributed network of pipelines to ensure the water supply to every corner of the college. There is a Reverse Osmosis system with the capacity of 500 Litres to purify the raw water for drinking purpose.
Open Air Theatere	1
A/C Conference Halls	4
Furnished seminar halls	3

The infrastructure of the college is optimally utilized as follows

- The College works in 2 shifts in morning and afternoon to meet the demand for courses such as commerce and computer science.

- After College hours, special professional skill certificate courses and student training and development courses are conducted for the students, thereby utilizing the infrastructure round the clock.

- Practical classes involving the use of **Computer Labs, Food Science Labs and Media Labs** are conducted beyond the stipulated college hours whenever required.

- The college has an Entrepreneurship Development Cell which uses the infrastructure for running an Entrepreneurship Incubator Centre.

- **Library** - Functions for 11 hours a day for 275 days. The library is being used on an average by 800 students every day.

- **Digital resource centre**   with continuous Internet connectivity functions for 11 hours a day for 275 days and is optimally used by both Staff and Students as a centre for knowledge management.

- The **Computer Labs** also facilitates preparation of audio visual aids for teaching and effective reporting system.

- **Media Labs** are used for preparing the audio/visual documentaries, presentations, e-content and reports.

- **Micro Processor & Digital Electronics Lab** enables the students to acquire and develop their hardware skills on par with the industrial expectations.

- **Food Science Laboratory is utilized for the following**
    - Health Cafeteria
    - Hotel Mess
    - Student Training and Development courses
    - Special professional skill courses

- **Air-conditioned Studio & Shooting floor** - Optimally utilized by the students in producing documentary films
- **Air-conditioned Photography Studio** - Used for printing and developing of photographs taken for all College functions.
- **Press & Photocopier**
  Printing of
    - Question papers
    - Workbooks
    - Journals of various departments
    - Materials of Workshops & Training Programmes
    - Invitations
    - Survey Questionnaire
    - Attendance Registers (Staff & Students)
    - Study materials
    - Monographs
    - Books
    - Manuals
    - Progress Reports
    - Applications for admission of students

- **Conference Halls and Seminar Halls** are utilized to conduct meetings, programmes and functions such as

    - Staff Council Meetings
    - Meeting of Board of Studies
    - Management Committee Meetings
    - National and State Level Seminars, Industry Institutional Interface Collaborative seminars and conferences with other organizations/Institutions.
    - Activities of all Departments and Cultural activities of the students

4.1.2 Does the College have a policy for creation and enhancement of infrastructure in order to promote a good teaching-learning environment? If yes, mention a few recent initiatives.

Yes. The college is keen to keep pace with the constantly changing technology trends

Enhancement related to Academic Activities:

- 54 adequately furnished smart classrooms with audio video accessories like projector, amplifier, mike, speakers and modular furniture
- Total campus is Wifi enabled with
  10 Mbps dedicated ILL Internet wifi connectivity for the students

4 Mbps of dedicated ILL Internet wifi connectivity for Controller of Examination's Office 756 Kbps Tata Indicom Broadband connectivity

- Air conditioned Conference Halls/ Non A/C Seminar Halls (with seating Capacity)
- Auditorium 500
- Meghdoot   200
- Guest Room 30
- Board Room 30
- 3 Seminar Halls with a capacity of 120 each
- Enclosed space in the ground floor With a capacity of 1000
- 24 Numbers of well furnished Labs

Food Science Management - 6 numbers	Food Preparation Lab
	Food Analytical Lab
	Instrumentation Lab
	Sophisticated Instruments Lab
	Research Laboratory
	Bakery
Media Labs – 13 Nos.	Video Shooting Floor
	Shravan Audio Studio
	Keertan – Community Radio Station
	Master Room
	Ad Photography Shooting Floor
	Darshan Video Studio
	Audio Studio 1
	Audio Studio 2
	Editing Studio
	Campus Television Station
	Drawing Studio
	Multimedia Lab 1
	Multimedia Lab 2
Computer Science Dept. – 5 Nos.	Computer Lab 1
	Computer Lab 2
	Computer Lab 3
	M.Sc. IT Lab
	Digital Browsing Centre

- The college has 360 computers in total with the latest configuration. Every classroom is a smart class room with the required Audio Visual accessories like projector, amplifier, mike, speakers, etc.
- 96 numbers of CCTV Cameras positioned at prominent places
- 6 numbers of DVRs having storing capacity of 1 TB each
- Campus Television Station
- Well furnished and an automated library
- Public Address System connecting all the floors

- 125 KVA Diesel Generator
- Digitized EPABX Telephone System with 35 extensions
- Additional labs for FSM dept.
- Photocopying Facility for students

4.1.3 Does the College provide all departments with facilities like office room, common room, and separate rest rooms for women students and staff?

Yes. The College provides adequate facilities like common room, wash/rest room for women students, staff, guests and others

Total number of staff rooms	11
Total number of office rooms	6
Total number of rest/wash rooms for staff	Indian closets –11 Western closets –5
Total number of rest/wash rooms for students	Indian closets –30 Western closets – 5
Rest room for guests/VIPs	4 Numbers
Common Room	5 numbers
Rest room for Class IV staff and workers	3 numbers

4.1.4 How does the College ensure that the infrastructure facilities meet the requirements of students/staff with disabilities?

The college meets the requirement of students/ staff with disabilities by providing

- 2 Elevators
- Special Rest rooms to meet the requirements of physically challenged people
- Ramps in all the entrances
- Wheel chair facility is available

4.1.5 How does the College cater to the residential requirements of students? Mention

- Capacity of the hostels and occupancy (to be given separately for men and women)
- Recreational facilities in hostel/s like gymnasium, yoga center, etc.
- Broadband connectivity / wi-fi facility in hostel/s.

There is no hostel facility on college premises. However the college has a tie up with leading hostels in the city.

4.1.6 How does the College cope with the health related support services for its students, faculty and non-teaching staff on the campus and beyond?

- The college conducts periodical health related camps and General medical camps for its students, faculty, administrative staff and non-teaching staff

- The students of the Department of Business Administration have been trained by an organization called ALERT on emergency response. These students operate V-Care, the first aid centre of the college

- To handle medical emergencies college has made arrangements with leading hospitals within 2km radius from the college.

- All staff and students are covered under individual and group medical insurance Schemes respectively.

- A Canteen with Hygienic and healthy food options is made available on the campus.

- Adequate importance is given for maintaining the psychological health of the students, teaching faculty, administrative staff and non-teaching staff of the college. There are identified counselors who offer their services on the campus and also extend assistance whenever necessary

- There is a Reverse Osmosis system with a capacity of 500 Litres to purify raw water for drinking purposes

- Housekeeping services are handled by an outsourcing agency, M/s Faber Sindhoori who look after the upkeep and maintenance of the College environment

4.1.7 What special facilities are made available on the campus to promote interest in sports and cultural events?

The college has been showing great interest in promoting sports talent in students, and has consistently been achieving excellence

The College provides
- Free boarding and lodging to athletes and sports persons
- Awards and recognition
- Sponsors their training cost within and outside the country
- Special felicitation function and community lunch is organized
- Around Rs15 lakhs Scholarships is provided annually
- Uniforms and equipments for the players.
- Transportation facilities are arranged during sports meets.
- Expert and dedicated coaches for training
- The college has a Physical Directress, Sports Assistant, expert coaches for providing training in volleyball, hockey, cricket, basketball and badminton.

The College provides required infrastructure on campus and also promotes sports by hiring grounds to practice on a regular basis and also to conduct various sports events

Sports ministry under the Student cabinet takes care of conducting sports activities of the college.

Infrastructure inside college includes a multipurpose court which is being used to play and practice volley ball, cricket, ball badminton, basketball and kho-kho.

There is also provision for all indoor games.

In lieu of internship sports students can attend camps. Special elective options in modular form are given. Remedial coaching and bridge courses are also conducted.

Culural events

The college provides the students with ample opportunities to bring out their innate talents in Music, Dance, Theatre and other creative pursuits

Cultural activities are conducted with the main aim of promoting cultural interest among students by providing

- A platform to showcase their talents and skills
- A healthy spirit of free and fair competition
- The attitude to be generous winners and gracious losers
- An opportunity to develop event management skill and bring out the feeling of pride in one's cultural heritage

JIF and ABHILASHA are two Annual Cultural Events that bring out the competitive spirit of students and help in their overall growth.

The college provides required infrastructure on campus to conduct various cultural events
- Auditorium
- Meghdoot
- 3 Seminar Halls
- Enclosed space in the ground floor

4.2 Library as a Learning Resource

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

Yes. There is a Library Advisory Committee which meets once in a month
Composition Of the Library Advisory Committee

1 Librarian
2 Assistant Librarians
7 Faculty nominated by Principal
2 Students

Activities of The Library Advisory Committee are as follows:
- Conducting book reviews
- Weeding outdated books
- Updation of recent book releases
- Selection and Purchase of books/journals/educational aids

- Grievance Redressal
- Library maintenance
- Institutional membership
- Planning outside library visits (US Consulate, British Council)
- Ways and means of improving the services and use of Library

4.2.2 Provide details of the following:

- Total area of the library (in sq mts) – 544.226 sq.mtrs.(i.e. 5,858 sq ft)
- Total seating capacity - 80
- Working hours – 11 hours a day for 275 days
- Layout of the library – Library plan (annexure)
- Library is prominently located at the entrance of the college and protected against fire hazard with an Emergency Fire exit

Book stack is in the ground floor for the easy accessibility of differently abled users

4.2.3 Give details on the library holdings   Total No.

Library holdings
- Print- 30,110
- Books-27,405
- Back volumes-448
- Theses-819
- Non-print –587
- 6 E-Journals including International E-Journal belonging to Food Science, Media and Sociology departments are subscribed
- E-Resources –Member of N-LIST E-Resources and E-Journals which gives access to around 97,000 plus E-Books and 6000 plus E-Journals
- Special collection-Text books- -26,102, Reference books-1,198

4.2.4 What tools does the library deploy to provide access to the collection?

Tools deployed by Library to provide access to the collection

- Two exclusive OPAC search systems
- Library web page is incorporated in the College website
- Accessibility to N-List E journals of INFLIBNET is provided

4.2.5 To what extent is the ICT deployed in the library?
ICT is deployed as a Learning Resource in the Library as follows :

All operations in the Library are entirely automated with special Library software, AUTOLIB Version 6.0. There are 2 Computers for Public Access (search purpose).The Digital Resource Centre has an Internet bandwidth speed of 2 mbps.

The Institutional repository of the Library includes Archives of

- Journals
- Newspaper clippings
- College achievements
- College Annual magazines

The Archive section is used by the staff and students for the preparation of
- Materials for workshops
- Dissertations
- Materials for training programmes
- Material for lectures
- Research Questionnaire
- Research Projects
- E-content modules
- Article review
- Preparation of Workbooks
- Book review
- Radio talk for MOP CRS @107.8

The Library is a member of INFLIBNET'S N-LIST E-Resources

4.2.6 Provide details

- Average number of walk-ins around 950 per day
- Average number of books issued/ Returned per day around 300
- Ratio of library books to students 9:1
- Average number of books added during last three years 1,729
- Average number of login to OPAC 300 per day
- Every year Orientation programmes are conducted for freshers.
- Information regarding arrival of new books is displayed in the Library Notice Board periodically

4.2.7 Give details of the specialized services provided by the library

Specialized services provided by the library are as follows
- Reference books are identified and organized for use in Library
- An exclusive section of Books for Competitive exams are organized for the reference of students and staff.
- A television is installed outside the Library where College events, Achievements of students, Articles pertaining to the college appearing in Newspapers and Magazines are displayed through slide shows.
- Display of Daily News Headlines, photocopies of New Books accessioned are displayed
- Articles of General and Specific Interests, Quotations, Personality Development Columns and catchy clippings are periodically displayed in the Library Notice board.
- Around 1300 photocopies are taken from Library Books in the Reprography section
- There are two systems with OPAC for search facility

- An exclusive Library Digital Resource Centre with 20 systems and wi fi connectivity is available for the students
- User Orientation programmes are conducted for the students and staff for efficient use of the Library
- Library software is designed in a way for search of information/databases. Manual assistance is also provided
- Library is a member of N-LIST E-Resources of INFLIBNET
- Book Review Weeks and Book Fairs are organized in the library on a regular basis.

4.2.8 Provide details on the annual library budget and the amount spent for purchasing new books and journals.

On an average 10 lakhs per annum is allotted as budget for purchase of Library holdings.

4.2.9 Does the library get the feedback from its users? If yes, how is it analysed and used for improving the library services.

Yes. Feedback is received from the users and a record of the same is maintained. Library facilities are enhanced depending on the suggestions.

4.2.10 List the infrastructural development of the library over the last four years.

Infrastructure	Description / Number
An Exclusive Air conditioned Hall	Reading hall for students With a seating capacity of 80
A Digital Resource Center	24 hours Wifi Connectivity with a seating capacity of 20
Software	Library Software Autolib 6.0 updated with additional features
Racks	30
Journal display stand	5 (Capacity of 100 journals)
Computers	7
Photocopier	2
Television	1

4.2.11 Did the library organize workshop/s for students, teachers, non-teaching staff of the College to facilitate better Library usage?

Orientation programmes are held for students and staff for optimum utilization of Library Resources.

An initiative has been taken to join the National Bibliographic database through installation of Koha, open source software. It is a project of the NMEICT (National Mission For Education through ICTs), Ministry of Human Resource Development, Government of India. The aim of the project is to develop a National Union Database of resources in libraries of higher educational institutions, with focus on library

resources in colleges. This ensures the availability of bibliographic data of resources in college libraries in a format conforming to accepted global standards.

4.3   IT Infrastructure

4.3.1 Does the College have a comprehensive IT policy addressing standards on IT Service Management, Information Security, Network Security, Risk Management and Software Asset Management?

Yes. There is a comprehensive IT Policy addressing standards for the following:

IT Service Management- All computer labs are enabled with ADS (Active Directory Service). Under this , a group policy can be created which will facilitate to give a unique user name and password for all the students.

Information Security and Network Security – Sonic firewall is the security device used for the entire campus.

Risk Management and Software Management - All the Labs and other Departments have got a high end server for back up data. College purchases Antivirus Software Mc Afee for Information safety.

4.3.2 Give details of the College's computing facilities (hardware and software).

Number of Computer Systems

Laboratory	Number of Computers	Number of printers
Computer lab I	Networked computers - 53	1
Computer lab II	Networked computers - 70	-
Computer lab III	Networked computers - 51	-
Computer lab IV	Networked computers – 27	-
Multimedia Lab I	52	1
Multimedia Lab II	32	-
Microprocessor lab	11 kits	-
All teaching Department	14	8
Controller of Examinations office	11	8
Library	7	1
Office	10	7
MIS Room	3	1
Media Studios	14	

Computer Student Ratio is one to one. All students have individual computer systems for use.

The Technical Specifications of the computer systems are as follows:

	Computer Lab	Media Lab I	Media Lab II	Digital Library	Office
System 1	Net Manager 1700 AH Sata HCL (Server)	Intel Pentium IV 2.4 Xeon Server- HCL	Server Intel Pentium D3.0 GHz – HCL	HCL Buzebee Alpha 4990 Intel Pentium iv 3.20 GHz	Intel CORE i3 3200 3.3GHz H61 Chipset (Nodes) HCL
specification	Intel Pentium D925 3.0 GHz S300 Chip set 1 GB Ram DDR2 2Dimm 533 miz	80X 2GB HDD\ 512 MB Ram 15" Color Monitor\ Keyboard Logitech Mouse\1 00 mbps Ethernet Card 1.44 FDD\52 XCD Rom Drive	Pentium D925 mother board 2x15GB RAM – DDR2 2x 160GB SATA HDD 18x DVD Writer Optical Mouse, Key board 15" CRT Monitor	256 RAM, 160 GB HDD, 104 Key board, Mouse 5" Monitor CRT	2GB RAM DDR2, 500GB HDD SATA 18.5 Led Moniter Keyboard, Mouse USB
System 2	HCL BUZEBEE ALPHA 4990 Intel Pentium iv 3.20 GHz	Intel Core2Quard Q9400 2.66 GHz (Nodes) 50	Intel i5 e3470 3.20 GHz – HP (Nodes) 30	Intel Pentium IV 3.20 GHz, 4900	
specification	256 RAM, 160 GB HDD, 104 Key board, Mouse15 "	Q35 Chipset 4GB Ram DDR2, 320 HDD SATA 24 X	4GB RAM 500 GB HDD Graphic Card 1GB Keyboard\ mouse - HP	160 GB HDD 256 MB RAM\15" color monitor10 4 keys keyboards	

	Monitor CRT	DVD writer, 512 Graphic Card Keyboard, Mouse Multimedia 17" CRT Monitor		mouse\l 00 mps Ethernet Card	

	Library	**MIS**	**Controller of Examinations Office**
System 1	**Intel Pentium IV 1.7 GHZ(server)**	**Infinity Intel Pentium IV 3.20GHZ (Nodes) - HCL**	**Intel Pentium IV 3.0 Ghz(HP server)**
specification	36 GB HDD 512 MB RAM\l5" color monitor1 04 keys keyboards Logitech mouse 1.44 FDD\52X CD ROM Drive	160 GB HDD 1GB RAM\l5" color monitor1 04 keys keyboards HCL mouse 1.44 FDD\18X DVD Drive	INTEL PENTIUM IV 3.0 GHZ\70X2 GB HDD 1 GB RAMIl04 keys keyboards\HP mouse\1.44 FDD 52X CD ROM Drive15" color monitor
System 2	**HCL Buzebee Alpha 4990 Intel Pentium iv 3.20 Ghz**		**INTEL PENTIUM IV 2.4 \40 GB HDD\1284 MB RAM**
specification	256 RAM, 160 GB HDD, 104 Key board, Mouse 15" Monitor CRT		15" color monitor\ keyboards\Logitech mouse 100 mps Ethernet Card 1.44 FDD\52X CD Writer
System 3	**Intel Celeron 2.4 GHZ(counter)**		**Intel Pentium Duel Core E5300 2.60 Ghz – HP**
specification	Intel Celeron 2.4 GHZ\40 GB HDD\ 128 MB RAMI5" color monitor\104		1 GB Ram DDR2 160 GB HDD Key board, Mouse 18.5 LCD Monitor 24x DVD Writer

	keys keyboards\ Logitech mouse		
System 4			**Intel i5 e3470 3.20 Ghz – HP (Nodes)**
specification			4GB RAM 500 GB HDD Graphic Card 1GB Keyboard\mouse – HP

The college provides Wi-Fi connectivity through Internet service provider 'AIRTEL'. There are around 33 access points to facilitate this connectivity. Apart from this, 4Mbps of internet band speed is exclusively provided to the Controller of Examinations Office.

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

The following are the institutional plans and strategies for deploying and upgrading the IT infrastructure and associated facilities.

- Technical up gradation
- Strengthening of existing LAN to advanced routes and firewalls.
- Increase the size of Local Area Network (LAN) by adding more nodes.
- Replacing old monitors with flat monitors.
- Increasing back up facility.
- Inclusion of additional servers.

4.3.4 Give details on access to online teaching and learning resources and other knowledge, and Information provided to the staff and students for quality teaching, learning and research. The entire campus is Wi-Fi enabled. All computer systems in the various labs have internet connectivity. This makes possible easy access to online teaching and learning resources. Faculty members and students are introduced to Massive Open Online Courses (MOOC) which makes online learning an interesting experience. Lectures through Skype and webinars are organized thus enhancing the quality of teaching and learning.

4.3.5 Give details on the ICT enabled classrooms/learning spaces available within the College and how they are utilized for enhancing the quality of teaching and learning.

All class rooms, library, reading rooms and seminar halls are ICT enabled with overhead projectors and also equipped with internet connectivity.

4.3.6 How are the faculty facilitated to prepare computer aided teaching-learning materials? What are the facilities available in the College or affiliating University for such initiatives?

As a quality enhancement measure, regular workshops are conducted on computer aided teaching and preparation of computer aided learning material.

- Computer aided teaching workshops on:
  - Desktop Publishing Software
  - Accounting Software
  - Software Testing
  - Preparation of E-Content has been conducted

- The **Computer Labs** also facilitate preparation of audio visual aids for teaching.

- **Media Labs** are used for preparing the audio/visual documentaries, presentations, e-content and reports.

- There is a Central Computing Facility – Digital Resource Centre available for the students and stuff with internet connectivity from 8.00a.m to 6.00p.m

- All departments are equipped with Computer facilities along with Printer and Internet Connection.

- Laptop is provided to use the digital/E-Content as teaching material.

- Wi-Fi connectivity throughout the campus also helps in preparing teaching – learning materials.

4.3.7 How are the computers and their accessories maintained? (AMC, etc.)

All Servers are maintained under Annual Maintenance Contract.
Three full time Hardware and Networking Professionals are appointed to take care of computer systems.

4.3.8 Does the College avail of the National Knowledge Network connectivity directly or through the affiliating University? If so, what are the services availed of?

An initiative has been taken to join the National Bibliographic database through installation of Koha, an open source software. It is a project of the NMEICT(National Mission For Education through ICTs), Ministry of Human Resource Development , Government of India. The aim of the project is to develop a National Union Database of resources in libraries of higher educational institutions, with focus on library resources in colleges. This ensures the availability of bibliographic data of resources in college libraries in a format conforming to accepted global standards.

4.3.9 Provide details on the provision made in the annual budget for update, deployment and maintenance of the computers in the College?

Adequate budget ranging from Rupees 10 to 15 lakhs annually has been allotted for update, deployment and maintenance of computers in the college.

4.4   Maintenance of Campus Facilities

4.4.1 Does the College have an Estate Office / designated officer for overseeing maintenance of buildings, class-rooms and laboratories? If yes, mention a few campus specific initiatives undertaken to improve the physical ambience.

Yes. The College has a full time caretaker and an officer appointed in the administrative department to supervise maintenance of buildings, classrooms, and laboratories

Campus initiatives undertaken to improve the physical ambience and upkeep of the premises are as follows.

The college has outsourced M/s Faber Sindhoori for housekeeping activities. They work in two shifts (6.30a.m – 2p.m and 12 noon-8p.m).

This ensures round the clock maintenance of the cleanliness of the entire campus. Their activities involve:

- Periodical supervision of the cleanliness of all the rooms.

- Fortnightly thorough cleaning with machine

The lawn is maintained with regular pruning by a gardener.

4.4.2 Does the College appoint staff for maintenance and repair? If not, how are the infrastructure facilities, services and equipment maintained? Give details.

Yes. The College ensures proper maintenance of all the infrastructure facilities as given below.

Infrastructure	Maintained by
Buildings Repairs and Maintenance	M/s. Harinarayana Structurals M/s. Concrete Solutions M/s Jupiter Roofing
Electricals	M/s. Crown Electrical P.Ltd. M/s New Power Electicals Two Full-Time Electricians appointed by the College
Air Conditioners	M/s. AeroCool, Chennai
UPS	Shri Haridurga Power Solutions
Wi-Fi/ Broadband connectivity	Bharti Airtel Ltd. Tata Indicom Microplus Networking Solutions

Audio System	Audio Assistance
CCTV	Microplus Networking Solutions
Diesel Generator	Sree Sidhi Vinayak Diesel Engineers
Water Treatment Plant	Exel Water Systems Ltd.
Lifts	M/s Kone Elevators India P. Ltd., Chennai
Fire Extinguishers	Pinnacle Systems
Computers	One Hardware Engineer, Two Skilled staff and One faculty member incharge.
Photocopiers	M/s. HCL Infosystems, Chennai A technical assistant trained in operation
Canteen	M/s. Archana
Garden	One Gardener under the guidance of Mrs. Sonali Chitale, Landscape Coordinator

Other equipments of the College are maintained under Annual Maintenance Contract with various Professionals.

CRITERION V - STUDENT SUPPORT AND PROGRESSION

5.1   Student Mentoring and Support

5.1.1 Does the College have an independent system for student support and mentoring? If yes, what are its structural and functional characteristics?

- The institution has sufficient and well-run support services for all its students such as
  - o   Placement cell
  - o   Counseling and mentoring services
  - o   Grievance redressal cell
  - o   Student scholarships
- Multi skill development for career progression
- The college provides a caring learning environment
- Adequate and appropriate action on student feedback.

5.1.2 What provisions exist for academic mentoring apart from classroom work?

- Apart from class room sessions, the faculty members guide the students and prepare them for paper presentations in Seminars/Conferences.
- The Faculty members create awareness on new avenues of Higher Studies and Career options for the students so as to channelize them in the right direction.

5.1.3 Does the college provide personal enhancement and development schemes for students? If yes, describe techniques employed e.g. career counselling, soft skill development etc.

Yes, the college provides personal enhancement and development schemes for the students.

The College recognizes that a change of environment from school to college is crucial to any student. To make this transition smooth for every young girl who enters M.O.P, the College conducts an orientation program.

- −   Transition from School to College
- −   Transition from Girlhood to Womanhood
- −   Setting Goals
- −   Time Management
- −   Ability to be different
- −   Quality Consciousness

120 hrs intensive module for all I years is offered. The various components of soft skills training include:-
- −   **Communication skills**
- −   **Presentation skills**
- −   **Computer aided presentation**

- **Personal effectiveness**
- **Etiquette and Body Language**
- **Basic research skills (Article and Book reviews, Project, etc.)**
- **I am a responsible girl**
- **Life skills**

Career counselling is provided. Vocational Courses such as Business Idea Generation and Development , Internet Entrepreneur , Basics of Stock Market, Knowledge Process Outsourcing Skills, Specialty Food Production and Entrepreneurship, Print Media Skills and Basics of Film Making

Technical skill programmes like Online trading**,** Computer information analysis and processing**,** Software Testing**,** Visual Merchandising and Fashion Designing**,** Personal Investment and Planning**,** Digital Marketing**,** Personality Development**,** Bakery and Confectionery**,** Software based Diet Counseling**,** Accent Training**,** Nuances of Social sector**,** Visual Sociology are also provided.

5.1.4 Does the college publish its updated prospectus and handbook annually? If yes, what are the activities/information included/provided to the students through documents? Is there a provision for online access?

Yes. The college publishes its updated prospectus and handbook annually. The information content is disseminated to the students through

- Distribution of Annual Prospectus, Course Content, College Calendar And Autonomy Guidelines Handbook. The handbook provides information about the dates of examination, credit system, holidays, endowment awards.
- Details are also available on the College Website
- www.mop-vaishnav.ac.in

There is also a provision for online access for the students through the college intranet.

5.1.5 Specify the type and number of scholarships / freeships given to students (UG/PG/M.Phil./Ph.D./Diploma/others in tabular form) by the college Management during the last four years. Indicate whether the financial aid was available on time.

Yes. The financial aid was available on time.

2009-2013

Scholarship	Course	Year	Beneficiaries (No.)	Amount In Rs.
Scholarship by M.O.P Vaishnav College for Women (Autonomous)	UG/PG/ M.Phil./ Ph.D./ Diploma/ others	2009-10	161	30,74,160
		2010-11	157	33,57,320
		2011-12	150	39,85,265
		2012-13	140	40,42,685

5.1.6 What percentage of students receives financial assistance from State Government, Central Government and Other National Agencies? (e.g., Kishore VaigyanikProtsahanYojana (KVPY), SN Bose Fellow, etc.

2009-2013

Scholarship	Year	Beneficiaries (No.)
State Government- SC/ST	2009-10	27
	2010-11	28
	2011-12	26
	2012-13	28

5.1.7 Does the College have an international Student Cell to cater to the needs of foreign students? If so, what measures have been taken to attract foreign students?

Yes, The College Website has a separate link to cater to the requirements of International Students. The College publicizes information in the Website and admission brochures. The alumni NRI serve as the brand ambassadors in highlighting the achievements of the college and the value additions which are provided by the College to its students.

5.1.8 What types of support services are available for

- **Overseas students**
  - Assistance in arrangements for Boarding and Lodging
  - Counselling facilities
  - Overseas Internships/Projects are facilitated
- **Physically challenged/ differently abled students**
  - Elevator
  - Toilets with Western Closets
  - Extra time during examination
  - Scribe for writing the examination
- **SC/ST, OBC and economically weaker sections**
  - Reservation of seats at the time of admission as per government quota norms.
    Government scholarships
  - In addition to Government Scholarships, the college grants scholarships to SC/ST students whose annual income is less than Rs. 1, 20,000.
- **Students to participate in various competitions/conferences in India and abroad**
  - Students are encouraged to interact with peers from other colleges through a Networking conference (NETCO).
  - Students are motivated to participate in Research poster presentations in reputed institutes and conferences all over India:-
  - Association of Food Scientist and Technologists
  - Indian Institute of Crop Processing Technology

- o SRM University
- o Tamil Nadu Veterinary and Animal Science University and Indian Dairy Association
- o Students are encouraged to organise and participate in the Model United Nations Conference.

- **Health centre, health insurance etc**
  - o School of Food Science conducts a yearly nutrition and health assessment of students followed by necessary counseling
  - o NSS cell of the college conducts Health Camps
  - o Group Mediclaim policy for sports students.
  - o The college also runs an effective V-care centre, which is run by the students who have undergone first-aid training.

- **Skill development(spoken English, computer literacy etc)**
  35 Special skill-training courses offered have been
  - o Computer Information Analysis and Processing for Business Application
  - o Adobe Pagemaker
  - o Visual Basic and Oracle
  - o Accounting Software
  - o Technical Writing
  - o Basic Computer Skills
  - o Statistical Software
  - o Web Designing
  - o Pre Hypertext Processing
  - o 3D Basic and Special Effects
  - o Desktop Publishing

- **Performance enhancement for slow learners/students who are at risk of failure and drop outs**
  - o Exemption from Second Languages
  - o Extra time during examination
  - o Additional Coaching

- **Exposure of students to other institutions of higher learning/corporates/business houses etc**
  Students are encouraged to take up projects in collaboration with industries/institutes.
  - o Membership with Madras Management Association(MMA) and MHRD –students participate in the programmes organised by them.
  - o Library visits to Consulate General of the United States.
  - o Sundaram Finance
  - o Lucas TVS
  - o Patco Investment and Consultancy Services Pvt. Ltd.

- **Publication of students magazines**

2009 - 2010

Department	Name of the magazine	Theme
BBA and B.Sc. ISM	M.Power	Women and the Workplace India Destination 2020 Emerging Trends in Information System

		What an Idea! – World class Business Ideas
School of Media	Cynosure	Trends in Media High on life-celebrities and remarks Women Empowerment
Mathematics	Elixir	Schema for Diverse Disciplines Time Line of Mathematics
Commerce	Busibee	Financial Security and Wealth Creation Marketing Strategies for the 21st century Social Media Entertainment Management Corporate Culture and Etiquette
English	Mozaic	Reminiscence and Nostalgia Seasons Silver Lining
School of IT	Computer Almanac	Open Source Technology Cyber Security Techno Impressions Mobile Computing Trends – Technology and Applications
School of Food Science	Prakriti	Breakfast Consumption Pattern Foods from Unconventional Sources Traditional and Novel Foods
Tamil	Vidiyal	Indrayathalaimurai Tirukural NaanKanavuKaanum India Values
French	L'Impression	Indian Culture The culture, history, lifestyle of the French La Jeunesse (The Youth)
Sanskrit	Sankhadvani	Science in Sanskrit Dharma and it's Facets Sanskrit and its application in various fields
Hindi	Kshitji	Indradhanush Translation from other Indian Languages

		M.O.P ke sang Media ke Rang
Sociology	Spotlight	Gender Marriage and Family TESORO TROVOTO
MBA	Genesis	General Management Issues All Disciplines of Management Functional Areas of Management

5.1.9 **Does the College provide guidance/coaching classes for civil services, Defense Services, NET/SLET and any other competitive examinations? If yes, what is the outcome?**

Intensive coaching is provided for the students to take up the Professional Exams conducted by The Institute of Chartered Accountants of India(CPT and IPCC) and The Institute of Cost accountants of India (Foundation, Inter and Final).

As a gateway to general studies, coaching for Civil Services was introduced as a special skill for the students and is now being offered as a summer course programme.

5.1.10 **Mention the policies of the college for enhancing student participation in sports and extracurricular activities through strategies such as**

- Additional academic support, flexibility in examinations
- Special dietary requirements, sports uniform and materials
- Any other

The college has laid policies for enhancing student participation in extracurricular activities through the following strategies:

o Student database is created by the student cabinet, where the talents and skills under the categories of extracurricular and co-curricular of students is recorded

o Student cabinet plans Abhilasha, a talent hunt for the fresher's comprising of extracurricular and co-curricular activities.

o Jhankar and Intelligentia Fest are two annual inter-department and inter-collegiate competitions,where students are encouraged to participate.

o Students are encouraged to participate in debates and conferences, to interact with peers from other colleges (NETCO).

o Eminent players in various field of Sports are invited as Chief Guests to encourage the students.

o The students are encouraged through Prizes and Endowments are awarded to the students excelling in sports and extracurricular activities.

The college has laid policies for enhancing student participation in sports activities through the following strategies:
o Personal guidance on academics is provided by the faculty members
o Free boarding and lodging for sports students
o Providing sports uniform to the students
o Providing all sports equipment to sports students
o Mediclaim insurance provided to all sports students.
o Paying registration fees for competitions and travel cost for the sports students.

5.1.11 Does the college have an institutional mechanism for placement of its students? What services are provided to help students to identify job opportunities, prepare themselves for interview and develop entrepreneurship skills?

Yes. The college has an active placement cell

The placement cell not only orients the students regarding career opportunities but also secures them good placements in reputed companies by coordinating between the employer and the prospective employee, i.e., the student. A placement brochure highlighting the core competencies of the students is brought out every year.

The Placement Cell of the college concentrates on the following aspects to meet the competitive edge with respect to Job opportunities:

Acceptance of responsibility, Creative thinking, Crisis management, Confidence building, Problem solving skills, Stress management, Team work, Time management, organizing skills, Onus leadership skills, Make an ordinary person to an effective leader, Ability to motivate, Trained to market themselves – preparation of CV, facing interviews, developing right body language, To convert theoretical knowledge into practical approach, Helps experience the realities in the working environment, Equip students to meet the requirement of the Industry

Industry institution interface: The College in its constant Endeavour to keep abreast with the latest trends has an active interface with industry through guest lecture, colloquia, seminars and workshops. The college has also signed MOU's with organizations including SCOPE International, HCL technologies, Cognizant technology solutions, and several other institutions for exchange of expertise and human resources.

Workshops to train students for Aptitude Test, Group discussion and Personal Interview are periodically held.

The placement cell has encouraged students to be self-employed during last five years.

Entrepreneurship development cell (EDC) enrolls students interested in becoming successful entrepreneurs through educating and training students for developing entrepreneurial capabilities.

The activities of the ED cell comprise:

- **Entrepreneurship Awareness Programmes :**
  - To provide the student with information on the various entrepreneurial avenues and
  - To educate the students on the facilities and procedures to start a business and
  - To create an entrepreneurial mindset.

Year	Entrepreneurship Awareness	No. of beneficiaries
2010-11	Explore the opportunities in the domestic market	350
2011-12	Mantras for success	400
2012-13	Understanding customers and managing cash	420
2013-14	Kick start your venture	1021

- **Skill Training**
  - To identify the hidden talent and creativity among students.
  - To help students to develop business skills and venture into business in the long run.

- **M.O.P Bazaar**

  It is a two day event held annually, wherein students will operate stalls - offering a plethora of products ranging from art pieces, handicrafts, cosmetics, garments and footwear and food delicacies. All profits made are enjoyed by the students.

Year	No. of Stalls	No. of Students Involved	Visitors	Total Sales Turnover (Rs.)	Profit (Rs.)
2009-10	68	425	10,600	9,08,564	4,23,373
2010-11	75	500	11,250	12,03,000	6,33,062
2011-12	80	525	12,000	10,46,000	4,36,133
2012-13	93	617	13,000	19,05,000	7,24,085

- **Akriti**

  It is an entrepreneurial venture in the form of a public limited company floated by the students of the college in 2007. The company has an authorized share capital of Rs. 50,000 and issued and subscribed capital of Rs. 25,580. It has a shareholder base of 200 people. 100% dividend was declared in the last four years. The company has been through a successful buy back and reissue of buy back from the graduating students. The services provided by the company are:
  - Apparel design
  - Product packaging
  - Event management undertaken for corporates.

5.1.12 Give the number of students selected during campus interviews by different employers (list the employers and the number of companies who visited the campus annually for the last4 years)

Name of the company	No. of students placed			
	2009 - 2010	2010 - 2011	2011 - 2012	2012 - 2013
Goldman Sachs	10	11	18	16
Deloitte	6	8	-	-
The Elitist	1	-	-	-
Virtuasa	-	22	-	-
Servion Technologies	-	5	-	-
Ramco Technologies	2	-	-	-
Sutherland global services	2	-	-	-
Ford India	10	-	-	-
Standard Chartered Bank	28	32	-	20
Cookieman	-	-	-	3
SAP Labs	-	-	-	11
CSC	-	-	-	6
Frost and Sullivan	3	5	-	-
Hewlett-Packard	-	-	-	1
Tata Consultancy Services	-	3	1	10
Google	2	-	1	1
Mc Kinsey	-	2	3	1
Amazon.com	-	-	-	14
Niyati Technologies	5	-	-	-
Brisk Corporate	-	-	5	-
EZ-Vidhya	7	-	-	-
HCL	9	40	2	3
IGATE	3	-	-	6
Jaro Education	-	-	6	-
Aspire	-	-	-	6
Infosys	-	9	3	-
Syntel	-	-	-	4
Leverages	-	1	-	-
O2	-	-	-	6
Trishe	-	-	-	6
Thomson Reuters	6	-	2	-
Voice Sharp	-	6	-	-
Wipro Wase	8	-	11	3
Pricewaterhouse Coopers Pvt. Ltd	-	3	-	-
Tally Solutions Pvt. Ltd.	-	3	-	-
Techzone	-	2	-	-
R R Donnelly	3	4	3	4
ALLe Tech	-	1	-	-
Citi Bank	-	1	-	-
Ernst and Young	-	-	4	13
Verizon	-	-	2	-
Cognizant	8	78	92	55
DELL	-	-	21	-
Reach Management	-	-	2	-

C2E Learning	-	-	7	-
Royal Bank of Scotland	-	-	2	29
Barclays bank	-	-	-	2
Exemplarr Worldwide	2	-	-	-
Inautix Technologies	3	-	-	-
HDFC Bank	2	-	-	-
Indian Overseas Bank	3	-	-	-
Canara Bank	-	7	-	-
Renault Business Center	-	2	-	-
KPMG Consulting	-	1	-	-
Covansys	-	1	-	2
Global Adjustments	-	1	-	-
Siemens	-	1	-	-
GAVS Technologies	-	-	1	-
HDFC	-	-	2	-
Ford Business Service	-	-	1	-
Ogilvy and Mather	-	-	1	-
Sundaram Business Service	-	-	-	2
Axis Bank	-	-	-	1
ITC	-	-	-	1
CavinKare	-	-	-	1
Sundaram Finance	-	-	-	1
Satyam Cinemas	-	-	-	1
Irevna (CRISIL)	-	-	-	1
Sulekha	-	-	-	1

5.1.13 Does the college have a registered Alumni association? If yes, what are its activities and contributions to the development of the college?

Yes. The college has an active alumni association. Their activities include the following
- The Alumnae association meets twice every year.
- An Alumnae newsletter in electronic form is networked through an alumni e-group and e-mailing system
- The alumnae association actively participates in most of the functions and activities of the college
- They are the brand ambassadors of the college.

The alumni contribute to the development of the institution through the following activities:
- Alumnae members help students in finding internships, projects and placements in the industry
- Alumnae members also contribute to the college by creating endowments
- Each department has one alumnae member on their board of studies
- Alumnae offer guest lectures ,help in organizing workshops and seminars and in identifying resource persons.

5.1.14 Does the College have a Student grievance Cell? Give details of the nature of grievances reported and how they were redressed?

Yes, the institution has a grievance redressal cell.
The functions of the cell
- Redressal of student's grievances to solve their academic and administrative problems
- To co-ordinate between students and departments to redress the grievances

Major Grievances redressed during the last 2 years:

Grievances	Redressal Measure
Need for student space other than classroom	Shed constructed in OAT (Open air theatre) with fan and lighting facility
Need for better space in Canteen	Improvement from Canteen to a Restaurant with expansion of space
Need for Internet connectivity	Wi-Fi enabled campus Fully equipped computer labs Fully automated library Digital resource centre State-of-art media labs
Elevator Facility	Made available to students having genuine disability or ailment

5.1.15 Does the College have a cell and mechanism to resolve sexual harassment?

The need does not arise being a women's college.

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

Yes, there is an anti-ragging committee. No instances have been reported. The anti-ragging committee consists of the Principal, Dean – Students, Prime Minister – Student Cabinet and Local Police.

5.1.17 How does the college elicit the co-operation from all stakeholders to ensure overall development of the students considering the curricular and co-curricular activities, research, community orientation, etc?

