SELF ASSESSMENT REPORT (SAR)

POSTGRADUATE MANAGEMENT PROGRAMS

(PGDM/MBA)

SSN SCHOOL OF MANAGEMENT

KALAVAKKAM

Pre-visit Qualifiers

1. At least **3** batches of Management programs should have graduated.

2. At least 20% of the faculty associated with the management program should have Ph.D. Degree averaged over two academic years i.e. Current Academic Year (CAY) and Current Academic Year Minus One (CAYM1).

3. Admissions in the program should be more than 60% of the sanctioned intake averaged for three academic years i.e. Current Academic Year (CAY), Current Academic Year Minus One (CAYM1) and Current Academic Year Minus Two (CAYM2).

4. The institution should have at least two Professor(s) or one Professor and one Associate Professor with Ph.D. qualification (on regular basis) for each Management Program being offered by the department/ institution for two academic years i.e. Current Academic Year (CAY) and Current Academic Year Minus One (CAYM1).

5. Placement ratio (Placement + higher studies + Entrepreneurship) should be greater than 60% averaged over three academic years i.e. Current Academic Year minus one (CAYm1), Current Academic Year Minus Two (CAYM2) and Current Academic Year Minus Three (CAYM3).

6. The Faculty Student Ratio in the programs under consideration should be less than or equal to 1:25, averaged over three academic years i.e. Current Academic Year (CAY), Current Academic Year Minus One (CAYM1) and Current Academic Year Minus Two (CAYM2).

Note: Academic year is defined as July to June.

SAR Contents

Section	Item	Page No.
PART A	**Institutional Information**	4
PART B	**Criteria Summary**	7
1	Vision, Mission & Program Educational Objectives	8
2	Governance, Leadership & Financial Resources	24
3	Program Outcomes & Course Outcomes	45
4	Curriculum & Learning Process	89
5	Student Quality and Performance	135
6	Faculty Attributes and Contributions	167
7	Industry & International Connect	212
8	Infrastructure	269
9	Alumni Performance and Connect	284
10	Continuous Improvement	316
PART C	**Declaration by the Institution**	362
Annexure - I	**Program Outcomes(POs)**	363
Annexure - II	**Faculty Details**	364
Annexure - 1.1 — 4.14	**Annexures to SAR**	366

**PART A: Institutional
Information**

1. **Name and Address of the Institution:** SSN School of Management

2. **Name and Address of the Affiliating University, if applicable:** Anna University, Guindy,
Chennai -600025

3. **Year of establishment of the Institution:** 2000

4. **Type of the Institution:**

Institute of National Importance	
University	
Deemed University	
Autonomous	√
Affiliated Institution	√
AICTE Approved PGDM Institutions	
Any other (Please Specify)	

Provide Details: Autonomous status given in 2018.

Note: In case of Autonomous and Deemed University, mention the year of grant of status by the authority

5. **Ownership Status:**

Central Government	
State Government	
Government Aided	
Self-Financing Trust	√
Society	
Section 8 Company	
Any other (Please Specify)	

Provide Details:

SSN Trust
New No.19, Old No.8, 3rd Main Road,
Kasturba Nagar, Adyar,
Chennai – 600020

6. Vision of the Institution:

To be an institution of choice among aspiring managers to launch successful careers and engage in research as a means of keeping abreast of latest developments and generate new knowledge in management.

Mission of the Institution:

M 1: Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.

M 2: Provide an environment to aid continuous learning among students.

M 3: Collaborate with industry for creating meaningful opportunities for students.

M 4: Continuously strive to increase and improve research activities.

M 5: Create and leverage opportunities in training and consultancy to foster linkages with industry

7. Details of all the programs offered by the institution:

S. No.	Program Name	Year of Start	Intake at the start of the program	Increase in intake, if any (from the start)	Year of increase	AICTE Approval	Accreditation Status*
1.	Master of Business Administration	2000	60	Yes	2010-11	2000	Granted accreditation for 3 years for the period (2007 to 2010)

*Write applicable one:

- Applying first time
- Granted provisional accreditation for two/three years for the period(specify period)
- Granted accreditation for 5/6 years for the period (specify period)
- Not accredited (specify visit dates, year)
- Withdrawn (specify visit dates, year)
- Not eligible for accreditation
- Eligible but not applied