- All Faculty members and student cabinet members are a part of The Academic Council, in which the suggestions provided by the academic and industry experts in the Board of Studies of the

various Departments are taken up for further discussion and for the approval of the Council.

- Industry-Institute meetings are held by the respective Departments to place students on internships, projects and employment.

- Students are assigned Community service projects in collaboration with Schools and NGOs

- Research activities are taken up by all the Post graduate students and some UG students with the help of the faculty members.

5.1.18 What special schemes/mechanisms are in place to motivate students for participation in extracurricular activities such as sports, cultural events, etc.?

The various incentives given to students for participation in sports are:
- Free boarding and lodging
- Awards and recognition
- Sponsor their training cost within and outside the country
- Special felicitation function organized
- Scholarships given
- Sports award
- ShrimatiMahalakshmiSampath Rolling Trophy for Games
- ShrimatiSaraswatiSampath Rolling Trophy for Athletics
- The Goverdhan Das Bihani Trophy for March Past
- Shrimati Sudha Haridas Inter-Collegiate Rolling Trophy for Table Tennis

The Annual Cultural events are:
- Jhankar – inter-collegiate and inter-departmental competitions

- Abhilasha – talent revealing competition for the first year students

- Music and dance festivals

- Annual college play

- The college has instituted endowment prizes for the students who excel in fine arts and extracurricular activities

- The student cabinet also plays an important role by maintaining a database and communicating through facebook

- There is an open air auditorium and an A/C auditorium in the premises to conduct extracurricular activities

- The Cultural Ministry, Intellectual Ministry, Innovative Ministry and Sports Ministry of the student cabinet play an active role in encouraging participation in cultural and sports

5.1.19 How does the college ensure participation of women in 'intra' and 'inter' institutional sports competitions and cultural activities? Provides details of sports and cultural activities in which such efforts were made?

The college ensures participation of students (all are women students) by providing attractive prizes and endowments in intra and inter-institutional sports competitions and cultural activities. The Winners are given recognition on College Annual Day and Sports Day. Sports students are also given flexibility during Internal Assessments.

5.2   Student Progression

5.2.1   Provide details of programme-wise success rate of the college for the last four years. How does the college compare itself with the performance of other autonomous Colleges and Universities(if available)?

Department	2009 – 10	2010 – 11	2011 - 12	2012 - 13
B.Com (A and F)	99	100	93	91
B.Com (MM)	97	99	91	90
B.Com (CS)	90	96	96	88
BBA	100	100	91	96
B.Sc (ISM)	96	99	97	93
B.Sc (CS)	100	100	98	94
B.C.A	100	100	98	94
B.Sc (Maths)	96	86	96	92
B.Sc (Vis)	98	95	96	81
B.Sc (EM)	98	91	90	85
B.A (Jour)	87	95	77	88
B.Sc (N and D)	100	95	92	80
B.A (Sociology)	83	93	77	62
M.Sc (IT)	100	100	88	88
M.A (Comm)	97	100	80	94
M.A (BC)	100	100	90	70
MBA	100	98	98	92
M.A (MM)	81	100	68	52
M.Sc (FTM)	96	100	100	100

5.2.2 Providing the percentage of students progressing to higher education or employment (for the last 4 batches) highlight the observed trends.

Student progression	%
UG to PG	60
PG to M.Phil.	2
PG to Ph.D.	4
Employed - Campus selection - Other than campus recruitment	 17 6

5.2.3 What is the programme wise completion rate/ dropout rate within the time span as stipulated by the College /University?

Department	2009 – 10		2010 – 11		2011 - 12		2012 - 13	
	Completion rate in %	Dropout rate in %	Completion rate in %	Dropout rate in %	Completion rate in %	Dropout rate in %	Completion rate in %	Dropout rate in %
B.Com (A and F)	95	5	100	-	99	1	100	-
B.Com (A and F) – Eve	100	-	97	3	98	2	99	1
B.Com (MM)	100	-	99	1	100	-	100	-
B.Com (CS)	100	-	100	-	99	1	100	-
BBA	96	4	99	1	100	-	100	-
B.Sc (ISM)	100	-	100	-	100	-	100	-
B.Sc (CS)	100	-	100	-	100	-	98	2
B.C.A	100	-	100	-	100	-	100	-
B.Sc (Maths)	100	-	100	-	99	1	100	-
B.Sc (Vis)	100	-	100	-	98	2	100	-
B.Sc (EM)	98	2	100	-	100	-	100	-
B.A (Jour)	98	2	100	-	98	2	98	2
B.Sc (FSM)	100	-	100	-	100	-	96	4
B.A (Sociology)	100	-	97	3	100	-	99	1

M.Sc (IT)	100	-	96	4	100	-	98	2
M.A (Comm)	100	-	100	-	77	23	100	-
M.A (BC)	100	-	100	-	100	-	92	8
MBA	100	-	100	-	100	-	100	-
M.A (MM)	100	-	100	-	100	-	100	-
M.Sc (FTM)	100	-	100	-	87	13	97	3

5.2.4 **What is the number and percentage of students of who appeared/qualified in examinations like UGC-CSIR-NET, UGC-NET, SLET, ATE / CAT / GRE / TOFEL / GMAT /Central / State services, Defense, Civil Services, etc.**

Examination	Percentage
NET	17%
GRE	3%
TANCENT	10%
SLET	2%
CSIR-NET	1%
GATE	1%
Other Competitive Exams	20%
ICWA/CA/ACS	23%

5.2.5 **Provide details regarding the number of Ph.D. /D.Sc. /D.Litt. theses submitted, accepted, resubmitted and rejected in the last four years.**

Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period are 16.

5.3 **Student participation and Activities**

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

Cultural events are:
- Jhankar and Intelligentia Fest –intercollegiate and interdepartmental competitions
- Abhilasha – Talent Show competition for the first year students
- Music and dance festivals
- Annual college play

List of sports and games available to students are:
Basket Ball, Athletics, Volley Ball, Chess, Hockey, Ball Badminton, Table Tennis, Tennis, Handball, KhoKho, Badminton, Shooting, Swimming, Cricket, Football, Kabaddi, Fencing, Rowing, Squash, Weight Lifting, Sailing, Taekwondo, Motor Sports and Karate.

2009-10	Pegasus Trophy Conducted by CMC, Vellore Madras University A Zone and Inter Zonal Tournament Sri Raghavandra Basketball Tournament Buck Memorial Sports Festival Trophy A.L Mudaliyar Meet
2010-11	Karunya Evangeline Memorial South Zone Level Tournament, Coimbatore Buck Memorial Sports Festival Trophy Sri Raghavandra Basketball Tournament Pegasus All India Tournament Conducted by CMC Vellore Madras University A Zone and Inter Zonal Tournament. A.L Mudaliyar Meet All India University
2011-12	Karunya Evangeline Memorial South Zone Level Tournament, Coimbatore Buck Memorial Sports Festival Trophy Sri Raghavandra Basketball Tournament Pegasus All India Tournament Conducted by CMC Vellore Madras University A Zone and Inter Zonal Tournament A.L Mudaliyar Meet
2012-13	Karunya Evangeline Memorial South Zone Level Tournament, Coimbatore Buck Memorial Sports Festival Trophy Sri Raghavandra Basketball Tournament Pegasus All India Tournament Conducted by CMC Vellore Madras University A Zone and Inter Zonal Tournament A.L Mudaliyar Meet
2013-14	Karunya Evangeline Memorial South Zone Level Tournament, Coimbatore Buck Memorial Sports Festival Trophy Sri Raghavandra Basketball Tournament Pegasus All India Tournament Conducted by CMC Vellore Madras University A Zone and Inter Zonal Tournament A.L Mudaliyar Meet

5.3.2 Provide details of the previous four years regarding the achievements of students in Co-curricular, extracurricular activities and cultural activities at different levels: University/State/Zonal/National/International, etc.

Extracurricular activities

Year	No. of Overall Trophies Won	No. of Prizes Won
2009-10	8	102
2010-11	5	220
2011-12	9	189
2012-13	11	234

Co-curricular activities

Year	No. of Overall Trophies Won	No. of Prizes Won
2009-10	4	358
2010-11	19	192
2011-12	3	171
2012-13	8	222

Sports Activities

- The college has been winning the prestigious Sivanthi Adithyan rolling trophy for the years 2009-13 which is awarded by Madras University to the College that contributes the maximum number of players to represent the Madras University at the ALL – India Inter University competitions.

- The most prestigious A.L. Mudaliar athletic trophy is being retained by the college for the years 2009-13.

- P. Haridas M.O.P Trophy for winning the maximum number of international tournaments.

No. of Tournaments Won	748
No. of Medal won in Athletes	774
No. of International Players	77
No. of National Players	428
No. of University Players	48

5.3.3 How often does the college collect a feedback from students for improving the support services?How is the feedback used?

Yes, the institution collects feedback from students once in a year for
o Institution appraisal
o Course appraisal
o Teacher appraisal

An academic audit is conducted by the HOD every month to get a feedback from the faculty and students regarding any difficulties with respect to

- Course Content
- Difficulty level
- No. of hours – sufficiency
- Evaluation patterns
- Changes in teaching methodology
- Dealing with difficult students
- Extra classes to be provided for certain subjects
- Swapping of subjects between faculty for better delivery of subjects.

The feedback is used as a base to refine the curriculum to be approved in the Board of Studies Meeting.

5.3.4 Does the College have a mechanism to seek and use data and feedback from its graduates and employers to improve the growth and development of the college?

Interaction with alumni in Annual Alumni Meet helps the department

➢ To redefine the special skill courses in accordance to industry requirements
➢ Update the syllabi to include practical components
➢ Eliminate redundant parts of subjects.

Industry experts are invited to be a part of the BOS and as guest faculty during which a similar engagement as with alumni is done.

5.3.5 How does the college involve and encourage students to publish materials like catalouges, wall magazines, college magazine and other material? List the major publications/materials brought out by the students, during the previous academic session.

The students are involved and encouraged to be a part of various committees that design catalogues, wall magazines, college magazines and other material with the help of their seniors and faculty members. Students interested in Research are encouraged to publish papers along with faculty members.

5.3.6 Does the college have a Student council or any similar body? Give details on its constitution, major activities and funding.

The College has replaced the student union with a student cabinet concept. Prime Minister and Deputy Prime Minister are elected and are ably assisted by 8 ministries comprising 140 Members of parliament. Every year a parliamentary session will be held where proposals of the different ministries will be debated.
Ministries
‒ **Home**
‒ **Cultural**
‒ **Intellectual affairs**
‒ **Social welfare**
‒ **Entrepreneurship**
‒ **Health and environment**
‒ **Media and public relations**
‒ **Sports and NCC**

➢ **Student Cabinet Activities**
Many activities were conducted by various ministries of the college.
• The Ministry for Cultural affairs organized Abilasha – a two day Freshers Talent Hunt. It also conducted Jhankar and Intelligentia Fest – the Inter departmental and inter collegiate levels.
• The Home Ministry (The MOP Police) maintained law and order throughout the year.
• Networking conference of student leaders was organised by the Ministry of Media and PR.

- The Ministry of Health and Environment conducted several campaigns on health, blood donation and campus cleanliness
- MOP Model UN was conducted by the Ministry of Intellectual affairs.

Creating Socially responsible Citizens for the Country has always been a priority agenda of M.O.P.Vaishnav. This year the socially committed MOPians conducted the annual fund raising carnival VISH –Vaishnav Initiative for Social Help to support the under privileged

5.3.7 Give details of various academic and administrative bodies that have student representatives on them. Provide details of their activities.

- Academic Council of the college.
- Student Cabinet – Refer criterion no. 5.3.6
- Department Clubs– Each department has a Club wherein students take up the responsibility right from planning the event, organising, bringing in chief guests etc.. Department clubs are mentioned below:
  − Druckers Progeny club, Busi Bee, Kotlerz Klan, Elite Club – School of Business
  − Prakriti club – School of Food Science Management
  − Online club – School of Information Technology
  − Phi-Beta club – Department of Mathematics
  − People's Club – Department of Sociology
  − Create Club – Department of Visual Communication
  − Montage Club – Department of Electronic Media
  − Present Tense Club – Department of Journalism
  − Athaeneum – Department of English
  − School of Languages
    a) PainthamizhMandram – Department of Tamil
    b) Manjari – Department of Hindi
    c) SarasvataSamiti – Department of Sanskrit
    d) Facettes – Department of French

The different Department clubs organise Inter-departmental and inter-collegiate competitions that help to develop team spirit, co-ordination, leadership and event management skills.

CRITERION VI - GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1 Institutional Vision and Leadership

6.1.1 State the vision and mission of the College.

Vision: To evolve into a university of international repute.

Mission: To provide a unique learning experience which will enable the students to realize their innate potential and mould their overall personality.

6.1.2 Does the mission statement define the College's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, College's traditions and value orientations, vision for the future, etc.?

Yes, the mission statement aims:
- To promote academic excellence.
- To develop self – reliant individuals.
- To provide career opportunities.
- To create socially responsible citizens.

Goal	Objectives
Academic Excellence	• To inculcate proper work culture • To adopt learner focused teaching methods. • To have an effective evaluation mechanism
Self-reliant individuals	• To identify, tap, develop & nurture potential • To develop the holistic personality of students.
Career Opportunities	• To provide employable soft & hard skills • To provide entrepreneurial training and develop successful Entrepreneurs.
Socially responsible citizens	• To inculcate values and civic responsibilities

Therefore, it addresses the needs of the society and students it seeks to serve.

6.1.3 How is the leadership involved in
* **ensuring the organization's management system development, implementation and continuous improvement**
* **interaction with stakeholders**
* **reinforcing culture of excellence**
* **Identifying needs and championing organizational development (OD)?**
- The Principal as the head of the institution plays a pivotal role in shaping and executing the vision of the institution.
- She is responsible for all academic and administrative matters and public relations.

Ensuring the organization's management system development, implementation and continuous improvement:

The Principal

- Works with the secretary and management.

- Decides all matters relating to students and quality of education including admissions, choice of courses, curriculum, its approval by the respective board of studies, academic council and University of Madras.

- Is the chairman of various academic and administrative committees.

Interaction with stakeholders:

The Principal

- Interfaces with Tamil Nadu state council for higher education, the University of Madras, the University grants commission and other institutions for the growth and smooth functioning of the college.

- Ensures a good rapport between the institution and other external stakeholders like parents, industry, public and civic bodies.

- Convenes meetings of faculty members, heads of the departments, administrative staff and committees.

- Fosters good relationship among faculty members and students.

Reinforcing culture of excellence:
The Principal
- Inculcates and nurtures the right work culture.

- Innovates and implements best practices in curriculum and all institutional functions.

- Selects faculty members to various committees and positions for effective functioning of the institution.

- Instills the practice of research and development among students and staff.

- Appraises the performance of faculty members and students and plans training and development programmes.

- Identifies meritorious students from poor socio – economic background and provides adequate support mechanisms including scholarships.

Identifying needs and championing organizational development:
The Principal
- Reviews admission policies, recruitment policies, general administrative structure, infrastructure and progress of the college.

- Ensures the welfare of the faculty members, staff and students while planning and executing all policies.

- Audits administrative, academic and financial matters.

6.1.4 Were any of the senior leadership positions of the College vacant for more than a year? If so indicate the reasons.

No

6.1.5 Does the College ensure that all positions in its various statutory bodies are filled and conduct of meetings at the stipulated intervals?

Yes

- Board of Governors – once in three months and also when required.
- Boards of Studies - twice a year or every time a syllabus change is required, immediately followed by
  - ➢ Academic council - besides an annual meeting, meetings are also held as and when need arises.
  - ➢ Executive council - twice /thrice a year are held as and when need arises.
  - ➢ Finance committee - thrice a year.

6.1.6 Does the College promote a culture of participative management? If yes, indicate the levels of participative management.

Yes, the college follows a participatory approach to institutional governance by considering the opinions of all stakeholders.

- ➢ Decisions are taken at meetings between
  - Management and Principal - Administrative decisions
  - Principal, Deans, Heads of Departments and Controller of Examination – Major policy decisions
  - Principal and faculty members – Implementation decisions
  - Principal and administrative staff – Administrative decisions
  - Student council meetings with Principal and faculty members advisors – Decisions related to students extracurricular and co-curricular activities.
  - Representation of teaching and non-teaching staff in all committees / bodies.
- ➢ Decisions are taken based on structured and informal feedback from all stake holders.
- ➢ Participative management is practised through
  - Committee approach to management
  - The college has various committees comprising of chairperson and faculty team which monitors and manages different academic and administrative responsibilities.
  - Management information systems – to compile information and reports pertaining to the activities and achievements of the college. Also involved in forms and format designing.
  - Internal Exam conduct committee
  - End semester Exam conduct committee

- Special Skills Committee – to coordinate the conduct of all special skill courses and to interface with external faculty members where the courses are outsourced.

- Entrepreneurship Development Cell – create awareness about entrepreneurial skill and train the students in various areas.

- Automation Committee – to computerize and automate all academic and administrative activities of the college.

- IQAC cell – to ensure quality standards are maintained in all activities and practices of the college.

- Event Management Committee – to conduct the college functions such as Convocation, College Day, Sports Day etc.

- Environment Management Committee – to manage the environment inside the campus to keep it clean and green.

- Traffic Management – to ensure orderly flow of traffic in the immediate neighborhood of the college.

- Student Discipline – to ensure students discipline and adhere to the code of conduct of the college.

- Committee for MOPCRS at 107.8 FM – to ensure quality in the content and delivery of all radio programs.

- Manuals committee – to draw up manuals to guide in the conduct of routine activities of the college.

- Alumnae association – to interface with the alumni through meetings, activities and news letter.

- Placement Cell – to ensure good placement for students enrolling in the cell by conduct of pre-placement training and attract top notch companies to the campus.

- Media Relations – to keep a good rapport with all sections of the press and media to ensure comprehensive coverage of college activities.

- Information and Communication Technologies Network.

- Academic Audit Council.

- Research and Publications Committee.

- Innovation & Intellectual Affairs Committee.

- Health and Wellness Committee.

- Hospitality Committee – to receive the guests invited for college activities.

- Cultural Committee – to organize, manage and conduct cultural programmes for college activities.

- Community Service Committee.

6.1.7 Give details of the academic and administrative leadership provided by the University to the College?

- The college follows the directives/guidelines as outlined by the University of Madras in academic and administrative matters.
- University appoints a representative as part of the academic council.
- University nominates a member to the board of studies of each department.
- Two members of the college are on the academic council of the university thereby facilitating effective interaction.

6.1.8 How does the College groom the leadership at various levels?
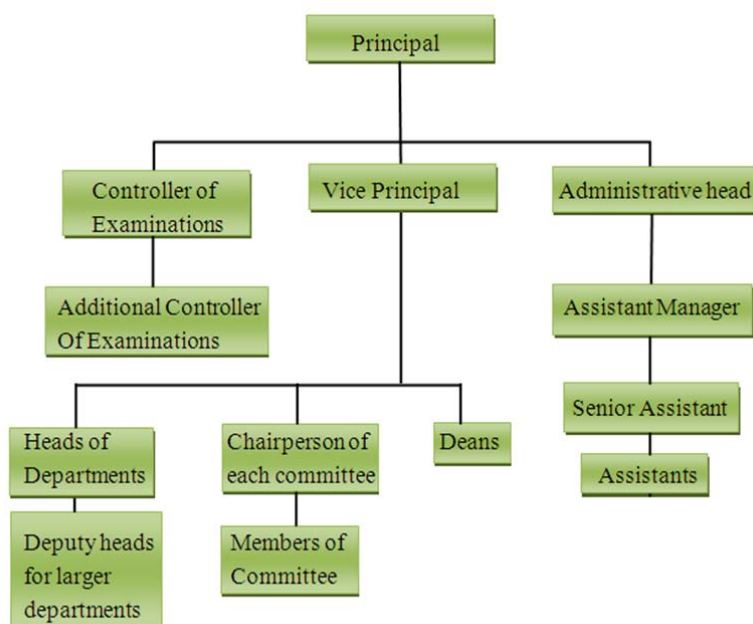
- Vice – Principal
- Controller of Examinations & Additional Controller of Examinations
- Deans for
  - Academics
  - Student activities
    - Heads of departments
    - Deputy headship in larger departments
    - Administrative head with support staff
    - Committee approach to management with chairperson for every committee.
    - Administrative assistance for all core activities.

- Student cabinet headed by Prime Minister, Deputy Prime Minister, 10 ministries, headed by Ministers and Deputy Ministers & student representatives

- Grooming student leaders through MOP Model UN.

- Each department has a club for co-curricular activities headed by student leaders.

6.1.9 Has the College evolved any strategy for knowledge management? If yes, give details.

Yes. A comprehensive knowledge & information management

System essential for all academic and administrative functioning is used to ensure effective communication and internal coordination through

- The College calendar

- The College website

- The administrative office, the controller of examinations and all departments are digitized and linked through the intranet.

- Group mail ID linking Principal, Vice Principal, heads of departments and staff for effective sharing of resources.

- Intranet for sharing information on circulars to faculty member, minutes of heads of departments meetings, staff meetings, communication from administrative/controller of examinations office to staff.

- Intranet for updating student attendance, marks, circulars to students, end semester exam schedules, results, bonafide certificates etc.

- Students of each department are linked by a unique common mail ID for all communications including teaching resources, e–learning modules and evaluation patterns.

- Student database is digitized and accessible in the college office.

- Campus television, Public address system.

- Smart classrooms equipped with LCD projectors.

- Digital resource center in the library.

- Students and faculty members attend workshops, seminars, conferences thereby expanding knowledge and sharing the same as reports or discussions in respective forums.

- Staff forum for sharing of best practices in teaching methodologies and innovations in the department practices.

6.1.10 How are the following values reflected in various functions of the College?

* Contributing to national development

* Fostering global competencies among students
* Inculcating a value system among students
* Promoting use of technology
* Quest for excellence

Contributing to National development:

Regional and national development needs	Relevant curriculum adoption
High soft skill quotient among graduates	Soft skill training programmes
Appropriate technical skills among graduates	Professional skill development programmes
Creating entrepreneurs to solve the problem of unemployment	Entrepreneurship development cell
Creating quality manpower for IT industry	Introduction of market relevant IT courses
To address the problem of acute manpower shortage in the media industry	Introduction of job oriented courses
To produce quality technical and managerial human resources to the food processing industry	Twinning of food science and technology with management through the introduction of Interdisciplinary degree programmes

Fostering global competencies among students:

Global Trends	Practices at MOP
Skill Based Education	➢ **Soft skills** – skill programmes ➢ **Job oriented skill certificate programmes** ➢ **Multi skill development** • Inter Disciplinary electives • Student training programme
Application oriented learning	➢ Focus on **practical exposure** through • Practice school • Internship • Intensive summer programme • Projects
Information and communication Technology based learning	• Audio visual teaching aids • e-content • Online assignments • Online testing • Digital resource centre • Campus Television • Online Quiz • Online registration for exam • e-Groups

Active Institution Industry interface	➢ Participation of industry in Curriculum development and enrichment through
	   • Board of Studies
	   • Guest lectures
	   • Colloquia
	   • Seminars
	   • Workshops
	➢ Interfacing through corporate consultancy

Media education	➢ Introduction of media courses
	   • B.Sc. Visual Communication
	   • B.Sc. Electronic Media
	   • B.A Journalism
	   • M.A. Media management
	   • M.A. Broadcast communication
	   • M.A. Communication

Inculcating a value system among students:
- The college offers a credited course on value education with theoretical inputs and practical outputs.
- Under the auspices of the academy of human excellence activities are held to impart the right values among students.
- An endowment prize is awarded for the best value education project.

Promoting use of technology:
- Wi-Fi enabled campus
- Smart classrooms with audio visual equipments and LCD
- Public address system
- Campus television
- Computer labs
- Automated library and digital resource centre
- Multimedia labs
- Use of website and intranet
- Audio visual aids and e–modules in teaching and learning process
- Online assignments, quiz, tests etc.
- Students and faculty members e–groups.

Quest for excellence:

Goal	Implementation Method

Academic Excellence	**Teaching - Learning**
	   • Well structured course with Specialization options
	   • IDE through a cafeteria approach
	   • Internships
	   • Special professional skill training
	   • Course on learning skills
	   • Seminar

	• Continuous Evaluation mechanism **Research** • Projects • Article review • Book review
Self – reliant individuals	• Co – curricular activities through Department clubs • Talent revealing competitions • Ability, aptitude and personality mapping • Conduct of soft skill training programmes • Conduct of seminars and workshops • Publication of departmental journal, monographs, e – graphs • Training in sports • Fairs and Exhibitions • PR Campaigns

Career opportunities	• Special professional skill courses
	➢ Active placement cell
	➢ ED cell activities & SIFE
	➢ Projects
	➢ Finishing school
	  • Goal setting exercises
	  • Career awareness program
	➢ Practice schools
	➢ Internship
	  • Industry – institution interface through guest lectures and colloquia
	  • Student training and development programme
	  • Factory and field visits

Socially responsible citizens	Extension activities through: • Social clubs • NSS • NCC • Community service projects • Nation building activities • Community radio station • Video Documentaries • Academy of Human Excellence

6.1.11 Give details of the UGC autonomous review committee's recommendations and its compliance.

While observing courses are quite innovative and unique, the Committee advised care while introducing curricula, concepts and in assigning the title of innovative/new subjects as they	Feedback from academia & industry and research on the related discipline has been duly considered in curriculum updations.

need to be supported by the outcome of advances/research in the new frontiers of the parent discipline.	
The committee suggested that all professional, skill based and industry oriented courses could be made more socially relevant by incorporating and integrating the relevant contents from humanities, social sciences and the liberal arts.	Recommendations have been adopted in the special skills offered by each department. Training for Civil Services is offered.
The Committee recommended that the library facility needs to be spruced up with updated reading material, latest text books and more e-journals on JSTOR.	• Library has been upgraded with e-journals, more reading material and digital resource centre. • Rs. 10 lakhs per annum is allotted as budget for purchase of Library holdings. • Two exclusive OPAC search systems. • Member of N-LIST E-Resources and E-Journals which gives access to around 97,000 plus E-Books and 6000 plus E-Journals

6.2 Strategy Development and Deployment

6.2.1 Does the College have a Perspective Plan for development? If so, give the aspects considered in development of policy and strategy.

∗ Teaching and learning
∗ Research and development
∗ Community engagement
∗ Human resource planning and development
∗ Industry interaction
∗ Internationalisation

Yes, the college has a managing committee with members from government, industry and academic which spells out the policies and objectives. The strategy to achieve these objectives is evolved in consultation with the Principal, Vice Principal, Deans and Heads of Departments and implemented by teaching and non-teaching staff. The aspects considered in development of policy and strategy in the following areas is listed below:

Teaching and Learning
• Well organised learner – centric teaching practices.
• Balanced and appropriate student work – load.

- Clear definition of content and learning outcomes through lesson plans.
- Objective system of monitoring through continuous evaluation
- Periodical curriculum revision and updating based on the feedback by stakeholders.
- Interactive teaching learning process
- Academic flexibility through inter-disciplinary electives, non – major electives, specialisation and self learning papers.
- Seminars, Workshops, Conferences.
- Special professional and skill training
- The curriculum for all courses includes computer papers relevant to the course.
- Smart classrooms with LCD and Wi-Fi enabled campus enables efficient use of Information and Communication Technology in teaching-learning process.

Research and development:

The College has one full fledged research department in Commerce. In addition, the School of Media, School of Food Science and the Department of Sociology constantly carry out research activities in their areas of specialization.

Recognized research guides of the college are:

Guide	Department	Candidates completed doctoral research	Candidates pursuing doctoral research
Dr .K.Nirmala Prasad	Commerce	2	-
Dr. Lalitha Balakrishnan		1	8
Dr.Vidya Sharma	Hindi	-	2

- Most of the funds for research projects have been obtained from the college management, corporate houses and social agencies.

- The College invites "Fulbright" research scholars to visit the campus to interact with teachers and students. This is a combined effort by the College and the US Consulate.

- Faculty members from international universities are invited as resource persons for seminars and conferences organized by the college.

- The College initiates transferring the relative findings of research of the College to the students and the community. (Refer 3.1.9)

- All students of the college undertake survey based research projects in their area of specialization in groups and at times individually. Faculty members of the respective departments guide the students' research projects. Every year 210 research projects are undertaken by the post graduate students. 160 mini projects are undertaken by the undergraduate students.

- Faculty members are encouraged to present papers in international, national and regional conferences – 385 papers were presented

- Faculty members publish papers in reputed international and national journals – 44 papers were published

- Faculty members serving on the editorial boards of international and national journals – 2

- The college has a policy for structured consultancy. Consultancy services are extended on contractual basis. The college allows the departments to reimburse expenses and professional service fees and the rest of the money is used by the departments for furthering research and consultancy.

- Faculty members are resource persons in many forums.

- The college publishes its annual research journal "Syndicate" – Journal of Business (ISSN – 2278-8247)

- With growing number of doctorates other departments have initiated steps to evolve as research departments.

Community engagement:

- All the students have to undertake community service during the course of their study as M.O.P. firmly believes in giving back to the society from where we come.

Extension activities through:

- NCC
- NSS
- Community service projects
- Nation building activities
- Community Radio station
- Video Documentaries on social issues
- Academy of Human Excellence
- Aahaar – A unique programme initiated to provide breakfast for underprivileged children at primary schools.
- VISH – Vaishnav Initiative for Social Help a fund raiser to empower underprivileged women and children.

Human resource planning and development

Under the IQAC Cell, Training and development programs for Faculty members are systematically planned and conducted. Faculty members attend orientation and refresher programs.

Students are benefited through:

- Special professional skill courses
- UGC Add-on Career oriented courses
- Active placement cell
- Entrepreneurial Development Cell activities & SIFE
- Projects
- Finishing school

- Goal setting exercises
- Career awareness program
- Practice schools
- Internship
- Industry-institution Interface through guest lectures and colloquia
- Student training and development programme
- Introduction of soft skill as compulsory component in curriculum

Industry interaction:
Participation of industry in curriculum development
- Guest lectures
- Colloquia
- Seminars
- Workshops

Interfacing through corporate consultancy
- Factory and field visits
- Intensive Internships

Internationalisation

- Refer and adopt international best practices in all academic and administrative activities.
- Conduct workshops, training programs and meetings to review activities and progress keeping in mind the changing educational, social and market demand.
- Create an ambience that fosters creativity and innovation through research and rewards.
- International student exchange programmes
- Students undertake internships in international organisations.
- Some students also carry out their term end projects in international organisations.

6.2.2 Enunciate the internal organizational structure of the College for decision making processes and their effectiveness.
The internal organizational structure of the College is:
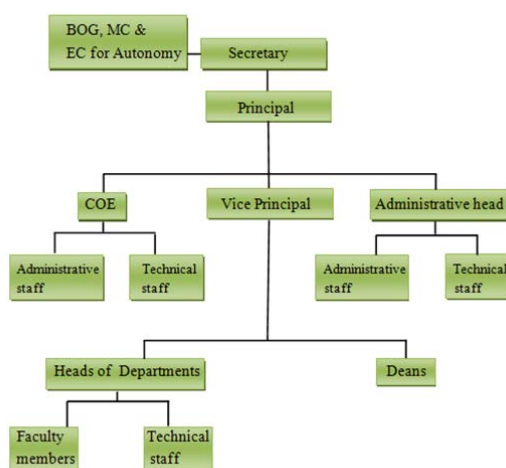
BOG – Board of Governors
MC – Management Council
EC – Executive Council
COE – Controller of Examinations

6.2.3 Specify how many planned proposals were initiated / implemented, during the last four years. Give details.

- B.Com (Hons) course was introduced in the year 2011 with the objective of training the students to take up the professional CWAI course.

- The curriculum of B.Com (Accounting and Finance) has been modified in the year 2013 in tune with the Chartered Accountancy Course.

- Introduction of more choice of electives in M.B.A. course in the year 2013.

- Library has been upgraded with e-journals, more reading material and digital resource centre.

- Aahaar – A unique programme initiated to provide breakfast for underprivileged children at primary schools.

- VISH – Vaishnav Initiative for Social Help a fund raiser to empower underprivileged women and children.

Infrastructure:
The Campus has been modified in 2011 to keep pace with the constantly changing technology trends:

- 54 adequately furnished smart classrooms with audio video accessories like projector, amplifier, mike, speakers and modular furniture

- Total campus is Wi-Fi enabled with

  ➢ 10 Mbps dedicated ILL Internet Wi-Fi connectivity for the students
  ➢ 4 Mbps of dedicated ILL Internet Wi-Fi connectivity for Controller of Examination's Office
  ➢ 756 Kbps Broadband connectivity
    - Air conditioned Conference Halls/ Non A/C Seminar Halls (with seating Capacity)
    - 2 well furnished Labs
    - 360 computers with the latest configuration.
    - 96 CCTV Cameras positioned at prominent places
    - 6 numbers of DVRs having storage capacity of 1 TB each
    - Well furnished automated library with a Digital Resource Centre
    - Facilities for Skype
    - 125 KVA Diesel Generator
    - 500 LPH Water Treatment Plant

- Revival of the fire fighting system to meet the present safety standards
- Digitized EPABX Telephone System with 35 extensions
- Additional labs for FSM dept.
- Photocopying Facility for students
- Hygienically maintained Canteen
- A tempo traveler is owned by the college is being utilized for student activities like NSS Camps, sports events, etc.

6.2.4 **Does the College have a formally stated quality policy? How is it designed, driven, deployed and reviewed?**

Yes. The college has a quality policy designed to address the mission goals of the college.

Quality Policy

M.O.P. Vaishnav College for Women is committed to:

- Facilitate a unique learning experience, which would equip the students to become competent, self-reliant, quality conscious and socially responsible citizens.

- Meet the requirements of society and continually improve the effectiveness of Quality Management Systems.

To achieve the above, the following Quality objectives are set:

- To promote academic excellence by inculcating a proper work culture, adopting customized learner focused methodologies and effective evaluation mechanism.

- To develop self – reliant and competent women by identifying, tapping, developing and nurturing their potential through appropriate co-curricular and extracurricular activities.

- To provide career opportunities to students through specialized professional courses and need based training programmes.

- To inculcate values through service oriented and nation building activities and enable them to become socially responsible citizens.

- To establish, implement and maintain a well planned Quality Management System and seek for continual improvement.
    - The college has an Internal Quality Assurance cell that ensures quality in the functioning of academic and administrative units.

Quality measures in Academic Activities:

Several measures are taken by the Institution to translate quality to the functioning of its various academic activities.

- **Quality of Teaching:**

    - Lesson Plan: Written description of the subject taught which includes the title, objective, date, duration of sessions and mode of assessment.

- Teacher's manual is prepared by the instructors for every subject which contains concisely the essentials of a subject.
- Frequent meetings of Boards of studies to advice the Academic Board on all academic matters associated with the development, implementation, and operation of academic programs.
- Conduct of workshops for innovative teaching methodology and evaluation.

➢ **Workshops:**

Year	No. Of Workshops
2012-2013	25
2011-2012	19
2010-2011	49
2009-2010	45

Exclusive Faculty Workshops – 18

➢ **Seminars / Conferences:** (Refer 3.1.8)

➢ **Quality of Evaluation:**

- System of continuous evaluation comprising 50% internal assessment and 50% end semester evaluation.
- Evaluation mechanism includes both written tests and other methods of evaluation through projects, seminars, articles and book reviews, quiz etc.
- The question paper is set by an external examiner.
- Question bank is prepared which serves as a guide to question paper setters
- Evaluation is done by an external examiner.
- Separate minimum pass for internal and end semester (40% minimum pass)
- Provisions for photocopy of answer paper, revaluation, immediate supplementary exams.
- Results are published through intranet within 1 month from examination.
- Online registration for examinations.
- Workshops are held for staff in matters relating to evaluation mechanism.

➢ **Quality measures in Administrative Activities:**
Administrative Audit to assess the following
- Administrative infrastructure
- Governance
- Administrative staffing structure
- Technical infrastructure
- Admission procedures
- Examination arrangements
- Student record systems
- Graduation arrangements

- Transcript design and production
- Publicity and marketing arrangements
- Communication systems

➢ **Workshops for administrative staff:**
- Orientation Workshop for quality enhancement.
- Value Education

➢ Financial Audit to assess the periodical accounts of the college.

Manuals are available for the functioning of all committees of the college

Manual available for the following activities
Preparation of College Magazine
Conduct of Club Activities
Conduct of Student Council Activities
Environment Management
Conduct of College Day Function
Conduct of Seminars
Preparation of Department Journal
Conduct of Autonomous Examinations
Feedback Consolidation
Conduct of Convocation
Conduct of Valuation camp
Functioning of Controller of Examinations office

➢ **Infrastructure Audit**

To ensure that the facilities provided are put to optimum use and also to prevent their misuse, the College conducts audits on the various infrastructure facilities such as:

- Library
- Record Room
- Computer Labs
- Food Science Management Labs
- Shooting Floor, Editing Room, Photo Labs and Studios

6.2.5 How does the College ensure that grievances / complaints are promptly attended to and resolved effectively? Is there a mechanism to analyze the nature of grievances for promoting better stakeholder-relationship?

Information is received through:

- Grievance redressal cell
- Feedback & Suggestions

A Faculty member committee analyzes the same and gives suggestions for the improvement of the organization and better stakeholder relationship and satisfaction. The committee also attends to amicable resolution of conflict and grievance if any.

6.2.6 Does the College have a mechanism for analyzing student feedback on institutional performance? If yes, what was the institutional response?

Yes, institutional feedback is obtained from students.

	Mechanism

Students	• Meetings
	• Opinions of select representatives
	• Suggestion box
	• Structured Questionnaire
	   - Institution appraisal
	   - Staff appraisal
	   - Professional skill Development appraisal

Process of Analysis of the feedback
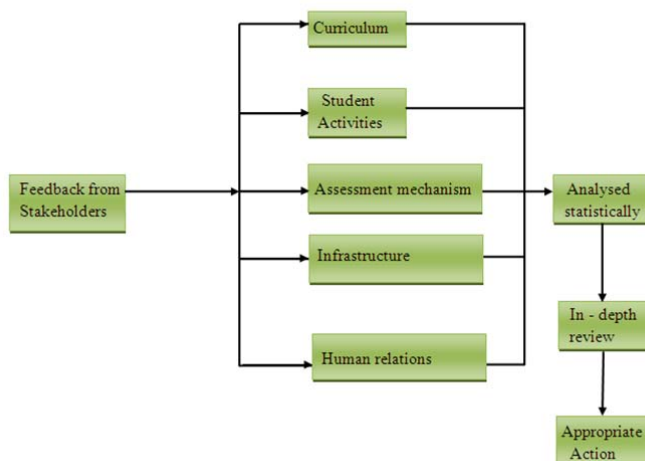
6.2.7 In what way the affiliating University helped the College to identify the developmental needs of the College?

- The University acts as a coordinating link between UGC / NAAC / MHRD and the college for faculty development programmes, affiliation for new courses, All India survey on higher education, etc.
- The University authorities support all innovative efforts taken by the college, being an autonomous institution affiliated the university.
- The representatives from the university are members on the Boards of Studies, Academic Council and Governing body.

6.2.8 **Does the affiliating university have a functional College Development Council (CDC) or Board of College and University Development (BCUD)? If yes, In what way College is benefitted.**
The University has a college development cell (CDC) which recommends faculty members for the UGC faculty development programmes.

6.2.9 **How does the College get feedback from non-teaching, teaching, parents and alumni on its functioning and how it is utilized?**

Stake Holders	Mechanism

Teaching	• Discussions in Heads of Departments meeting and Staff meetings.
	 • Opinions of select representatives
	 • Structured Questionnaire
	   - Self appraisal
	   - Professional skill Development appraisal

Non - Teaching	• Informal Interaction
Parents	• Structured questionnaire • Parent and teacher meetings
Employers / Industries	• Interaction during internships / placements • Industry Institution Interaction Sessions (workshops, Guest lectures, Colloquia, Seminars) • Academic Council and Board Of Studies meeting
Academic Peers	• Board Of Studies/ Academic council • Seminars, Colloquia & Workshops
Alumnae	• Alumnae meeting • Alumnae newsletter
Community	Survey – by administering a structured Questionnaire.

Process of Analysis of the feedback
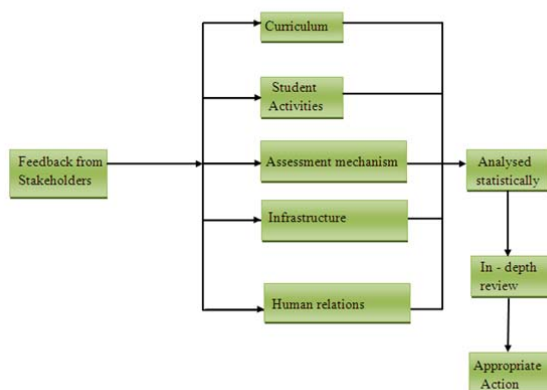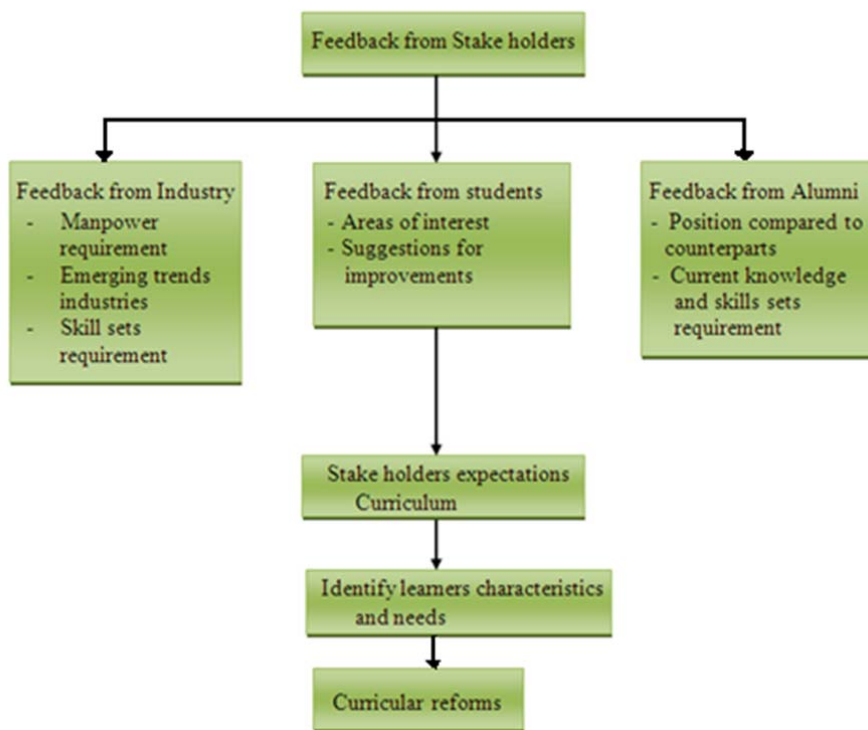
Feedback from various Stakeholders is utilized in introduction of curricular reforms, provision of better ambience and improved human relations in the institution.

6.2.10 Does the College encourage autonomy to its academic departments and how does it ensure accountability?

Yes, the Departments engage in

- Introduction of Job oriented courses
- Continual review, updation and innovation of the curriculum to suit Industry requirements through regular conduct of Board of Studies and Academic Council meetings
- Preparation of action plan with a proposed annual budget
- Faculty members prepare
  - ➢ Lessons plans
  - ➢ Teachers manual
- Academic audit is conducted twice every semester
- Inclusion of several value additions into the curriculum such as
  - ➢ Projects/ Practice school to develop the application of theory into practice
  - ➢ Internship for hands on work experience
  - ➢ Soft skills training for all students
  - ➢ Skill oriented professional courses to provide increased employability

- Providing a cafeteria approach by allowing students to choose inter disciplinary courses and to add value to the existing core competencies of the students.
- Teachers are continually trained to improve the quality of training through in - house workshops.
- Workshops are conducted for innovations in evaluation techniques.
- Accountability in ensured through adequate and appropriate control points at various levels.

6.2.11 Does the College conduct performance auditing of its various departments?

Yes. Academic performance audit is done through:
- Academic Audit Council
- Regular staff meetings
- Department staff meetings
- Heads of departments meetings
- Board of studies meetings
- Administration Audit
- Finance Audit
- Infrastructure Audit
- Grievance Redressal cell
- Feedback Mechanism

Administrative performance audit
- The Institution has an organizational hierarchy in which periodic review of the administrative tasks are undertaken in a structured and systematic manner.
- Meetings of the Principal, Secretary, Administration/ Management are often held to take and review administrative decisions.
- The finance committee comprising Principal, Secretary, Controller of Examination and Manager - Accounts takes care of all financial matters.
- Administrative audit is done internally.
- Financial audit is done both internally and by the external auditor.

6.3   Faculty members Empowerment Strategies

6.3.1   What efforts are made by the College to enhance the professional development of teaching and non teaching staff?

- Systematic training and development programmes to enhance and enrich professional competencies of teaching and non-teaching staff are conducted periodically.
- The college conducts faculty development programmes in the form of
  - Workshops (Teaching and Non – Teaching) (Refer 6.2.4 , 2.4.10)
  - Seminars and conferences organized by M.O.P Vaishnav college (Refer 3.1.8)

- Faculty members are encouraged to present papers in international, national and regional conferences (Refer 3.4.1)
- Faculty members publish papers in reputed international and national journals (Refer 3.4.3)
- Faculty members serve on the editorial boards of national and international journals.
- Faculty members are members of board of studies of other colleges.
- Faculty members are invited as resource persons by other institutions and organizations.
- The college has a policy for structured consultancy. Consultancy services are extended on contractual basis (Refer 3.5.1). The college allows the departments to reimburse expenses and professional service fees and the rest of the money is used by the departments for furthering research and consultancy.

6.3.2 What is the outcome of the review of the Performance Appraisal Reports? List the major decisions.

- Recognition through awards for outstanding performances.
- Faculty Development programmes – workshops, seminars, conferences.
- Training and Induction programmes for non-teaching staff.
- Training in computer skills, audio visual aids, etc.
- Orientation programme for new recruits.

6.3.3 What are the welfare schemes available for teaching and non teaching staff? What percentage of staff have availed the benefit of such schemes in the last four years?

- Medical insurance for all employees.
- Provident fund benefit.
- Gratuity scheme.
- Maternity leave with pay.
- Need based flexible working hours for teaching staff.
- Fee waiver for children of teaching and non – teaching staff.
- ESI benefit for class IV staff.
- Uniforms for class IV staff.
- Free mid day meal for class IV staff.
- Sponsorship for higher studies to non – teaching staff.

6.3.4 What are the measures taken by the College for attracting and retaining eminent Faculty members?

- Excellent pay package
- Financial Incentives for acquiring additional Qualifications
- Long Leave during need is granted
- Flexible Working hours on need basis
- Awards for acquiring additional Qualifications

- Sponsorship for participation in National / International Seminars / Conferences.

6.3.5 Has the College conducted a gender audit during the last four years? If yes, mention a few salient findings.

Gender audit is not applicable to a women's college.

6.3.6 Does the College conduct any gender sensitization programs for its staff?

Gender sensitization programme is not needed as majority of employees are women. Gender sensitization programmes for students is done through:

- Beginning school for first years – Modules on 'I am a responsible girl', 'Developing an emotional quotient'.
- Finishing school for final years – Modules on 'Dealing with sexual harassment at the work place, home front & public places', ' Marriage and life'.

6.3.7 What is the impact of the University's UGC-Academic Staff College Programmes in enhancing competencies of the College Faculty members?

Faculty members attend Orientation and Refresher programmes conducted by UGC – Academic staff College.

6.4 Financial Management and Resource Mobilization

6.4.1 What is the institutional mechanism to monitor effective and efficient use of financial resources?

The College prepares an annual Budget. The budget is placed before the Board of Governors for approval. Once approved funds are allocated.

6.4.2 Does the College have a mechanism for internal and external audit? Give details.

Yes, Internal auditors check the use of finance and submit reports on quarterly basis. Statutory auditors carry out their duties diligently and submit annual reports.

6.4.3 Provide audited income and expenditure statement of academic and administrative activities of the previous four years.

AUDITED INCOME AND EXPENDITURE STATEMENT OF ACADEMIC AND ADMINISTRATIVE ACTIVIES FOR PREVIOUS 4 YEARS

Income	Actuals	Actuals	Actuals	Actuals

	2009-10	2010-11	2011-12	2012-13
	Rs.	Rs.	Rs.	Rs.
Sale of application & brochures	1310083	1319040	1,242,550	1,313,300
Tuition fees	37541849	39,648,820	48568260	56,709,550
Special fees	32391455	32045957	51,419,815	51,938,196
A) Skill course fees(Merged with Spl.fees)	11128484	17246007	0	0
B) summer training course fees				1,590,300
Development fees	34136370	37275860	34,904,070	34,743,315
Mis. Income	465079	258917	339,409	413,347
Canteen & maggie shop & canteen lic fee	60,000	128700	222,209	195,000
Endow. Interest	156580	153314	152,106	521,517
Consultancy	0		0	0
Donation (bi-decennial & endowments)	0	100000	0	565,000
Total	**11,71,89,900**	**12,81,76,615**	**13,68,48,419**	**14,79,89,525**

Expenses	Actuals	Actuals	Actuals	Actuals
	2009-2010	2010-2011	2011-2012	2012-2013
	Rs.	Rs.	Rs.	Rs.
Affiliation	95000	110000	530,000	35,000
Audit fees	17648	100373	45,223	77,978
Advertisement	166418	257888	169,367	160,031
Bank charges	319	2710	2,548	5,801
Travel & conveyance	407183	65288	173,285	187,385
Electricity charges	1817427	1629455	1,543,571	2,492,479

Telephone charges & internet charges	236004	175028	361,878	592,372
Staff salary	28052205	36491504	39,880,595	47,229,208
Provident fund	1620317	3019284	3,484,187	1,469,396
Staff welfare	345421	458969	497,412	435,816
Terminal benefits to staff (group gratuity)	257499	3168028	721,647	1,134,278
Total	**33,015,441**	**45,478,527**	**47,409,713**	**53,819,744**

Payments	**Actuals**	**Actuals**	**Actuals**	**Actuals**
	2009-2010	**2010-2011**	**2011-2012**	**2012-2013**
	Rs.	**Rs.**	**Rs.**	**Rs.**
B/f	**33,015,441**	**45,478,527**	**47,409,713**	**53,819,744**
Watch & ward	259866	434390	361,572	324,906
Newspaper & periodicals	48011	22,175	19,037	21,408
Postage	32097	19,121	16,051	19,347
Seminars /workshops	221469	100,114	109,254	62,836
A) skill based courses	2308051	2418834	1,619,775	1,593,594
B) summer training course				1,340,289
Printing & stationery	619409	607,896	506,615	633,093
Consumables :				
Food science lab	158217	159,493	216,758	240,302
Computer lab	122434	30,855	60,013	26,755
Communication lab	50145	68,849	63,517	31,366
Students activities	344036	371194	625,871	521,416
Scholarship	3083410	3,357,320	3,985,265	4,042,685
TOTAL	**40,262,586**	**53,068,768**	**54,993,441**	**62,677,741**

Payments	Actuals 2009-2010	Actuals 2010-2011	Actuals 2011-2012	Actuals 2012-2013
	Rs.	Rs.	Rs.	Rs.
B/F	40,262,586	53,068,768	54,993,441	62,677,741
Sports activities	875,345	965,542	1,363,527	1,508,782
Misc. Expenses	72,531	95,295	65,741	60,079
M.B.A. expenses	84,100	145,450	99,500	170,405
Selection committee		-	29,000	-
Repairs & maintenance	1,842,448	2,644,113	4,014,396	3,635,547
Insurance (building & equipments)/ taxes/legal fee/licence fee	42,237	76,583	76,616	21,233
Water charges	71,948	45,360	9,755	40,846
Membership fee	66,736	99,745	125,998	143,103
Printing of application & inf. brou.& entrance exam	238,168	136,198	137,289	207,129
F.m.	104,105	20,700	32,503	49,928
Esi - employers contribution			214,633	165,205
Bi-decennial				337,792
TOTAL	43,660,204	57,297,754	61,162,399	69,017,790

Payments	Actuals 2009-2010	Actuals 2010-2011	Actuals 2011-2012	Actuals 2012-2013
	Rs.	Rs.	Rs.	Rs.
B/F	43,660,204	57,297,754	61,162,399	69,017,790

Books (library)& equipments	7,00,000	321,355	962,806	314,699
Computers	15,74,120	1161720	2,939,954	608,175
Computer softwares	5,00,000	12,285	13,500	-
Equipments (electrical & electronic)	5,00,000	224786	3,102,275	151,998
School of food science lab.	4,00,000	16,055	999,478	-
Audio & video lab	25,13,531	0	2,034,415	-
Purchase of vehicle	0	779523	-	-
Furniture & fittings	3,00,000	125400	3,007,431	370,099
Tneb deposit		59,580	-	12,540
Infrastructure development	26395000	3,36,025	46,908,445	7,174,478
TOTAL	**70,055,204**	**59,998,458**	**121,130,703**	**77,649,779**

6.4.4 Have the accounts been audited regularly? What are the major audit objections and how are they complied with?

Yes, Nil

6.4.5 Narrate the efforts taken by the College for resource mobilization. Fee Income and Interest from Fixed Deposit.

6.4.6 Is there any provision for the College to maintain the 'corpus fund'? If yes, give details.

Yes. College maintains its fund in the form of FIXED DEPOSIT.

6.5 Internal Quality Assurance System

6.5.1 Does the College conduct an academic audit of its departments? If yes, give details.

Yes. The college conducts an academic audit twice every semester by specially constituted Academic Audit Council. The academic audit

council consists of Principal / Vice Principal and Head of the Department.

6.5.2 Based on the recommendations of academic audit what specific measures have been taken by the College to improve teaching, learning and evaluation?

- Conduct of training programmes and workshops for teaching staff to improve efficiency in areas of concern.
- Formation of pilot group to spearhead innovations in the teaching – learning process.
- Open circle discussions to share best practices.
- Arrangement of extra classes, special coaching etc.
- Changes in teaching plan.

6.5.3 Is there a central body within the College to continuously review the teaching learning process? Give details of its structure, methodologies of operations and outcome?

Yes. Academic Audit Council is a specially constituted central body within the college to review the teaching learning process.
Academic Audit Council comprises of :

- Principal / Vice-Principal
- Respective departmental heads

During academic audit the following procedure is adopted with the faculty memebrs:
  o Check with lesson plan
  o Audit teacher manual
  o Check methodologies used
  o Identify deviations
  o Take corrective action (Special classes, Use of AV aids, etc)

6.5.4 How has IQAC contributed to institutionalizing quality assurance strategies and processes?

The college has an Internal Quality Assurance cell that ensures quality in the functioning of academic and administrative units.
Refer 6.2.4

6.5.5 Does the IQAC have external members on its committees? If so, mention any significant contribution made by such members.

Yes. External members have suggested improvements in curriculum, introduction of Industry relevant summer courses and the right organizations for internships.

6.5.6 Has the IQAC conducted any study on the incremental academic growth of students from disadvantaged sections of society?

No.

6.5.7   What policies are in place for the periodic review of administrative and academic departments, subject areas, research centres, etc.?

The policies for periodic review are:

Administrative Departments
- The Institution has an organizational hierarchy in which periodic review of the administrative tasks are undertaken in a structured and systematic manner.
- Meetings of the Principal, Secretary, Administration/ Management are often held to take and review administrative decisions.
- The finance committee comprising Principal, Secretary, Controller of Examination and Manager - Accounts takes care of all financial matters.
- Administrative audit is done internally.
- Financial audit is done both internally and by the external auditor.

Academic Departments

- Academic Audit
- Regular staff meetings
- Department staff meetings
- Heads of departments meetings
- Board of studies meetings
- Administration Audit
- Finance Audit
- Infrastructure Audit
- Grievance Redressal cell
- Feedback Mechanism

Subject areas
- Every activity of the college focuses on quality enhancement and updated academic initiatives
- Regular feedback mechanism from students and other stakeholders, current trends reflected in the industrial and global scenario help to create a conducive learning environment.
- Referring National / International models for courses and curriculum
- Interaction with industry and academia
- Discussions with the members of Board of studies
- Introduction of job oriented and soft skill courses
- Innovations in course delivery
- Inclusion of relevant topics in the curriculum
- Review of inter disciplinary courses
- Practical exposure through projects, internships and practice school.
- Skill based education
- Excellent placement services

Research Centre:
- The college has a research committee to monitor and address the issues of research. The role of the research committee:

- Identify potential areas of research
- Prepare background information on feasible projects
- Complete and submit project reports for appraisal and funding

- The College has one full fledged research department (Commerce), and research is a significant activity of all the departments of the college.
  - Research papers are constantly published by faculty members in reputed international and national refereed journals.
  - Undergraduate students of every department are encouraged to undertake survey based or experimental research projects which
    - Are evaluated to form a part of internal assessment
    - Are published in the department journals, magazines and newspapers

CRITERION VII - INNOVATIONS AND BEST PRACTICES

7.1   Environment Consciousness

7.1.1   Does the College conduct a Green Audit of its campus?

Yes. Green audit of the campus and its immediate surrounding is conducted by internally appointed auditors once every semester.

7.1.2   What are the initiatives taken by the College to make the campus eco-friendly?

* Energy conservation
    1. CFL bulbs and energy saving lamps are used across the campus
    2. Utilization of the elevator is strictly monitored and highly restricted
    3. Common facilities like seminar hall, Auditorium etc.. are allocated for events based on audience size
    4. Energy conservation Day is celebrated
    5. Sensitization campaigns are conducted for the students to educate them on energy conservation within the campus.
* Use of renewable energy
    Solar power plant with 20 KW capacity has been installed to cater to approximately 10% of the electricity requirement
* Water harvesting
    * RWH pits have been dug at definite intervals to drain rain water into the soil
    * One 12 feet RWH well has been created at the OAT and one 10 feet RWH well has been created at the main entrance gate
    * Iron grid channels around open spaces have been installed to drain the rain water into the RWH wells
    * Submersible motor has been installed to pump the stagnant rain water into the RWH wells
* Check dam construction
    The entrances to areas vulnerable to flooding on the ground floor and vulnerable to rain water stagnation on the highest floors of the campus have been raised a few inches from the ground.
* Efforts for Carbon neutrality
    Carbon emission checks are done for major equipment like generator and high capacity air-condition. Students and staff are also encouraged to procure Emission check certificate for their vehicles. Hence as carbon emissions are kept under control separate efforts for carbon neutrality are not warranted at this stage.
* Plantation
    The campus has ample greenery at all open spaces.
* Hazardous waste management
    Hazardous waste generated at laboratories is treated as follows.
    * Micro biological wastes are autoclaved and discarded
    * Neutralization of chemical wastes

- Procedures that generate chemical fumes are conducted within a controlled fume hood.
  Segregation of waste and effective waste management to enable recycling and effective disposal.
  * E-waste management
    e-waste (computer and its peripherals) are accumulated and disposed of as scrap
  * Any other
    As a part of the course on Environmental Studies students are encouraged to take up environmental awareness and conservation assignments, projects and campaigns.
    The Ministry of Environment also orients its various activities and competitions towards the objective of Environment awareness and conservation e.g. No plastic week, plant a tree campaign, clean- green and proud campaign etc.

7.2 Innovations

7.2.1 Provide details of innovations introduced during the last four years which have created a positive impact on the functioning of the College.

- Twining of courses at the undergraduate level in order to increase the employability quotient of graduates. The following programs have been introduced
  o B.Com. (Hons.) with Cost Accounting
  o B.Com. (Accounting and Finance) with Chartered Accountancy specialisation
- Professional skill development program for the first year undergraduate students to help them develop skills to pursue internships and on-the- job training programs during their course of study.
- Entrepreneurship training is provided to final year undergraduate students to encourage them to open business ventures and seek self-employability.
- Training for democratic leadership has been brought in through the replacement of the student council by the student cabinet
- The annual cultural meet Jhankar has been expanded to include a platform for intellectual abilities and is now known as Jhankar and Intelligential Fest (JIF).
- All the extension work by the college is focused on improving education among the economically challenged part of the society.

7.3 Best Practices

7.3.1 Give details of any two best practices which have contributed to better academic and administrative functioning of the College.

Best Practice 1

o **Title of the practice**
Open Circle

- o **Objective of the practice**
  - Sharing of best academic and administrative practices
  - Standardization of practices across all departments of the college
  - Creating healthy competition between departments
- o **The context**
  - It was observed that healthy academic and administrative practices existed in isolation
  - The departments had a tendency to function as islands
  - Interdisciplinary synergy was not being achieved

- o **The practice**
  - Once every fortnight interdepartmental meets are held
  - Each department present one best practice. This is subject to interaction, validation and suitability of adaptation for a department

- o **Evidence of success**
  - Healthy competition is created amongst departments to innovate new practice and out do their peers.
  - Several new practices have been adopted across departments such as course portfolio, independent study component, documentation and filing, systematic management of department specific information.

- o **Problems encountered**
  - Time constraint for the conduct of the open circle due to academic rigour
  - Hesitation in adopting new practices and implementation of change management

Best Practice 2

- o **Title of the practice**
  Course Portfolio

- o **Objective of the practice**
  - To plan teaching in advance
  - Preparation ,collection and standardization of teaching resources
  - Sharing teaching aids
  - Preparation of evaluation tools
  - Indication of teaching and assessment plan at a glance

- o **The context**
  - Need to systematise teaching activities
  - Need for an effective tool for time management
  - Improvement in teaching practices
  - Need for a guide for implementation of academic audit

- o **The practice**

- Preparation of a unit wise lesson plan
- Breaking own the lesson plan into daily plans
- Preparation of the lecture
- Preparing the evaluation methodology for the unit
- Gathering the teaching and learning resources
- Compiling it into a course portfolio

o **Evidence of success**
   - Standardisation of teaching methodology
   - Reducing the preparation time of the teacher
   - It serves as a documentation resource

o **Problems encountered and resources required**
   - Reduced flexibility
   - Restricted delivery of content
   - Adhoc changes made in content delivery goes undocumented

Resources required

- Library resources and e-resources

EVALUATIVE REPORT

OF

THE DEPARTMENTS

SCHOOL OF COMMERCE

1. **Name of the Department & its year of establishment:-**

B.Com. (Accounting & Finance)	1992
B.Com. (Corporate Secretaryship)	1995
B.Com. (Marketing Management)	2005
B.Com. (Honours)	2011

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   Ph.D (Commerce)
   B.Com (AF)
   B.Com (CS)
   B.Com (MM)
   B.Com (Honours)

3. **Interdisciplinary Courses and Departments Involved**

   The Interdisciplinary elective, are offered to the students of other Departments in the college:
   The courses offered by the Department of Commerce

Interdisciplinary courses	Departments Involved
• Front Office Management • Personal Investment Planning • Hospitality Management • Tourism Management • Emotional Intelligence • Cyber Power for Business • Business Skills I and II • Personal Portfolio I and II • Social Commerce I and II • Entertainment Management I and II • Legal Practical Knowledge I and II • People Skills at work place I and II	School of Media School of Management School of Food Science School of Mathematics School of Social Sciences School of Information Technology

4. **Annual/ Semester/Choice Based Credit System**

   Semester Pattern with Choice Based Credit System.

5. **Participation of the department in the courses offered by other departments**

Department	Subject
B.A. Sociology	Human Resource Management
B.C.A	Fundamentals of Financial Accounting
B.C.A	Fundamentals of Cost and Management Accounting

   The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching Post	Sanctioned & Filled
Associate Professors	6
Asst. Professors	19

7. **Faculty profile with name, qualification, designation, specialisation (D.Sc./D.Litt./ Ph.D./M.Phil., etc.)**

Name	Qualification	Designation	No. of Years of Experience
Dr. D. Uthira	M.Com., MBA., M.Phil., PH.D., UGC NET, SLET	Associate Professor	19
Dr. Gunita Arun Chandhok	M.Com, MBA, M.Phil, B.ED., PH.D.,	Associate Professor	17
Dr. R. Sucharitha	M.Com., M.Phil., PH.D., MBA, UGC NET	Assistant Professor	18
Ms. Kiran Varma	M.A.,B.Ed., DIM, UGC NET	Associate Professor	19
Dr. C. Shalini	M.Com., M.Phil., PH.D., SLST	Associate Professor	21 yrs 6 months
Ms.R.A. Rabika Begum	M.Com., M.Phil., MBA, UGC NET, ACS	Associate Professor	17
Ms.Vijayalakshmi Sailapathy	M.Com , M.Phil.,MBA, APGDCA	Assistant Professor	13
Ms. Gitanjali Jindger	M.Com, M.Phil.,MBA, SLET	Assistant Professor	12
Ms. C.S. srividhya Prathiba	M.Com., M.Phil., MBA, UGC NET	Assistant Professor	16
Ms. S. Sasikaladevi	M.Com., M.Phil., MBA, UGC NET, SET	Assistant Professor	13
Ms. Abirami D	M.A., M.B.A, M.Phil.	Associate Professor	13

Dr.K.Sindhu	M.Com, M.Phil., PH.D.,	Assistant Professor	9
Dr. M.Hemalatha	M.Com, M.Phil, PH.D,	Assistant Professor	3
Ms. Hemalatha J	M.Com., M.Phil., ACMA., SET,	Assistant Professor	1
Ms. Nisha U	M.Com., PGDMM, UGC NET	Assistant Professor	4
Ms. S. Nishkala	M.Com.	Assistant Professor	2.5
Ms. B.Rajalakshmy	M.Com., M.Phil., SET	Assistant Professor	5
Ms. S. Mahalakshmi	M.Com., Grad CWA, SLET	Assistant Professor	15
Ms. Sree Sudha K	M.Com., UGC NET, C.A. INTER	Assistant Professor	1.5
Ms. Jerusha Irene Chitra D	M.Com., DCA	Assistant Professor	1
Ms. M. Nisha	M.Com.	Assistant Professor	1
Ms. S. Gowri	M.Com., M.Phil., SLET	Assistant Professor	11 yrs 4 months
Ms. S. Sreevidhya	M.Com.	Assistant Professor	6 Months
Ms. Shobana Padmanabhan	M.Com, CWA (INTER), SET, M.Phil.	Assistant Professor	6 Months
Ms. K. Sree Monica	M.Com., CA INTER, UGC NET / JRF	Assistant Professor	6 Months

8. **Percentage of classes taken by temporary faculty – programme - wise information**

   B.Com - A&F , MM, CS - Nil
   B.Com (HONOURS) – 5.4%

9. **Programme-wise Student Teacher Ratio**

   B.Com A& F   -
   B.Com MM –
   B.Com CS –
   B.Com (Honours) –

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled.**

    Administrative Staff – 2

11. **Number of faculty with ongoing projects from a) National b) International funding agencies and c) Total grants received. Mention names of funding agencies and grants received project wise.**

    Nil

12. **Department projects funded by DST – FIST; DBT, ICSSR, etc; total grants received.**

    Nil

13. **Research facility / centre with**
    - **State Recognition**
    - **National recognition**
    - **International recognition**

    Research:
    Department of commerce – Full time & Part time
    Recognition – University of Madras.

14. **Publications:**

    - Number of papers published in peer reviewed journals (National / International)
      - National Journals   -   44
      - International Journals -   8
    - Monographs - 5

15. **Details of Patents and income generated**

    Nil

16. **Areas of consultancy and income generated**

    Nil

17. **Faculty Recharging Strategies**

    The faculty of the department undergoes the following to recharge themselves periodically

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Faculty Development Programmes	23	18
Seminars	143	24
Resource Persons	26	10
Workshops	12	24

18. Student projects

- **percentage of students who have done in-house projects including inter-departmental**
  100%
- **percentage of students doing projects in collaboration with industries / institutes**
  100%

19. Awards / recognitions received at the national and international level by
Faculty Awards and Recognition:
Dr. K. Nirmala Prasad

- ➢ "Vibrant Indian Award" was conferred by Developers India (An organization for India's Development Progress and Amity) on 9th April 2009.
- ➢ "For the sake of Honour Award" by The Rotary Club of Ambattur on 24th June 2009.
- ➢ Woman Achiever Award 2010 by Rajalakshmi Engineering College, Chennai on 08.03.2011.
- ➢ "Media Guild Award" by Chennai Metro Magazine on 25th August 2012.
- ➢ Award given by Ladies Special Magazine
- ➢ Excellence Award by The Society of Auditors on 23.08.2013
- ➢ Award by "Victory Insights" for empowering Women -24.08.2013

(2011-2012)

- ➢ Dr.D Uthira , **Best Teacher Award**, Lions Club International District 324-A-1

The contribution of our faculty members has been recognized in the form of nomination to Board of Studies
Number of Faculty: 2
Number of Colleges: 2

Students Recognition:
(2008-2009)
- ➢ Sharanya Ravi, received a "Best Entry (cash award of Rs.1000) by Nandhini voice for the deprived (NGO) , for 'Essay writing competition'
- ➢ Namratha Acharya, awarded Rs 10,000 worth Free Course, by Zeal Personality Development for the Personality Development course
- ➢ Vaishnavi Kumar was awarded for the Best National Level Paper presentation on "Global. Economic Melt Down-Repercussion Challenges and reforms" by GSS Jain College
- ➢ C.R.Ramitha, Priya Agarwal, N.A Revathi got "Best Entrepreneur Award" by Kumarani Meena Muthiah College for The Best Stall.

(2011-2012)

- ➢ Ms. Kesha D. Vasant of III B.Com (MM) interned with Dow Jones News Corporation (New York). She was paid 16$ per hour as stipend for her service.

> Shreya Ghosh of B.Com CS has achieved "The Gold Standard Of the International Award For Young People" organised by IAYP

(2012-2013)

> V.Sai Lakshmi, I B.com CS, got the following awards for securing "District First- Tuticorin, in 12th Standard"

Cash Award (RS.7500)	Collectorate Tuticorin
Muthalvan Award	Raj T.V
Scholastic Award & (Rs.50000)	Sterilite Corporation Pvt Ltd
Cash Award (Rs.8000)	Indian Chamber of Commerce & Industry
Cash Award (Rs.10000)	D.M.K Youth Association
Certificate and Shield	A.P.C Mahalakshmi & Group Educational Institution
Cash Award (Rs.5000)	Pearls Public School
Cash Award (Rs.10000)	Muperum Vizha by Dr.K.Karunanidi

> The following students of B.Com CS got All India Ranks for proficiency in ACS examination
   1. Nikita Kumar, 24th rank- Batch 2010-13
   2. Riya Mehta 19th rank- Batch 2012-15

> The following students of B.Com Hons got All India Ranks for proficiency in ICWA examination
   1. Keerthana Ravi, Inter Topper in SIRC, Batch 2011-14
   2. Nikitha, 2nd rank SIRC, Batch 2012-15

20. **Seminars/Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.**
Workshops

Date	Topic	Resource person
14.11.09	Business Education	Dr. Vishvanathan, Vice Chancellor, Anna University
17.12.09 & 18.12.09	Application Of Statistic Tools In Research	Dr. Ranganathan Reader - Dept of Commerce
30.1.10	Writing Articles And Publishing National And International Journal	Mr. Jayachandra Naidu, Editor, Madras School Of Social Work
26.2.10	Recent Developments In Corporate Law	Institute of Corporate Secretaries In India
10.8.2010	Active Learning	Dr. M.J.Xavier, Prof. Great Lakes
28.6.2010 To	Career Management & Leadership Skills	Mr. Mohan, Tuvsudh

1.7.2010		
14.8.2010	Ad- Copywriting	Mr. Selvakumar, Copy Head-Orchard, Advertising
30.1.10	Writing Articles And Publishing National And International Journal	Mr. Jayachandra Naidu, Editor, Madras School Of Social Work
14.8.10	Add'ecriture (Ad Copy Writing)	Mr. Selva Kumar, Copy Head, Orchard Advertising
31.10.11	Capital Markets	Mr. P. Srinivasan Practicing Charted Accountant And Financial Analyst
29.07.11 & 26.11.11	Thoughts Are Things	Mr. Narasimhan Sundaram Finance
26.08.11	Social Media	Mr. Sorav Jain, Echovme
6.1.11 To 8.1.11	Online Trading	Mr. T.R. Arul Rajhan, Vice President Vertex Securities Ltd.
27.01.12	Branding, Packaging And Labelling For Any Product	Abitha Satish Kumar Freelancer
15-12-12	Entertainment Marketing	Mr.Vijay Adhiraj ACTOR
	Visual Merchandising	Ms.Abitha Freelance Visual Merchandiser
	Marketing Research	Mr.Benedic Henry Marketing Researcher Kay Base Marketing Research
	Rj-Ying As A Career	Ms.Ophelia, Producer And Rj, Big-F.M 92.7
	Business Through Internet	Mr.Srinivasan Director, PPP Infotech Ltd.,
	HR Simulation	Mr. Ashok Anand Ramakrishnan-Quality Assurance Manager, IBM.
	Learning Through Case Study	Mr.Padamanadhan -Secretary Case Research Society Of India
	Photoshop	Mr.Krishnaswamy Creative Head
	Store Management	Mr.Noor - Head, Chennai Operations Future Group
	Event Management	Mr.S.P.Singh -Head South Operations Percept D Mark
	Richie Rich	Dr.S. Kirupalani Online Trader
	Fashion Illustration	Mr.Pradeep - Assistant Professor Pearl Academy Of Fashion
	Desktop Publishing	Ms.Padmasini -Assistant ProfessorM.O.P.Vaishnav

	College For Women
Work Culture In Tourism	Mr.Selwyn Sudhakar -Tour Manager Cox & Kings
Work Culture In Hotel	Mr.Rahool KR Talwar-Principal Consultant And Technocrat Food Service Facility Planning
Work Culture In Airline	Ms. Sunethra Selvam -Head Training and Crm Pan India
Social MediaMarketing	Mr.Shanmuganandan Social Media Strategist
New Schemes And Syllabus To Be Introduced	Rakesh Singh President, ICWAI Institute
Interview Skills	Raju Iyer & Ponnuswamy Vice Chairman & Dean ICWAI Institute

Seminars

Title of the Seminar	Date	Level
Social Media Summit	November, 11	International
Marketing Strategies of 21st Century	April, 11	National
Financial Security & Wealth Creation	January, 10	National
The Role of Educational Institutions in Promoting Consumer Awareness through Consumer Clubs	March, 09	Regional
Consolidation of Banks	9th Feb. 08	National
Seminar on New Generation Entrepreneurs and Tourism	24th Feb. 07	National
Customer Relationship Management	25th Feb. 06	National

21. Student profile course-wise:

Course	2009-2010			2010-2011		
	AR*	S*	%*	AR*	S*	%*
B.Com (A&F)	1935	207	99	2679	212	97
B.Com (MM)	499	69	95	667	68	91
B.Com (CS)	762	70	99	949	68	90

Course	2011-2012			2012-2013			2013-2014		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
B.Com (A&F)	2918	229	83	2774	212	84	3585	207	92
B.Com (MM)	412	76	84	483	70	70	427	69	80
B.Com (CS)	933	76	85	1248	71	81	1153	71	78
B.Com (Hons)	945	40	85	368	40	87	320	40	93

*AR: Applications Received; S : Selected candidates; %: Pass Percentage

22. Diversity of students (5 – Years Average)

Name of the course	% of students from the college	% of students from the state	% of students from other states	% of students from other countries
B.Com (A&F)	-	96.8	1	2.2
B.Com (MM)	-	96.8	0.6	2.6
B.Com (CS)	-	97.4	0.7	1.9
B.Com (Hons)	-	100	-	-

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

CA, ICWA, ACS -   23%
NET/SLET   -   2 %

24. Student progression

Student progression	Percentage against enrolled
UG to PG	23.1
PG to M.Phil.	Nil
PG to Ph.D.	1
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection • Other than campus recruitment	12.2
Entrepreneurs	1.75

25. Diversity of Staff

Percentage of faculty who are graduates (UG & PG)	
of the same parent university	**92**
from other universities within the State	4
from other universities from other States	4

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period – 6

27. Present details about infrastructural facilities

a) Library
    Books: 3763
    Journals: National -   11   International-2
b) Internet facilities for staff and students
    WiFi connected campus. All Labs and Class Rooms have internet facility.

Staff Computers:
    c) Internet facilities for staff and students

Wi-Fi connected campus. All Labs and Class Rooms have internet facility.

d) Total number of class rooms
No. of Class Rooms: 18

e) Class rooms with ICT facility
All class rooms have Wi-Fi facility

f) Students' laboratories -
   a. A Computer Labs with 70 computers
   b. Staff computers-9

g) Research laboratories - NIL

28. **Number of students of the department getting financial assistance from College.**

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.Com (A&F)	7	7	12	15	18
B.Com (MM)	14	14	15	19	19
B.Com (CS)	26	20	16	19	19
B.Com (Hons)	-	-	-	1	-

29. **Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.**

The B.Com (Hons) course was started in the academic year 2011-12. The important features of the program are:

i) The course has 32 Core papers whereas other B.Com courses have 18 Core and 4 Allied papers.

ii) It has 14 weeks of internship during the three year period of the course whereas other B.com courses have 8 weeks.

iii) The course has been embedded with the Professional Course –CWA

iv) The students are trained to take up both the B.Com (Hons) course and the specialised professional CWA exams too.

The need for the course:

i) Atleast 80% of students who join the college into the B.Com courses join professional courses like CA/ CWA/ CS.

ii) All these students enroll themselves into Private coaching centres around the city to enable themselves to take up the CA/ CWA/ CS national level exams.

iii) A formal need assessment survey was done to find out the problems students are facing in taking up two courses in different places.

iv) The results of the Need assessment Survey revealed the following:

a) On an Average 60% of the students were spending around three hours a day on commuting and shuttling between place of residence, Private Coaching centres and College.

b) On an average about 43% of the students felt that they were stressed and were finding it difficult to cope with both College curriculum and the professional course requirements.

c) On an average about 63% of the students felt that the stress is causing a problem with their performance as the two courses are at different tangents.

d) On an average about 86% of the students felt that it would be very helpful if such an embedded course could be introduced.

v) Hence, to align the courses in keeping with the primary objective of the college to produce self-reliant women professionals, the B.Com (Hons) course was started to bring in a confluence of both Collegiate education and Professional Courses like CA/ CWA/ CS.

A similar exercise was carried out for bringing in a variation to the regular B.Com (Accounting & Finance) course, where one of the batches is aligned to meet the requirements of the Chartered Accountancy course. On the basis of the Focus group discussions held with various stakeholders and experts, the following new subjects were introduced

- Ethics and Communication
- Financial Planning
- Company and Industrial Law
- Auditing and Assurance
- Information Technology
- Tax Planning
- Business Policy and Strategic Management
- Operations Research

The other existing subjects were also redefined to suit the requirements of Professional courses:

Considering that International Financial Reporting Standards(IFRS) was to be introduced globally in the year 2011, the Department took a proactive step in 2009 to introduce a subject on "Financial Reporting" which deals indepth aspects relating to Indian Accounting Standards, US GAAP, IFRS, the disclosure norms. This was found to be very useful for the students who went through placement procedures and for students who pursued higher education.

New programs introduced by the Department of Commerce (Marketing Management)

1. Brand management
2. Customer Relationship Management
3. Creative Advertising
4. Integrated Marketing Communication

The new programs were introduced keeping in line with the industry requirements. The programs are a mix of theoretical knowledge and practical exposure.

30. Does the department obtain feedback from

a. Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?

An academic audit is conducted by the HOD every month to get a feedback from the faculty regarding any difficulties with respect to

➢ Course Content
➢ Difficulty level
➢ No. of hours – sufficiency
➢ Evaluation patterns

The feedback is used as a base to refine the syllabi which will also be taken up for discussion in the Board of Studies Meeting.

b. Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?

A structured feedback form is administered to the students and evaluated by the HOD and suitable action taken

➢ Changes in teaching methodology
➢ Dealing with difficult students
➢ Extra classes to be provided for certain subjects
➢ Swapping of subjects between faculty for better delivery of subjects.

c. Alumni and employers on the programmes and what is the response of the department to the same?

Interaction with alumni in Annual Alumni Meet helps the department

➢ To redefine the special skill courses in accordance to industry requirements
➢ Update the syllabi to include practical components
➢ Eliminate redundant parts of subjects.

Industry experts are invited to be a part of the BOS and as guest faculty during which a similar engagement as with alumni is done.