Note: Add rows as needed

9. Programs to be considered for Accreditation vide this application

S. No.	Program Name	Current Year Sanctioned Intake	Current year admitted nos.
1	Master of Business Administration	120	120

10. Contact Information of the Head of the Institution and NBA coordinator, if designated:

i   Name   : **Dr. Hariharanath K**

      Designation   : Director

      Mobile No   : 9444210305

      Email ID   : Hariharanathk@ssn.edu.in

ii   Name   : **Dr. Srinivas Gumparthi**

      Designation   : Professor

      Mobile No   : 9444104060

      Email ID   : Srinivasg@ssn.edu.in

PART B - Criteria Summary

Name of the Program: Master of Business Administration

Criteria No.	Criteria	Mark/Weightage
1	Vision, Mission & Program Educational Objectives	50
2	Governance, Leadership & Financial Resources	100
3	Program Outcomes & Course Outcomes	100
4	Curriculum & Learning Process	125
5	Student Quality and Performance	100
6	Faculty Attributes and Contributions	220
7	Industry & International Connect	130
8	Infrastructure	75
9	Alumni Performance and Connect	50
10	Continuous Improvement	50
	Total	**1000**

CRITERION 1	Vision, Mission & Program Educational Objectives	50

1.1. Vision and Mission statements (5)

(Vision statement typically indicates aspirations and Mission statement states the broad approach to achieve aspirations)

Vision:

To be an institution of choice among aspiring managers to launch successful careers and engage in research as a means of keeping abreast of latest developments and generate new knowledge in management.

Mission:

M 1: Develop industry ready and effective managers by imparting insightful knowledge and necessary skills.

M 2: Provide an environment to aid continuous learning among students.

M 3: Collaborate with industry for creating meaningful opportunities for students.

M 4: Continuously strive to increase and improve research activities.

M 5: Create and leverage opportunities in training and consultancy to foster linkages with industry.

1.2. PEOs statements (5)

(State the Program Educational Objectives (3 to 5) of the program seeking accreditation)

PEO 1: Develop professional competence to become successful managers and entrepreneurs

PEO 2: Handle diverse opportunities that arise due to changing environment.

PEO 3: Become problem solvers by acquiring the knowledge and thinking skills necessary on a continuous basis.

PEO 4: Work in teams and assume leadership roles during the career.

PEO 5: Be socially sensitive and ethically conscious citizens actively contributing to the country

1.3. Dissemination among stakeholders (10)

(Describe the process which ensures awareness among internal and external stakeholders with effective process implementation)

(Internal stakeholders may include Management, Governing Board Members, faculty, support staff, students etc. and external stakeholders may include employers, industry, alumni, funding agencies, etc.)

The important stakeholders for the institution are:

1. Students
2. Faculty
3. Industry
4. Alumni
5. Parents
6. Professional bodies (AIMA and MMA)
7. Management

Students: They are one of the very important stakeholders since the vision of the institute is to be an institute of choice among aspiring managers. They are also one of the major beneficiaries of the program and it is important that they are aware of the Vision, Mission and PEOs and get a larger picture. Their awareness and understanding of these will help them align their own activities with the Institution's plans.
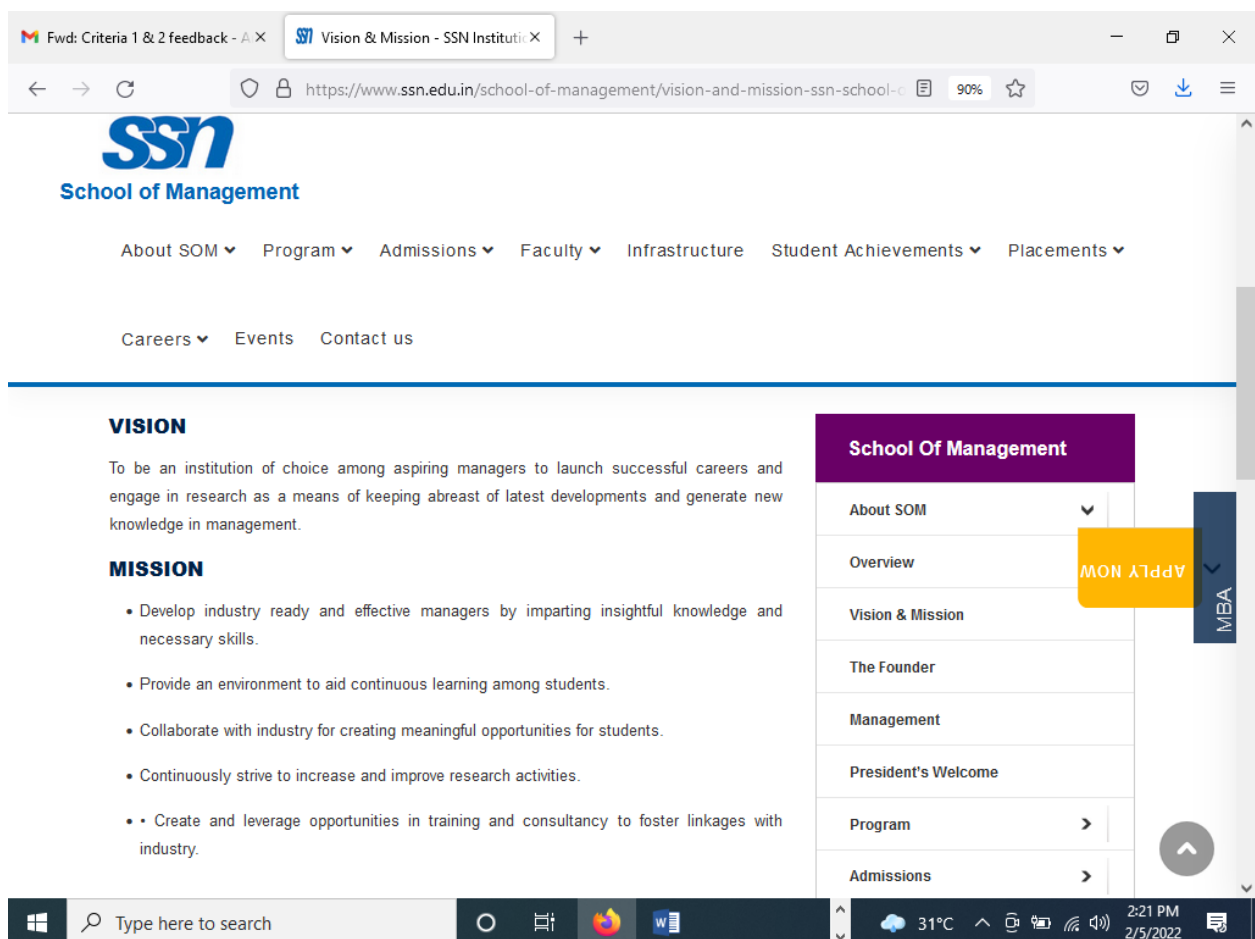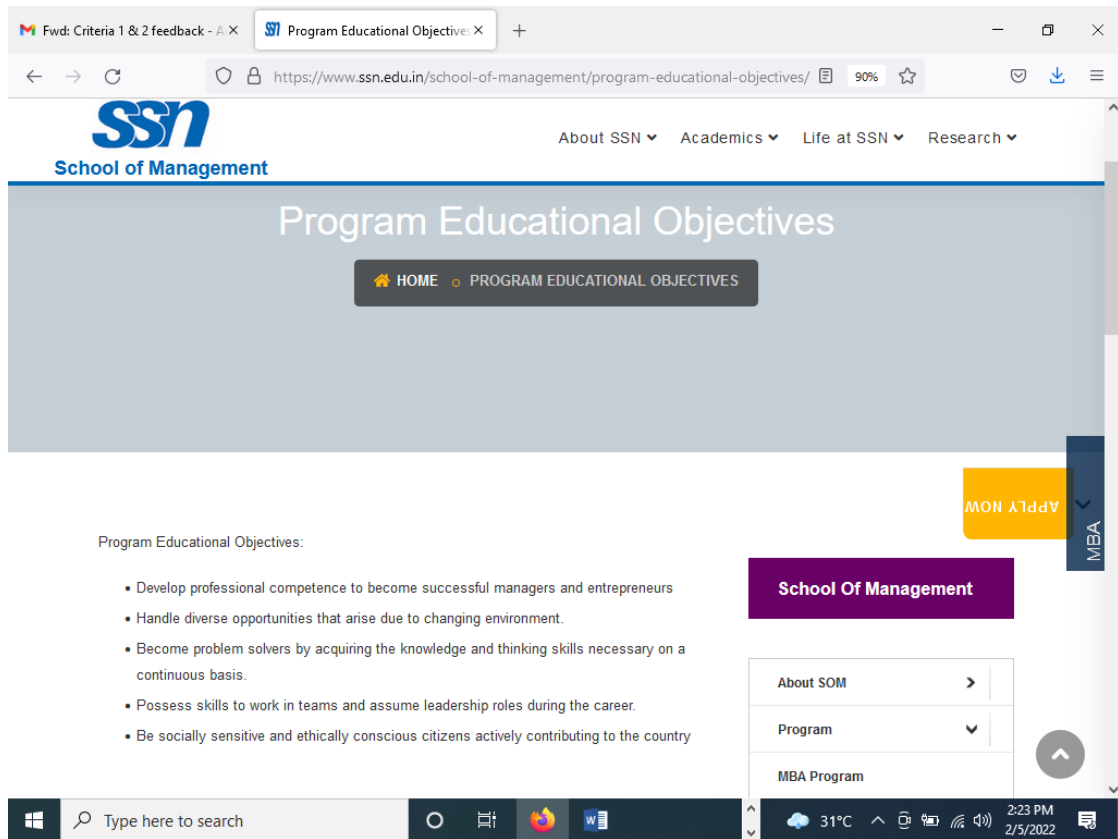