31. List the distinguished alumni of the department (maximum 10)

Name	Designation	Company
Department of Commerce (Accounting and finance) Shift – I		
Viji Sarguna	Deputy GM	First Source Solution
Meera	Correspondant	The Hindu
Sharanya	Deputy Manager – HR	Hitachi
Sharanya N	Manager – HR	TCS
Rajalakshmi	Journalist	Business Line
Hani	Tax assistant	Central Board of Excise and Customs
Rachna	Research Analyst	CRISIL
S Anitha	CA	PKF Sridhar &Santhanam
Janani V	CA	PKF Sridhar &Santhanam
Kalaivani	Analyst	Scope international
Department of Commerce (Corporate Secretaryship)		
DivyaVenkat	Executive Company	Ranstand India Ltd

	Secretary	
Ramya	Lecturer	MGR Janaki College
C.K.Deepa	Head,B.com(corporate secretary ship)	SSS Jain college
Aarthi	Officer	Union Bank Of India
DivyaVenkat	VJ/Singer	Vijay TV
M.D.Thirushkamini	International cricket player	
Shamini	International cricket player	
KamalajaRajagopal	Singer	Cine field

Department of Commerce (Accounting &finance) Shift II		
V Harini	Associate consultant	Infosys
Durga Devi S	Senior co-ordinator Finance	CTS
Pooja	Senior financial analyst	Scope International
Praveena	Operating Analyst	Royal Bank of Scotland
Preethi V	HR Executive	Hunters Consultancy
Preethi S	Financial Analyst	Standard Charted Bank
Saranya C	Senior Financial Analyst	Scope International
Soundarya P	Executive company secretary	Tele Data Marine Solutions
Srinidhi S	Senior financial manager	Standard Charted scope international
Department Of Commerce(Marketing Management)		
Ms. Aditi Pandya	Assistant Professor	MOP Vaishnav College for Women
Ms. U. Nisha	Assistant Professor	MOP Vaishnav College for Women
Ms. Jayashree V. Mohan	Auditor	AGS cinemas
Ms. Krithika Agarwal	Senior Associate	Western Bank
Ms. Vinitha	Sr. Manager-Distribution & Syndication	Disney UTV
Ms. Nita Selena	Head-Resource Mobilization and Finance	Rainbowhome
Ms. Achira Shah	Family Entrepreneur-Tile Business Interior Designer	
Ms. IshwaryaRao	Online marketer and entrepreneur	Sydney, Australia
Ms. Gowri Gurumurthi	Teach for India Fellow	NGO, Chennai
Ms. IshwaryaRao	Researcher in Development Economics	MS Swaminathan Research Foundation

32. Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts.
   Guest lectures & Work Shops: 63
   To mention a few

Date	Topic	Resource Person
03.08.09	Audit Trails	Ms. Janani Vijayakumar, PKF Sridhar &Santhanam Chartered Accountants
12.08.09	Consumer Protection Act	Mr. G. Santhanarajan Director, Consumers Association Of India
27.07.10	Current Global Economic Scenario	Dr. Sundara Ramaswamy, Prof – Head International Economics, Monetary Institute Of International Studies, Monetary, California
28.07.10	Recent Developments In Financial Reporting	Dr. P. Srinivasan, CA & Visiting Faculty, Emerge School Of Finance And Accounts
16.09.10	Trade Marks & Copyrights	Ms. Ayshwarya, Project Head – TAFE
02.08.11	Accounting Standards – Art Or Science	Ms. JananiVijaykumar, CA, Partner, PKF Sridhar &Santhanam
14.10.11	Patents & Copyrights (Law)	Mr. D. MohanaSundaram, Company Secretary
16.03.12	Standard Costing & Variance Analysis	Mr. Sivakumar, Chartered Accountant, Partner Karraa& Co

Colloquia: 21

Date	Topic	Resource Person
24-07-12	Career Counseling	Mr.Sreejith Institute of Company Secretaries of India
22-01-13	Importance of HR	Mr.C.Jayakumar, Ms.LathaNambisan, Mr.B.Akbarali. Head Training And CRM L&T
11-02-13	Profession And Professionalism	Mr.Aadithya Director, Aadithya& Co
19-02-13	Profits & Gains of Business Or Profession	Mr.T.G.Suresh Chartered Accountant Maruthi Coaching Centre

33. **List the teaching methods adopted by the faculty for different programmes.**

• Advertising copy design	• Article review
• News analysis	• Book review
• Experimental Learning	• Projects
• Product development	• Outbound training
• Mathematical Applications of economic theories	• Field visits
• Decision making analysis	• Workbook
	• E-contents

• Adoption of movies for Case analysis • Quiz • Case study • Roleplay • Group discussion • Brain storming • Audio-visual presentations	• Online quiz and examinations • Educational CD's and DVD's • Webinars • Web based tutorials • Posters • Mock court • Demonstrations

34. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

- Regular BOS Meeting enables us to evolve strategic and tactical framework for action
- Continuous internal assessment and Innovative Teaching methodology like seminars, practice school, Crosswords, puzzles, quizzes, Online Test, Business Plan Proposals, Projects, New product Development Plans, Ad Appreciation Campaigns, Student journal Publication, Article reviews and book reviews, Glossary preparation, Model Development, relevant case studies and peer teaching helps to create an exciting learning environment to monitor the learning process.
- Workshops are organized for the students by external faculty from time to time, to ensure that critical thinking and problem solving skills are developed.
- Guest lectures are organized for the students, to interpret knowledge in the field of business, accounting and finance.
- Students are also given a practical knowledge of the computer as a management and accounting tool, through various special skill programmes such as Data Management and Analysis using spread sheet (DMAUSS), Computer Information analysis and Processing (CIAP) and accounting software-Tally.
- Feedback from students and regular interaction with them enables us to assess the effectiveness of the programme.
- Regular Department meetings to continuously work on the feedback and to decide on the ground level corrective actions
- Feedback from alumni helps us to gain new ideas for innovative teaching methodology and industrial requirements
- The primary objective of the B.Com (Honours) program was to provide knowledge which will enable and prepare the students to take up the professional CWA –Foundation, Intermediate and Final Examinations.

Steps taken to ensure course objectives are met:

i) The syllabi and the structure of the course has been prepared in such a way that the program is aligned in a fashion which is in tune with the structure, flow and requirements of the CWA course, so that the students will be able to achieve a dual objective of completing B.Com(Hons.) and success in CWA exams too.

ii) The faculty attends regular FDPs organised by the Institute of Cost accountants of India and other professional organisations, to update

their knowledge and prepare themselves to handle the requirements of the Professional course.

iii) A Registry which contains a database of Experienced Guest Faculty who are experts in their specific subject domain has been prepared.

iv) The Guest Faculty are regularly invited to interact with the students to provide a practical exposure to the subjects which will enable the students to take up the examinations with ease.

v) A Question Bank of about 10,000 MCQs have been prepared to enable the I year students to take up the Foundation exams.

vi) Regular tests ,based on these questions are given to the students on a machine-driven mode .Constant monitoring of the progress of the students is done on the basis of the evaluation obtained by these machine driven tests.

vii) A detailed schedule of tests are given to the students well in advance, which breaks down the syllabi into smaller identifiable parts, to make preparation easier for the students.

viii) Three Comprehensive tests per semester are conducted to give a wholesome preparation to the students.

ix) Collaborations have been established with Professional institutes for conducting online mock tests for the students for professional exams.

35. **Highlight the participation of students and faculty in extension activities.**
Activities by the Social Welfare Ministry

- **AAHAAR**

AAHAAR is an initiative of Social Welfare Ministry of MOP Vaishnav College for Women to end child hunger by making a healthy breakfast available to the under-privileged school children. Breakfast is the most essential meal of the day and this initiative is an attempt to ensure that each child gets this privilege. This programme has been in action in

1. MOP Primary School, Triplicane
2. Government High School, Kathivakkam, Thiruvallur District
3. Government High School, Kesavarajakuppam, Thirthani
4. Government Primary School, Irular-Thirukandalam
5. Government High School, Thirukandalam
6. Panchayat Union Primary School, Thirukandalam

Along with a nutritious breakfast, children are also given a daily dose of un filled entertainment that helps expand their horizon on various issues – from hygiene to health. The initial stages of this programme has come back with resounding success and along with the helping hand of our students, this programme envisages a promising future.

- MAD (Make A Difference)
  o Teaching school children (Spoken English, health & hygiene, basic etiquette)
  o Training for school children in cultural activities
  o Arranged an educational trip for school students
- Contribution of fruits and vegetables for the under privileged children
- Provided furniture to schools

Other extension services:
Students have rendered services in the following organizations:-

• Shri Matha Cancer Care, Adyar	• Glow Health Care
• Egmore Children's Hospital	• Seva Chakkara Samajam
• University of Madras Women's Day Programme	• Ozone Green Voluntary Organisation
• IIT Madras – Terry Fox Run	• Good Life Centre
• Shri Sairam Illam, Madipakkam	• Kesavar Illam
• Little Millennium School, Mambalam	• Madras Metro Ladies Circle
• Seva Chakram	• Evergreen Association
• Siksha Play School	• Dignity Foundation
• Hepatitis-B – Rally at Marina Beach	• Medical Research Foundation (Sankara Nethralaya)
• MOP Community Radio Station	• Chennapuri Annadana Samajam
• Sevalaya, Mylapore	• Little Sisters of the poor
• Egmore Wesley church	• Lotus Blind Welfare Trust Of India
• The Indian Youth Association	• Life Help Centre For the Handicapped
• Shashin Kai Academy	

Awareness Rally
- Service to Visually Challenged People
- Tree plantation
- Imparting of Skills to the under privileged women
- Education Awareness Programme

36. **Give details of "beyond syllabus scholarly activities" of the department.**
    Faculty:
    i) Participation in FDPs by Faculty to enhance and update knowledge on lines of Professional requirements.
    ii) Publications by Faculty in Journals and paper presentations in seminars/Conferences
    Students:
    i) Students are encouraged to participate and present papers in seminars and conferences arranged by the college/other colleges/Professional Institutes.
    ii) Students need to take up 8 to 14 weeks of internships, submit a report which will be evaluated through a viva-voce. External evaluation based on their internship performance is done by the supervisor in the Company in which they are attached.

    Consumer Club
    The Students of the Department of Commerce launched the Club C on the 6th December 2007.

The club in Collaboration with Consumer Association provides solution to Consumer Grievances
- Students were given training from CAI through workshop about Consumer Awareness through Case Studies, Role Play and also through various activities. The Civil Supplies Department also conducted a training programme regarding initiating consumer clubs in various colleges and schools. The students were given a handbook and a DVD.

The Various activities and projects that are undertaken:
- The responsibilities and rights on Medical Insurance.-Project
- Survey on rights and responsibilities on Air line passengers.
- Survey on importance of Packaging, weights and Measures.
- Survey on Aavin Vending machine with respect to deficiency in the supply of milk.
- Survey on Life insurance- Creating awareness amongst the consumers about the terms and conditions of the policy.
- Creating awareness amongst the public with respect to Road Safety Measures in Chennai city.
- Silk awareness programme in Chennai City.
- Survey amongst consumers on Various issues like
  1. Fuel Efficiency
  2. Road Safety
  3. Housing-Seminar on Rights responsibility of consumers at the time of purchase of flat.
- Survey on price & shelf life variation among different brands of edible vegetable oils.
- A survey on importance of Health Insurance amongst the public with reference to Chennai city.
- A survey on Food Safety Measures for the Street vendors in Chennai city.
- A survey on public preference on Rented or own apartment.
- A study on women entrepreneurship – their problems and prospects
- A study on direct marketing with special reference to Chennai
- A study on opportunity cost of college education for professional courses
- A study on the need for entrepreneurial training among teenagers
- FDI in Retail in India
- (Increasing youth suicides – a pathetic condition in India).

AKRITI – A Mock Company
The department students are successfully operating a mock company called "AKRITI", which is totally into event management, organizing stalls at campus and off campus, at exhibitions, specializing in accessories. The company conducts its AGM and declares dividend for its shareholders every year. This develops the communication skills, decision making skills, and leadership skills.

Practice School
The following practice schools were conducted

- New Product Development – Micro Lab, It is a self contained package of exercise used to prepare the student to benefit from learning the subject Principle of Marketing. It has the characteristic of laboratory culture.
- Survey on PMRY organized by Regional Joint Director, Department of Industries and Commerce, Chennai-Under the supervision of District Collector-Ms.Jaya. R , IAS
- Visit to Advertising agency and report submission on the same
- Designing brochure for the department
- Event Management of an Inter-Collegiate seminar
- Listing out of the modern functions of commercial banks
- Awareness creation on the basics of banking transactions among the school children
- Collection of information regarding implementation of Indirect taxation policy from the Central Excise Department
- Preparation of list of recruitment agencies and their details.
- A Survey in association with Consumer Association of India to investigate the deficiency in the supply of milk in the AAVIN Booths.
- A study on application of Factories Act by visiting various Factories
- Recording of pedesterial business – educating the vendors for creating awareness on investment and savings
- Application for PAN Card
- Preparation of brochure and awareness on the importance of service tax
- Formulation of following techniques for a company
    - Selection methods
    - Manpower planning
    - Training methods
- Verification of stock details of MOP Vaishnav College for Women
- Practice School at Impression MOP – Stationery Shop
- Product Making and Pricing and preparation of cost sheet
- New Product Development for Rural Markets
- Visual Merchandising
- Creating Print Ad
- Ad Copy Designing
- Video Ad
- Social Media Ad

Journals

2009	The Role Of Educational Institutions In Promoting Consumer Awareness Through Consumer Clubs
2010	Publicite – Advertising
2010	Signet – Corporate Social Responsibility
2010	Financial Security and Wealth Creation
2011	Publicite – Web Marketing
April, 11	Marketing Strategies for 21st Century
Nov., 11	Social Media
2012	Publicite – Entertainment Management
2012	Signet – Corporate Culture and Etiquette
2013	Publicite – Global Marketing
Mar. 13	Handbook for Young start-ups

Staff Refresher Programmes

Date	Name of The Staff	Title of the programme	Organiser
Oct. 09	Ms.M.Hemalatha	Financial Markets	Loyola College and NSEIL
Nov. 09	Ms.Gunita Chandhok	Financial Markets	NSE and University of Madras
Feb. 10	Nisha U	Industry Experts based FDP	Annamalai University
Sep. 10	Ms.Nisha U	Emotional Intelligence for Teachers	Indian Business School, Hyderabad
27.08.10	Ms.Vijayalakshmi Sailapathi	Refresher course on Business Model & Business Plan	LIBA Organised by NEN.

No. of Seminars organized - 4

Internships: To mention a few companies

• National Treasury, South Africa	• Reliance Communications
• Goldman Sachs	• Standard Chartered Bank
• Consumer Association of India	• Steelcom Ltd.
• Life Insurance Corporation of India	• Tanzania
• Lucas – TVS Ltd	• Indian Overseas Bank
• Chennai Port Trust	• The Hindu,
	• BSNL,etc.,

• Nutrine Confectionery Company Pvt. Ltd • Tablets (India) Limited	• Cavin Care • EID Parry • Chettinad Cement

i) State Bank of India had taken up an entire batch of 40 students for internship for 8 weeks
ii) State Bank of India had evaluated the students on the basis of projects done by the students. Some of the projects undertaken by the students are as follows
- Franchise Financing
- Marketing of point of sales machine
- Electronic dealer financing and Mortgage dealer financing
- HNI and domestic deposits
- Corporate Salary Package
- Alternate Banking Operations

Summer Course

The department offered the following Intensive Summer Training Programme.
- Knowledge Management
- Entrepreneurship
- New Product Development
- Data Management and Analysis using spread sheet – Advanced Level
- Online Trading
- People Management Training
- Image Editing
- Internet Entrepreneur
- Online Marketing Communication

Industrial Visit

• National Panasonic • Maya Appliances • Schwing Stetters India Pvt Ltd • Reserve Bank of India • Mitsubishi • TI Cycles • MRF • Nippo Batteries • Bafna Pharmaceuticals • Larsen and Toubro • BHEL Ranipet	• Ennore Port • Samco Metals • RBI • Green View Tea Industry • AAVIN, Madhavaram • Parle G • UCAL – Fuel system Limited • Coca Cola Co • Concept Bakers • Chennai Trade Centre • Mitsuba Sical India Ltd.

Guest Lectures and Work Shops Organized : 63

37. State whether the programme / department is accredited/ graded by other agencies. Give details.

- **India Today (7th June 2012)**
  - − **Only Self – Financing College to be ranked in Top 50**

Stream	All India	Chennai
Commerce	**27**	**6**

38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department

Strength:
- This is the only department that offers Embedded Degree leading to a Professional qualification.
- This department has the privilege of attracting the most number of reputed companies for placements.
  - a. Wholistic development of students through Rigorous innovation resourcefulness, technical competency, critical thinking and strategic marketing techniques
- Committed Faculty and extensive use of the expertise of guest faculty
- Associations with Institutions like Consumer Association of India, ICWAI, ICAI to go beyond the syllabus and impart the students with necessary skills to face challenges in life

Weakness:
- Faculty Internship
- Faculty Development Programmes –with reputed B- Schools
- Department to concentrate on undertaking minor and major research projects
- The department does not have a postgraduate department
- Faculty though are qualified according to University norms, are not professionally qualified

Opportunities:
- Collaboration with the Entrepreneurship development cell of the college to generate patent income
- To design short term courses
- The use of technology in commerce has scope for exploitation. The ED Cell in the college can encourage startups in technology. Expansion of businesses can be facilitated through collaboration.
- Students are operating a mock company, so they get a good opportunity to become entrepreneurs.
- Development and publication of study material for professional exams

Challenges:
- Space constraints
- Drop outs due to admissions in professional courses
- **Competitions from other professional Institutes**
- Challenge is to convert the conservative thought of selling into modern thought of marketing.

- Admitting students with the required mind set as the course requires extreme levels of hard work and commitment

39. Future plans of the Department

- To design and implement staff development programmes
- Analyse course units within representative mainstream courses and making changes to suit the industry requirements.
- Assemble a range of quality assured teaching resources to support the delivery of the blended learning programmes.
- Innovative faculty/student research collaborations that have the potential to demonstrate the effectiveness of new approaches.
- Research projects by several faculty that include collaboration across disciplines
- To foster best practices in teaching by conducting workshops.
- To expose students to their discipline early in their academic careers.
- The department seeks to establish a full fledged research department that encourages students to pursue research up to or even at the PhD level.
- To start a post graduate course in marketing management
- Work towards more number of publications in refereed journals.
- Prepare concise Study Materials which will encompass a wide spectrum of conceptual knowledge, practical application through case studies and intensive problems.

SCHOOL OF MANAGEMENT

1. **Name of the Department & its year of establishment:-**

   Under Graduate Department of Business Administration
   B.B.A   1992
   B.Com (ISM)   2001

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   Bachelors of Business Administration (BBA)
   B.Com (Information Systems Management) - Nomenclature of Course changed from B.Sc (ISM) to B.Com(ISM) with effect from Academic Year 2012-13.

3. **Interdisciplinary courses and departments involved**

   The department offers the following interdisciplinary courses as elective courses to the students of the college. Students from all other departments are eligible to choose these courses.
   The Interdisciplinary courses offered by the Under Graduate Department of Business Administration

Interdisciplinary courses	Departments Involved
• Content Writing for Business • New Business Development • Innovation Management • Professional Image Management • Event Management • Interpersonal and Team Skills for Business	School of Media School of Commerce School of Food Science School of Mathematics School of Social Sciences School of Information Technology

4. **Annual/ semester/choice based credit system:**

   Semester Pattern with Choice Based Credit System

5. **Participation of the department in the courses offered by other departments:**

   The department offers the following courses to the students of the other Departments;

Department	Subject
B.Sc.(FSM)	Basics of Management
	Accounting and Finance for Business Operations
	Business Communication and Etiquette
	Food Merchandising
	Food Supply Chain Management
M.Sc.(FTM)	Management Practices for Food Industries
	Marketing and Advertising

The Undergraduate students of the department attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching Post	Sanctioned / Filled
Associate Professors	1
Asst. Professors	8

7. **Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D./M.Phil., etc.)**

Name	Qualification	Designation	Specialization	No. of Years of Experience
Dr. Archna Prasad	M.COM, ACS, MBA, SLET, NET	Associate Professor	Finance & HRM	13
Ms. Sundari.R	M.COM, M.PHIL, MBA, SLET, NET	Associate Professor	Finance	14
Ms.M.Vijayalakshmi	MBA,NET	Assistant Professor	Finance & Marketing management	9
Ms. Sangeetha Manoj	MBA., SLET	Assistant Professor	Finance & Marketing	13
Ms.V.Sudha	M.COM, B.ED. M.PHIL, SLET	Assistant Professor	Finance	14
Ms. Jayanthi Jayanth	M.C.A., M.PHIL.	Assistant Professor	Computer Science	12
Ms. R. Anusha	M.C.A., M.PHIL.	Assistant Professor	Computer Science	7
Ms. Aditi B Pandya	M.B.A., MHRM, UGC NET	Assistant Professor	HRM & Marketing	3
Ms. V. Aswini	M.SC., MBA, SET	Assistant Professor	Computer Science	6 Months

8. **Percentage of classes taken by temporary faculty – programme-wise information**

   Nil

9. **Programme-wise Student Teacher Ratio**

   BBA   40:1
   B.Com(ISM)   40:1

10. **Number of academic support staff (technical) and administrative staff:**

    Nil

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.**

    Nil

12. **Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received**

    Nil

13. **Research facility / centre with**
    - **state recognition**
    - **national recognition**
    - **international recognition**

    Nil

14. **Publications**
    - Number of papers published in peer reviewed journals (national / international)
      - National Journals – 7 publications with ISSN Numbers

15. **Details of patents and income generated**

    Nil

16. **Areas of consultancy and income generated :**

    Department students offered event management consultancy services for a seminar on 'e-governance' organized by FICCI and earned a revenue of Rs. 20000/-

17. **Faculty recharging strategies**

    The faculty members of the department participate in seminars, workshops, Refresher Programmes and Faculty development programs to update their knowledge in order to match the current

Industry- Academia requirements

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Faculty Development Programmes	22	10
Seminars	13	22
Workshops	6	13

18. Student projects

- Percentage of students who have done in-house projects including inter-departmental – 100% (all students undertake mini project as a part of skill based elective (SBE-1) i.e., Communication, Presentation and Learning Skills.

  Besides in the paper on Research Methods in Business (RMB) for both BBA and B.Com(ISM) students, all students are required to undertake a Survey Based Project.

- Percentage of students doing projects in collaboration with industries / institutes: The students of the B.Com (ISM) Programme undertake a mini-project pertaining to software development and software application. Some of these projects are in-house while others (about 50%) are in collaboration with Industry.

  With effect from the academic year 2014-15, it is proposed to introduce project work for all BBA students in the final semester, which will be an industry collaboration project.

  Some of the prominent projects are

Year	Title
2008	A report on the impact of retail outlets on local vendors.
	A Comparative Study To Find The Most Preferred Brand Among The DTH Services
2009	Software Application For Management Information System
	Software Application for Placement Cell
2010	Design of High School Information Management System
2011	Software for Online Shopping of Textiles for Sri Sai Textiles
2012	A Study on Gender Discrimination in India
2013	Study on Chennai's Retail Garmentors (For Males)
	A Study on Consumer Perception on Idea Cellular
	A Study on Home Buyers
	A Study on The Effect of Advertisements on Public

19. Awards / recognitions received at the national and international level :

- The contribution of our faculty members has been recognized in the form of nomination to Board of Studies
  - o Number of Faculty: 3
  - o Number of Colleges: 3
- **Awards**:

Name of the Faculty	Award
Ms.Vijayalakshmi & Ms.R.Bhagyalaskmi	Best Paper Award- in national conference on "Paradigm Shift in HR in Management" conducted by Vellammal college of Management, 30th October 2008.

| Ms.R.Sundari | er Best paper Award- WCC Chennai, on a National Level Paper Presentation on the topic, " A Study on Financial Inclusion Pattern in India"- 7th October 2010 |
| Ms.Srividya Mouli | Third Prize, National Level Case Presentation competition on the topic" The Curiosity of Indian Cricket- IPL" at MOP Vaishnav College for Women, 4th March 2011 |

- **Students- Prominent Achievement**

  During the last five years, the students have participated in several intercollegiate co-curricular competitions, and Won- 38- I Prizes, 12- II Prizes, 16- III Prizes.

  The students have also won 3 overall trophies at various intercollegiate competitions.

Year	Overall Trophies	Institutions
2010 - 2011	1	D.G.Vaishnav College
2011 - 2012	2	o Loyola College o JBAS College

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Seminar:- STAFF

Date	Topic	Level
28.08.2009	Women and the Workplace- Evolving roles	National
04.03.2011	Marketing strategies for the 21st Century	National

Faculty Development Programs:-

24th & 25th Jan2012 – "Management Pedagogy for the new age learner" . 60 management and commerce teachers participated.

21. Student profile course-wise:

Course	2009-2010			2010-2011		
	AR*	S*	%*	AR*	S*	%*
B.B.A	643	75	94	672	70	96
B.Sc. (ISM)	398	70	99	434	70	94

Course	2011-2012			2012-2013			2013-2014		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
B.B.A	563	76	84	540	70	83	676	70	97
B.Com. (ISM)	441	70	69	574	70	77	460	70	84

*AR: Applications Received; S : Selected candidates;%: Pass Percentage

22. Diversity of students (5 years Average)

Name of the course	% of students from the college	% of students from the state	% of students from the other state	% of students from the other countries
B.B.A	NA	95.4	0.2	4.4
B.sc/B.Com(ISM)	NA	97.2	1	1.8

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

Nil

24. Student progression

Student progression	Percentage against enrolled
UG to PG	**20%**
PG to M.Phil.	Nil
PG to Ph.D.	Nil
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection • Other than campus recruitment	B.B.A-10% ISM-30%
Entrepreneurs	B.B.A-40% ISM-10%

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	**67**
from other universities within the State	33
from other universities from other States	-

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period:

1 Ph.D

27. Present details about infrastructural facilities

a) Library
   o Books -6223
   o Journal National - 11 International - 2

b) Internet facilities for staff and students
   WiFi connected campus. All Labs and Class Rooms have internet facility.

c) Total number of class rooms
   No. of Class Rooms : 6

d) Class rooms with ICT facility
All class rooms are smart classrooms with LCD Projector, WiFi facility and AV Equipment.

e) Students' laboratories - A Computer Lab with 70 computers
Staff computers -2. Student .
Students of B.Com ISM programme bring their own laptops and hence the classroom is also used as a computer laboratory

f) Research laboratories

Nil

28. **Number of students of the department getting financial assistance from College.**

Course	09-10	10-11	11-12	12-13	13-14
B.B.A	2	2	2	1	1
B.Sc.(ISM)/ B.Com.(ISM)	6	6	2	3	6

29. **Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.**

New Courses are introduced from time to time based on inputs received from Industry and Board of Studies Members.
The following changes have been incorporated in the BOS.
Independent study component has been introduced in all the management papers of BBA and B.Com(ISM) courses.

- **Changes incorporated in the BBA Course:**
    1. The following papers are introduced in the BBA curriculum:
        o Management Information Systems
        o Retail Management
        o Event Management
        o Computerised Business Application

    2. The following Concepts are included in the curriculum
        o Business Communication has been modified to include business etiquette and the subject is renamed as Business Communication & Etiquette.
        o Knowledge Management- in Organisation Behaviour & Human Resource Management
- **Changes incorporated in the B.Com(ISM) Course:**
    1. The following papers are introduced in the ISM curriculum:
        - Data Structures
        - UML
        - XML
        - Software Quality Management
        - Information Technology
        - Computerised Business Application

2. The following Concepts are included in the curriculum
   - Non-Relational Data Management- in the paper data management
   - Quality Management & Operations Management- in the paper Production Management.
   - Business Ethics- in the paper Business Environment

3. Interdisciplinary and Non-Major Electives:
   The Board suggested to introduce the following papers as IDE & NME for the other Department Students.
   - Event Management
   - Content Writing for Business
   - New Business Development
   - Interpersonal and Team Skills for Business
   - Innovation Management
   - Professional Image Management
   - Managing your PC.

30. Does the department obtain feedback from

a) **Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**
Yes, through Academic Audit. The feedback from the Academic Audit is incorporated in the lesson plan and teachers manual.

b) **Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?** The students feedback is taken, both for the program and the faculty members. Based on the input pedagogical improvements are made as well as inputs for skill based electives and value added programs are incorporated.

c) **Alumni and Employers on the programmes and what is the response of the department to the same?**
Yes, the inputs received from alumni and employers are used for revising the syllabus and introducing new courses.

31. List the distinguished alumni of the department (maximum 10)

Department of Business Administration		
Name	**Designation**	**Company**
Jhotsana	Head & Branch Manager	Idea Cellular
P.Vandana Jain	Director	Kalpatura Global Allois Pvt.Ltd
Khyati Shah	Entrepreneur	Scimble
Harsha Gurnani	Associate Manager	Scope International
Aishwariya Rajalakshmi	Partner	Sree Vatsa Organic Farm Products
Deepti Bisani	Proprietor	Deepti Bisani & Co
Richa Chainani	Branch Manager	Development Bank of

		Singapore
Pooja Bothra	Finance Manager	Kotak Mahindra Bank
Aanchal Goenka	Project Manager	Interspace
Monica D shah	Designer	Rodema Reality
Ashwina Ragavan	Private Health Manager	Morganstanley
Mohammed Sujitha MS	Manager HR	Botvfx
Pooja Kabra	Technical Consultant	Cognizant technology solutions
shreelakshmi TS	Senior Acturial Executive	Star Health Insurance
Barkha Malpani	Marketing &Media Manager	Prince Foundations & Ltd.
Neha Prakashchand Demla	Brand Associate	Fifth Estate Communication Ltd
Anita Kankaria	Assistant Managing Director	Nikhil Enterprises
Bhavna J Bhatija	Advertising & Sales Executive	Star TV Networks
Sirisha K	Interior Designer	Freelancer
Latika G	Entrepreneur	EFIF Diamonds
Anisha Keshvani	Associate Manager	RR Donnelley
Komal K	Clearing Process Head	Citi Bank
Neha Chugh	Lead Analyst	Cimkem Banglore
Vandana Murali	Founder	Thread Shot
Vaishnavi H	Teacher	Nirithia Nithya School of Bharatnatiyam
Vaishnavi Venkatesh	Head Marketing	Home Serve
Priyanka Trivedi	Senior CRM Executive	Hariyana Foundation & Housing Ltd
Shilpa Agarawal	Journalist	Metro Plus
Smruthi Rajagopal	Area Sales Manager	Godrej Consumer
B.Com. (ISM)		
Vandini Ravindran	Entrepreneur,	Janvi Adornment
Mansi Bhatt	Free lance Choregrapher	
Vaishnavi Kumar	Senior Executive	Nokia Industries Pvt. Limited
Divya Nahar	Owner	Seasons (Chocolate, cookie and Wrappers)
Roopa	Senior executive	Citi bank
Divya Ramadoss	Programmer	Twinsoft

	Boarding	
Radhika	coordinator	IBM
Swetha.D	Software Engineer	TCS
Sushmitha	Associate consultant	KPMG

32. Give details of student enrichment programmes (special lectures/ workshops / seminar) with external experts.
Guest lectures:

Date	Topic	Resource Person
10.07.08	Challenges Faced By A New Entrant In Event Management	Ms. Neha Khicha, Event Manager, SIFY Limited
31.07.08	IT For Managers	Ravi Parthasarthy, Founder, Digiteria
05.08.08	Issues In Event Management	Mr. Austin, Partner, D&A Events
19.08.08	Geographic Information System	Mr. Ragavan, Operation Head, Gis Centre
05.09.08	Knowledge Management	Mr. Giri, TCS
05.09.08	KPOs And IT Prespective	Mr. Shridhar & Mr. Srinivas, TCS
12.09.08	Operational IT Projects	Mr. Shridhar & Mr. Srinivas, TCS
11.02.09	Inventory Management	Ms. Nithya Ganesh, Freelancer
05.02.10	Financial Chemistry – Stock Exchange As A Mode Of Raising Funds	Prof. P.C. Lakshmi Narayanan Professor, Loyola College, Chennai
09.09.10	Understanding Corporate Financial Statements	Mr. Bhaskaran Kripakaran, Associate Vice President, Standard Chartered Bank
06.09.10	Managing Stress Organization	Mr. Inba Subramaniyam, Psychologist
22.02.11	World Bank Functions	Mr. Sunil Kumar, Centre Head, World Bank
09.11.11	Indian Taxation System – An Overview	Mr. M. Sekar, Promoter, India Finance Bazzar.Com
11.11.11	Cyber Crime	Mr. Sudhakar, Advocate

Workshops

DATE	TOPIC	RESOURCE PERSON
11.24.08	Handling Emotions, Stress And Management	Ms. R.Lakshmi – free lance Soft Skills trainer
12.17.08	Application Of Multimedia And Animation Tools	Mr.Sundra Pandiyan – Trainer Arena Multimedia
1.7.09	Inheritance In C++	Ms. Naga , Trainer NIIT
27.8.09	Time Management	Mr. Manoj Swarup, CEO, Phirst Mind
12.2.10 & 26.2.10	Dealing With Difficult People	Ms. Viju Swaminathan, MaFoi Management
29.10.11	SWOT –Analysis	Mr.Pattabiraman- Freelance Corporate Trainer

33. List the teaching methods adopted by the faculty for different programmes.

• Adoption of movies for Case analysis • Experimental Learning • Quiz • Case study • Role-play • Group discussion • Brain storming • Audio-visual presentations • Article review • Book review • Projects	• Outbound training • Field visits • Workbook • E-contents/CBT • Online quiz and examinations • Educational CD's and DVD's • Webinars • Web based tutorials • Posters • Mock court • Demonstrations

34. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

The program objectives of the BBA and B.Com(ISM) departments are to
1. Bridge the gap between conceptual learning and practical approach
2. To inculcate a professional and managerial experience
3. To foster the entrepreneurial spirit

To ensure that these program objectives are met the following practices are undertaken
- Active student centric pedagogies
- Case study based methodologies
- Guest Lectures and workshops by industry practitioners
- Field visits and outbound training programmes
- Student paper presentation competition
- Survey based project work
- Software development and automation projects
- Business on campus- entrepreneurship incubator
- Participation in international, national seminars.

- Constant review and updation of syllabus
- Inclusion of practical components(Accounting Software, Statistical Packages, Operations Research-TORA,

The learning outcomes are monitored using

1. Comprehensive assessment comprising equal weightage for internal and external assessments.
2. Innovative methods of evaluation using techniques like
   - Learner centre (Exhibiting Content Learnt- Eco-Kno-Mics, Mind your Manners, P3- New Product Development by considering Price, Promotion and packaging)
   - Online test and Hunt
   - Class Room Quiz
   - Unit wise test

35. Highlight the participation of students and faculty in extension activities.

- The students and staff of the department are trained in "Emergency Response" (First Aid during Golden Hour).as a part of the extension activities students undertake a 30 hour project every year to spread this awareness among school and college students, operators of public transport and general public.
- This training program has been conducted in more than 50 educational institutions and 100 residential apartments.
- The program has also trained around 40 bus auto drivers and 100 domestic helpers in the city of Chennai.
- The students of the department operate V-Care- the first aid centre of the college on all working days.

36. Give details of "beyond syllabus scholarly activities" of the department.

Beyond the syllabus scholarly activities	
Journal - The department journal "m-Power" is a thematic compilation of scholarly articles that is completely written, edited and published by the students.	• 2009-10- Women and the Workplace • 2010-11- India Destination 2020 • 2011-12- Emerging trends in Information Systems • 2012-13- What an idea! World Class Business Ideas • 2013-14- StatisClicks-Statistics in daily life
Workshops	• **Time Management** Mr.Manoj Swarup, CEO Phirst Mind • **Dealing with difficult people** Ms.Viju Swaminathan, MaFoi Management • **Developing Google Apps for a Netizen** Mr.Sridar,Co –Founder and Director,

	MAP Tech infosoft Pvt.Ltd. • **Memory Retention and Study Skills** Mr.Venkat, Assistant Director, MAX Academy. • **Handling Examination Stress** Ms.Mohana Narayanan, Counseling Psychologist • **SWOT analysis** Mr.Pattabiraman, Free Lance Corporate Trainer
Students Paper presentations	• 2009-10- Transformational Leadership- National Level • 2010-11- India Destination 2020 • 2011-12- Emerging trends in Information Systems • 2012-13- What an idea! World Class Business Ideas- Students Case Presentation. • 2013-14- Corporate Social Responsibility
Field Visits	• **Dangwoo SurfaceTech India Pvt.Ltd.-** To understand production management system. • **Nerolac Paints-** To get practical Knowledge on Production and operational Management. • **Cookie Man-** To understand the manufacturing process in a food Industry.
Guest Lecture	• **Understanding Corporate Financial Statements** Mr.Baskaran Kirupakaran, Associate Vice-President, Standard Chartered Bank. • **Managing Stress Organisation** Mr.Inba Subramaniam, Psychologist • **World Bank – Functions** Mr.Sunil Kumar, Centre Head-Chennai, The World Bank. • **Indian Taxation System- an overview** Mr.M.Sekar, Promoter, India Finance Bazaar.com • **Cyber Crime** Mr.Sudhakar, • **IT Act2000** Mr.Dhanapal, Corporate Lawyer

37. State whether the programme/ department is accredited/ graded by other agencies. Give details.

Ratings: The BBA course was rated among the top ten in India in the India. Today AC Neilsen Survey (India Today, June18, 2012). It was the only self-financing college to find a place in the top ten.

38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department
   Strength
   - Application : Admission Ratio is high – a very popular course
   - Student centric active teaching pedagogy
   - Thrust on Entrepreneurship
   - Innovative Courses- Event Management, Team Skills, Content Writing for Business
   - Industry relevant Curriculum – B.Com(ISM)

   Weakness
   - Low Progression to Higher Education
   - Low Percentage of students seeking employment

   Opportunities
   - Opportunities to upgrade to research department(4 Faculty members are pursuing PhD program)
   - Potential to offer Corporate Consultancy in event management
   - Innate entrepreneurial potential
   - Possibilities for continuous upgradation of syllabus in Computer Science Papers.

   Challenges
   - BBA and B.Com(ISM) courses are offered by aided colleges in Chennai city at a lower fee.
   - Lack of awareness about prospects of B.Com(ISM) course among students and parents.
   - **Consultancy**- 20010-11, Event Management Consultancy Services for a seminar on e-Governance organised by FICCI and earned a revenue of Rs.20,000.

39. Future plans of the department
   - Upgradation to Research Department
   - Introducing specialisation option in BBA course
   - Certificate/Diploma Programs in Management
   - Consultancy Wing

SCHOOL OF MANAGEMENT

1. **Name of the Department & its year of establishment:-**

   Master of Business Administration   1995

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   M.B.A With dual specialization
   a. HR-Marketing
   b. HR-Systems
   c. HR-Finance
   d. HR-Hospitality Management
   e. Finance- Marketing
   f. Finance –Systems
   g. Finance-Hospitality Management
   h. Marketing- Hospitality Management
   i. Marketing –Systems
   j. Systems –Hospitality Management

3. **Interdisciplinary courses and departments involved:** Nil

4. **Annual/ semester/choice based credit system**

   Semester Pattern with Choice Based Credit System

5. **Participation of the department in the courses offered by other departments:** Nil

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching Post	Sanctioned& Filled
Professor	1
Associate Professors	4
Asst. Professors	3

7. **Faculty profile with name, qualification, designation, specialisation (D.Sc./D.Litt./ Ph.D./M.Phil., etc.)**

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years
Dr.Lalitha Balakrishnan	M.B.A., M.Com., M.Phil., Ph.D., UGC NET	Prof. & Head, Dept. of M.B.A	Finance	24	8

Dr. N.C. Rajashree	M.Com., Ph.D., SLET	Assoc. Prof.	Finance	15	
Dr.Sonia Mehrotra	M.B.A., M.Phil, Ph.D.,	Assoc. Prof.	Production and MIS	7	
Dr.Jayashree Fernandes Felix	M.Sc,M.Phil, PGDCA, Ph.D.,	Assoc. Prof.	Operations Research	15	
Dr.Reetha Dinesh (Till 2012)	M.B.A, Ph.D.,	Assoc. Prof.	Human Resources Management	2	
Ms.Ramya Raman	M.B.A	Asst. Prof.	Business Law, Human Resources Management	2	
Ms.Anuradha Prashant	M.B.A.	Asst. Prof.	Marketing	1	
MS. C.R. Ramitha	M.B.A.	Asst. Prof.	Finance	2	

Adjunct Faculty:

Name	Qualification	Specialization
Mr.A.M.Sundaram	FCA, P.G. in Systems Management	Finance
Mr.A.K.Narayanan	FCA	Finance
Mr.V.Rajesh	M.B.A	Retail Management
Mr.P.E.Krishnan	M.B.A	Finance
Mr.Arun Davey	M.B.A	Marketing
Dr.Gowri Ramachandran	M.COM, M.Phil., PGDFM,Ph.D	Human Resources

8. **Percentage of classes taken by temporary faculty – programme - wise information**

20% of the total credits allotted for the course are delivered by visiting faculty who are industry experts in the domain. Courses handled by them include
  - Retail Marketing
  - Advertising and Sales Promotion
  - Human Resource Development
  - Training and Development
  - Securities Analysis and Portfolio Management
  - International Business
  - Hospital Management
  - Hotel Management

9. **Programme - wise Student Teacher Ratio**

   M.B.A   15:1

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled.**

    Administrative staff: 2
    Technical Staff: 2

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.**

    Nil

12. **Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received.**

    Nil

13. **Research facility / centre with**
    * **state recognition**
    * **national recognition**
    * **international recognition**

    Nil

14. **Publications:**

    * Number of papers published in peer reviewed journals (national / international)
        - National Journals – 12
    * Monographs – 1.
      Monograph on "International Colloquium Series" on Business and Management.
    * Books with ISBN numbers with details of publishers –

Date	Name of the Staff	Publisher	Name of Book	ISBN
2011	Ms. Sonia Mehrotra Dr. K.Nirmala Prasad	Harvard University (Edited)	Quality Of Work Life as a Mediator to Work Life Imbalance of Professional Women	1944-6934; 4(12); 323-342
2011	Dr.Lalitha Balakrishnan	Margham Publicatio n	Organisational Development	978-93-814430-07-01
	Dr.Lalitha Balakrishnan	Himalaya Publishing House	Human Resource Development	81-8318-709-9

15. Details of patents and income generated – Nil

16. Areas of consultancy and income generated

MAVIS HOME, A Chennai based Home furnishing retail store is provided marketing support on a monthly consulting fee through media vehicle selection for placement of advertisements, designing story boards for thematic campaigns to be executed by the store staff.