Figure 1.1 — Vision and Mission Webpage

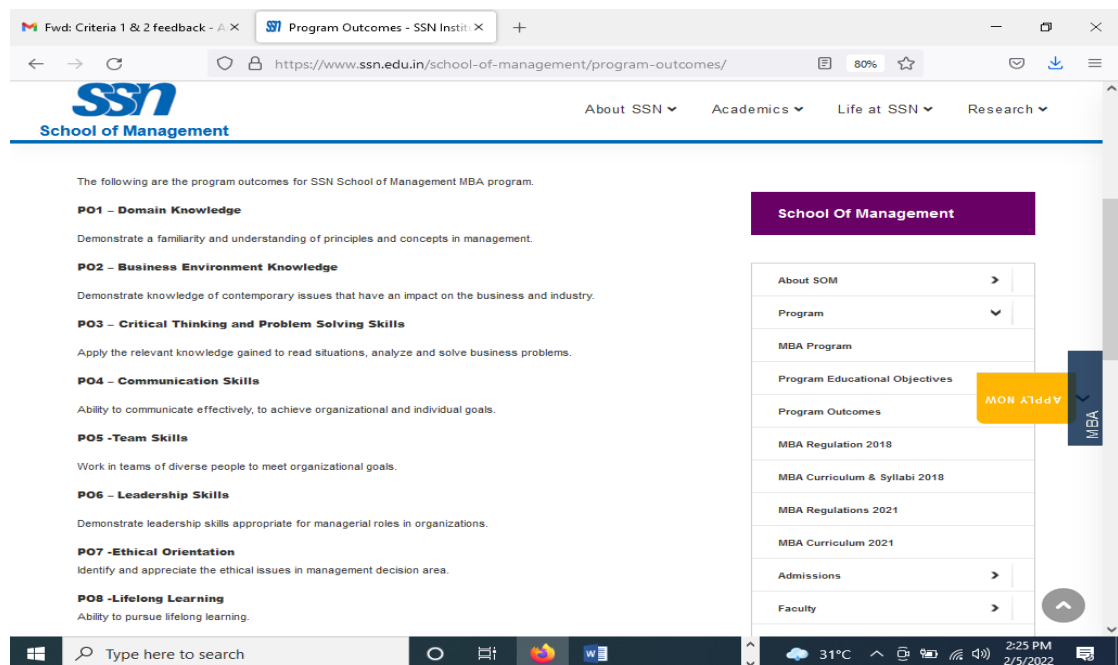**Figure 1.2 – Program Educational Objectives Webpage**

Figure 1.3: Program Outcomes Webpage

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

Figure 1.4: LMS –MBA Program Information

Employers: These include past recruiters and potential recruiters. The Institution cannot exist without their understanding and endorsement of the Vision, Mission and PEOs. They must gain the confidence of finding the right talent for their business. They need to actively contribute to the building of the Institution.

Figure 1.5 – Placement Brochure

Figure 1.6 – Placement Brochure Contents

Alumni: They are the past beneficiaries of the Institution's activities and contributors to the fulfilment of the PEOs of the Institution. Like students, they too need to have the larger picture of the Institution's activities and be a feedback loop for fine-tuning and course correction. They need to succeed in their careers to reinforce the image the Institution has among recruiters. Their success indicates the fulfilment of the PEOs. An understanding of the Vision, Mission and PEOs will also motivate them to get more involved with the activities of the Institution.
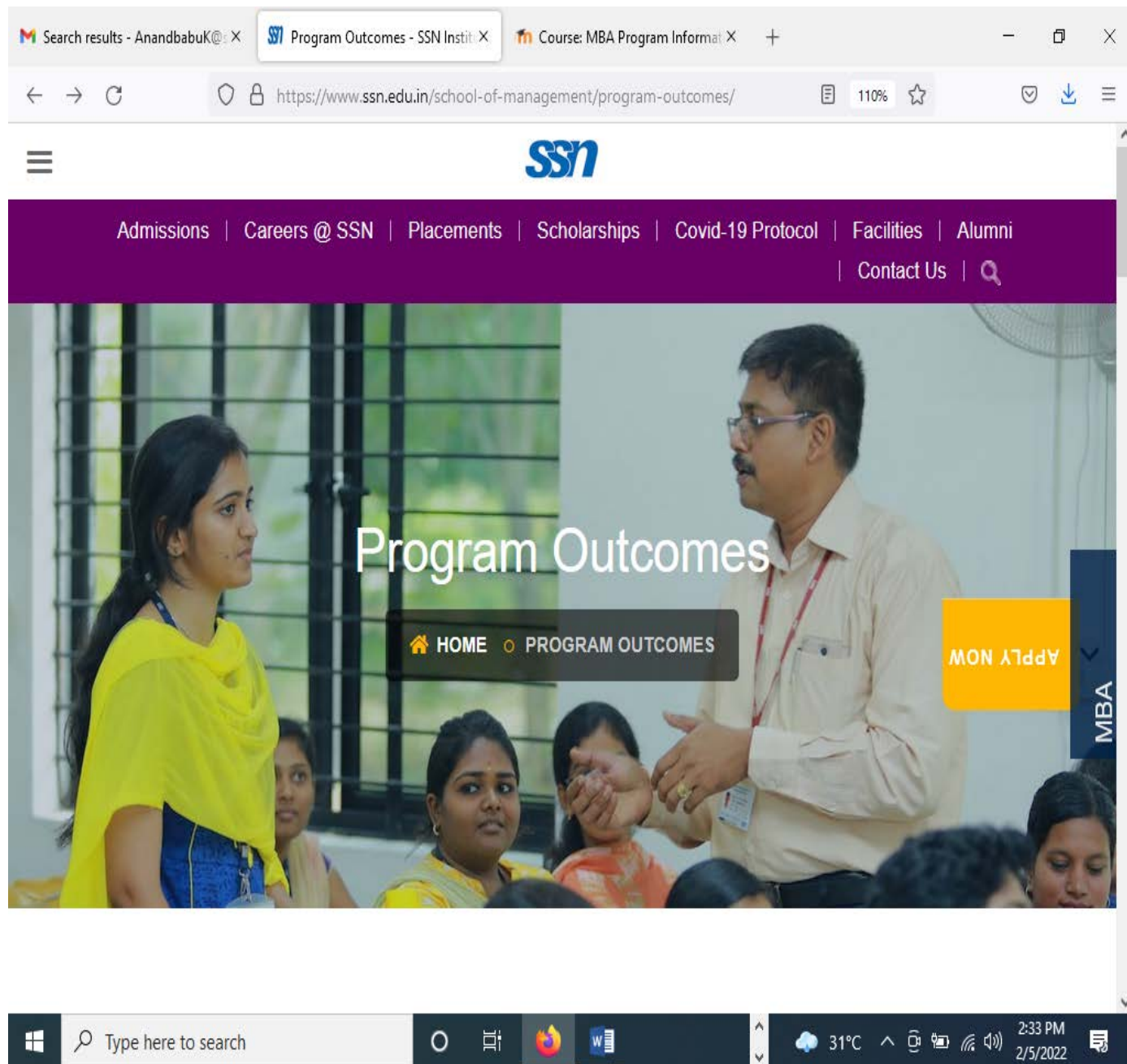
Figure 1.7 – Program Outcomes Displayed in webpage

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

Figure 1.8 - Admissions Brochure

Management: It is important that the Institution fulfils their overall purpose of being in the education field. Their active endorsement is essential for continued support – moral and financial.