The project is executed through a monthly schedule of campaign theme, advertisement insertions in city wide dailies and providing an integrated marketing campaign to be executed across social media and print media.

17. Faculty recharging strategies

The faculties regularly attend national and international seminars and conferences in their area of expertise to update their knowledge on current best practices in industry and in the field of academics.

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Resources persons	7	2
Seminars	11	4
Conferences	6	4
Workshops	3	3

- Best practices adopted by departments are shared regularly through staff interactions with other departments. This provides the staff with a motivation to present their work, and also hones their discussion skills amongst peers.
  - o Practices initiated and trained by the MBA department include
    - Case Study writing and analysis by Ms.Sonia Mehrotra in 2011
    - Brown Bag seminars
    - Use of pre reads as an effective student learning tool.

- Out learn program Organised by NHRD, enables the staff to visit various organizations and gain an insight into the best practices available in the industry.

18. Student projects
  - Percentage of students doing projects in collaboration with industries / institutes : 100%
    - All 60 II year students of M.B.A undertake a 3 month internship project with organizations in the IV Semester
    - All the 60 I year M.B.A students undertake a 8 week summer project for an organization at the end of the II semester

Apart from this, mini projects are undertaken by students in groups in various subjects such as
  - Marketing Management
  - MIS
  - Production and Materials Management

Students who opt for hospitality specialization also undertake individual

projects to acclimatize themselves with the current trends in the sector.

BEST PROJECT AWARD

Each year the best research projects done by the II MBA students in the IV semester is recognized and awarded. The projects which won the award are listed below:

Batch	Student Name	Organization Name / Project title
2007-09	Savitha Rajendran	**Patco Investments and Consultancy Services Pvt. Ltd.,** An Analytical study on Investment approach and risk tolerance of individual investors
2008-10	Babita M	**Schneider Electric India Pvt. Ltd.,** A Study on the awareness and acceptance level of human resource accounting at Schneider Electric
2009-11	Roshini V	**Ogilvy and Mather Advertising** A study on consumer awareness and willingness to subscribe to 3G technology
2010-12	Sandhya Ganesan	**Lifecell International** Measuring customers perceived service quality
2012-13	Sukanya S	Anush Securities Pvt. Ltd., Ranking of 10 stocks in the banking sector based on certain key parameters

19. Awards / recognitions received at the national and international level by Faculty

- **2011:** Dr. Lalitha Balakrishnan was selected as one amongst two Indians to attend the International Visitor on Leadership Program (IVLP) to visit USA from 5.03-2011 to 27.03.2011 The international visitor leadership program was Organised by the State Department of Education, United States of America.
- **2011.** The case study,"Madras Craft Foundation and Dakshina Chitra- A continuous Cultural Journey of South India" authored by **Ms. Sonia Mehrotra** was adjudged among the best case study in Case Study competition 2011, which was jointly organized by School of Business, Western Ontario, Canada.

2011: The case study on Goli Vada Paa, authored by **Ms.Sonia Mehrotra** was included in Indian School of Business into their curriculum.

- **2011:**The Case study PETA WRAP authored by **Ms. Sonia Mehrotra** was awarded as best case award of Rs. 7500 from Emerald Emerging market cases.
- **2011:** The paper on "Entertainment Overflow By the Walt Disney Company - A Case Study Analysis" presented by **Dr. Lalitha Balakrishnan** was conferred with the best paper award at a National Conference on Marketing Strategies for the 21st Century.

- Doctoral / post-doctoral fellows
- Students

Individual

Date	Name of the Student	Class	Event	Organizer	Prize
2010	Agalya.G Moushmi.V	I M.B.A	Paper Presentation	MMA	II prize
2010	Roshini V	II M.B.A	Big-Debate	MMA	III Prize
2011	Roshini V	II M.B.A	Best Manager	GRD School of Management Studies	Chandrakanti Memorial Business leader award Cash prize Rs.15000
2011	Roshini V	II M.B.A	Best Manager	Gnanam School of Business , Tanjore	I prize , trip to Singapore
2011	Thulasi.S. Aswini.K.	II M.B.A	Paper Presentation.	Vels Multi Tech College	III Prize
2011	Juniya Shalom Agalya G	I M.B.A	No Guts , No glory – Debate	IFMR	I Prize
2011	Shalini.R	II M.B.A	Paper Presentation	Vels Multi Tech College	III Prize
2011	Thulasi.S. Aswini.K.	II M.B.A	Paper Presentation	Vels University	III Prize
2011	Buvaneswari S SandyaGanesan	II M.B.A	Paper Presentation	Vels University	I (Cash Prize: Rs.10,000)
2011	Agalya.G Aishwarya Priyadharshini.S Saraswathi.U.	II M.B.A	Real Picture – Quiz and Role Play	Cognizant Technologies Solutions (CTS)	II Prize
2011	Sukanya.S Akila.S	II M.B.A	Paper presentation	Jamal Institute of Management.	Cash Prize

					Trichy.	
2012	Deepika .C Aparna M	I M.B.A	Paper Presentation	Madras Management Association	Cash Prize Rs.15000 II Prize
2013	Deepika. C	II M.B.A	MMA – Chanakya Best Manager Award	MMA and University of Madras	Top 10 finalist in the National level Best Manager award
2013	Vishaka Gopinath Sona. M	I M.B.A	MMA – Paper presentation	MMA and University of Madras	II Prize cash award of Rs. 15000
2013	Vishaka Gopinath Sona.M	I M.B.A	LIBA – Mark IT Paper Presentation	LIBA	I Prize

Rolling Trophies

Year	No of overall trophies	Institution
2011	1	D G Vaishnav College
2012	1	Ethiraj College for Women.

20. **Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.**

Source of Funding for Seminars & Workshop – College Management.

N/I	Topic	Year
International Seminar	International Seminar on Cross Cultural Management Practices	2012-13
National Seminar	Management Education Program : Emerging Marketing Strategies in a Dynamic Environment	2012-13
International Seminar	Recent trends in Cross Cultural Management	2011-12
National Seminar	Management Education Program " Strategies for Managers in New world order"	2010-11

National Seminar	Management Development Program(2011) –Talent management	2010-11
Workshop	Paving your way to success	2010-11
Workshop	Communication and Presentation Skills	2010-11
Workshop	Capital Markets – Mr. Suresh R Cognizant Technologies	2010-11
Workshop	SPSS –Usage in research Mr. ArvindNarsipur Trainer, Data Analysis and Managerial Analytics Application of Statistics tools in Research – Dr.Nalini Ravishankar Professor, University of Connecticut	2010-11
Workshop	Workshop on Interview skills and communication by SPEED resources	2011-12
Workshop	Workshop on "Leadership skills" as an out bound training by Pegasus Centre for leadership development, Pondicherry	2011-12
Workshop	Workshop on team building and co optive working Ms. Padmaja ,Victory Insights	2013
International Seminar	International Colloquium Series on Business and management	2013

21. Student profile course-wise:

Course	2009-2010			2010-2011			2011-2012		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
MBA	304	60	98	195	60	98	195	60	93

Course	2012-2013			2013-2014		
	AR*	S*	%*	AR*	S*	%*
MBA	221	60	75	206	60	93

*AR: Applications Received; S : Selected candidates;%: Pass Percentage

22. Diversity of students (5 years average)

Name of the course	% of students from the college	% of students from the state	% of students from other states	% of students from other countries
MBA	25	98.6	1.4	0

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

NET: 23 students (3% of our alumni)
SLET:12 students (1% of our alumni)

24. Student progression

Student progression	Percentage against enrolled
UG to PG	**-**
PG to M.Phil.	2%
PG to Ph.D.	1%
Ph.D. to Post-Doctoral	
Employed • Campus selection • Other than campus recruitment	40% 30%
Entrepreneurs	15%

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	70
from other universities within the State	20
from other universities from other States	10

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

1. Ms.SoniaMehrotra, 2012.

27. Present details about infrastructural facilities
   a) Library
      Books -6223
      Journal National- 11 International 2
   b) Internet facilities for staff and students

   Wi-Fi connected campus. All Labs and Class Rooms have internet facility.
   c) Total number of class rooms
      No. of Class Rooms: 3
   d) Class rooms with ICT facility
      All class rooms have WiFi facility
   e) Students' laboratories - A Computer Lab with 70 computers
                                    Staff computers -5
   f) Research laboratories
      Nil

28. Number of students of the department getting financial assistance from College.

Course	2009-10	2010-11	2011-12	2012-13	2013-14
MBA	-	-	2	2	1

29. **Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.**
   The objective of the department is to align the curriculum with the industry needs and provide a contemporary view on management education to its

students. With this in regard, the department regularly takes feedback from its current students and alumni on changes that can be incorporated within the syllabus structure.

The concept of zero hour on Fridays ensures a continuous flow of communication between the students, faculty and the management. Over the last two years, the students have been voicing the need for a course covering the intricacies on Hotel, Hospital management and one on Tourism management. Sensing opportunities in both the corporate and entrepreneurial sector in these areas the department introduced an additional group of electives

- Hotel management
- Hospital management
- Tourism management grouped under Hospitality management.

A meeting of the board of studies was held, and the board also took references from industry experts to frame the syllabus and also suggested partnerships with the industry leaders on course delivery.

Subsequently, hospital management was delivered by Apollo hospitals, Hotel management by faculty from Institute of Hotel management and Tourism with the help of industry practitioners. We hope to partner with one more institution in the field of tourism management in the coming years.

The elective introduced in the academic year 2012-13 has seen more than 35 students enrolling for the same. Projects and industry discussions have led to an enthusiastic acceptance of the course.

30. **Does the department obtain feedback from**
   a) **Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**
      Yes, the department continuously takes feedback from the students in areas of staff teaching methodology, courses, evaluation methodology. The feedback is taken through a structured written statement and oral medium.
   b) **Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?**
      A day in a week is devoted for interaction between the staff and students where constructive criticism and suggestions are taken for implementation.
      Suggestions that have been incorporated as system include:
      - Removal of a subject completely or merging two subjects and providing space for introduction of new relevant courses.
      - Teaching methodology improvisations have been undertaken to make better use of the ICT facilities.
      - Industry is also an integral part of curriculum development and delivery by involving members through board of studies, guest lectures, project mentoring and outbound trips.
   c) **Alumni and employers on the programmes and what is the response of the department to the same?**

The department engages in a bilateral communication with the alumni through

- Annual alumni meets
- Dedicated facebook page
- Engaging the alumni participation through guest lectures
  Members of the alumni are also regularly invited to speak to the students on issues of grooming, career planning, and sharing of experiences. The alumni are also a part of the board of studies, giving them a fair chance to voice their feedback for better curriculum development.
  Prominent alumni contributions are recognized through awards during college days.

31. **List the distinguished alumni of the department (maximum 10)**

Name	Designation	Company
Chitra. K	General Manager, Finance	Cholamandalam MS General Insurance Co.Ltd.,
Aruna Narsi	Senior Account Executive Client Servicing	Ogilvy & Mather
Vandana Sharma	Senior Associate HR	Cognizant Technologies
Ramya Narayanan	HR Manager	Cognizant Technologies
Roshni. V	Financial Analyst	Price Waterhouse Coopers
AkhilaRamprasad	Senior Accounts Analyst	World Bank
Savithri Radhakrishanan	Financial Analyst	Sundaram Business Service
Abhinaya. B	Director	Quality Metals Traders and Consultants
Charanya Krishnan	Program Head- NIE	Bennet T Coleman and Company
Ranjani. S	Senior Analyst	Royal Bank of Scotland

32. **Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts.**
    Guest lecturers

Period	Resource Person	Topic
2009-10	Mr. A. K. Narayanan President, Tamil Nadu Investors Association	Black Scholes Model
	Mr.V.Nagappan Chairman, Madras Stock Exchange	Career Opportunities in Capital Markets
	Mr. RaghavKannan, Manager (Retd), BHEL, Trichy	New Age Management
	Mr.Bhaskar Director, Operations Resources India Pvt Ltd	Role of Training and Development in organisations

	Ms. Kirthanya Co-founder, Think Rite Edu. Pvt. Ltd	Transformation of thoughts
2010-11	Mr.Gopinath Co founder Learning Head 361 degrees	Preparing for Right career
	Mr.Pattabhiraman International Consultant	Export documentation
	Mr.Karan Berry General Management Courtyard Marriot Hotel	Be a Winner
	Mr.Jagadesh Manian Vice President,DODSAL Mauritius	Case study presentation
2011-12	Ms.Lakshmi Ramasubramanium Senior Associate, Ascent Capital	Career Development
	Dr.G.S.K. Velu MD Trivitron Healthcare	India's growth story and Entrepreneurship
	Ms.SaiGayatri Trainer , Flextronics	Time Management
2012-13	Mr. Suresh General Manager - HR, Regen Sources	Career development in an organisation
	Mr.S.Chandrashekar Founder , KCIG	Enterprise Resource Planning
	Ms.SubhaSrikant Director, Diana-Hauer Group	Company Law
	Dr.NaliniRavisankar Professor, University of Connecticut	Use of Statistical Tool in Research Methodology
	Ms. SangeethaSivakumar VicePresident , Dunn and Bradstreet	Careers in Investment banking – An M.B.As role
	Mr.M.K.Chandrashekar Independent Consultant	Consumer Behaviour Branding – Indian Case studies
	Mr.Ramanathan CEO Samhita Finance	Micro Finance
	Mr. V.Rajesh Independent Retail Consultant	Marketing Management and Advertising
	Mr.A.K.Narayan President Tamil Nadu Investors Association	Capital Markets - Over view
	Ms.M.S. Rajeshwari Senior Manager , HR , HCL	Performace Appraisals and competency mapping

Workshop

Year	Topic	Resource Person
2009 –10	Training And Development	Mr. Bhaskar Director Operations

		Resource India Pvt. Ltd
2010 –11	Paving Your Way To Success	Mr. Suresh Ramamurthi, Learning Strategist, CTS
	Improving communication through listening	Ms. Priscilla Soft Skill Trainer
	Introduction to Capital Markets	Mr. Suresh Ramamurthi, Learning Strategist, CTS

Colloquia:

Year	Topic	Resource Person
2009-10	Feminity And Indian Economy	Mr. S. Gurumurthy Chartered Accountant, Swadeshi Jagran Manch
	Issues Management	Mr. A. K. Narayanan President, Tamil Nadu Investors Association
	Work Life Balance And Corporate Etiquette	Mrs. RinaVivekanandan, MD, Revenue Med India Ltd., Trivandrum
	BRIC Countries And Global Leadership In 21st Century	Dr. Sunder Ramaswamy, President & Prof. Middlebury Monterey Institute of International Studies, California
	Employee Involvement	Mr. C. Sivakumar, MD, Prabha Engineers
	Indian Resilience To Global Financial Crisis	Mr. S. VaidhyaSubramaniam, Dean, SASTRA University
	Marketing Strategies For Entrepreneurs	Mr. Rajesh Sharma, Director, Parivartan
2010-11	Global Qualification And Vocational Education	Mr. Ian Whitehouse, Director- Global Net ICT
	Employability Skills Building	Mr. Ambalavaanan Ramachandran, CEO, Surgeforth Technologies
	HR Analysis And MIS	Mr. R. Venkatesh, Senior Manager, Cognizant Technologies
	Presentation On Online Library Called " Book And Borrow" To Inculcate Reading Habits Among College Students	Ms. RajiDivakar, Ms. Anuradha Alagappan, Ms. MalvikaMehra, Ms. Minnie Amirapu, Founders Book & Borrow
	Evaluation of Development of Leadership Traits	Mr. R. Prabakar, Chief Executive Officer, Fymc

	Among M.B.A Students	
	Case Study Presentation on Leadership By M.B.A Students	J. N. JagadeshManian, Vice President, Dodsal Mauritius Ltd.
	Presentation on Health And Safety Requirements With Respect To Both Operations And Production Layouts	G. Subash, Manager Safety, WABCO-TVS (India) Ltd
2011-12	Cross Culture Management Practices	Mr. Suresh Gopalan, Interim Associate, Dean, Business Administration, Winston State University, Salem, USA Mr. Murgi Krishnan, Professor, Yeshiva University, USA
	India Today And Tomorrow	Mr. Shajan Samuel, Divisional Head, (South) IIJT
2012-13	Eco Tourism	Mr. G .Srinivasan, Foot print leisure Pvt Ltd
	Falling Rupee- an impact analysis	Dr.VaidyaSubramaniam Dean SHASTRA University
	Organisational cultures	Mr.Arun Davey Independent Consultant
	Financial statement analysis	Mr. S.Srinivasan , SPIC
	Introduction to hospital management	Dr. V.Prabhakar Director Apollo Institute of Hospital Administration

- The student enrichment is also undertaken through memberships and visits to
  - American consulate library
  - MMA
  - NHRD
  - Factories
  - Field work and study
  - Book clubs and book reviews through partnership with Book and borrow
  - Annual Corporate Quiz – BUSTLE
  - Organizing of an inter collegiate event –ZEST

33. **List the teaching methods adopted by the faculty for different Programmes.**

The department delivers its course through three distinct learning models suitable for facilitated and self learning mechanisms.
Discussion based:
- Pre reads
- Case studies

- Video Discussion
- Brain storming
- Book reviews, articles reviews
- Brown Bag Seminars

Project based
- Using Movies to analyse and apply to theory
- Workbooks
- Field visits
- Out bound training
- Mini research projects

Tutoring based
- Presentations
- Lectures and colloquia
- Online quiz and examinations
- Educational CD's and DVD's
- Web based tutorials through online portals and MOOC.

34. **How does the department ensure that programme objectives are constantly met and learning outcomes monitored?**

The program objectives of providing contemporary academic inputs supplemented with industry interaction towards providing an experiential learning experience is met by
- Academic audit every two months to ensure coverage of syllabus in time
- Regular announced and surprise tests to evaluate grasp of the subjects by the students
- Industry interaction through guest lectures, colloquium series, seminars and live projects in subject areas

Monitoring:

- Systematic evaluation of students understanding through presentations, quiz and mini projects.
- Observation techniques in classroom to record improvements in class participation during the discussion hour.
- External evaluation is also undertaking by inviting our visiting faculty to panel and judge project presentations.
- Student participation in external events is also judged and rewarded as a learning milestone.

35. **Highlight the participation of students and faculty in extension activities.**

The students in association with NSS and the YRC club of the college participate in various community service Programmes.
- AAHAR program that provides breakfast to school students
- Blood donation camps
- Flag day that provides fund for visually challenged students

36. **Give details of "beyond syllabus scholarly activities" of the department.**

- The students organize an annual corporate business quiz "BUSTLE", this help them to connect with the corporates. Attracting participants from the corporates gives them hands on experience in negotiation skills while attracting sponsors gives those lessons on marketing. Above all organizing an event is a lesson on event management.
- ZEST is an annual inter – collegiate management meet managed and hosted by the students. It is a platform for all the M.B.A students to showcase their managerial skills and foster their team spirit and togetherness
- Students compete amongst themselves in a month long New product launch competition
- The department brings out its journal "Genesis" with articles on current affairs and business issues by the students of I and II M.B.A. This encourages the students to think on management related topics and sharpen their analytical and writing skills.
- Brown Bag seminars are regularly conducted to keep the students abreast of current affairs
- Book and Borrow: a book club inculcates reading and book reviewing as a habit amongst the students.
- Student clubs to promote paper presentations in the chosen area of specialization and also to identify and attend seminars of repute.

37. **State whether the programme/ department is accredited/ graded by other agencies. Give details.**

The department has been ranked in the top 50 B-schools in the country by
- Business India,
- Outlook B school survey,
- GHRDC consistently for the last 3 years

38. **Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department**
Strength:
- Intellectual capital
- Vibrant Industry Institute Interface
- Top Management Support

Weakness
- Being an all women institution reduces competitive spirit
- Placement outside the geographical limit of Chennai
- Non Residential program
- Seen by outsiders as a part of arts and science college

Opportunity
- To empower women towards creating a profession and career
- To inculcate and develop the spirit of entrepreneurship
- To benefit from the brand image of the arts and science college

Challenge
- To compete with Tier 1 b-schools

- Fixed set of credits by Parent University do not allow for inclusion of more subjects.
- To make students attend programs organized outside the city's geographical limits.

39. **Future plans of the department**

To compete effectively with Tier 1 B-schools and create a separate identity for the M.B.A program the department plans in 3 areas of placements, creating a niche identity amongst corporates for the M.B.A program, empowering students to be more competitive in terms of their career

- Undertake more actively consulting or training assignments in the industry
- To offer and conduct certificate programs in the latest courses to supplement the academic syllabus.
- To upgrade department into Research department and devote more time to academic research.
- To encourage all staff members to pursue doctoral programme.

SCHOOL OF MEDIA

1. **Name of the Department & its year of establishment**:

M.A. Communication	1997
B.Sc. Visual communication	1999
B.Sc. Electronic Media	2002
B.A. Journalism	2003
M.A. Broadcast Communication	2006
M.A. Media management	2008

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**:

   M.A. Communication
   B.Sc. Visual communication
   B.Sc. Electronic Media
   B.A. Journalism
   M.A. Broadcast Communication
   M.A. Media Management

3. **Interdisciplinary courses and departments involved**:

Interdisciplinary courses	Departments Involved
• Media Relations • Basics of Public Relation • Advertising Campaign I and II • Radio Programming I and II • Film Appreciation I and II • Introduction to Mass Media I and II	School of Information Technology School of Business School of Food Science School of Mathematics School of Social Sciences

4. **Annual/ semester/choice based credit system**:

   Semester Pattern with Choice Based Credit System

5. **Participation of the department in the courses offered by other departments**:

   The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**:

Teaching Post	Sanctioned & Filled
Professor	1
Associate Professors	3
Asst. Professors	21

7. Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D. /M.Phil, etc.):

Name	Qualification	Designation	No. of years of Experience
Dr. G.Kavitha	M.A., M.Phil, Ph.D., SLET	Prof.	15
Dr. Anurekha S.	M.A.,Ph.D.,UGC NET, M.Phil.	Assoc. Prof.	14
Ms. Vyjayanthi Krishnaswamy	M.A., M.Phil.	Assoc. Prof.	15
Dr. S. Jaishree	M.A., M.Phil, Ph.D., UGC NET, SET	Assoc. Prof.	10
Ms. Deepa Makesh	M.A., M.Phil., UGC NET	Asst. Prof.	12
Dr. Sandhya Rajasekhar	M.A., Ph.D., UGC NET	Asst. Prof.	12
Ms. Vidya Padmanabhan	M.A., MBA	Asst. Prof.	1
Ms. Sathyabama Oppili	M.A., M.A., M.Phil.	Asst. Prof.	7
Mr. E. Amalore	D.M.E	Asst. Prof.	13
Mr. A.Z. Ranjit	M.F.A.	Asst. Prof.	14
Ms. Priyavadhani. M (On Leave)	M.SC., UGC NET	Asst. Prof.	6
Ms. N. Meenakshi	M.A., M.Phil, UGC NET	Asst. Prof.	17
Ms. Manjula Venkataraghavan	M.A., SET	Asst. Prof.	5
Ms. L. Ramalakshmi	M.A., UGC NET	Asst. Prof.	4
Ms. N. Suganthi	M.A., UGC NET	Asst. Prof.	5
Ms. Arpita Prashanth (On Leave)	M.A., M.Phil.	Asst. Prof.	1
Ms. S. Deepa	M.A., E.P.G.D. in HR	Asst. Prof.	2
Ms. Swetha Sooda M	M.A., M.Phil., MBA	Asst. Prof.	3
Ms. Aarthi Jayaram	M.A.	Asst. Prof.	1
Dr. S. Jenefa	M.A., M.Phil., Ph.D., NET	Asst. Prof.	11
Dr. R. Preetha	M.SC., M.Phil., Ph.D.,UGC NET	Asst. Prof.	4
Ms. Kusum Kumari	M.A.	Asst. Prof.	6 Months
Ms. Gayathri Krishnamoorthy	M.A.	Asst. Prof.	6 Months
Ms. Deborah Raj	M.A.	Asst. Prof.	6 Months
Ms. Deivanai Durairaj	M.A., MS, UGC NET	Asst. Prof.	2 Years

Technical Staff

Name	Qualification	Designation	No. of years of Experience
Mr. V Krishnakumar	D.F.T	Faculty Technical	12
Mr. M Velmurugan	D.E.C.E., D.F.Tech, B.Sc.	Faculty Technical	8
Mr. T R Chandrasekhar	B.Sc, PGFA	Faculty Technical	13
Mr. S Prabakaran	B.Sc, D.F.T	Faculty Technical	7
Mr. G Chandramohan	D.F.T	Audio Engineer	7
Mr. R Magesh	D.M.A	Studio Asst.	7
Mr. D Durkkaram	D.M.A	Studio Asst.	9
Mr. A Venkatesan		Lab Asst.	4
Mr. P Pradeep	M.A. Communication and Journalism	Technician	11
Mr. Sisttla Venkata Murali	D.F.T	Faculty Technical	6 Months
Mr. D. Kumaresh	D.F.T	Faculty Technical	6 Months
Mr.Kamljith Singh	B.Com , Adv. Diploma in graphic animation	Faculty Technical	12 Months

8. **Percentage of classes taken by temporary faculty – programme-wise information**:

Department	Percentage
B.Sc. Visual Communication	55
B.Sc. Electronic Media	33
B.A. Journalism	16
M.A. Broadcast Communication	20
M.A. Communication	20

9. **Programme-wise Student Teacher Ratio**:

B.Sc. Visual communication   25:1
B.Sc. Electronic Media   25:1
B.A. Journalism   25:1
M.A. Communication   20:1
M.A. Broadcast Communication   20:1
M.A. Media management   20:1

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled**:

Technical Staff – 12

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise**.

Nil

12. **Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received**:

- Science for women (pennay nee arivai) – 365 episodes from June 2007 to November 2008
- Planet earth for women and children (varungal bhoomiyai kaakka) – 365 episodes from November 2009 to November 2010

13. **Research facility / centre with**:

- State recognition
- National recognition
- International recognition
  Nil

14. **Publications**:

- Number of papers published in peer reviewed journals (national / international)
  - International Journals – 7
- Chapter(s) in Books - 3
- Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) - 7

15. **Details of patents and income generated**:

Nil

16. **Areas of consultancy and income generated**:
   Nil

17. **Faculty recharging strategies**:

The faculty of the department undergoes the following to recharge themselves periodically

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Seminars	11	7
Workshops	5	3
Resource Person	2	3

18. **Student projects**:

percentage of students who have done in-house projects including inter-departmental	UG	100%
	PG	100%
percentage of students doing projects in collaboration with industries / institutes	UG	66%
	PG	50%

19. **Awards / recognitions received at the national and international level by**

The contribution of our faculty members has been recognized in the form of nomination to Board of Studies
Number of Faculty: 3
Number of University/Colleges: 10

STUDENTS AWARDS AND RECOGNITIONS

- Ms.A.Vaidehi of B.Sc EM was selected by Internews Network, an International organization to do a 20 part live Serial on AIDS
- Ms.Andal of B.Sc EM was placed I in All India Art Competition.
- Ms.Divya.K.D and Ms.Kushboo Bothra of B.Sc Viscom received I place at the State level photography Contest conducted by Jayagopal Garodia Photojournalism Academy and Madras Photographic Society
- Ms.Niranjana of B.Sc Viscom was placed I in the All India Cambridge writing competition organized by Stella Maris College.
- Ms.Ayesha Shamaoudin of MA Communication did a project for UNICEF on the topic Knowledge Communication for children of India.
- Ms. Anu Priya of B. A. Journalism has produced a business journal for CNN-IBN.
- Ms. Aysha Shamsuddin of II M.A.Communication interned with the UNICEF during 2009.
- Ms.Kavyalakshmi's (I M.A.Broadcast Communication) short film "NOOLOVIYAM" got selected for screening at the International Short Film Festival, during 2010.
- Ms.Sandhya R. of B.Sc.Electronic media got the "Best Intern" Award at Spice Radio, Dubai during 2010.
- Ms.Shruthi K.Neelakandan of B.A.Journalism & Ms.Tara Rachel Thomas of B.Sc.Electronic Media were designated as the "Climate Champions" by the British Council during 2010.
- Ms.ANS.Sirisha of M.A.Communication has been accepted by World Bank for Internship during 2011.
- Ms.K.N.Shruthi of B.A.Journalism has been selected by Mike Horn Group, Switzerland, as Panagea Ambassador from India, during 2011.

- Ms.Janani Karthikeyan of B.A.Journalism was chosen to pursue higher education in select European Universities as a part of MAHEVA Project during 2011.

- Ms.Shruthi K.N. of B.A.Journalism was selected as UN Ambassador, Mentor for Environment, under the Ministry of Environment, Indonesia, during 2011.

- Ms.Swathi Sriram of B.A.Journalism represented India as Indian Ambassador to Rotary International, held at Mauritius, organized by University of Virginia, USA, during 2011.

- Ms .Prajitha T. of B.A.Journalism attended International Climate Championship, organized by British Council, in 2011.

- Ms.Shruthi K.N. of B.A.Journalism attended an International Conference of Parties 17 (COP 17) representing India as a Delegate to Durban, South Africa, organized by UNCCC, in 2011.

- Ms.Shruthi K.N of B.A.Journalism was the first Indian Global Youth Advisor for the Asia-Pacific region, in 2012.

- Ms.Shruthi K.N of B.A.Journalism obtained "Young India Fellowship" from IFRE (International Foundation for Research and Education in 2012.

- Ms.Asvatha Babu of B.A.Journalism won the "Best Delegate Award" organized by the National Law School for MUN, in 2012.

- Ms. Noorain of III B.A. Journalism won II Prize in the Slogan Writing Competition conducted by British Council.

- Ms. M.Aditi of III B.Sc.Visual Communication won I Prize in the Oratorical Competition (district-level) organized by Youth Red Cross.

- Ms. Noorain of III B.A. Journalism won the "Best Reporter" Award in the Model U.N (MUN) conducted by Women's Christian College.

- Ms. Kalphana of III B.A. Journalism won the "Best Photographer" Award in the Model U.N (MUN) conducted by Women's Christian College.

- Ms.Soundarya of III B.Sc.Visual Communication won the "II Best Speaker Award" in the Debate Competition conducted by Theosophical Society.

- Ms.M.Aditi of III B.Sc.Visual Communication won I Prize in Public Speaking Competition conducted by YMCA Toast Masters Club.

- Ms.Asvatha Babu of II B.A.Journalism won the High Commendation & Cash Prize of Rs. 1000/- in the MUN organized by Coimbatore Circuit.

- Ms.Asvatha Babu of II B.A.Journalism won the "Best Delegate Award" & Cash Prize of Rs.3000/- in MUN organized by National Law School.

- Ms.Pallavi Shanbag of III B.Sc. Electronic Media won the I Prize in Animation Art & Gaming Competition organized by Puthiathalaimurai Kalvi.

Overall Trophies won in various colleges

Year	2009-10	2010-11	2011-12	2012-13	2013-14
No. of Trophies	12	16	18	49	54

20. **Seminars/Conferences,/Workshops organized and the source of funding (N/I) with details of outstanding participants if any**:

Year	Topic	Level
2009-10	Inspire (Opportunities and Challenges of the Media Industry)	International
2009-10	OUTLOOK *Media Matters* 2010 Media Seminar on Opportunities and Challenges in Media Industry	National
2010-11	OUTLOOK *Media Matters* 2011 Media Seminar on A Panoramic View of Indian Media Industry	National
2011-12	OUTLOOK *Media Matters* 2012 Media Seminar on Trends and Opportunities in Media Industry	National
2012-13	OUTLOOK *Media Matters* 2013 Media Seminar on Women and Media	National
2013-14	OUTLOOK *Media Matters* 2014 Media Seminar on Opportunity-Infinity	National
2012-13	Women and Media – Insight, Accomplishment & Challenges	International

21. Student profile course-wise

Course	2009-2010			2010-2011		
	AR*	**S***	**%***	**AR***	**S***	**%***
B.Sc. VISCOM	393	45	98	428	52	85
B.Sc. EM	181	48	94	162	53	88
B.A.Journalism	166	57	92	185	68	92
M.A.COMM	58	32	100	39	20	80
M.A. BC	31	20	94	25	20	90
M.A.(MM)	56	31	100	49	23	68

Course	2011-2012			2012-2013			2013-2014		
	AR*	**S***	**%***	**AR***	**S***	**%***	**AR***	**S***	**%***
B.Sc. VISCOM	281	47	77	326	45	64	334	46	73
B.Sc. EM	136	50	76	126	48	85	151	48	83
B.A.Journalism	173	57	54	213	52	63	214	52	72
M.A.COMM	57	32	94	68	24	77	49	20	80
M.A. BC	30	20	78	32	15	76	26	19	84

| M.A.(MM) | 44 | 30 | 94 | 61 | 34 | 59 | 50 | 28 | 88 |

22. **Diversity of students**:

Name of the course	% of students from the college	% of students from the state	% of students from other states	% of students from other countries
B.Sc. VISCOM	-	91.8	3.2	5
B.Sc. EM	-	97.2	1.6	1.2
B.A.Journalism	-	96.2	1.6	2.2
M.A.COMM	33	89.6	10.4	0
M.A. BC	25	96	2.6	1.4
M.A.(MM)	26	94.4	5.6	-

23. **How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?**

NET: 4%
SET: 1%

24. **Student progression**:

Student Progression	Percentage against enrolled
UG to PG	28%
PG to M.Phil.	1%
PG to Ph.D.	2%
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection • Other than campus recruitment	10-12% 35-40%
Entrepreneurs	5-7%

25. **Diversity of staff**:

Percentage of faculty who are graduates	
Of the same parent university	25
From other universities within the State	63
From other universities from other States	12

26. **Number of faculty who were awarded Ph.D**:

Two

27. **Present details about infrastructural facilities**
   a) Library
      Books - 1542
      Journals: National - 1   International- 2
   b) Internet facilities for staff and students:
      Wi-Fi connected campus. All Labs and Class Rooms have internet facility.

c) Total number of class rooms:
   13
d) Class rooms with ICT facility:
   All class rooms have Wi-Fi facility
e) Students' laboratories:
   o 2 Computer Labs with 82 computers
   o Staff computers-8
   o Laboratories
     ▪ Video Shooting Floor
     ▪ Shravan - Audio Studio
     ▪ Keertan - Community Radio Station
     ▪ Media Store Room
     ▪ Ad Photography Shooting Floor
     ▪ Darshan - Video Studio
     ▪ Audio Studio, Master Room
     ▪ Editing Studio
     ▪ Campus Television Station
     ▪ Drawing Studio
     ▪ Multimedia Lab 1
     ▪ Multimedia Lab 2
f) Research laboratories:

   Nil

28. **Number of students of the department getting financial assistance from College**:

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.Sc. EM	1	1	1	-	-
B.A.Journalism	17	6	1	1	1
M.A.COMM	-	2	3	-	1
M.A.(MM)	7	11	17	10	7

29. **Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology**:
Yes.
The assessment exercise is as follows:
• Suggestions from Board of Studies were considered.
• Continuous monitoring and assessment on changing trends in the media industry.
• Feedback from alumni members was considered.
• Student feedback based on internships was also considered.
• Employer feedback, which stressed the need for more practical papers, was also considered.

Introduction of new programs:

Subject	Department
Celebrity Management	M.A. Media Management
Strategic Communication and Planning	B.Sc. Visual Communication
Broadcast Journalism	B.A. Journalism

Commercials for Broadcast Communication Media	M.A. Broadcast Communication

Conversion of theory into practical papers:

Subject	Department
Media Organization and Management	M.A. Media Management

30. **Does the department obtain feedback from**:
    Yes:
    a. Faculty on curriculum as well as teaching – learning – evaluation? If yes, how does the department utilize it?
    - Periodic academic audit and assessment of lesson plan to monitor the gap in teaching – learning – evaluation mechanism.
    - Support system is given to staff, through guest lectures, workshops and field trips in the relevant area.
    - Workshops are periodically conducted on curriculum update.

    b. Students on staff, curriculum as well as teaching – learning – evaluation and what is the response of the department to the same?
    - If the department identifies any gap in the delivery of content it is compensated through relevant guest lectures from industry experts.
    - Regular field trips are organized to enable students to get first hand information and to bridge the gap between academia and industry.
    - Research projects are identified and conducted to keep the department and students updated with the latest trends and requirement of the industry.

    c. Alumni and employers on the programmes and what is the response of the department to the same?
    - Updating software and upgrading syllabus, introduction of new subjects.
    - Introduction of new programmes.
    - Innovation of evaluation methodology to suit the changing caliber of the batches.

31. **List the distinguished alumni of the department:**
    B.Sc.Visual Communication

Name	Designation	Organisation
Puja S	Brand Design Manager	R.K Swamy BBDO
Sruthi Subramanian	Founder	Cinema Resource centre
Aparna	Owner	Show Stoppers Inc
Sangeetha	Interior Designer & Founder	Akilgeeth eco innovation
Kavya Krishna	Communication & Marketing Specialist	United Nations
Hamsa Vamanan	Founder	Paduka sarees and Footwear
Rathna Varshini C	Wildlife	

	photographer	
Nisha Nair	Account manager	Ogilvy Malaysia
Nisha Acharya	Senior Visualiser	Marching Art Inc
Soundarya	Film Maker	

B.Sc.Electronic Media

Name	Designation	Organisation
Amitha Madan	Creative Director	Red Canvas Production
Srimathi	Business Analyst	iNautix Technologies
Bhargvi	Associate Director	For Director Rajesh
Aishwarya	Team Leader - Corporate communication	Scope International
Shefali Udani	Owner	23rd June Advertising agency
Shewta Madhavan	Production Coordinator	Dream Works
Divya Kumar	Senior Image Executive	Perfect relations
G. Aparna	Advertising Officer	The Hindu
Madhushree	Media Planning Executive	Mindshare

B.A. Journalism

Name	Designation	Organisation
Vipasha Sinha	Senior Reporter/ Senior Sub Editor	The Hindu
Chandra Ranganathan	Journalist	The Economic Times/ET NOW
Sumanya Raman	Business Process Assistant	Knowledge Services Team, The World Bank
Divya Nair	Copy taster (Foreign Desk)	Business Times at Singapore Press Holdings
Rashmi Krishna Kumar	Reporter	Euro Week
Ranjitha G	Correspondent cum Copy Editor	The Times of India
Sneha Chordia	Research Editor	The New Indian Express
Vidya Lakshmi	Journalist	Tamil Nadu Correspondent Reuters Market Light
Ananthalakshmi A	Correspondent	Reuters
Vidya Nathan	Global Online Producer	Reuters

M.A. Broadcast Communication

Name	Designation	Organisation

		Tata Consultancy
Ashwini Siraguru	Technical Writer	Services
Jasneet Kaur Sahni	Associate Producer	Zee Telugu
Mohanvalli S.R	Content Developer	Everonn Education Ltd
Roshini Hariharan	Advertisement Officer	The Hindu
Vilasinini Muralidhar	Senior Producer	MYOPUS Radio
Vineeta Nair	Head of Dept. of English	REAL International School, Malaysia
Aishwarya	Manager, Client Service	Vistas Digital
Jaishree	Asst. Art Director to Rajeevan	
Sunitha	Head of Dept. of Visual Communication	SDNB Vaishnav College
Nisha Krishna	Associate Producer	Sun TV

M.A. Communication

Name	Designation	Organisation
Kiruthiga Udayanidhi Stalin	Film Maker & Publisher	Red Giants Productions & Inbox 1305
Malavika Ajeeth	Senior Manager-Reponses	The Times Of India
Nikhila Kesavan	Associate Account Director & Theatre Personality	20-20 MSL
Deepa Umesh	Creative Director	Prism New Media Solutions
Dr. Arti D. Kalro	Assistant Professor	IIT, Mumbai
Dr. Soumia Dhar	Professor and Author	Department of Communication, University of New Mexico
Akhila Krishnamurthy	Freelance journalist & Ideator,	Aalaap, Chennai
Poornima Murali	Senior Correspondent	CNBC-18, Chennai
Ophelia S	VJ & former and RJ	Big FM & Star Vijay
A.N.S Sirisha	Knowledge Management Associate	World Bank

M.A. Media Management

Name	Designation	Organisation
Agalya S	Senior Marketing Executive	E TV
Jhankar Khemka	Senior Executive	Good Relations Pvt Ltd
Divya Singh	Senior Accounts Executive	20:20 MSL
Aishwarya S	News Reader	Sun TV

| Nandhini S | HR Executive | The Hindu |
| Ashwini Mohan | Senior Research Analyst | Connectivity Data Systems (CDS) |

32. Student enrichment programmes (special lectures / workshops / seminar) with external experts.

Special Lectures: Total number of lectures 64 To mention a few

Date	Topic	Resource person
15.12.09	Higher Education In US	Ms Kaavya Krishna, Research Scholar, Harvard University
30.08.10	Media Research	Mr. Narendra Kumar Alambara, GM, Starcom World Wide
15.09.10	Cyber Laws & Cyber Crimes	Dr. P. Sudhakar, Additional Deputy Commissioner Of Police, Crime Branch
21.01.11	Careers In Media Industry	Prof. Robin Brown, Institute Of Communication Studies, Leeds University, London
28.07.11	Investigative Journalism	Mr. Vijay Menon, The Times Of India
16.12.11	Social Media As A Tool For Globalised Education	M,R. Ananda Mitra, Professor, Department Of Communication, Wakeforest University, USA
15.03.12	Programming & Promotion	Mr. Balaswaminathan, Jaya TV
25.07.12	Introduction, History and growth of All India Radio	Dr. Neeraja Prabhakar (Senior Programme Executive, All India Radio)
06.09.12 & 7.09.12	Film Aesthetes & film Genres	Dr.Niveditha, Faculty Advisor, Pondicherry University
24.1.13	Wildlife Journalism	K.P Krishnan
04.02.13	A Brief on Indian Constitution	Mr. Ramani, Lawyer, High Court
16.12.13	Critical Analysis of Tamil Movie, Vidiyum Munn	Mr.Balaji Kumar, Film Maker

Photography Guest Lectures
- Eminent photographers like Dr. T.P. Alaganandan, Mr. G.Venketram, Mr. Sathsangi were invited for Guest Lectures.
- Renowned Wildlife Photographers like Mr. Preston (WWF) and Mr. Ashok Kadia interacted with students on Wildlife Photography.

Workshop: Number of workshops - 37
To mention a few

Date	Topic	Resource person
9.8.09	Seminar On Animation And	Frame Box Pvt. Ltd.,

	Visual Effects	
21.8.09	Seminar On Application Of 3d Animation	Department of Electronic Media
30.8.10	Media Research	Mr. Narendra Kumar Alambara, GM, Star Comm. Worldwide
2.9.10	Design Printing And Publication	Mr. Vipinendran, Associate Professor, Anna University
1.10.10	Scripting For Tv News	J.Santhosh, O/P, Editor, NDTV-Hindu
8.12.10	Documentary Film Making	Mr. Nithil Dennis, NDTV-Hindu, Documentary Film Maker
1.2.11	Features & Documentaries	Prof. Mr. Sampath Kumar, Asian College Of Journalism
20.09.11	Team Building	Ms. Bhanumati .S. Cousik Learning Consultant
26.09.11	Layout And Design	Mr. Masanamuthu, Principal Graphic Designer, The Times of India
27.02.12	News Writing Workshop	Ms. Archana Mohan Principal Correspondent, Business Standard
03.09.13 & 04.09.13	Ad Film Making	Mr. Gowri Shankar, Mr. Sudarshan Srinivasan, Mr. Vyshak & Ms. Sinduja, Color Purple Productions

FILM APPRECIATION COURSE: 3/2/14 TO 7/2/14 **Trend of "NEW WAVE" in Tamil Cinema -Low Budget. Low Cost. High Ambition. High Praise.** **Department of Broadcast Communication**		
03-02-14	The recent trend in Tamil Cinema Producer's perspective of New Wave Films	Mr. Karu. Pazhaniappan, Director/Actor Mr. C. V. Kumar, Producer Mr. Atlee, Director
04-02-14	Realism in Acting Understanding Aesthetics in Sound PR & Media Management-Career Perspective	Ms. Anupama, Actor Mr. Girish Gopalakrishnan, Music Director Mr. Nikhil Murugan, P.R.O
05-02-14	*Mis-en-scene!* Career perspective in Costume Designing Into the world of Digital Film-making	Mr. Kiran, Art Director Ms. Poornima, Costume designer / Stylist Mr. Sivakumar Vijayan, Cinematographer
06-02-14	Redefining Heroism- The Sethupathy way!	Mr. Vijay Sethupathy, Actor Mr. Praveen, Editor

	The Editing Cut	
07-02-14	The emerging opportunities in the field of Dubbing	Mr. Kadhir, Dubbing Artist Ms. Pramila, Dubbing Artist

FILM APPRECIATION COURSE: 7/2/12 TO 11/2/12 Cinema and Aesthetics		
07.02.12	Panorama of Indian cinematic history	Mr. Mohan Ram, Actor Mr. .Sunny Joseph, Cinematographer Ms. Nandini, Film maker
08.02.12	Aesthetics in Indian cinema(direction and acting)	Mr.Vettrimaran, Director Mr.Dharani, Director Mr.Cheran, Actor and Director
09.02.12	Aesthetics in Indian cinema	Mr.Thota Tharani, Art Director Mr.Jayakumar(JK), Art Director
10.02.12	Special effects/ Sound effects in Indian Cinema	Mr.Venky, Special Effects Editor Mr.Vishal Chandrasekhar, Sound Editor
	Editing Techniques	Mr. Antony, Editor
11.02.12	Perspective on Indian Cinema Industry	Mr. Ravi Kotarakara, Secretary, South Indian Film Chamber of Commerce

GLIMPSES INTO THE FASCINATING WORLD OF MEDIA WORKSHOPS M.A. Communication, M.A. Broadcast Communication and M.A. Media Management		
2011-12 and 2012-13	Media Workshop for UG students of the city colleges : "Glimpses into the Fascinating World of Media"	• Mr.Venkatasubramaniam, Prasar Bharati, AIR, Chennai • Ms. S.Deepa Umesh, Creative Director, Pyramid Saimira • Faculty, School Of Communication & Media Studies, MOPVC
2011-12 and 2012-13	Media Workshop for Final Year UG Students of MOPVC: "Glimpses into the	• Ms. Deepa Umesh, Creative Director, Pyramid Saimira • Ms. Krithika, Creatio Brand Communications • Faculty, School Of

	Fascinating World of Media"	Communication& Media Studies, MOPVC

Colloquia
B.A Journalism

Date	Topic	Resource person
21-11-12	Development Journalism	Ms.Sangeetha Rajesh, Senior Editor, Press Institute of India
04-02-13	Development Reporting	Ms.Ramya Kannan, Senior Assistant Editor, The Hindu
12-02-13	Political Reporting	Mr. Suresh Kumar, Journalist, Times of India

M.A. Broadcast Communication

Date	Topic	Resource person
25-07-12	Introduction, History And Growth Of All India Radio	Dr.Neeraja Prabakar, Senior Programme Executive, All India Radio, Chennai
24-09-12 25-09-12	Digital Audio & Video Editing: An Orientation	Ms. Shefali D Udani, Freelancer
10-09-12	Managing A Newsroom	Ms. Cuckoo Alex, Reporter, NDTV

M.A. Communication

Date	Topic	Resource person
24-09-12	Writing For PR	Ms.Anuradha Lakshman, Director Client Service, IPan Hill Knowlton
20.03.12	Women and Media – Insight, Accomplishment & Challenges	Ms. Barkha Dutt, NDTV, Ms. Rajini Vaidyanathan, BBC News, Ms. Rasheeda Bhagat, Hindu Business line, Ms.Sujatha, Deccan Chronicle

33. **List the teaching methods/teaching aids adopted by the faculty for different programmes**:

• Power Point Presentations	• Article review
• E-contents/CBT	• Book review
• Online quiz and examinations	• Research Projects
• Educational CD's and DVD's	• Community Radio Station
• Webinars	• Print and Online Journals
• Web based tutorials	• Photography and Graphic design Exhibition
• Audio-visual presentations	• Outbound training
• Broadsheets	• Photography Field visits
• Workbook	

• Quiz • Case study • Role Play • Group discussion • Brain storming	• Live animation Projects • Media Seminars • PR Campaigns • MOP Yuvashakthi

34. **How does the department ensure that programme objectives are constantly met and learning outcomes monitored?**

➢ **Learning Resources** – Books, Journals, AV Aids, Question Banks, MCQs, Glossary and Course Manual.
➢ **Guest lectures and Industry interface** to enlighten the students about the industry along with valuable theoretical knowledge.
➢ **Seminars and Workshops** are organized with a view to contribute to better understanding of technology and aesthetics of media.
➢ **Field visits** to print organizations, T.V. studios, radio studios and multimedia houses.
➢ Using **innovative assessing techniques** through periodic monitoring like mock interviews, mock exams and class activities.
➢ **Internal assessment marks**, apart from the internal tests, is based on practical assignments such as preparing case studies of structure and functioning of various departments of media houses, marketing research projects, actual conducting of events and so on.
➢ **Practice School** – Students are given practical hands of training in managing programming and technical functioning of the campus Television and MOP CRS.
➢ Students undergo **practical training** in:
  o Photography.
  o Audio-visual production.
  o Fine Arts and Graphic Designing
  o Reporting and editing for broadsheet and publications.
  o Multimedia
  o Web-Publishing
  o Layout and Designing with popular DTP Software.
  o Print and Online journal
  o Advertising strategy and campaign.
  o Planning and execution of PR campaign.
  o Radio and TV: Scripting and programme packaging
  o Short film, documentary, quickie, music video, travelogue.
  o Audio and Video editing
  o Research Projects on Media related issues.
  o MOP CRS 107.8 MHz.

35. **Highlight the participation of students and faculty in extension activities:**

The Department of Communication and Media Studies equips students in producing content for different media. They are trained to handle projects single-handedly in photography, radio and video production.

At the end of the module, students will be able to ideate and conceptualize for a medium, visualize the ideas, prepare a script, and single-handedly plan and schedule a production starting from the proposal stage. The students are not only equipped with technical knowledge but are sensitized towards social issues.

Right from the brainstorming stage, students are encouraged to work on ideas based on a social theme. On approval of the idea, they engage in concept research to gain more knowledge about the theme. Students are trained to think and write for audience by developing a program objective (process message). They work on a variety of projects to create awareness about social issues and influence change of detrimental behavior in various social contexts.

Video production:
In video production, students are trained to understand the nuances of producing genres such as quickies, documentary, short films and docu drama. Some of the popular themes produced as video production projects are:

• Patriotism	• Old age homes
• Unity in diversity	• Education for the girl child
• Women Empowerment	• Female infanticide
• Domestic violence	• AIDS awareness
• Transgender	• Child abuse
• Student awareness	• Sexual harassment
• Orphanages	• Care for senior citizens
• Indian culture and rituals	• Consanguineous marriages
• Child labour	

Community Radio:

MOP Vaishnav College for Women, India's first Arts and Science College to take up an initiative in reaching the community through a Community Radio that can be tuned to listen @ 107.8. MOP CRS is broadcasted from 6.30 am to 10.30 am in the morning, from 12.30 pm to 4.30 pm in the afternoon and in the evenings from 5.30 pm to 9.30 pm.

As a part of the practice school and community service projects, students of the Post-graduate and under-graduate departments of media produce a variety of programmes for the community radio. The outreach programmes on various social themes organized by students facilitate interaction between students and society. The primary target group of MOP CRS is women and children.

MOP CRS focuses on education, health and nutrition of children and women and also on women empowerment. Some of its signature programs are Kasumela Kasuvanthu (Programme based of Women Empowerment), Penne Unakkaka (based on Women health and nutritional facts of various

food) Poonjolai (Special programme for children), Manidargal Palavidham (based on the community of helpers), Madhura Gaanangal (our own talent show with budding artists).

The community radio serves as an effective platform for the students to understand various issues at the grass root level. Some of the themes of outreach programmes of our Community radio are:

- **For Children:**
  - Cleanliness
  - Education
  - Discipline
  - Moral values
  - Counseling
  - Adolescent issues
  - **For Women:**
    - Entrepreneurship
    - Counseling for rehabilitation
    - Parenting issues
    - Women health
    - Nutrition
    - Domestic violence

MOPCRS 107.8MH.z catches the following Areas

Chennai Middle School, Chetpet	T.Nagar
Chennai Girls Hr. Sec. School, Nungambakkam	Ashok Nagar
	Arumbakkam
M.O. Parthasarathy Iyengar Primary School	Chetpet Dobhy
Assumption School, Nungambakkam	Gana
Thakkar Bapa Residential School,	Nungambakkam
	Puspha Nagar, Nungambakkam
	Pallakkuma Nagar
	Teynampet
	Thousand Lights
	Triplicane
	Vadapalani

Shows
- Health
  - Ini Oru Vidhi Seivom (HIV AIDS)
  - Penne Nee Arivai (Science for Women) -Episodes-365
  - Doctorai kelungal (Consult the Doctor)-More than 100 Live shows
- Entrepreneurship
  - Kasumela Kasuvanthu-Episodes –More than 100
- MOP CRS @ Schools
  - Poonjolai-Children's programme-Every day, Duration -15 minutes.
- Community Development Programs
  - Social issues

- o Home Management
- o Vazhi kaattugirom
- Other programs
  - o Payanangal puthiyathu
  - o auto otunarin marupakkam
  - o NIVH" (National Institute Visually Handicapped)
  - o Star of the week, Young Talents
  - o Penne Unakkaga Successful Women.
- Environmental Issues
  - o Planet Earth for Women and Children –Episodes-365

PSAs

Keeping in mind the well being of our community Public Service Announcements (PSA) are broadcasted in MOP Community Radio. To mention a few
- "Wear Helmet"
- "Donate Blood"
- "Donate eye"
- "Save Electricity"

VIPs at MOP CRS

Some of the VIPs who have stepped in to MOP CRS
- Mrs.Geetha Jeevan Social Welfare Minister Govt. of Tamil Nadu
- Col Dr.G.Thiruvasagam Vice Chancellor Madras University,
- Mr. Ved Prakash, Vice Chairman University Grants Commission,
- Dr.V.Shantha, Founder, Chairman, Adyar Cancer Institute,
- Maestro Ilayaraja

Forming listenership

Today we have genuine listeners in many areas in and around Nungambakkam who actively interact and participate. Some of the prominent areas are:
- Independence Day Park – Nungambakkam
- Haddows Road Park – Nungambakkam
- A Sivan temple – Nungambakkam
- About 600 families near LUZ Corner are also our listeners.
- Families in Badrikarai slum in Nungambakkam are our listeners.
- Families near Alaiamman koil, Teynampet are our listeners.
- Self help groups in Ayanavaram.

Photography

The under-graduate students of Journalism, Electronic Media, Visual Communication and the post-graduate students of Communication work on photo features on various social themes. Some of the social themes for photo features include:

- Garbage disposal
- Misuse of public property
- Religion
- Conditions in slum areas
- Encroachment
- Child labour

- Dying art
- Child labour
- Reduce, recycle, reuse
- Pollution
- Reduce, recycle, reuse
- Pollution
- Conditions in slum areas
- The Department has undertaken Community and Social Awareness projects in collaboration with NGO's like Friends of Tribal Society, Nethrodaya, etc.
- A Documentary film to promote Weavers' welfare was produced in collaboration with the University of Madras.

Public Relations Campaigns

- **ME & YOU CAMPAIGN, 2013 - An Initiative To Make a Difference in the Lives of Women**

In this Bi-Decennial year, the College embarked on a unique initiative to make a difference in the lives of women. As part of the Initiative, the School of Communication and Media Studies planned a campaign titled 'Me and You: Let's Make a Difference'. The series of campaigns focused on five core areas: Education, Career, Finance, Health and Psychological Wellness.

Objective

The campaign aimed at:

- Creating awareness among women on the needs of women
- Sensitizing women to the specific needs of other women
- Mobilising participation in the support of other women, as one community.

Themes

The campaign will focus on five core themes: education, career, finance psychological wellness and health (Women as a Teacher, Mentor, Advisor, Friend and Healer)

Activities

- 04.12.2012. Inauguration by Ms. Kimsuka Narsimhan, CFO, PepsiCo India.
- 03.12.2012 to 07.12.2012. Week-long Campaigns on the core themes.
- 20.12.2012 to 23.12. 2012. Photography Exhibition.
- 23.01.2013. 'Outlook 2013', a Media Seminar on Women and Media.
- 27.11.2012 to 17.12. 2012. Month-long departmental activities including debates and discussions by M. O. P Students.
- 1.2. 2013. Rally to pledge support for the cause of making a difference in the lives of women.
- Inter-Collegiate Short Film/Documentary Competition and Inter-Collegiate Photography Competition.

36. **Give details of "beyond syllabus scholarly activities" of the department**
    - **Field trips,** Industry visits are considered a great learning experience and department organizes planned visits to various media houses for the students.

- **Internship**, an on-site exposure gives students a real time experience of working in the live active atmosphere of the media, before stepping into the industry as full- fledged professionals.
- **Clubs** like Create club, Montage club and Present Tense club helps in enhancing student's practical knowledge through workshops, seminars, film festivals, competition and contests.
- **Positives** a photography exhibition serves as a platform for the students to showcase their talents.
- **New media technology** tools like blogs, flickr and the other web 2.0 tools are been used to bring out the students potential in enhancing through community learning and get expertise opinion.
- **Inter- departmental Communication Meet**, encompasses media related activities and annual screening of productions, documentaries and short films produced by the students.
- **Cynosure**, the journal of the Post Graduate Departments is a compilation of articles by students on topics related to Communication and Media.
- **Film appreciation** course a week long program helps students to be socially/culturally sensitive and develop the skill of critically analyzing films. This will include screening of movies from all over the world and leading directors and producers share their views and experiences.
- **Live Projects**, students are encouraged to strategize and execute research based advertising campaigns and public service advertisements.
- **Workshops** are exercise- based lectures by industry experts.
- **Media Seminar -**'Outlook *Media Matters'* is a major event conducted by students in various cities of India. This challenging and exciting project gives the students a once in a lifetime opportunity to conduct media seminars with media professionals of the city as speakers.
- **Dissertation** based on primary research and study paper incorporating secondary research and case studies.
- **Journals –** Print journals based on interviews and research.
- **Practice school** -Students are given the opportunity to apply their technical and theoretical knowledge into use through the two practice school sessions offered to them through the campus radio MOPCRS and campus television.
- **Public Relation campaign:** A compulsory practical project, the PR campaign tests the communication skills, persuasive skills, organizational skills, leadership skills, planning skills and team spirit of the students.
- **Event Management** A practical component of the event and project management paper, this requires students to conduct an event which enables them to experience and meet the challenges of event planning and management.
- **Media Watch** an exclusive hour is allotted every week for group discussions, analyzing media related case studies and debates.

37. **State whether the programme/ department is accredited/ graded by other agencies. Give details:**

Nil

38. **Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department:**
Strengths:
Infrastructure
The department is fully equipped with professional in built air-conditioned Digital Studio along with:

- Camera and Light unit
- Dubbing facilities
- Shooting Floor
- Additional accessories like zoom lenses, flash, light meters etc are also provided. A complete backdrop and tabletop set up is also in use. This will enable the students to gain mastery in Television Production.
- The Department has a spacious centrally air-conditioned sound proofed shooting floor that is constructed on an area of 750 square feet. In addition to this, a centrally air- conditioned Digital Edit Suite (450 square feet) is also provided to the students.
- Air conditioned Photography Lab with both color and black &white processing units are available to master photography.
- 100 network computers are located with latest Design and Animation
- Software to train students in publication and advertisement designing.
- State-of-Art audio visual aids.
- Air-conditioned screening theatre.
- Fully computerized virtual library with the latest collection of Media books, Journals and Publications.
- Internet connection for the benefit of students.

Selection Procedure
- An elaborate entrance test, which comprises of objectives and descriptive questions followed by group discussion and personal interview helps in identifying candidates with right profile.

Curriculum Design
- Versatility to update curriculum in par with industrial requirements.

Weaknesses
- Keeping pace with industry infrastructure
- Sustaining faculty on a fulltime basis is challenging

Opportunities
- Higher education opportunities in India and abroad
- Increasing media job opportunities facilitates students to pursue their dream career
- Enriching curriculum to compliment the growing demands of the media industry

- Introduction of new programmes for the continuously growing media and media-related industries
- Scope for inter-disciplinary programmes

CHALLENGES
- Keeping abreast of the constantly changing and innovating media technologies
- Need for technically trained faculty

39. **Future plans:**
- To evolve as a Research Department with a focus on full time academic research programmes
- To undertake consultancy research projects
- Research based social projects that serve the community.
- To offer online courses
- To collaborate with Foreign Universities and offer Exchange Programmes
- To offer short-term courses.

SCHOOL OF INFORMATION TECHNOLOGY

1. Name of the Department & its Year of Establishment

M.Sc. Information Technology   2003
B.Sc. Computer Science   1994
B.C.A.   1999

2. Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Master, Integrated Ph.D., etc.)

M.Sc. Information Technology
B.Sc. Computer Science
B.C.A.

3. Interdisciplinary Courses and Departments Involved

Interdisciplinary courses	Departments Involved
• Web Design using Open Source Technology • Internet Tools • Publishing Software • Gaming Tools using Open Source Technology	School of Media School of Business School of Food Science School of Mathematics School of Social Sciences

4. Annual/ Semester/Choice Based Credit System

Semester Pattern with Choice Based Credit System

5. Participation of the department in the courses offered by other departments

Department	Subject
M.B.A	Computer Tools in Management
B.Sc . Mathematics	Computer Oriented Numerical Methods
B.Sc. Mathematics	Programming in C

The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

Teaching Post	Sanctioned & Filled
Associate Professors	6
Asst. Professors	8

7. Faculty profile with name, qualification, designation, specialisation (D.Sc./D.Litt./ Ph.D. /M.Phil. etc.)

Name	Qualification	Designation	No. of Years of Experience
Ms. Gavoury R	M.C.A., M.Phil.	Assoc. Prof.	20
Ms. D.Radha	M.Sc., M.C.A., M.Phil., SET	Assoc. Prof.	20
Ms. V. Usha	M.C.A., M.Phil.,UGC NET	Assoc. Prof.	14
Ms. A. Angayarkanni	M.Sc., M.Phil., SET	Assoc. Prof.	17
Ms. K.B. Priya Iyer	M.C.A., UGC NET /JRF	Assoc. Prof.	11
Ms. Sakthi Kumaresh	M.C.A., M.Phil.	Assoc. Prof.	13
Ms. T. Sunitha Rani	M.SC., M.C.A., M.Phil.	Asst. Prof.	12
Ms. Brinda Ramanujam	M.C.A., M.Phil.	Asst. Prof.	12
Ms. A.Muthulakshmi	M.SC., M.Phil.	Asst. Prof.	18
Ms. T. Hema	M.C.A., M.Phil	Asst. Prof.	10
Ms. C.S. Padmasini	M.C.A, M.Phil	Asst. Prof.	12
Ms. V. Sindhu	M.Sc., M.Phil, SET	Asst. Prof.	14
Ms. Kripa Bhaarath	M.C.A.	Asst. Prof.	2
Ms. Vidya Satyanarayanan	MS Computer Science	Asst. Prof.	3 Months

8. **Percentage of classes taken by temporary faculty – programme-wise information**

   Nil

9. **Programme-wise Student Teacher Ratio**

   M.Sc. Information Technology   10:1
   B.Sc. Computer Science   21:1
   B.C.A.   21:1

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled**

    Technical Staff – 3

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention**

names of funding agencies and grants received project-wise.

Nil

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received

Nil

13. Research facility / centre with

- state recognition
- national recognition
- international recognition
  Nil

14. Publications

- Number of papers published in peer reviewed journals (national / international)
  - National Journals – 3
  - International Journals - 19
- Books with ISBN numbers with details of publishers –
  ICCCMIT Conference Proceeding ISBN 978-81-906851-4-6
- Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)   - one journal in scopus
- Citation Index – range / average - 18
- SJR - 0.071
- Impact factor – range / average - 0.505

15. Details of patents and income generated

Nil

16. Areas of consultancy and income generated

Nil

17. Faculty recharging strategies

The faculty of the department undergoes the following to recharge themselves periodically

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Faculty Development Programmes	2	2
Seminars	6	7
Conferences	1	6
Workshops	2	13

18. Student Projects

percentage of students who have done in-house projects including inter-departmental	UG	66%
	PG	100%
percentage of students doing projects in collaboration with industries / institutes	UG	66%
	PG	50%

19. Awards / recognitions received at the national and international level by

Faculty- The contribution of our faculty members has been recognized in the form of nomination to Board of Studies
Number of Faculty: 2
Number of Colleges: 2

- **Students** :

Overall Trophies won in various colleges

Year	2009-10	2010-11	2011-12	2012-13	2013-14
No. of Trophies	1	3	3	5	1

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Year	Topic	Level
2012-13	International Conference on Communication, Computing & Information Technology	International

Outstanding Participants: Mr. Amitrajit Sarkar and Mike Lopez from New Zealand.

21. Student profile course-wise:

Course	2009-2010			2010-2011					
	AR*	S*	%*	AR*	S*	%*			
B.Sc (CS)	586	50	98	946	50	96			
B.C.A	544	50	100	666	49	94			
M.Sc (IT)	44	26	100	57	24	88			
Course	2011-2012			2012-2013			2013-2014		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
B.Sc(CS)	744	50	92	901	50	86	1214	48	91
B.C.A	574	50	82	750	50	74	974	50	94
M.Sc (IT)	65	26	92	69	26	84	68	26	88

*AR: Applications Received; S: Selected candidates; %: Pass Percentage

22. Diversity of students(5 years Average)

Name of the course	% of students from the college	% of students from the state	% of students from other states	% of students from other countries
B.Sc C.S	-	100	0	0
B.C.A	-	99.6	0.4	0
M.Sc IT	27	98.4	1.6	0

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

TANCET: 10%, Others: Nil

24. Student progression

Student progression	Percentage against enrolled
UG to PG	8%
PG to M.Phil.	1%
PG to Ph.D.	Nil
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection	83.08% (Average of 5 years)
Entrepreneurs	2%

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	29
from other universities within the State	57
from other universities from other States	14

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

Nil

27. Present details about infrastructural facilities
   a) Library
      Books: 2595
      Journals: National -   3   International - 2
   b) Internet facilities for staff and students
      WiFi connected campus. All Labs and Class Rooms have internet facility.
   c) Total number of class rooms
      No. of Class Rooms: 5+3
      B.Sc (CS) -3
      B.C.A-3
      M.Sc (IT)-2
   d) Class rooms with ICT facility
      All class rooms have WiFi facility

e) Students' laboratories -
    o 4 Computer Labs with 197 computers
    o Staff computers-2
f) Research laboratories
   Nil

28. Number of students of the department getting financial assistance from College.

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.Sc.(CS)	10	9	12	10	11
B.C.A	9	15	12	15	13
M.Sc.(IT)	0	1	3	2	1

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

Yes. Based on the feedback and inputs obtained from the industry the following programs were introduced

- Program Design programmed for B.Sc. (CS), B.C.A and M.Sc.IT to improve the logical and programming skills.
- Data mining and Data Warehousing for M.Sc.IT to enhance students to handle large amount of data and methods of retrieving information.
- Shell programming, PHP, MySQL for M.Sc.IT to train students in open source technology.
- Emerging Technologies for B.Sc. (CS) B.C.A to update current technologies.
- XML and e-commerce for B.C.A and J2EE for M.Sc.IT to gain knowledge on business enterprise solutions.
- Design and Analysis of algorithms for B.Sc. (CS) to improve analytical skills and to write appropriate and efficient algorithms.

30. Does the department obtain feedback from
  a) Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?
    Yes.
- The evaluation results in identifying the department's strengths and development targets.
- The information obtained from the evaluation and feedback is used by the department in steering the operations at all levels.
- Feedback enables in identifying the expectations of the industry to enhance quality and development in curriculum design

  b) Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?
- Feedback enables in fulfilling the expectations of students
- Encourages the faculty to adopt new and innovative teaching techniques
- Provides suggestions for improvement
    o **I** - Identify Objectives with Learner

- o **M** - Make friendly feedback
- o **P** - Prioritizing feedback to Assess Performance
- o **R** - React to learner's self-assessment
- o **O** - Objectively describe with behavioral, outcomes
- o **V** – Validate and suggest alternatives
- o **E** - Establish a revised plan by revisiting the objectives and ensure continuous **IMPROVEMENT**

c. **Alumni and employers on the programmes and what is the response of the department to the same?**

Based on the feed back from the recruiters and alumni the following skills are provided to the students along with the curriculum.
- Logical and Analytical Reasoning
- Resume Writing
- Internship Opportunities
- Interview skills
- Business Etiquette
- Work Ethics and Corporate culture

The students are assessed through self learning papers and credits are given for the same to prepare them for employment.

Self learning papers offered by the department are:

Aptitude Test

Visual Programming

Web Designing

31. List the distinguished alumni of the department (maximum 10)

Names	Designation	Company
Sai Preethi Ramesh	Director	Windmere Technologies Ltd
Aparna.R	Media Professional	Free Lancer
Kasthuri Kamala Deepthi	Project Manager	Cognizant Technology Solution
Chitra Visalakshi.V	Graphic Designer	Global International School, Singapore
Shakila V	Software Engineer	SEVOCA
Praveena R	Testing Analyst	Cognizant Technology Solution
Padma Priya R	Analyst	Royal Bank of Scotland
Deepa C V	Programmer	Cognizant Technology Solution
P.Geetha	Programmer Trainee	Syntel
Sruthi S	Software Developer	Aspire Systems Indian Pvt Ltd
Aishwarya B	Project Leader	Inautix
Divya Mahesh	Software Designer	Royal Bank of Scotland
Nirupa Calvin	Team Leader	Google
Suja Vasudevan	Senior Associate	Cognizant Technology Solution

Divya S	Senior Associate	Cognizant Technology Solution
Naga Veena T	Managing Director	Spaceterior
Anju Munnoth	Managing Director	Munnoth Tyres
Gayathri P	Project Engineer	Wipro Tech.
Deepthi G	Programmer	Cognizant Technology Solution
Sukanya S	Technical Lead	HCL
Supraja S	System Engineer	Infosys, Mysore
Harini Ganesh	Sales Operations	Google
Meera V	Verification Engineer	Hospira
Sukanya Chandran	Analyst	KPMG
Uthra V	Programmer	Cognizant Technology Solution
Chitra B	Senior Project Manager	Wipro Technologies
Dhivya G	Transaction Assistant	HDFC

32. Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts.

Guest lectures

Date	Topic	Resource person
17.08.09	Career Counseling	Ms. Sundari Rama Krishnan, Asst. Dean, National Management School, Chennai
18.09.09	Project Training	Mr. Parthasarathy, HR Manager, Kashyaap Technologies Ltd.
29.06.10	Career Counseling	Nithya. V, Asst. Programmer, Cognizant Technology Solutions
11.08.11 22.08.11	Digital Logic Fundamentals	Mr. Kumar Sathian (Proprietor, FLORANIX)
26.08.11	Cloud Computing	Mr. Xavier (Senior Leader, HCL, Technologies)

Workshop

Date	Topic	Resource Person
20.02.09	Open Source Technology Work Shop	Mr. Rajan Iyer, Vice President, Essentia Forge
22.07.09	Review Writing	Ms. Bama Ravi, Times Of India

08.06.09-13.06.09	Free Open Software (Foss)	Loyola College
19.11.09 & 20.11.09	J2EE And Best Practices In Software Development	ICTACT
1.2.10 & 2.2.10	Essentials Of .Net	ICTACT
17.2.10	Contemporary Microsoft Technologies	Microsoft
22.3.10 & 23.2.10	Essentials of 'C#'	ICTACT
12.8.10	Employment Skills	Ms. Chandana, Hr-Executive
9.9.10	Open Source Software	ICTACT
17.7.10	Mat Lab Fundamentals	ICTACT
16.08.11-23.08.11	Digital Logic Fundamentals	Mr. Kumar Sathian (Retd) Head, Dept. of Physics - Madras Christian College (MD, Floranix)
6.8.12	Hands on experience for Digital Logic Fundamentals	Mr. Kumar Sathian (Retd) Head, Dept. of Physics - Madras Christian College (MD, Floranix)

33. **List the teaching methods adopted by the faculty for different programmes**.

• Class Seminars • Online Hunt • Case Study • Mini Project to understand concepts • Projects • Lab Demo	• e-Quiz • Debugging • Hardware Troubleshooting • Software Troubleshooting • Peer Teaching • Audio Visual Aids • Role play

34. **How does the department ensure that programme objectives are constantly met and learning outcomes monitored?**

The programme objectives are constantly met by the following:
• Constant feed back is obtained from the students
• MOU signed with Cognizant and HCL for improving the technical skills and academic knowledge.
• Board of studies – comprising of experts from the University, Industry, Alumni and staff provide valuable suggestions for change of syllabus.
• Students are trained in one certificate programme every year for acquiring a skill set which is the need for the industry

- Getting a constant feedback from Alumni placed in the IT industry.
- Providing platform to participate and conduct competitions/events.
- Informal feedback from employers.

The Learning outcomes are monitored by:
- Two Internal Assessment Examinations
- Online quiz for all subjects on completion of a topic
- Executing and displaying Projects to test their application skills
- Online Hunt to test their knowledge mining skills
- Organizing and conducting computer skill based competitions
- Employability skills acquired through special skill courses
- Providing practice through Hardware trouble shooting in lab classes
- Expanding their knowledge and delivery skills by allowing them to be teaching assistants

35. **Highlight the participation of students and faculty in extension activities**. **Student Volunteers of the department offered the following services**
- Computer Literacy training
- Being Blood Donors
- Acting as Scribes
- Assisting in medical camps
- Training in Music and Dance
- Providing Stationery for Schools
- Conducting Medical disease awareness camps

Places where services were offered
- Guild of service – Home for the handicapped
- Maithree Special school
- Anugraha School for the mentally challenged
- Vaanam Charitable trust
- Shiri Saradha Sakthi Peedam
- Anbu Illam
- Sivanandha Saraswath Sevashram
- Balavigar
- Government Girls high school
- Lions Club of Chennai Associations
- St. John Ambulance (India)
- Little Flower Convent for physically challenged
- Computer Literacy – for Government Schools, Sevasamaja Girls home
- Music and Arts training – M.O.P School
- Scribe – Deaf and Dumb , Blind School

36. **Give details of "beyond syllabus scholarly activities" of the department**.
   Special Skill Programme
   o Software Testing
   o PHP with MySQL

Certificate Course
o Networking

Journal – Computer Almanac – No. of Volumes 19
The Journal "Computer Almanac" ignites the interest of students towards the knowledge quest. It serves as catalyst for creativity and innovation of students by allowing them to design the entire journal. The students gain journalistic skills, knowledge in management skills, assimilate nuances of publications getting a guiding light towards better career options.

Online Club
The department club "ONLINE" enables the event managerial skills, technical skills and team building skills in students through the following event.
OLAP (Inter Collegiate)
o Debugging
o Poster designing
o Quiz
o Junk Art
o Techno-voice
o Paper Presentation – Cyber Security
o Blitz Kreig (Testing coding speed)

LINK (Intra Mural)
o Quiz
o Salad Programming
o Debugging
o Poster Design
o Paper Presentation – White paper on Cyber Security
o Flip flop

Computer Fair – January 2009
Computer Fair is the most awaited mega event which exhibits the various projects done by the students. It is an arena wherein students showcase their soft skills and put theory to practice. The visitors get to watch the various talents of the students in the form of computer projects.
The Projects include:
- Hardware Projects
- Utility Software
- Application Software

International Conference
International Conference – ICCCMIT 2012, International Conference on Communication, Computing and Information Technology in association with IEEE, NASSCOM and IJCA. 205 original research and industrial paper on the theory, design and implementation of latest technologies.

Practice School
Hardware/Software Trouble shooting: Students are trained and involved in locating errors and debugging
Website Designing: Students are actively involved in developing and updating college website under the guidance of Automation Committee.

Projects
Students take up survey based projects to enhance their research skills.

Students are asked to develop small projects as part of their internal assessment.

37. **State whether the programme/ department is accredited/ graded by other agencies. Give details**.
   - Times of India - Computer Science, M.O.P. 4th rank – Survey of 2010
   - Times of India – Overall Second Rank among Arts and Science colleges in Chennai
   - Neilsen Survey - B.C.A, M.O.P. 7th Rank – Survey of 2011

38. **Detail any five strengths, Weakness, Opportunities and Challenges(SWOC) of the department**
   Strengths
   - Keeping pace with technology changes and designing curriculum accordingly.
   - Adopting a practical approach in teaching concepts.
   - Specialized training on skills required by the industry.
   - Faculty with Industry experience handling CORE subjects.
   - Software automation developed by department faculty.
   - Real time projects developed by students.
   - Placement of students - 90% and above.
   - Team Spirit

   Weakness
   - Non existence of a research division in the department.
   - Lack of funded projects.
   - Limited exposure to consultancy.
   - Need to increase the frequency of organizing International Conferences.

   Opportunities
   - Special skill courses are offered to enable students to appear for Software/Hardware Certifications.
   - Many Workshops and Guest Lectures are conducted every year.
   - Staff participation in Faculty Development Programs organized by the industry.
   - Conferences enable postgraduate students to present research papers.
   - Computer Fairs are being organized.
   - Placement cell provides internship opportunities leading to early placements of the students.

   Challenges
   - To stay abreast with emerging technology changes and changing the curriculum to reflect the same.
   - Competing with the curriculum of engineering colleges.
   - Moulding the students with the required employability skills.
   - Providing the students with Entrepreneurial skills.

39. **Future Plans of the department**
   - Foreign Exchange Programs.

- Department to have a research cell.
- Collaborations with global institutions and multinational companies.
- To develop e-learning and online classrooms.
- To undertake more real time projects and increase consultancy services.
- To obtain access to digital archives of international research journals and articles.

SCHOOL OF FOOD SCIENCE

1. **Name of the Department and its year of establishment :**

   - Department of Nutrition and Dietetics – 1996
   - School of Food Science – 2008

2. **Names of the Programmes / Courses offered :**

   - Under graduation : B.Sc. Food Science and Management
   - Post-graduation : M.Sc. Food Technology and Management

3. **Interdisciplinary courses and departments involved :**

   The Interdisciplinary elective, are offered to the students of other Department in the college:

Interdisciplinary courses	Departments Involved
• Interior Decoration	School of Media
• Diet and Physical Fitness	School of Business
• Fruit and Vegetable Processing	School of Commerce
• Baking and Cake Art	School of Mathematics
• Nutrition and Wellness	School of Social Sciences
• Cosmetic Formulations	
• Personal Care and Cosmetic Technology	

4. **Annual / semester / choice based credit system:**

   Semester Pattern with Choice Based Credit System.

5. **Participation of the department in the courses offered by other departments**

   The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of Teaching Posts Sanctioned and Filled (Professors. Associate Professor/ Assistant Professor)**

Teaching Post	Sanctioned & Filled
Professor	1
Asst. Professors	8

7. **Faculty Profile with name, qualification, designation, specialization (D.Sc. / D.Litt./ Ph.D / M.Phil etc.)**

Name	Qualification	Designation	Specialization	No. of years of experience
Dr. Usha Ravi	M.Sc. M.Phil. M.Ed., Ph.D. UGC- NET	Prof. and Head	Food Science and Nutrition	26
Ms Sai Manjulavalli V	M.Sc. UGC-NET	Asst. Prof.	Food Science and Nutrition	9
Ms K Padmini	M.Sc. , M.Phil.	Asst. Prof.	Chemistry	7
Ms Lakshmi Menon	M.Sc. UGC NET	Asst. Prof.	Food Science and Nutrition	6
Ms Aruna M	M.Sc. UGC NET	Asst. Prof.	Food Science and Nutrition	4
Ms Sini Jadeesh	M.Sc. UGC NET	Asst. Prof.	Food Biotechnology	7
Dr Simmi Jain	M.Sc. , Ph.D.	Asst. Prof.	Food Science and Nutrition	1
Dr Nirupa S Mogili	M.Sc. Ph.D. CSIR NET	Asst. Prof.	Biochemistry	1

8. **Percentage of classes taken by temporary faculty – programme wise information:**

   20%

9. **Programme wise student Teacher Ratio :**

   B.Sc. Food Science and Management: 25: 1
   M.Sc. Food Technology and Management: 15:1

10. **Number of academic support staff (technical) and administrative staff sanctioned and filled :**

    Lab Assistant-1

11. **Number of Faculty with ongoing projects from a) National b) International c) Total grants received. Mention the names of funding agencies and grants received :**

    Nil

12. **Departmental projects funded by DST- FIST , DBT , ICSSR , etc total grants received :**
    1. The Department was entrusted with a project titled "Science for Women's Health through Community Radio", by Department of Science and Technology, Government of India.

- Principal Investigator : Dr K Nirmala Prasad
- Project Co-ordinator   : Dr Usha Ravi
- Project Assistant : Ms Padmini K and Ms Lakshmi Menon

Through this project , 365 episodes (15 minutes module) on various topics on Women and Health were aired on MOPCRS , and in line with this the students of the Department interacted with the Community adopted by the college and educated the Women of the Community on different aspects of Health , Food and Nutrition.
Grant Received: Rs 14, 00,000 /-

2. The Department was entrusted with a project titled Planet Earth for Women and Children by Department of Science and Technology, Government of India.
   - Principal Investigator : : Dr Usha Ravi
   - Project Assistant : Ms Padmini K and Ms Lakshmi Menon

   Through this project, 365 episodes (15 minutes module) on various topics on Environment and Health and was aired on MOPCRS, and in line with this the students of the Department interacted with the Community adopted by the college and educated the Women and Children of the Community on Science of the Environment.
   Grant Received: Rs 14, 60,000 /-.