The major methods of dissemination of the Vision, Mission and PEOs are:

Website: This is the most important method of dissemination since almost all the stakeholders visit the site. Prospective students and their parents do it as a part of their shortlisting and selection of the Institution to join. (www.som.ssn.edu.in)
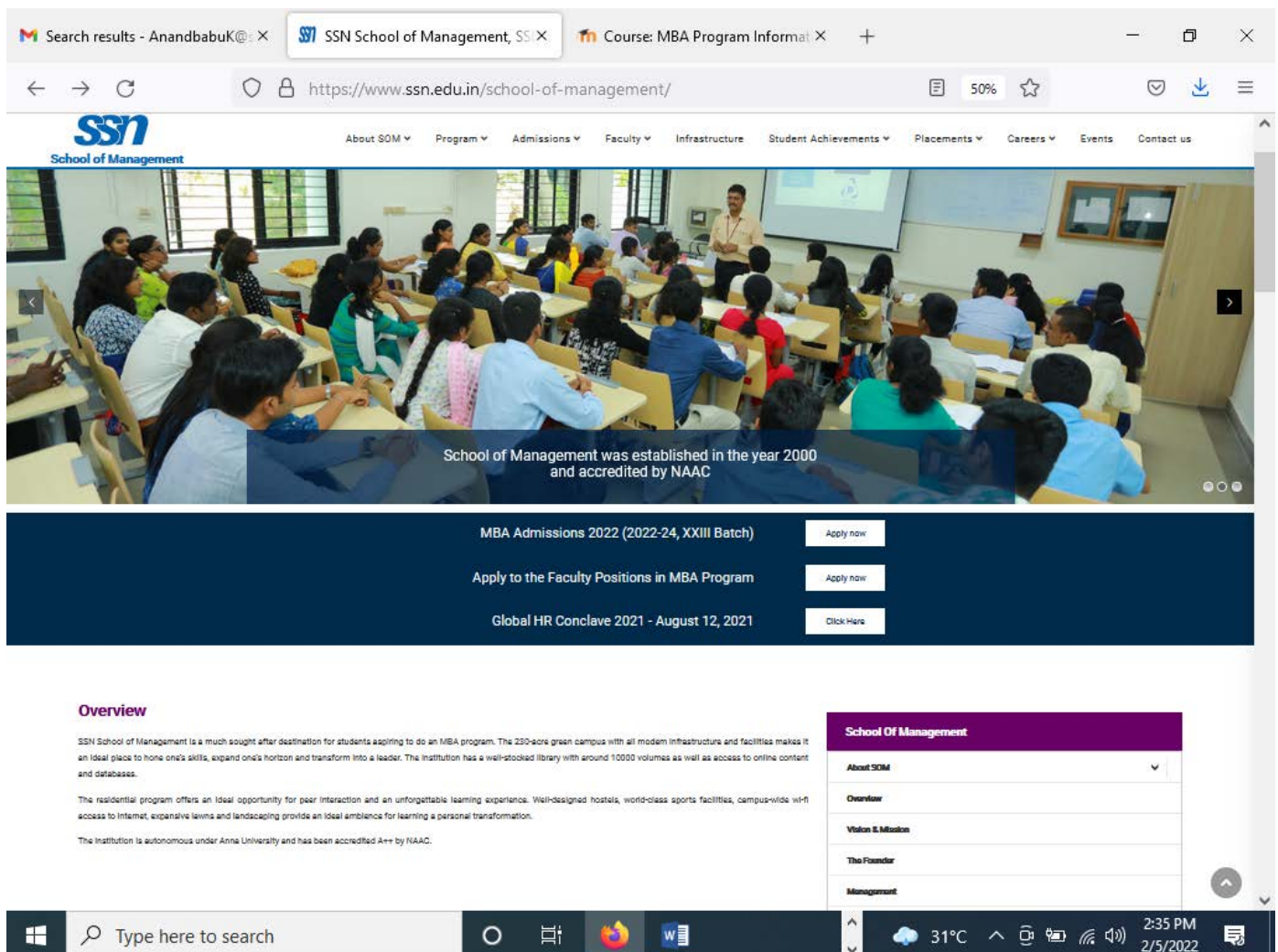
Figure 1.9 – SSN School of Management Home Webpage

Awareness Creation among students: This is done at the time of their induction / joining the Institution and periodically reinforcing this by reminders at the beginning of each semester. This will provide an opportunity for them to introspect and channelize suggestions from them. They are also available in the MBA Program page of the Learning Management System.