3. Council of Scientific and Industrial Research, Government of India granted the Department Rs 40,000 /- towards the conduct of the International Conference, FOODS 2012, conducted by School of Food Science, M.O.P. Vaishnav College for Women on 17th and 18th February 2012.

4. National Bank for Agriculture and Rural Development, (NABARD) sanctioned the Department Rs 50,000 /- towards part expenditure on publication of the proceedings for the International Conference - FOODS 2012 held on 17th and 18th February 2012 at M.O.P. Vaishnav College for Women, Chennai.

5. Science City, Government of Tamil Nadu, sanctioned   Rs.20, 000/- towards part expenditure on publication of the proceedings for the International Conference - FOODS 2012 held on 17th and 18th February 2012 at M.O.P. Vaishnav College for Women, Chennai.

6. Tamil Nadu State Council for Higher Education, Government of Tamil Nadu, sanctioned   Rs.20, 000/- towards the conduct of the International Conference - FOODS 2012 held on 17th and 18th February 2012 at M.O.P. Vaishnav College for Women, Chennai.

13. Research Centre / facility with
- State Recognition:
- National Recognition :
- International Recognition :

Nil.

14. Papers Published in National and International Journal:
- Number of papers published in peer reviewed journals (national / international)
  - National Journals – 6
  - International Journals – 3

- Monographs – 211

15. Details of patents and income generated.

Nil

16. Areas of consultancy and income generated

Year	Type of consultancy	Details of the Resource Person
2009-10	Conduct of workshop for capacity building and baseline survey for Planet Earth for Women & Children through the Community Radio" ,the RVPSP funded project for PSG College of Technology, Coimbatore.	Dr.Usha Ravi – Project Coordinator Ms. Lakshmi Menon – Team Member
2010-11	Conduct of workshop for capacity building and baseline survey for Planet Earth for Women & Children through the Community Radio" ,the RVPSP funded project for Educational Multimedia Research Centre, Anna University, Chennai.	Dr.Usha Ravi – Project Coordinator Ms. Lakshmi Menon – Team Member
2011-12	Conduct of workshop for capacity building and baseline survey on the topic Science for Women's Health and Nutrition for Radio Mattoli @ 90.4, Wayanad, Kerala. Sponsored by Department of Science and Technology, Government of India.	Dr.Usha Ravi – Project Coordinator Ms. Lakshmi Menon – Team Member
2012-13	School of Food Science provided consultancy services to Aachi Masala Foods (P) Ltd, Chennai for Organoleptic evaluation of their ready to eat food products.	School of Food Science
2012-13	The School of Food Science conducted a workshop and highlighted the guidelines on effective practices in Food Safety and Sanitation to the, members of the cafeteria of M.O.P.Vaishnav College for Women.	School of Food Science

17. Faculty Recharging Strategies:
The faculty of the Department enhance their knowledge and develop their calibre constantly by attending Workshops, Conferences, Seminars and Industrial Visits across the country.

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Seminars and Conferences	30	13
Workshops	9	7
Resource person	29	4

Industrial visit	14	9

18. Percentage of students carrying out projects

Percentage of students who have done in-house projects including inter-departmental	UG	100
	PG	100
Percentage of students doing projects in collaboration with industries / institutes	UG	70
	PG	100

19. Awards / Recognition received at National and International level

a. Faculty :

- Dr. Usha Ravi, Professor and Head, School of Food Science was awarded the prestigious "Professor Jiwan Singh Sindhu Award" for teaching excellence in Food Science and Technology by the Association of Food Scientists and Technologists (India) on 6th December, 2012.

b. Students :

2009 :

- Ms Charumathy G II M.Sc. Food Technology and Management, was awarded the Best Student Award by the Association of Food Scientists and Technologists (India).

2010:

- Ms.Lakshmi Shankarnarayan, II M.Sc. Food Technology and Management, was awarded the Best Student Award and a cash prize of Rs.12, 000/- by the Association of Food Scientists and Technologists (India).
- Ms.Geetika Baid , II M.Sc. Food Technology and Management ,was awarded the Best Student Award and a cash prize of Rs.12,000/- by the Association of Food Scientists and Technologists (India).

2011:

- Ms. Renuka.R of II M.Sc. Food Technology and Management was awarded the prestigious Best Student Award and the AFSTI Scholarship worth Rs. 12,000 for the third consecutive year by the Association of Food Scientists and Technologists (India).
- Ms Sahitya.S of II M.Sc. Food Technology and Management was awarded the prestigious Best Student Award and the AFSTI Scholarship worth Rs. 12,000 for the third consecutive year by the Association of Food Scientists and Technologists (India).

2012 :

- Ms. Swarnali Dutta Mazumdar, II M.Sc. Food Technology and Management was awarded the prestigious AFST(I) Education and Publication Trust Scholarship worth Rs. 12,000 for the fourth consecutive year by the Association of Food Scientists and Technologists (India) .
- Ms. Roshini RP, I M.Sc. Food Technology and Management was awarded the prestigious "Best Student Award" by the Association of Food Scientists and Technologists (India).

2013 :

- Ms. Roshini RP, II M.Sc. Food Technology and Management was awarded the prestigious AFST (I) Education and Publication Trust Scholarship worth Rs. 12,000 for the fifth consecutive year by the Association of Food Scientists and Technologists (India).
- Ms K L Pravallika (Food Technology and Management 2011-2013) was awarded the prestigious "Best Student Award" by the Association of Food Scientists and Technologists (India) .

20. **Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.**

Seminar Organized by the Department:

Date	Title of the Seminar	Source of Funding
13.8.09	Honey – An Alternative Sweetener	College Management

Workshops Organized by the Department:

Date	Title of workshop	Source of Funding
05.12.09 – 25.01.10	A workshop on "Culinary Skills " in collaboration with Nestle India Ltd.	College Management
28.01.10	Workshop on Food Safety Systems	College Management in collaboration with IICPT Thanjavur.
28.01.10 and 29.01.10	A training programme on Food Business Management was organized for Self Help Group Women	College Management in collaboration with IICPT Thanjavur.
2.09.10 to 10.09.10	Novel Therapeutic Recipes	College Management
23.08.11	Food safety and quality control	College Management
25.08.11 and 06.09.11	Preparation of soups and salads in terms of business motive.	College Management
21.09.11 03.11.11 04.11.11	Skill training on baked products	College Management
16.9.12 & 17.9.12	Kitchen Krafts Parambariya Suvaigal	College Management
2.3.13 – 9.3.13	Food Safety Management System (FSMS; ISO 22000:2005)	College Management

Conferences Organized by the Department

Academic Year	Title of the conference	Level	Source of Funding
2009-10	"FOODS 2010" Emerging Trends and	National	College Management in association with

	Opportunities in Food Processing Sector"		IICPT Thanjavur.
2011-12	"FOODS 2011 - Processed foods: A Trend Beyond Boundaries",	National	College Management and sponsorship from Food industries
2012-13	"FOODS 2012" Food Web – A global connect	International	College Management with CSIR ,NABARD, Tamil Nadu State Council for Higher Education, Science City and sponsorships from Food Industries.

21. Student Profile Course Wise :

Course	2009-2010			2010-2011		
	AR*	**S***	**%***	**AR***	**S***	**%***
B.Sc FSM	210	49	92	264	50	80
M.Sc FTM	34	14	100	41	29	100

Course	2011-2012			2012-2013			2013-2014		
	AR*	**S***	**%***	**AR***	**S***	**%***	**AR***	**S***	**%***
B.Sc. FSM	249	54	72	296	50	73	345	47	84
M.Sc. FTM	27	26	100	56	26	85	51	25	71

*AR: Applications Received; S: Selected candidates; %: Pass Percentage

22. Diversity of students :

Name of the course	% of students from the college	% of students from the state	% of students from other states	% of students from other countries
B.Sc FSM	-	95.5	1	3.5
M.Sc FTM	24	80	20	0

23. How many students have cleared Civil Services, Defence Services, NET, SLET, GATE and any other competitive examinations?

NET Examination: 6

24. Student Progression :

Student progression	Percentage against enrolled
UG to PG	45%
PG to M.Phil.	-
PG to Ph.D.	3%

Student progression	Percentage against enrolled
Ph.D. to Post-Doctoral	-
Employed • Campus selection	83%
Entrepreneurs	-

25. Diversity of Staff :

Percentage of staff who are graduates	
Of the same parent University	33%
From other Universities within the state	16%
From other Universities across the state	51%

26. Number of faculty who were awarded Ph.D. , D.Sc. and D.Litt. during the assessment period : 3

27. Present details about infrastructural facilities :
   a) Library
       Books: 1034
       Journals: National   -   4
                 International -   5
   b) Internet facilities for staff and students
       WiFi connected campus. All Labs and Class Rooms have internet facility.
   c) Total number of class rooms : 5
   d) Class rooms with ICT facility : 5
   e) Student's Laboratories : 3 (Food Preparation Lab, Food Analysis Lab, Thermal Analysis Lab)
   f) Research Laboratories : 2 (Food Design Lab, Instrumentation lab)

28. Number of students getting financial assistance from college :

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.Sc.FSM	0	1	1	1	1
M.Sc.(FTM)	0	2	4	2	1

29. Was any need assessment exercise undertaken before the development of new programs?

Yes

• The curriculum and syllabi of B.Sc. Food Science and Management and M.Sc. Food Technology and Management, has been developed in the year 2008 after keenly observing the demands and the dearth in the employment of the Food Processing sector. The syllabus has been formed with inputs from academicians and industry representatives, to enable the course to facilitate immediate employment of the students in the Industries. The syllabus has been constantly modified based on the feedback of the alumni and industries where the students are sent for internships.

- New courses such as Personal Care and Cosmetic Technology and Cosmetic Formulations were included as inter- disciplinary courses for the students of other Departments. This course was developed based on the suggestions from previous NAAC peer team members and other academicians. They suggested that since the Department is well equipped with a good chemistry lab and a food preparation lab, they should be integrated and simplified to benefit larger student community. These courses train the students in the preparation and science behind the design of cosmetic products from basic ingredients and chemicals. This course will facilitate to develop the entrepreneurial skills of the students.

- It was identified that in the Food Processing Industries there is a dearth in the field of qualified Food Auditors. With the Government of India insisting and monitoring the Food Safety in a very scientific and systematic manner the employability of Food Technologists with this additional qualification is very high. Hence the post graduate students of the Department undergo a certificate training course on Food Safety Management System (FSMS; ISO 22000:2005) conducted by TUV SUD, South Asia and HACCP and were certified as Food Safety Auditors .

30. Does the department obtain feedback from :
   a. Faculty on curriculum as well as teaching learning evaluation? If yes how does the Department utilize it?
      Yes. During a semester, The Head of the Department conducts academic audit, periodically, to ascertain the comfort level of the faculty handling the subject in completing the syllabi and the teaching evaluation methods followed. Any change that is required is implemented in the successive batch.
   b. Students on staff, curriculum as well as teaching learning evaluation? If yes how does the Department utilize it?
      Yes the student feedback is obtained periodically, on the curriculum and teaching learning evaluation methods, based on the feedback changes are incorporated in the lesson plan and methodology of teaching.
   c. Alumni and employers on the programmes and what is the response of the Department to the same?
      Yes. Feedback is obtained from the alumni and employers on how the topics in theory syllabus and practical have been useful for them in the industry, constantly newer experiments and instrumental techniques have been included in the syllabi based on the input from alumni and employers.

31. List the distinguished alumni of the Department
   Alumni Details Department of Food Science:

Name	Designation	Company
Dr Deeptha Sukumar	Assistant Professor	Drexel University, Philadelphia
Dr Sangeetha Ravikumar	JSPS Post- Doctoral Research Fellow	Hokkaido University, Japan

Ms Sandhya Manian	Consultant and recipe developer	Chennai based food industry
Ms Lakshmi Menon	Assistant Professor	M.O.P.Vaishnav College for Women , Chennai.
Ms Varshini Ravi	Research Assistant	Kolling Institute of Medical Research, University of Sydney.
Ms Lakshmi Shankarnarayan	Graduate Trainee	Kerry Ingredients Pvt Ltd
Sharadha G	Formulation Scientist and Hygiene Officer	British Biologicals Pvt. Ltd., Bangalore
Nisha Mandal	Application Technologist	Beverage and Diary, Givaudan(India) Ltd, Mumbai
Ms Sonam Nishad	Junior Executive	The Product Makers , Mumbai
Ms Swarnali Dutta Majumdar	Food Technologist	Symrise Pvt Ltd , Chennai.
Ms Diana D' Souza	Q A Executive.	Al Kabeer Group of Companies Mumbai .
Ms Sandhya Sashikumar	Senior Executive	Corporate Technical Service & Quality Assurance, Watanmal GroupChennai Area, India

32. Give details of student enrichment programmes (special lectures / workshop / seminar) with external experts.

Workshop for Students

Date	Event
05/01/10	A workshop on "Culinary Skills " in collaboration with Nestle India Ltd.
2.09.10 to 10.09.10	Novel Therapeutic Recipes
23.08.11	Food safety and quality control
25.08.11 and 06.09.11	Preparation of soups and salads in terms of business motive.
21.09.11, 03.11.11, 04.11.11	Skill training on baked products

Workshops Attended

Date	Topic	Organizer
9.7.10	Resource Surface Methodology	Department of Plant Biology & Biotechnology, Loyola College.
3.9.10	Integrated Food Law	Department of Food Science and Technology, Pondicherry University

8.2.11 & 9.2.11	Integrated Approaches to Food, Diet and Health: Indian and European Perspective	Centre for Biotechnology, Anna University
5.09.13	Enteral Nutrition	Sundaram Medical Foundation

Industrial/Field Visits Organized

Date	Place of visit
28/7/09	Sundaram Medical Foundation, Anna Nagar, Chennai
28/8/09 – 29/8/09	Indian Institute of Crop Processing Technology, Thanjavur.
25.08.11 and 26.08.11	Aahar – Food Exhibition, Chennai Trade Centre
29.06.12	Eco Kitchen
19.06.13	Dario's Poes garden Chennai
29.07.13	Institute of Food and Diary Technology, Koduvalli Chennai
29.08.13 – 30.08.13	10th Indian food Processing and Food Technology Fair FoodPro – 2013
18.09.13	Hindustan Coco-Cola Beverages Pvt. Ltd. Chennai.
24.09.13	Kaleeswari Refinery Pvt. Ltd Chennai.

Conference Organised

Date	Topic	Level
29.01.10 30.01.10	Foods 2010 -Emerging Trends and Opportunities in Food Processing Sector	National
11.2.11 & 12.2.11	Foods 2011 -Processed Foods – A Trend Beyond Boundaries	National
17.02.12 & 18.02.12	Foods 2012 Food Web – A Global Connect	International

Guest Lecture

Date	Topic	Resource Person	Organization
4.8.10	Importance of Breast Feeding	Dr.Arthi, Dr. Vasuki,	Child Trust Hospital, Chennai
1.08.13	Technology of Meat, Fish and Poultry	Dr. A.V.Omprakash	Institute of Poultry Production and Management, Madhavaram Milk Colony
2.08.13	Coffee Processing	Mr. K.Sreedharan	Coffee Research Station ThI 624 216 Kodaikanal

			Taluk, Dindigul dt
23.8.2013	Parenteral Nutrition	Ms. Bamini	Sundaram Medical Foundation
7.09.13	Diabetes Mellitus	Ms. Meeenkashi Bajaj	Dietician & Coordinator
18.09.13	Cardiovascular diseases, Renal Disorder, Liver and Gall Bladder diseases	Ms. Meeenkashi Bajaj	Dietician & Coordinator
	Gel Electrophoresis Enzymes in Food Technology Food Microbiology Genetic Engineering	Dr, Sultan Ahmed Ismail	Soil biologist and ecologist, Director.
	Technology of processing of rice , wheat and other pulses	Dr. Ashok Iyengar	Freelance Food Technologist

33. List the teaching methods adopted by the faculty for different programmes :

For the undergraduates:

- Teaching through experiments and activity
- Out bound learning – through industrial visits and attending conferences. Evaluation is not only through standard question papers, but through questions that kindle their learning from the conferences.
- Teaching through real time projects: The students carry out real time research based projects as a part of their continuous assessment in all of their subjects.
- Active learning

For the Post – Graduates:
- Teaching is through making them understand applications of theoretical principles and concepts through research articles.
- Peer Teaching

34. How does the Department ensure that programme objectives are constantly met and learning outcomes are monitored?

- The Department is in constant touch with the industries where the students are placed, and the academic institutions where the students pursue their higher studies. The alumni constantly share their progress in the career and how the course is helping them grow in their work place. Constant change in the syllabus is done to suit the work profile of the students in the food processing industries.

35. Highlight the participation of students and faculty in extension activities
2009 – 2010:

The Department of Science & Technology, Government of India has entrusted MOP Community Radio Station @ 107.8 MHz with a prestigious project called - **"Planet Earth for Women and Children through Community Radio"**. The primary motive of this project is to educate under privileged women and children on different aspects of environmental science. The students of School of Food Science have actively involved themselves in production and compilation of a variety of radio programmes comprising of over 100 episodes. The reach of the programmes were monitored through weekly interactions with the community.

Highlights

- A trip was arranged for the students of Nungambakkam Corporation School to visit Guindy Park. Nutritious meals were provided to all the students.
- A trip to Birla Planetarium was also arranged for the students of Assumption School, the students had an opportunity to interact with the scientists.

2010- 2011 :

Planet Earth for Women and Children through Community Radio
Planet Earth for Women and Children is a project offered by Department of Science and Technology, Government of India. This project is undertaken by the School of Food Science, M.O.P.Vaishnav College for Women through the MOP CRS. It aims to create awareness on reverence towards Mother Earth and her contribution towards safer, healthier and wealthier world both to the direct beneficiaries and innumerable indirect population**.**

Target Population:

- Women and girls in the slum of Badrakarai in Nungambakkam
- Students of Corporation Girls Higher Secondary School, Chennai
- Students of Assumption School, Nungambakkam, Chennai.
- Students of M.O.P.Vaishnav College for Women , Chennai
- Members from the community.

Themes:
- Water , sanitation and literacy (75 episodes)
- Biodiversity - (25 episodes)
- Weather and climate (50 episodes)
- Soil health (40 episodes)
- Animal health (40 episodes)
- Coasts and oceans (30 episodes)
- Disaster resilience (50 episodes)
- Women's health (40 episodes)
- Astronomy (15 episodes)

Programme formats:
- Interaction between experts and community
- Interview with experts
- Live phone in programme
- Radio anchoring by community representatives
- Skits
- Local folk art form – Villupattu
- Programmes are recorded by students of M.O.P.Vaishnav College for Women, the community children and the women of the community.
- The scripts are whetted by a staff and the programme producer before the programme is recorded.
- The scripts are filed and documented for future reference

Outreach activity for 2010 – 2011:

Date	Name of the Activity	Nature of Activity Done
19th June, 2010	Awareness on Emergency Medical Care	A campaign on emergency medical care through MOP CRS in collaboration with 108 Ambulance Service
29th & 30th June, 2010	Billion Hearts Beating	Awareness campaign on lifestyle modification for enhancement of Cardiac Health
1st July, 2010	Green Revolution	Planting of tree saplings at Shiva temple, Nungambakkam.
12th – 17th July, 2010 30th Aug – 3rd Sep, 2010 15th Nov – 19th Nov, 2010 17th Jan – 21st Jan, 2011	Plastic Free Week	Use of any kind of plastic was prohibited inside the campus and checks were made for the same.
15th July, 2010	Cloth bag Making	To curb down the use of plastic, cloth bags were made from used clothes.
3rd	Cloth bag	Distribution of cloth bags in Shiva temple

Sep, 2010	distribution	to replace the plastic bags used for Pooja.
6th Sep – 10th Sep, 2010	Nutrition Week Celebrations	• A week long celebration commenced to emphasize on health and wellness. • Significance of balanced diet was accentuated through exhibits, pamphlets, posters and cookery demonstrations. • Health and Wellness Programme was conducted for the staff both teaching and non-teaching and for the students. • Anthropometric assessments, blood pressure and diet pattern were recorded • Individual counseling was offered. • 90 staff and 250 students were benefited through the programme. • An interdepartmental cookery competition titled "Cook a Healthy Snack" was organized. • 40 women from various areas of Mylapore were counseled on the importance of balanced diet. • Nutritious and easy to prepare recipes were demonstrated to them.
24th Nov, 2010	Cancer Awareness Programme	• A Cancer Awareness Camp in association with Agarwal Mahila Mandal was conducted at college premises with two sessions. • The first session comprised of a brief talk on cancer awareness. • The second session involved physical examination and blood test for staff above 35 years of age for cancer detection. • Eminent doctors of Apollo Hospitals conducted the screening camp. • 60 staff members benefited through the programme.

2011 – 2012

Date	Name of the Activity	Nature of Activity Done
23.08.11	Workshop on Food Safety and Quality Control	Ms. Adah Romona and Mr. Pranesh, Microbiologists from Parikshan Labs presented the different routes of contamination and hazards and insisted on monitory checks to maintain food safety and quality control. The workshop was attended by the college

		canteen staff.
04.09.11, 11.09.11, 18.09.11, 25.09.11, 09.10.11	"Walk to Health" Campaign	Students of the ministry embark on the significance of walking to promote health by conducting walk campaigns at Marina Beach. The campaign also emphasized on the importance of exercise. Games were organized for the participants to create a difference and to nurture enthusiasm.
23.09.11	Health and Fitness Programme for Women	Ms. Nirmala Ravi and her team from the Snap Fitness Centre briefed the students on the importance of fitness and demonstrated simple fun filled exercises.
2.10.11	"Heart Walk 2011"	The ministry in association with Apollo Hospitals and Times Wellness organized a Heart Walk Campaign on October 2nd, 2011 at Elliot's Beach. This initiative was commenced to promote heart health. Free heart walk T-shirts were provided to all participants. The event saw a huge student gathering to support the cause.
13.12.11	Blood Donation Camp	A life saving initiative was undertaken by the Health and Hospitality Ministry by organizing a Blood Donation Camp in association with the NSS Unit of the college and Lions Club Association. The occasion saw 200 magnanimous donors.
17.12.11	Diabetes and Lifestyle Modification – An Awareness Campaign	The students of the Ministry actively participated in the diabetes awareness campaign organized by the Times Wellness. The day began with vibrant yoga sessions followed by intellectual interaction with eminent physicians and yoga therapists.
08.02.12	Voice Against Diabetes	Sensing the growing rate of diabetics in India, a Diabetes Alert Event was organized exclusively for the young students of M.O.P. Vaishnav College. Dr. Usha Sriram, Endocrinologist highlighted the risk factors and insisted on the preventive measures to curb the growth of diabetics.
22.02.12 to 26.02.12	Youth Health Mela	The students of the department set up an attention-grabbing and enlightening stall on the role of diet in preventing and alleviating Non-communicable diseases during the Youth Health Mela

		organized by Cancer Institute and Ecoscience Research Foundation. The stall was appreciated for its creative and fun filled games on good nutrition.

2012 – 2013:

- Students of School of Food Science won the Overall Trophy at Youth Health Mela organized by the Cancer Institute, Chennai during 24th to 27th January, 2013. A stall on "Reviving Traditions" was exhibited to educate the visitors on restoring health and wellness through our lost nutritional foods.

2013-2014 :

Date	Number of Students Participated	Event	In-collaboration with
3.09. 13	53	Health Walk – Healthy Eating to Prevent Diseases	Sundaram Medical Foundation

36. Give details of " beyond the syllabus scholarly activities "

The Undergraduate and Postgraduate students of the Department are encouraged to take up research projects, the students are encouraged to innovate and develop new food products. The products developed are, tested and evaluated by the sensory panel. Products developed by the students are taken forward as research publications or conference proceedings.

Year	2009-10	2010-11	2011-12	2012-13	2013-14
Projects	65	47	31	26	75

To mention a few

- ➢ Sugar Free Low Fat Avaram Cookies
- ➢ Pumpkin flour Dhokla Mix
- ➢ Hibiscus preserve
- ➢ Germinated cowpea flour macaroni
- ➢ Development of value added Herbal Bread
- ➢ Microbiological Analysis of Crustaceans and Cephalods in Seafood Firm.
- ➢ Formulation of Date and Pumpkin preserve
- ➢ Development and quality assessment of pumpkin incorporated bakery products
- ➢ Impact of flour pretreatments on the quality characteristics and oil absorption of traditional south Indian festive snack - Seedai
- ➢ Quality and shelf life analysis of traditional deep fat fried snack "Litti"
- ➢ Nutritional, Physico Chemical, Microbial and Sensory Assessment of Yoghurt Prepared From Wheat Milk Extract

> ➢ Product Coatings on Frying Quality of Kofta and Patties

37. State whether the programme / department is accredited / graded by other agencies. Give details.

Nil

38. Detail any 5 strengths , weakness , opportunities and challenges (SWOC) of the department :

Strengths
- Research in Food Product Development and Food Analysis
- Innovative teaching methodology – activity based teaching and learning.
- Hands on training and experience in food entrepreneurship.
- Integration of management in food science, which has given the students an insight to the management aspects of food processing industries.
- Constant participation in National and International workshops and symposiums across the country to enhance the knowledge.

Weakness
- Paucity of finding teachers with a doctorate degree in Food Technology.
- Post Graduates in the field of Food Technology prefer industry to academic career.

39. Future Plans of the Department :
- To start a Research Department
- To bring in diploma courses in subjects that relates to Food Production, Processing and Sanitation and Quality control, for small scale and medium scale food entrepreneurs.
- To enhance the Research in the areas of traditional food practices.

1. **Name of the Department & its year of establishment**

   B.Sc.Mathematics   1992

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   B.Sc. Mathematics

3. **Interdisciplinary courses and departments involved**

Interdisciplinary courses	Departments Involved
• Functional Mathematics • Vital Mathematics I and II	School of Media School of Food Science School of Information Technology School of Social Science School of Business

4. **Annual/ semester/choice based credit system**

   Semester Pattern with Choice Based Credit System.

5. **Participation of the department in the courses offered by other departments**

Department	Subject
M.B.A.	• Quantitative Techniques for Management
B.Com. (Accounting and Finance)	• Mathematics of Finance • Statistics
B.Com. (Information Systems Management)	• Basic Mathematics • Statistics • Mathematical Logic and Statistical Methods • Operations Research with Software Application
B.B.A	• Mathematics of Finance • Statistics • Operations Research with Software Application
B.Com.(Corporate Secretaryship)	• Statistics
B.Com.(Marketing Management)	• Statistics
B.Sc. (Computer Science)	• Mathematics for Computer Science • Statistics
B.C.A.	• Mathematics for Computer Applications • Statistics

The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching post	Sanctioned &filled
Associate Professors	3
Asst. Professors	3

7. **Faculty profile with name, qualification, designation, specialisation (D.Sc. / D.Litt. / Ph.D./ M.Phil., etc.)**

Name	Qualification	Designation	Specialization	No. of Years of Experience
Dr. Fernandes Jayashree Felix	M.Sc., M.Phil., PH.D.	Associate Professor	Applied stochastic process	22
MS. S.Krishnaveni	M.Sc., M.Phil.	Associate Professor	Kac-Moody Algebras	21
Dr. V. Devika	M.Sc., M.Phil., PH.D.	Associate Professor	Applied stochastic process	16
MS. B. Ramani	M.Sc., M.Phil.	Assistant Professor	Graph theory	11
MS. T.K. Loganayaki	M.Sc., M.Phil.	Assistant Professor	Graph theory	10
Dr. A. Shanthakumari	M.Sc., M.Phil., PH.D	Assistant Professor	Graph theory	12

8. **Percentage of classes taken by temporary faculty – programme-wise information**

   Nil.

9. **Programme-wise Student Teacher Ratio**
   26 : 1

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled**

   Nil.

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.**

   Nil.

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received

Nil.

13. Research facility / centre with
- **state recognition**
- **national recognition**
- **international recognition**

Nil.

14. Faculty Publications
Number of papers published in peer reviewed journals (national / international)

- National Journals – 1
- International Journals – 8

15. Details of patents and income generated

Nil

16. Areas of consultancy and income generated
Nil

17. Faculty recharging strategies

The faculty of the department undergoes the following to recharge themselves periodically

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Seminars	8	4
Conferences	9	4
Workshop	2	6
Resource Person	3	3

18. Student projects
- **Percentage of students who have done in-house projects including inter-departmental** - 75 %
- **Percentage of students doing projects in collaboration with industries / institutes** – 60 %

19. Awards / recognitions received at the national and international level by
- **Students**

Year	2009-10	2011-12	2012-13
No. of Trophies	3	1	1

- S.Nithya (2007 – 2010) was awarded the "Best Student" award by Tamil Chamber of Commerce.

- R.Niveditha (2010 – 2013) was selected for a youth exchange programme with Asia – Oceania and North America project approved by the Japanese Government.
- G. Harshitha (2010 – 2013) and Shrija Chavali (2011-2014) were selected for the Mathematical Training and Talent Search Programme at Trichy and Surat respectively.

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Year	Topic	Level
2008-2009	Symphony of Mathematics	National
2009-2010	Mathematics-A New Dimension	National

21. Student profile course-wise:

Course	2009-2010			2010-2011					
	AR*	S*	%*	AR*	S*	%*			
B.Sc Maths	435	74	99	411	73	96			
Course	**2011-2012**			**2012-2013**			**2013-2014**		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
B.Sc Maths	310	76	85	401	68	90	565	68	97

*AR: Applications Received; S : Selected candidates;%: Pass Percentage

22. Diversity of students :

Name of the course	% of students from the state	% of students from other states	% of students from other countries
B.Sc Maths	98	1	1

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

CSIR- NET	:	1%
GATE	:	1%
OTHER COMPETITIVE EXAMS	:	20%

24. Student progression

Student progression	Percentage against enrolled
UG to PG	50
PG to M.Phil.	10
PG to Ph.D.	2
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection	70
Entrepreneurs	5

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	67
from other universities within the State	33
from other universities from other States	-

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

Ph.D., 3

27. Present details about infrastructural facilities

a) Library
    Books: 2307
b) Internet facilities for staff and students
    WiFi connected campus. All Labs and Class Rooms have internet facility.
c) Total number of class rooms
    No. of Class Rooms : 3
d) Class rooms with ICT facility
    All class rooms have WiFi facility
e) Students' laboratories - A Computer Lab with 70 computers
                                              Staff computers-1
f) Research laboratories - Nil.

28. Number of students of the department getting financial assistance from College.

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.Sc. Maths	32	17	11	12	14

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

B.Sc. Mathematics curriculum has been redesigned to include papers from Computer science, Management, Banking and Insurance. The syllabus of each subject includes the applications relevant to the current trends of industry.

- C-Programming and Computer oriented Numerical methods enhances Programming skills.
- Mathematical Statistics using Excel aids in analysis and interpretation of data.
- Number Theory and Cryptography provides mathematical tools for building, analyzing and attacking crypto systems.
- Optimization techniques – Case studies are analyzed for managerial decisions.
- Financial Mathematics and Mathematics of Life Insurance – Knowledge of Banking, life insurance and capital budgeting etc are imparted.

30. **Does the department obtain feedback from**

a) **Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**

Yes, the analysis of the feedback is used for introducing new teaching learning methods.

b) **Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?**

The department has the advantage of autonomy. The curriculum is thus designed to meet the latest industry requirements and this achieved through the feedback mechanism.

c) **Alumni and employers on the programmes and what is the response of the department to the same?**

The department periodically interacts with the alumni and academic experts to incorporate their ideas into teaching, learning and evaluation.

31. **List the distinguished alumni of the department (maximum 10)**

Name	Designation
Ramya Radhakrishnan	Business Analyst, Syntel, U.S.A.
Ankitha Davey	Assistant Manager, Bank of New York, New York.
Vani Priya.J	Managing Director , Prayojna Business Consulting Pvt.Ltd, Chennai.
Ms.Gayathri	Head, Department of Mathematics, Annai Velankanni College, Chennai.
S. Sudha	Assistant Manager, Latent View Analytics India Private Limited, Chennai.
Dr.Arathi.P M.Sc. Ph.D.	Asst. Prof., Dr. B.S Abdur Rehman College of Engineering, Chennai.
Nithya.S	Managing Director, Balagurukulam & Lemuria International , Chennai.
S.Swetha	Senior Associate, Customer Engagement Unit, Hey Math, The Hindu, Chennai
Rajalakshmni.R	Performance Test Engineer Wipro Technologies, Chennai.
Swathi Vijayakrishnan	Assistant Manager, Karur Vysya Bank, Chennai.

32. Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts.

Guest lectures

Year	Topic	Resource person
2009 – 10	Career Opportunities	Mr. Ravikumar, Chief Marketing Officer, Win spire Language World Pvt. Ltd., Chennai
	Special Functions	Dr. J. Prabhakaran, Sr. Lecturer, Madras Institute Of Technology, Anna University
2010 – 11	Applications Of Mathematics	Mr. Shivaraman, Asst. Professor, Dept. Of Mathematics, D. G. Vaishnav College, Chennai
2012-13	Fuzzy Signal Systems	Dr.Felbin C.Kennedy, Associate Professor, Dept of Mathematics, Stella Maris College Chennai.
	Fuzzy Matrices	Dr.K.Ganesan, Professor and Head, Dept of Mathematics, Kattankulathur Campus, SRM University.
2013-14	Infinity verses Infinity	Dr K. C. Sivakumar Associate Professor Dept. of Mathematics IIT Madras

Workshop

Year	Topic	Resource Person
2009 - 10	Techniques Of Mathematical Programming	Prof S Karthikeyan, Asst Prof & Head, Department of Mathematics L.N Govt. College
	Introduction To Vibe File Handling And Database File Handling	Mr. Nagarajan, Project Co Ordinator, Tata Consultancy Services, Chennai
	Scope To A Career In Actuarial Sciences	Mr. V.R.Kumar, Actuarian, LIC Of India

Seminars

Year	Topic	Level
2009-10	Mathematics-A New Dimension	National
2010-11	Stochastic Models in Reliability	State
2011-12	Mathematics- An Integrating Factor	State
2012-13	Mathematics- The inevitable Infinity	State
2013-14	Mathematics – Confluence of Concepts	State

33. List the teaching methods adopted by the faculty for different programmes.

- Modeling
- Puzzles and Games
- Quiz
- Case study
- Role play
- Group discussion
- Brain storming
- Brain teasers
- Projects
- Workbook
- E-contents

34. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

- The department has the advantage of autonomy; the curriculum is thus designed to meet the latest industry requirements.
- The course objectives are well-defined, which are mainly focused on inculcating analytical, logical and lateral thinking in students.
- In order to meet these objectives, different kinds of teaching methodologies are used, such as lectures, class discussions, role plays and brain storming activities. These ensure the participation of students in the learning process.
- Summer internship programs and special skill courses are conducted for the students which ensure that they are well-equipped to venture into diversified fields.
- To evaluate and monitor the learning outcomes, periodic assessments in the form of quizzes, tests, MCQs etc. are conducted and the results recorded. Students are encouraged to prepare diligently for the same

35. Highlight the participation of students and faculty in extension activities.

The department collaborates with various social organizations in imparting education to the under-privileged students in the society.
Remedial Teaching at:
- M.O.Parthasarathy Iyengar School, Chennai.
- Jaigopal Garodia Hr. Sec. School, Chennai.
- Assumption Hr. Sec. School, Chennai.
- Govt. Hr. Sec. School, Chennai.
- Avvai Homes, Chennai.
- Voluntary Service at Govt. Eye Hospital, Chennai.
- Students take part in NSS Camps and cater to the needs of the underprivileged.

36. Give details of "beyond syllabus scholarly activities" of the department.

- The students are motivated to participate in various intellectual competitions and innovative projects as a part of the intra-mural activities conducted by the department's π-β club.
- Students are encouraged to present papers in various forums.
- The department provides opportunities for students to take on internships – a one-month training experience that offers students an insight into corporate environments and thus explore new horizons.
- Advanced learners have had the privilege of attending the prestigious MTTS (Mathematics Training and Talent Search) program and taking up internships in reputed institutes such as Chennai Mathematical Institute, IIT etc.
- State level conferences, seminars, workshops and guest lectures are organized for students to stimulate their interest in and create awareness about the latest trends in the field of mathematics and its applications in various industries.
- The department brings out a journal titled *Elixir* every year. This helps in nurturing the creativity and the journalistic skills in students.
- Training for various competitive entrance examinations is provided to students which helps them pursue higher studies in Mathematics at premier institutions like IIT, Anna University and IIM etc.
- Coaching is imparted to develop the young and intellectual minds, thereby making them competent to face aptitude tests of varied levels of difficulty.
- As a part of Internal Assessment, students are made to undertake projects and prepare models aimed to develop their logical, analytical, systematic and lateral thinking which helps them acquire mathematical competence and reinforces the conceptual knowledge.
- Bridge courses are conducted for students who have not studied computer science in their higher secondary programme.

Best practices

Learning is made application centered through
- Real time and Survey based projects.
- Case studies.
- Mathematical Models.

37. State whether the programme/ department is accredited/ graded by other agencies. Give details.

Nil

38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department
Strengths
1. Faculty:
   - Faculty members have rich teaching experience and use innovative methods to impart knowledge.

- They are involved in active research and regularly present and publish papers in leading mathematical journals.
- Three of them have obtained their Doctor of Philosophy (Ph.D.) degree.

2. Curriculum:
   - Autonomy is given to structure the curriculum according to latest industry trends which empowers students to establish careers in various fields.
   - This is achieved through providing :
     - Specialized papers such as Financial Mathematics, Number Theory and Cryptography, Mathematics for Life Insurance.
     - Special skill courses like Accounting and Tally, Communication skills, Financial Reporting and Software Testing.

3. Students:
   - Students choose the B.Sc.Mathematics program offered by the department over other courses in reputed engineering colleges.
   - The students admitted are motivated learners and upon graduation, take up further studies in mathematics in prestigious institutions and get placed in notable companies. They act as ambassadors of the department.
   - Our students shine in the inter-collegiate events conducted by other colleges and have won many overall trophies.

4. Infrastructure:
   - Wi-Fi-enabled campus which provides students instant internet access in classrooms and provide virtual learning experience
   - Classrooms with LCD projectors provide rich visual learning experience**.**

5. Scholarships:
   Scholarships are awarded for needy and meritorious students.

Weakness

P.G. Courses:

The department is yet to offer Master's program in Mathematics and is not yet a research department.

Opportunities

The department has the opportunity to train its students to operate mathematical software like LaTex, MatLab, Arc, PhiMatrix, etc.
- The department has the opportunity of signing MOU's with Universities and industries which require expertise in Mathematics.

Challenges

To make the course most preferred amongst all colleges in Chennai.

39. Future plans of the department
- To introduce programmes in M.Sc. Financial Engineering and Actuarial Sciences
- To provide a good knowledge of basic mathematics as a language of many branches of science, commerce, management and to any other relevant discipline.

- Impart a suitable level of mathematical competence/excellence for progression in their chosen subject or area of interest
- To input more advanced knowledge of the subject for those who wish to pursue higher studies in mathematics.
- To upgrade into a research department.

SCHOOL OF SOCIAL SCIENCE

1. **Name of the Department & its year of establishment:-**

   Sociology   1996

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   B.A. Sociology

3. **Interdisciplinary courses and Departments involved:**

Interdisciplinary courses	Departments Involved
• Counseling for Life Span	School of Media School of Business School of Food Science School of Mathematics School of Information Technology

4. **Annual/ semester/choice based credit system:**

   Semester Pattern with Choice Based Credit System.

5. **Participation of the department in the courses offered by other departments**

   The Undergraduate students attend one Inter Disciplinary Course and one Non- Major Elective course, which are offered by the other Departments of the college.

6. **Number of teaching posts sanctioned and filled** (Professors/Associate Professors/Asst. Professors)

Teaching Post	Sanctioned & Filled
Associate Professors	1
Assistant Professors	3

7. **Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D./ M.Phil., etc.)**

Name	Qualification	Designation	Specialization	No. of Years of Experience
Ms. A.Uma Maheswari	M.A., M.Phil., SLET	Associate Professor	Gender Studies	16
Dr. Radha Murugesan	M.A., M.Phil., Ph.D.	Assistant Professor	Women and Health	15
Ms.T.M. Kavitha Gayatthri	M.A., M.Phil.	Assistant Professor		12)

Ms. S. Shanmuga priya	M.A., M.S.W., M.Phil., EMBA, UGC NET/JRF	Assistant Professor		3

8. Percentage of classes taken by temporary faculty – programme - wise information

Nil

9. Programme - wise Student Teacher Ratio

37:1

10. Number of academic support staff (technical) and administrative staff sanctioned and filled

Nil

11. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.

Nil

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received

Nil

13. Research facility / centre with
- **state recognition**
- **national recognition**
- **international recognition**

Nil

14. Publications:
- Number of papers published in peer reviewed journals (national / international)
  - National Journals – 4
- Chapter(s) in Books – 1 chapter in the book " A Slum No More" Editor Mr.A.Byravan

15. Details of patents and income generated

Nil

16. Areas of consultancy and income generated.
- The department regularly undertakes Baseline study, Applied Research in the area of social sciences – Need based
- Give consultancy to tools development, guiding survey based research

for the teachers and NGO
- Statistical and report writing guidance to NGO
- No monetary benefit
- Out come – Enhancing the trainers and Knowledge sharing.

17. **Faculty recharging strategies**

The faculty of the department undergo the following to recharge themselves periodically

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Seminars	8	5
Workshops	2	2

18. **Students project**

Percentage of students who have done in-house projects including inter-departmental	100%
Percentage of students doing projects in collaboration with industries / institutes	23%

19. **Awards / recognitions received at the national and international level by**
   - **Faculty**
   The contribution of our faculty members has been recognized in the form of nomination to Board of Studies
   Number of Faculty: 2
   Number of University/Colleges: 1/5

Students Achievement

Year	Student Name	Achievement
2008 - 11	Jyothi Bathia	Awarded the Youngest Achiever Award 2011 by the Rotract Club at Queen's Mary College in March 2011
		Received the Women Achiever Award in 2011 by the United India Insurance Co. Ltd. on February 8, 2011
		Chief Guest to the Youth Campaign organized by the Rotract Club at Kodaikanal on July 16, 2011
		Interviewed by Jaya TV on her success story and to inspire young women on March 26, 2011
	Namratha.P	Was Crowned Navy Queen 2009 organized by the Indian Navy
	Rammya Ravi	Recognized as youth leader by Chennai Plus for the contribution toward conservation of nature in association with Tree Foundation,2010

	Aishwarya.R	Won the Most Enthusiastic Teach for India Campus Ambassador for South Zone, 2010-2011
2011-14	Vahini Mahalingam	Participated in the "Talk your way to Japan" Contest and was selected as the Cultural Ambassador of Tamil Nadu and toured Japan for two weeks from 9th October 2012 to 24th October 2012.
	Vasundharaa S Nair	Participated in the "Internship Experience" a National Level Contest and was selected as "The Best Intern" which was conducted by Twenty19.com.

20. **Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.**

Year	Topic	Level
2008-09	Youth and Value System	Regional
2009-10	Urban Elderly Poor and Economy	Regional
2009-10	Social Accountability through Social Audit	Regional
2010-11	Release of the Development Resource Directory- Role of NGO's towards society	Regional
2010-11	Right to Food in India-Context of Hunger in India ,Mandates of the Constitution & the need for 'Right to Food'	National
2011-12	Dynamics of Religious Trajectories	International

21. **Student profile course-wise:**

Course	2009-2010			2010-2011					
	AR*	S*	%*	AR*	S*	%*			
B.A.(Sociology)	132	66	81	160	69	67			
Course	2011-2012			2012-2013			2013-2014		
	AR*	S*	%*	AR*	S*	%*	AR*	S*	%*
B.A.(Sociology)	173	70	50	217	70	47	178	70	46

*AR: Applications Received; S : Selected candidates;%: Pass Percentage

22. **Diversity of students(5 Years Average)**

Name of the course	% of students from the state	% of students from other states	% of students from other countries
B.A.(Sociology)	95.6	3.2	1.2

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

NET : 4
GRE : 3

24. Student progression

Student progression	Percentage against enrolled
UG to PG	33.22
PG to M.Phil.,	2
PG to Ph.D.	4
Ph.D. to Post-Doctoral	Nil
Employed • Campus selection • Other than campus recruitment	10 2
Entrepreneurs	3

25. Diversity of Staff

Percentage of faculty who are graduates	
Of the same parent university	40
From other universities within the State	40
From other universities from other States	20

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

1 staff : Dr.Radha Murugesan

27. Present details about infrastructural facilities

a) Library
   Books - 970
   Journals: National - 13
b) Internet facilities for staff and students
   Wi-Fi Connected campus All Labs and Class Rooms have internet facility.
c) Total number of class rooms
    No. of Class Rooms: 3
d) Class rooms with ICT facility: All class rooms have Wi-Fi facility
e) Students' laboratories : A Computer Lab with 70 computers.
                              Staff Computer - 1
f) Research laboratories : Nil

28. Number of students of the department getting financial assistance from College.

Course	2009-10	2010-11	2011-12	2012-13	2013-14
B.A.(Sociology)	39	43	36	27	31

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

Yes.
New Courses are introduced from time to time based on input received from Industry, Alumni and Board of Studies Members.

To facilitate the students who aspire for civil service examinations from 2010 onwards optional papers are introduced for the Final Year Sociology Students

The Optional Papers given are:
- Mini project / Rural Development-I
- Gender and society/ Social Movements-I
- Media sociology/Industrial Sociology-I
- Sociology of aging / Population Studies-I
- Sociology of organization /Rural Development-II
- Corporate communication/Social Movements-II
- Corporate culture /Industrial Sociology-II
- Corporate social responsibility/Population studies-II
- Human resource management/Social statistics

New Papers introduced by the Department:
To equip students with understanding Policy making and Development in the Public Administration the following new papers were introduced:
- Sociology of Development
- Political Sociology
- Social Welfare and Social legislation
- Social Pathology
- Marriages in India (Non Major Elective)

Value Additions to the Existing Major Papers:
Self Learning Internal Component are given in each paper

30. Does the department obtain feedback from
a) **Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**
- Regarding curriculum development regular board of studies meetings are conducted with professionals.
- The head of the department regularly conducts academic audit based on the lesson plan submitted by the faculty to ensure that the syllabus is covered from learners' perspective.
- Feed back is taken from the external examiners regarding the quality and over all performance of the students every semester and necessary actions are taken.

b) **Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?**
- Regular feedback from the students regarding the performance of the staff members are obtained and necessary action is taken.

c) **Alumni and employers on the Programmes and what is the response of the department to the same?**

- Student alumni and industrial experts are also on the board of studies. During the board of studies meeting suggestions inputs are taken and incorporated into the system.

31. List the distinguished alumni of the department (maximum 10)

Names	Designation	Company
K Sindhu	B.A B.L Lawyer	Madras High Court
Dr. Swarnamalya	MA,Film Artist, Dancer	Founder- Rangamandira Trust
K Sweetha	MA (Journalism), Sub Editor	Business Line
Aishwarya Raman	Oxford University, Social Entrepreneur.	Auto Raja
G.Janani	Research Assistant	IIT Chennai
Jyotsna Raman	Editor	Hindustan Times
Anandita Krishnamachari	M.Sc., (Social Policy)	Studying at Pennsylvania University, Philadelphia.
Asha Chandhini	HR Executive	at Sydney, Australia
Gayathri Gurumurthy	M.A.Sociology	Researcher IIT (Chennai)
M. C. Vardhini	Freelance Journalist, Copywriter	Ogilvy and Mather, Mumbai.

32. Give details of student enrichment Programmes (special lectures / workshops / seminar) with external experts.
Guest lectures

Date	Topic	Resource person
18.06.08	Social Entrepreneurship	Ms. Lisa Nitze Member, Ashoka Foundation
25.06.08	Cracking Civil Services	Ms. Ramya Bharathi, Civil Services Trainee, Academy of Civil Service
19.08.08	Organizational Perspective Of HRM	Ms. Banu Balu, Head, HRM Department, L&T Info Tech
04.11.08	Web Exercises On Visual Sociology	Prof. Mouriska, Faculty, Dept. Of Anthropology, London University
17.11.08	Marketing Mantras	Mr. B. Venkat Subramanian, Spl. Director, Future Vehicle Development, Ashok Leyland
24.07.08	Social	Ms. Scotlin, Faculty, Centre For

	Entrepreneurship And Career Exposure Skills	Social Initiative And Management
28.01.09	Alternative Medicines, Religious Practices In North America	Prof. Katherine. K. Young, Researcher, Queens University, Belfast, UK
03.08.09	Career Opportunities In Civil Services	Mr. O. P. Siddharth, Honorary Chief Counsel, Synergy. Mr. Veerapandi IAS Officer
18.08.09	A Psycho – Socio Perspective On Ageing	Dr. Vanessa Burholt, Director, Centre For Ageing, Swansea University, UK
18.08.09	Perspective Of Ageing In India	Dr. Marudukutty, Reader, Dept. Of Sociology, Manonmaniam Sundaranar University, Thirunelveli
10.11.09	Awareness On Transgender	Ms. Banu Suresh Babu, Project Director, CONCERN, NGO,
05.12.09	Domestic Violence	Ms. Ajeeth, Lawyer, Madras High Court
19.01.10	Empowerment Of Self	Dr. Kumara Babu, (Retd.) Psychiatrist, Kilpauk Medical College & A Corporate Trainer
01.02.12	Relevance Of Sociology In The Global Era	Mr. Harish Naraindas, Associate Professor, School Of Social Sciences, Centre For The Study Of Social Systems, Jawaharlal Nehru University, New Delhi
23.07.12	Strategy Of Civil Services	Dr. Kalyan Sundaram and Mr. Rohit Malpani, Director, Excell Career India And Selected For IPS 2012 13
26.11.12	Prevention Of Kidney Disease Creating Awareness About Kidney Disease	Mrs. Rajalakshmi Ravi, Advisory Member, Tanker Foundation
10.12.12	A Focus On Legal Provisions Protecting Women	Mrs. Sindhu K, Lawyer, Madras High Court
07.08.13	The Sociological Contributions of M.N.Srinivas	Ms.Meerambika Patnaik, Research Analyst, UNICEF
14.08.13	Labour Laws and its Relevance in Today's Scenario	Mr.K.Ranganathan M.A., B.L., Consultant, Human Resource Development and Industrial Relation
25.09.13	Women and Health : Health for Adolescent	Dr.S.Kala, Managing Trustee, Honourable Justice R.Sadasivam Memorial Trust and Dr.Priya Kannan, Embryologist & Consultant in Reproductive Health and Human Genetics

Workshop

Date	Topic	Resource person
01.12.08-12.05.08	Tools And Techniques of Photography And Documentary Film Making	Mr.Christopher, Media Consultant
08.02.10-13.02.10	Visual Sociology	Mr.Christopher S, Videographer
17.08.10	Statistical Package For Social Sciences	Ms. Radha Murugesan
09.01.12	First Aid And Lifesaving Instructions	Mr. Tarun Murugesh Certified First Aid And Lifesaving Instructor, Tamil Nadu Rastriya Life Saving Society, Rotaract Club of Loyola Community
28.11.11-02.12.11	Life Coping Skills	Ms. Radha Murugesan Assistant Professor
16.12.13	Workshop on the theme "Write Right for the Reader"	Dr.Rama Kashyap, Head CSR, The India Cements Ltd, Chennai.

33. **List the teaching methods adopted by the faculty for different programmes**

• Snap shot projects for research methodology	• Projects
• Role play for psychology	• Outbound training
• Adoption of movies for Case analysis	• Field visits
• Quiz	• Workbook
• Case study	• E-contents/CBT
• Group discussion	• Online quiz and examinations
• Brain storming	• Educational CD's and DVD's
• Audio-visual presentations	• Webinars
• Article review	• Web based tutorials
• Book review	• Posters
	• Demonstrations

34. **How does the department ensure that programme objectives are constantly met and learning outcomes monitored?**

- Multidisciplinary approach to impart knowledge in diverse areas pertaining to Sociology
- Every three years syllabus is updated.

- Feed backs are taken from the students and from alumni regarding the relevance of the subjects and new Papers are introduced into the Curriculum accordingly
- Survey-based projects, Internships, Compulsory Community Service, Special skills, and frequent Field visit, helps the department to translate the objectives in to practice

35. Highlight the participation of students and faculty in extension activities.

Nature of extension work / services	Beneficiaries
Voluntary Services	• Vishranthi (Old Age Home) • Banyan (A home for the mentally ill and destitute) • Spastic Society • Little Flower Convent
Service to the differently abled	• The Department has few differently abled students for whom the student's community provided a moral support. • SCARF • Vidhya Sagar
Environmental Awareness	• Exnora
Education	• Chennai Girls Hr. Sec School, Nungambakkam • M.O.P. Vaishnav Primary School, Triplicane

36. Give details of "beyond syllabus scholarly activities" of the department.
- Students are encouraged to take up survey based Snap short projects on Social Issues, Ethnic Studies.
- Encouraging the students to participate in Wall Magazine as part of Practice School
- Motivating the students to Participate in the community radio program
- Documentary preparation on socially relevant themes.
- Students are given relevant skills like Documentation, effective written Communication, audio-video documentary production, using statistical package for social science research, advanced excel are some of the workshops being conducted.
- Students are encouraged and guided to present papers in the academic forum conducted by other academic Institutions.
- The Department comes out with an in house thematic journal named "SPOT LIGHT" every academic year with an editorial board comprising entirely of students

Year	Theme
2009	Gender
2010	Religion
2012	Tesoro Trovato
2013	Teenage

37. State whether the programme/ department is accredited/ graded by other agencies. Give details.

No

38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department

Strengths
- Qualified and experienced faculty members
- The department has collaboration with various academic and non-governmental agencies which facilitate the students for academic, extra, co-curricular activities.
- Able to attract IAS aspirants from other districts of Tamil Nadu and other states
- The comprehensive syllabus with practical components enhances student's employability.
- Multidisciplinary approach towards the subject
- Providing Field experiences
- More number of students opts for higher education.

Weakness
- Less awareness among public about the scope of the subject.
- The Industry is yet to recognize the importance of the subject and tap the potential of the students

Opportunities
Better option for students aspiring for civil service examination
- Diversified options for Higher learning
- Gain better skill set for handling Human relations.
- Can be utilized as an eye opener to myths & realities of society
- Globally recognized.

Challenges
To make the subject practical oriented
- To create awareness among commoner regarding the scope of the subject
- To attract meritorious students for enrolment.

39. Future plans of the department
- To ensure 100% Doctoral Degree qualification among faculty
- To establish a cell which will sensitize the students on gender equity
- To take up Consultancy for baseline and Action Research

1. **Name of the Department & its year of establishment**

    English   1992

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

    Not a major Department

3. **Interdisciplinary courses and departments involved**

    Not a major Department

4. **Annual/ semester/choice based credit system**

    Semester Pattern with Choice Based Credit System

5. **Participation of the department in the courses offered by other departments**

    Foundation courses offered to UG Departments.

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching Post	Sanctioned & Filled
Assistant Professors	5

7. **Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D. /M.Phil. etc.)**

Name	Qualification	Designation	No. of Years of Experience
Ms. R. Jayalakshmi	M.A., M.Phil., SLET	Assistant Professor	13
Ms. Rebecca Charles	M.A., M.Phil.	Assistant Professor.	1
Ms. Shanthi Krishnan	M.A., M.Phil., NET	Assistant Professor	1
Dr. Lourdes Joavani J	M.A., M.Phil., Ph.D., NET	Assistant Professor	9
Dr. V. Deepa	M.A., M.Phil., Ph.D.	Assistant Professor	8

8. **Percentage of classes taken by temporary faculty – programme-wise information**

    Nil

9. **Programme-wise Student Teacher Ratio**

   Not a major Department

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled**

    Nil

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise**.

    Nil

12. **Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received**

    Nil

13. **Facility / centre with**

    - state recognition
    - national recognition
    - international recognition
    Nil

14. **Publications:**

    ∗   Books with ISBN numbers with details of publishers

    Text Books - Compilation (Five Years)
    ∗   Interactions 1 – ISBN No.13:978-1-12-1888397-0/10:1-12-188397-4, McGraw Hill Publications.
    ∗   Interactions II – ISBN-13-978-1-12-188404-5/10:1-12-188404-0, McGraw Hill Publications.
    ∗   Interface – ISBN No. 978-93-8226-475-0, Cambridge University Press
    ∗   Functional English
    ∗   Language Through Literature
    ∗   English For Communication – I
    ∗   Business English
    ∗   English for self development.

15. **Details of patents and income generated**

    Nil

16. **Areas of consultancy and income generated**

    Nil

17. **Faculty recharging strategies**:
    - Attending Workshop

- Attending Seminars
- Obtaining additional degree
- Going as Resource Person
- Presenting papers
- Compiling Text books

Programme Type	No. of Programmers	Beneficiaries (Faculty)
Resource Person	1	1
Seminars	19	7
Workshops	9	7

18. Student projects:

- percentage of students who have done in-house projects including inter-departmental – 100%

All students take up projects both the semesters. Some of the projects done by the students are:
- Book Review
- Movie Review
- LSRW Skill projects
- Creating a Magazine
- Interactional Scrap Book
- Documentary Making
- Blog Writing
- Creating a mock Company
- Product launch

19. Awards / recognitions received at the national and international level by :

- Faculty
- Doctoral / post doctoral fellows
- Students
Nil

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any:

Date	Topic	Resource person	Funding
28.1.10	Book Reading Session	Mr. V. Balakrishnan, Mr. Mithran Devanesan	Management
21.8.10	Theatre Workshop	Ms. Krithika Natarajan, Theatre Consultant, Evam Entertainment	Management
09.02.12 and 10.02.12	Writer's Workshop	Ms. Geetha Padmanabhan Freelance Writer Mr. Devraj, Asst. Prof. Loyola	Management

21. Student profile course-wise: **English**

Year	I Year Pass percentage Female	II Year Pass percentage Female
2009-2012	99	99
2010-2013	92	88
2011-2014	98	89
2012-2015	96	87
2013-2016	98	-

22. Diversity of students

Not a Major Department.

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

Not a Major Department

24. Student progression

Not a Major Department

25. Diversity of staff

Percentage of faculty who are graduates	
Of the same parent university	**60**
From other universities within the State	20
From other universities from other States	20

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period.

Nil

27. Present details about infrastructural facilities

   a. Library – 1668 Books
   b. Internet facilities for staff and students
      WiFi connected campus. All Labs and Class Rooms have internet facility.
   c. Total number of class rooms
         Not a Major Department
   d. Class rooms with ICT facility
         All class rooms have Wi-Fi facility
   e. Students' laboratories
         Staff Computer - 1
   f. Research laboratories
      Nil

28. Number of students of the department getting financial assistance from College.

Not a Major Department.

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

The functional aspects of the languages have been kept in mind while designing the syllabi in contrast to the emphasis on literature alone in the earlier syllabus.

30. Does the department obtain feedback from

a) **Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**
Feedback on the response of the students towards the syllabus, methodologies and evaluation are obtained from the faculty. The problem areas identified through feedback are restructured and refreshed after discussion and consultation with the subject experts and board of study members

b) **Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?**
Feedback on the staff and the curriculum is done every year by the department and based on the response changes are implemented. Need analysis is done to find the requirement of the students from the syllabus, feedback on the effectiveness of the syllabus and various programmes of the department are sought especially from the passing out students. The department takes necessary action based on these responses and requirements that are feasible.

c) **Alumni and employers on the programmes and what is the response of department to the same?**
The department constantly keeps in touch with the industry people, trainers, communication skills experts, subject experts and alumni. This task helps the department to be dynamic in its approach to the syllabus and constantly plan activities that would benefit the students.

31. List the distinguished alumni of the department (maximum 10)

Not a major department

32. Give details of student enrichment programmes (special lectures / workshops / seminar) with external experts.
Guest lectures

Date	Topic	Resource person
30.06.2008	Profiles, Features And Interviews	Mr. Sudhish Kamath, Special Correspondent
11.08.2008	The Importance Of Script In Documentary	Mr. V. Raja Gopal, Managing Director
22.07.2009	Movie Review	Ms. Bamadevi Ravi, Principal Correspondent, Times Of India

Student Workshop

Date	Topic	Resource person
28.1.2010	Book Reading Session	Mr. V. Balakrishnan, Mr. Mithran Devanesan
21.8.2010	Theatre Workshop	Ms. Krithika Natarajan, Theatre Consultant, Evam Entertainment
09.02.2012 and 10.02.2012	Writer's Workshop	Ms. Geetha Padmanabhan Freelance Writer Mr. Devraj Assistant Professor Loyola

33. **List the teaching methods adopted by the faculty for different programmes.**

• Group discussion	• Brain storming
• Projects Presentation	• Audio-visual presentations
• Activity sheets	• Article review
• Comprehension	• Book review
• Video clippings	• Outbound training
• News papers	• Field visits
• Magazines	• Workbook
• Internet sources	• E-contents/CBT
• Scrap book	• Online quiz and examinations
• Check in-checkout	• Educational CD's and DVD's
• Quiz	• Webinars
• Case study	• Web based tutorials
• Role-play	

34. **How does the department ensure that programme objectives are constantly met and learning outcomes monitored?**
    Learning outcomes are constantly measured through assessments – internal assessments and portfolio method of assessment (different varieties of tasks are given to assess each and every learning outcome). Apart from this projects and assignments are also used to measure their learning outcomes.

35. **Highlight the participation of students and faculty in extension activities.**
    Not a Major Department.

36. **Give details of "beyond syllabus scholarly activities" of the department**.

Journal – provides the students with the opportunity and ability to express themselves creatively on various issues and topics. Some topics discussed are;

- Peace and Harmony
- Reminiscences
- Seasons
- Winged Words
- Silver Lining.

Workshops

Date	Topic	Resource person
28.1.2010	Book Reading Session	Mr. V. Balakrishnan, Mr. Mithran Devanesan
21.8.2010	Theatre Workshop	Ms. Krithika Natarajan, Theatre Consultant, Evam Entertainment
09.02.2012 and 10.02.2012	Writer's Workshop	Ms. Geetha Padmanabhan Freelance Writer Mr. Devraj Assistant Professor Loyola

Club Activities

Atheneum - The Department Club conducts various competitions every year to bring out the talent and creativity of the students.

Pegasus - Book Reading Club, functions with the aim to inculcate reading habits in the students, Pegasus, conducts book reading sessions, interaction with the authors and many book review sessions.

Cross fire - Debate club, conducts debates, parliamentary debates, Mock UN, group discussions and various other types of debates.

Macquillage - Theatre club conducts workshops on theatre and script writing. Encourages students to present their own directed plays and also to participate in both state and national level theatre competitions.

37. **State whether the programme/ department is accredited/ graded by other agencies. Give details**.

Nil

38. **Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department**
Strengths
- Industry friendly syllabus
- International quality syllabus
- International method of assessment

- Training students to face competitive exams for job and higher education purpose.
- Provides training in enhancing communication skills of the students
- Make students job ready

Weakness
- Not being a major department
- Floating faculty members

Opportunities
- Research on English Language Teaching
- Experiment with syllabus content
- To be able to relate to students of different major subjects

Challenges
- Training students for employability purpose
- Framing syllabus to suit the needs of the industry
- Creating interest in the subject (due to English being a non-major)

39. Future plans of the department.

Future plans- Language lab, staff journal, conducts of an international conference, offer certificate courses for NME or IDE.

SCHOOL OF LANGUAGES

1. **Name of the Department & its year of establishment**

Tamil	1992
Hindi	1992
Sanskrit	1992
French	2002

2. **Names of Programmes / Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)**

   Tamil
   Hindi
   Sanskrit
   French

3. **Interdisciplinary courses and departments involved**

   Not a Major Department.

4. **Annual/ semester/choice based credit system**

   Semester Pattern with Choice Based Credit System

5. **Participation of the department in the courses offered by other departments**

   Foundation courses offered to UG Departments

6. **Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)**

Teaching Post	Sanctioned & Filled
Professor	-
Associate Professors	2
Asst. Professors	4

7. **Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D./M.Phil. etc.)**

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years
Dr. R.P.Pankaja	M.A., M.Phil., Ph.D., UGC NET	Assoc. Prof.	Sahitya	21	

Dr.S.S. Vijayakumari	M.A., M.Phil., Ph.D	Asst. Prof.	Ilaakki yam	9	
Dr. Murugeshwari	M.A., M.Phil.	Asst. Prof.	Ilakkiy am		
Dr. Vidhya Sharma	M.A., Ph.D.	Assoc. Prof.	Sahitya	29	2
Dr. Sudha Trivedi	M.A., M.Phil., Ph.D.	Asst. Prof.	Sahitya	1	
MS. Ranjini Thomas	M.A., UGC NET, DEA (France)	Asst. Prof		11	

8. **Percentage of classes taken by temporary faculty – programme-wise information**

   Nil

9. **Programme-wise Student Teacher Ratio**

   Not a Major Department.

10. **Number of academic support staff (technical) and administrative staff: sanctioned and filled**

    Nil

11. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.**

    Nil

12. **Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received**

    Nil

13. **Research facility / centre with**

    - **state recognition**
    - **national recognition**
    - **international recognition**
    Nil

14. **Publications:**

    - Number of papers published in peer reviewed journals (national / international)
      - National Journals – 20

- ▪ International Journals - 9
- Monographs - 2
- Editing Books - 14
- Books with ISBN numbers with details of publishers – 1 Published by Centre for Post Graduate Studies & Research in Sanskrit, Canara College, Mangalore and Sanskrit Shodh Sansthan, Sirsi.

15. Details of patents and income generated

Nil

16. Areas of consultancy and income generated

Nil

17. Faculty recharging strategies

Programme Type	No. of Programmes	Beneficiaries (Faculty)
Resource person	12	2
Seminars	20	5
Conferences	6	5
Workshops	1	1

18. Student projects

- percentage of students who have done in-house projects including inter-departmental - 100%
  Some of the notable projects are : *aindinai aimbaduagaporul nool, uyiroligal prappu, modal nilai ezhutthukkal, irudinilai ezhutthukkal, ettu thogai noolagal, puranas*, notable writers in Sanskrit Literature – Kalidasa, Dandin, Bhartrhari, Bhasa, Bana, Sanskrit for Daily Life, ancient poets in Hindi Literature – Surdas, Meera Bai, Tulasidas, Rus Khan.
- percentage of students doing projects in collaboration with industries / institutes - Nil

19. Awards / recognitions received at the national and international level by

- **Students**
Overall Trophies won

Year	2009-10	2010-11	2011-12	2012-13	2013-14
No. of Trophies	1	1	2	1	2

20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

N/I	Topic	Department	Year	No. of participants
N	Portrayal of values in classical languages	School of Languages	2008-09	50
N	Hindi in the eyes of the world	School of Languages-Hindi in collaboration with Southern Railways. Government of India	2009-10	50

21. Student profile course-wise:

Pass Percentage

Batch / Year	2009-2012				2010-2013				2011-2014			
	T*	H*	S*	F*	T	H	S	F	T	H	S	F
I	100	99	99	100	92	93	98	88	94	99	96	88
II	100	100	98	96	86	85	89	92	89	83	73	75

Batch / Year	2012-2015				2013-2016			
	T	H	S	F	T	H	S	F
I	91	94	96	87	94	98	94	95
II	92	76	82	62	-	-	-	-

*T – Tamil , H – Hindi, S-Sanskrit, F- French

22. Diversity of students

Not a major department.

23. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?

Not a major department.

24. Student progression

Not a major department.

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	17
from other universities within the State	33
from other universities from other States	50

26. **Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period**.

Two

27. **Present details about infrastructural facilities**

a) Library books   -   5324
   Journals national   -   21
b) Internet facilities for staff and students - Yes
c) Total number of class rooms – 4 (One for each of the four languages)
d) Class rooms with ICT facility – Yes , all the above rooms
e) Students' laboratories
   Staff Computer - 1
f) Research laboratories – Nil

28. **Number of students of the department getting financial assistance from College.**

Not a major department.

29. **Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.**

- The functional aspects of the languages have been kept in mind while designing the syllabi in contrast to the emphasis on literature alone in the earlier syllabus.

30. **Does the department obtain feedback from**
   a) **faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**
   - To improve the pedagogy and structuring of the syllabi

   b) **students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?**
   - The responses of the students are viewed objectively and changes are incorporated, wherever possible.

   c) **alumni and employers on the programmes and what is the response of the department to the same?**
   - The opinions of the alumini are considered with a view to bring out innovations in the manner of projects etc.

31. **List the distinguished alumni of the department (maximum 10)**

Not a major department.

32. **Give details of student enrichment programmes (special lectures/ workshops / seminar) with external experts.**

Guest lectures

Department of Tamil

Year	Date	Topic	Resource Person
2008 – 09	27.06. 08	Development Software Skills For Languages	Mr. B. Srinivasan, Founder Director, PPP Research Foundation, Chennai
	08.07.08	Management Principles In Thirukkural	Dr. Krishnamoorthy, IPS (Retd.) Kerala
	01.12.08	Layout for Children Magazine	Mr. B. Srinivasan, Founder Director, PPP Research Foundation, Chennai
2010 – 11	21.08.10	Kannadasan Kavithaigal	Pannisai Kalaimamani Dr. Saraswathi Ramanathan
2011 – 12	20.09.11	Uravugal	Dr. Sumathi, Advocate
2012 - 13	07.09.13	Heritage of Tamils	Smt. Revathy Sankaran, Artist

Department of Hindi

Year	Date	Topic	Resource Person
2008 –09	27.06.08	Developing Software Skills for Languages	Mr. B. Srinivasan, Founder Director, PPP Research Foundation, Chennai
2009 –10	01.02.10	World Hindi Day – Vishwamanch Par Hindi	S. Railway – Rajbhasha Division & MOPVC, Chennai
2011-12	27.01.12	Anuvaad	Dr. Sridharan, H.O.D., Dept. of Hindi (Retd.)

Department of Sanskrit

Year	Date	Topic	Resource Person
2008 –09	27.06.08	Developing Software Skills for Languages	Mr. B. Srinivasan, Founder Director, PPP Research Foundation, Chennai
	08.07.2008	Management Aspects with regard to Thirukural and the Gita	Dr. Krishnamurthy, IPS (Retd.), Chennai
	23.02.2009	Pustimarga – A Practical Religion	Dr. Urmi Shah, Professor, Dept. of Sanskrit, St. Xaviers College, Ahmedabad
2009 –10	15.09.2010	Spirituality and Naturalness in life	Ms. Indira Giri, Parampara Trust,

			Chennai
2010- 11	15.02.2011	Place of women in Ancient Indian Heritage	Dr. Rangan, Vivekananda Yoga University, Bangalore
	17.02.2011	Rights, Duties and Responsibilities of Youth	Sri Pallamalai, B.Com FCA, Chartered Accountant
2011-12	23.02.2012	Survey of Sanskrit Literature	Dr. R. Thiagarajan, Former H.O.D., Dept. of Sanskrit, Presidency College, Chennai
2012-13	11.09.2012	The Need for learning Sanskrit today	Dr. V. Mohan, Academic Affairs I/c, Samskrita Bharathi, Chennai
2013-14	28.08.2013	Sanskrit – A Living Language	

Workshops
Department of Tamil

Year	Date	Topic	Resource Person
2008 - 09	6.27.08	Computer Application In Language	Ppp Research Foundation, Chennai
2009 - 10		Leadership Qualities	A.Chandrasekhar Dr. Ulaganayagi, Stella Marris College
	29.8.10	Vaanoliyil Nagaichuvai	N.C Gana Prakasam
	29.8.10	Kalluriyil Nagaichuvai	C. Thirumurugan, Principal, KCS Nadar College
	5.1.10	Urayadalil Nagaichuvai	Ms. Meenakshi, Research Scholar, Stella Maris College
	5.1.10	E-Content Preparation	Dr. C.V. Geetha, S S. Vijayakumari, M.O.P Vaishnav College
2010 - 11	29.7. 10	Life Skill	Ms. Fajila Azad, Entrepreneur, Dubai
	2.9. 10	Leadership Qualities	Thiru. Bharathi Baskaran, Income Tax Office, Chennai
2011 – 12	08.09. 11	Kanni Thamizhum Kanini Thamizhum	Mr. B. Shrinivas Trustee, Pppt Research Foundation

Department of Sanskrit

Year	Date	Topic	Resource Person
2008 - 09	11.08.08 To 8.21.08	Functional Sanskrit	Dr.R.Ramachandran Mrs.Sunita
	11.12.08	Online Learning of Tamil For Non-Tamil Students	Dr.P.R.Nakkeeran
	16.12.08 To 12.18.08	Stress Management Through Dance And Meditation	Ms.Mala, Dancer
	1.23.09	Language And Linguistics	Dr. Pankaja R P
2009 - 10	6.7.09 - 16.7.09	Functional Sanskrit	Dr.R.Ramachandran, Professor, RKM Vivekananda College, Chennai ; Mrs. Sunita, Pracharika Samskrita Bharati, Chennai .
	14.11.09	Sanskrit And Science	Dr. R. Thyagarajan, Presidency College, Chennai
2010 - 11	16.8.2010	Spoken Sanskrit Workshop On Functional Sanskrit	Shri. Karthik, Samskrita Bharati, Chennai
	30.8.2007	Spoken Sanskrit Workshop On Functional Sanskrit	Shri. Karthik, Samskrita Bharati, Chennai
2011 - 12	01.03.2012	Mantras: A Therapy of All	Dr. R. Thiagarajan,Former H.O.D Department Of Sanskrit, Presidency College, Chennai
2012 - 13	03.08.2012 to 25.08.2012	Functional Aspects in Sanskrit	Dr. R.P. Pankaja, H.O.D Department Of Sanskrit, MOPVC, Chennai
2013 - 14	14.06.2013 to 25.06.2013	Spoken Sanskrit	Mrs.Vijayalakshmi, Co-ordinator, Samskrita Bharati, Chennai

Department of Hindi

Year	Date	Topic	Resource Person
2008 - 09	11.12.08	Online Learning Of Tamil For Non-Tamil Students	Dr.P.R.Nakkeeran
	1.23.09	Languages And Linguistics	Dr. Shanthi Mohanan & Dr. Vidya Sharma, Dept. of Hindi, MOPVC, Chennai
	6.20.08	Book Review And Article Review(Staff)	
	9.4.08	Proper Use Of Search Engines(Staff)	
	9.27.08	Teachers As Mentors(Staff)	
2009 - 10	14.11.09-3.2.10	PPT In Hindi	Dr. Rishi Muni Dewedi Hindi officer, IOB
	3.2.10	Dubbing	Janaab Munna Khan, Director
2011 - 12	06.08.2011	Drama	Mr. Anil Awasthi Actor And Dialogue Writer
2012 – 13	21.02.2013	Aadhunik Hindi Kavya	Dr. Chunnilal Sharma, Retd. Professor, H.O.D. , Hindi, A.M. Jain College, Chennai

Department of French

Year	Date	Topic	Resource Person
2008 - 09	9.12.08	Formation Des Formateurs (Staff)	
2009 - 10	14.11.09	Pronunciation And Basics In Spoken French	Mrs. Antonette Moses, Indian Association of French Teachers

33. **List of teaching methods adopted by faculty for teaching programmes**
- Quiz
- Classroom discussions
- Seminars
- Guest lectures
- Brainstorming sessions
- Workshops
- Story-telling are some of the methods adopted to reinforce the learning.
- Peer –teaching is also encouraged.
- Role play, assignments, recall techniques to adopted to ensure sustained understanding.
- Attention is also given for the development of an aesthetic appreciation of the language and its literature.

34. **How does the department ensure that the programme objectives are met and learning outcomes monitored?**

The faculty are sensitive to the fact that they are addressing a heterogeneous group of students. Accordingly, they adopt varying pedagogy that appeals and challenges the abilities of the students. The faculty continually upgrade themselves in their respective fields and also on their intercultural competence so as to interact effectively with the learners belonging to varied cultures.

Remedial teaching is also taken whenever needed.

The learning outcomes are monitored through a scheduled assessment mechanism in the form of assignments, , classroom seminars, projects, Internal Assessment tests, interactive sessions like classroom debates, group discussions, story narration etc.

35. **Highlight the participation of students and faculty in extension activities.**

Not a major department.

36. **Give details of "beyond syllabus scholarly activities" of the department.**

Classroom seminars, projects, quiz, mock interviews, crosswords, debates, role play, paper presentations on inter-departmental and inter-collegiate bases, workshops, guest lectures and department journals are some of the activities of the department.

37. **State whether the programme/ department is accredited/ graded by other agencies. Give details.**

Nil

38. **Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department**

Strengths
- Supportive and encouraging management;
- Healthy team work;
- Imparting values to create socially responsible citizens;
- Enabling students acquire a fluency in the language;
- Inculcating in the students an ability to appreciate the language and its literature.

Opportunities
- Enhancing the functional and journalistic skills of the learner in the language.
- Sensitizing the students on the new perspectives in the language

Challenges
- Managing millennia and their changing needs

39. **Future plans**

- Setting up language labs for each of the languages
- Offer programmes that certify them at various levels professionally
- Starting Post –graduate and Research programmes

POST ACCREDITATION INITIATIVES

With the vision to evolve into a university of international repute the college continued its quality enhancement journey in the post accreditation period. The college is well known for its pioneering initiatives in turning out to the society, students who are conceptually sound, skilled and employable.

Contribution to National Development

- Certificate courses are offered to enhance the technical skill of the students. This has improved the employability of the student.

- Gender studies component has been included in certain courses.

- Environmental studies is part of the curriculum of all courses.

- The academic rigor has increased with frequent academic audit and introduction of pre-reads for most classes.

- Extension and outreach programs have been sustained in the post accreditation period. "Aahar", is the latest initiative of the college to make life better for poor students in primary schools. Realizing the importance of a healthy and nutritious breakfast, especially to primary school children, the college has implemented the Aahar project. Under this scheme 50 students in 5 schools (250 students) in rural areas have been identified, and they are served hygienically prepared nutritious breakfast regularly.

- MOP's Community Radio Station (MOP CRS @107.8) is in constant touch with the community through the medium of the "listeners Club". Through this, student volunteers from M.O.P understand the living conditions and civic problems of the community. They address these issues as part of their community service.

- MOP has carved a niche for itself in the arena of sports and continuous to dominate in Volleyball, Basketball and Athletics.
  - The college has won the prestigious A. L. Mudaliar Athletic trophy for 10 years since 2003.
  - It has won the Sivanthi Adityan rolling trophy for maximum players in the University of Madras team for 10 years since 2004.
  - The college was the recipient of the Madras University Shri P Haridas M.O.P. Trophy for past 9 years since 2005 for winning the maximum number of inter collegiate tournaments.
  - It has also won the VASPO (Vaishnav Sports – Inter collegiate sports meet) overall trophy for 8 years since 2005

- Every year the NCC Cadets attend the Republic Day parade in New Delhi.

- The college provides quality inclusive education, supporting students from lower economic strata through scholarships.

- Staff members have been sponsored for more seminars and conferences. They have visited reputed institution of excellence, studied their best practices and share it in the open circle forum on a fortnightly basis.

- The department of Sociology has tied up with a coaching centre for IAS coaching. This has increased the demand for the course.

- In the post accreditation period more faculty members have enrolled for Ph.D program.

Promoting the Use of Technology

- Infrastructure was fully modified in 2011. Now the college has 54 smart class rooms. The college has a green campus that is fully wi-fi enabled. Use of Technology in every facet of the college is encouraged.

- Improved infrastructure facilities and global opportunities have created the right impetus for research. Faculty members are also being motivated for obtaining major and minor research projects in the area of their research.
  - 81 research articles have been published by the faculty members in reputed national and international peer reviewed journals.
  - 47 papers have been published by the faculty in conference proceeding.
  - 385 papers have been presented by the faculty in national and international seminars.

- The facilities of the library have been upgraded. Now there is an A/c reading room.

- The faculty journal "SYNDICATE – JOURNAL OF BUSINESS" ISSN number 2278 – 8247 is a sought after journal.

Value Education

- The Academy of Human Excellence of the college plays an active role, in inculcating a value system among students.

- Seminars and workshops are periodically conducted to reinforce values in students.

Quest for Excellence

- Faculty members are recharged periodically through capacity building workshops, seminars, and activity based training sessions

- There is healthy competition amongst faculty members to learn and use innovative teaching methodologies.

- Key performance metrics ensure adequate feedback system in place. This enables every individual-teaching, non-teaching and support staff to look at themselves critically, take timely corrective action and progress towards achieving excellence.

Fostering Global Competencies

- Industry – Institute interface continuous to be a great strength of M.O.P. This makes the students sought after employees in multi-national companies and industry ready even before they leave the portals of the college.

- The Entrepreneurship Development Cell of the college has grown from strength to strength, and in the post accreditation period more of the business plans presented in the annual B-plan competition have found takers and have become viable business options.

All the five core values of NAAC, that is, national development, fostering global competencies among students, inculcating a healthy value system,

promoting the use of technology and quest for excellence are sought to be promoted by the various functions of the college. The college marches on in its committed mission of providing wholesome quality education and continues to strive towards achieving perfection.

DECLARATION BY THE HEAD OF THE INSTITUTION

I certify that the data included in this Self-Study Report (SSR) are true to the best of my knowledge.

This SSR is prepared by the institution after internal discussions, and no part thereof has been outsourced.

I am aware that the Peer team will validate the information provided in this SSR during the peer team visit.

Signature of the Head of the Institution
with seal:

Place:
Date:

M.O.P. VAISHNAV COLLEGE FOR WOMEN

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