Figure 1.10 – Orientation Program
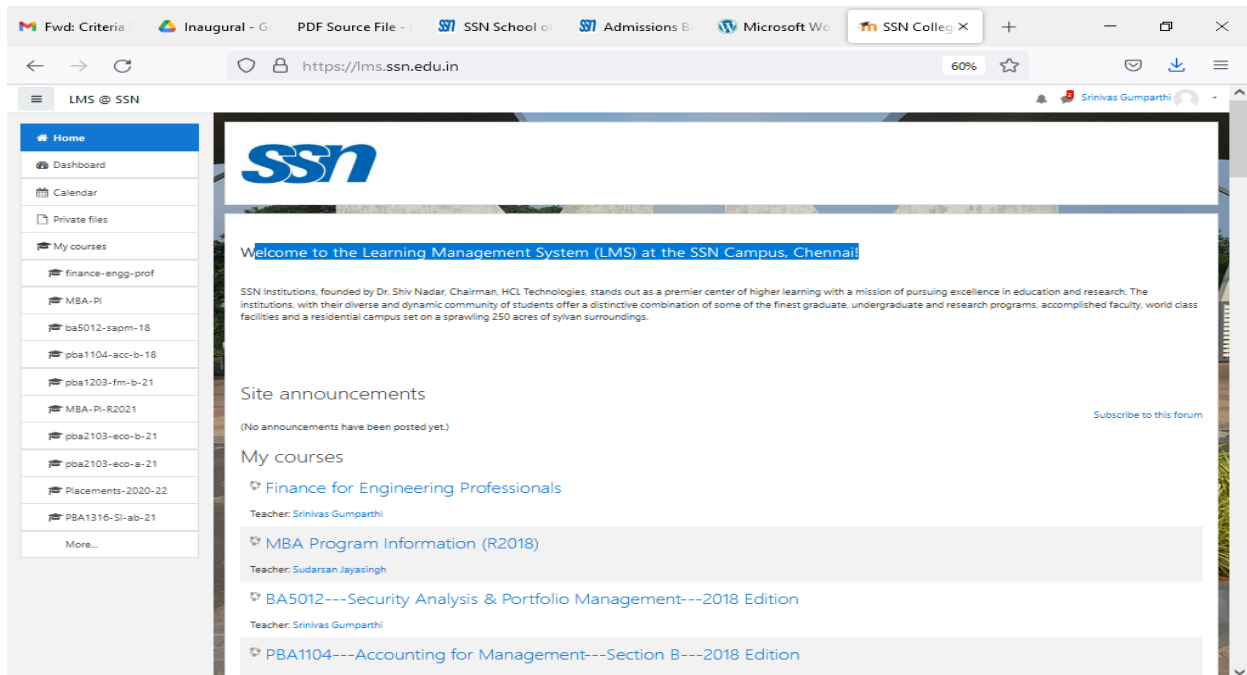
Figure 1.11 – LMS Home – MBA Program Information

Display boards in the campus:

They act as a constant reminder to the students and reinforce their purpose of being in the Institution. This will also disseminate information
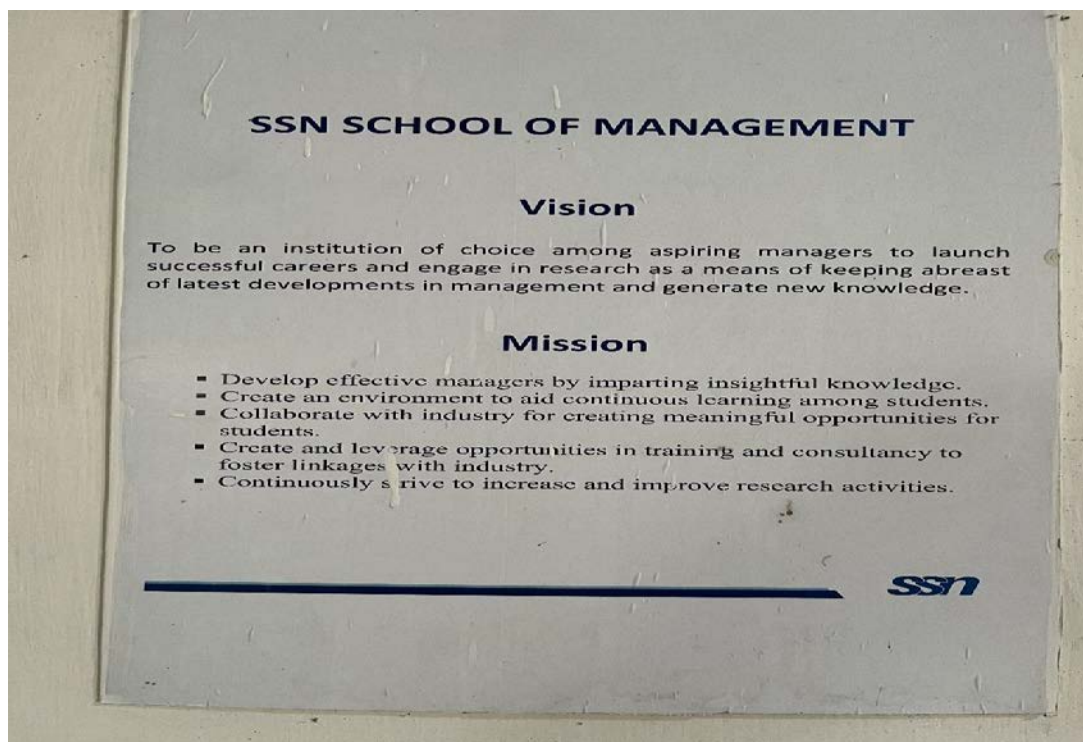
Figure 1.12 – Display on Notice Boards

1.4. Formulation process (15)

(*Articulate the process for formulating the Vision, Mission and PEOs of the program*)

Background of the Institution:

SSN School of Management is run by SSN Trust as shown in Figure 1.13, a philanthropic initiative in the field of education by Dr.Shiv Nadar, Founder of HCL Technologies.
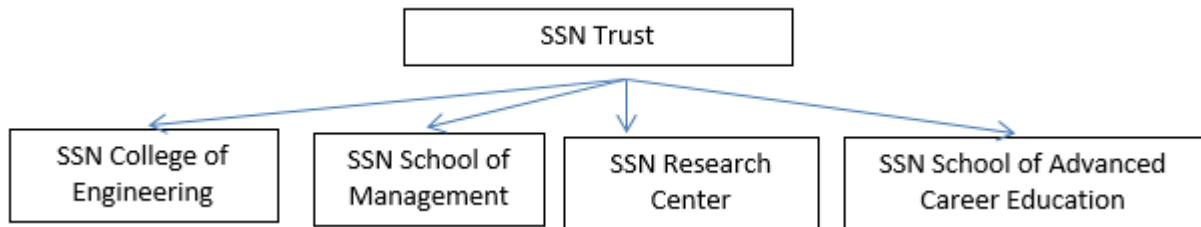
Figure 1.13 SSN Trust

Process involved in formulating the Vision and Mission

The vision of SSN Trust is to be a ***"World Class Institution for technical education and scientific research for public good."***

The mission of SSN Trust includes the following:

- Make a positive difference to society through education.
- Empower students from across socio economic strata to level the playing field.

The vision of the SSN School of Management is aligned to this overall vision of SSN Trust and the underlying mission of the SSN Trust. SSN School of Management seeks to be an institution of choice among aspiring managers and through this, contribute to nation building by producing competent managers. Being an institution of choice and attracting the right students, lends support to the vision of and mission of SSN Trust. The process involved in formulating the Vision and Mission is indicated in Figure 1.14.

Stage 1
- Internal discussions among faculty members for a thorough understanding of the Vision and Mission of SSN Trust

Stage 2
- Drawing elements applicable to management education
- Drafting of the vision and mission statement of SoM
- Discussions with management to check for alignment with overall vision and mission

Stage 3
- Consultations with stakeholders
- Finalization of Vision and Mission of the Institution

Figure 1.14 Process involved in formulating the Vision and Mission

Process involved in formulating the PEOs of the program

This mission of the institution was drilled down further to decide what PEOs can fulfil the mission which is indicated in Figure 1.15. This was an internal exercise done in consultation with the members of the Board of Studies, alumni and a few people from the industry:

Stage 1
- Internal discussions among faculty members
- Breaking down components of Mission into what the graduates must be capable of doing
- Formulation of PEOs

Stage 2
- Consultations with industry personnel and alumni

Stage 3
- Finalization of PEOs and approval by Management
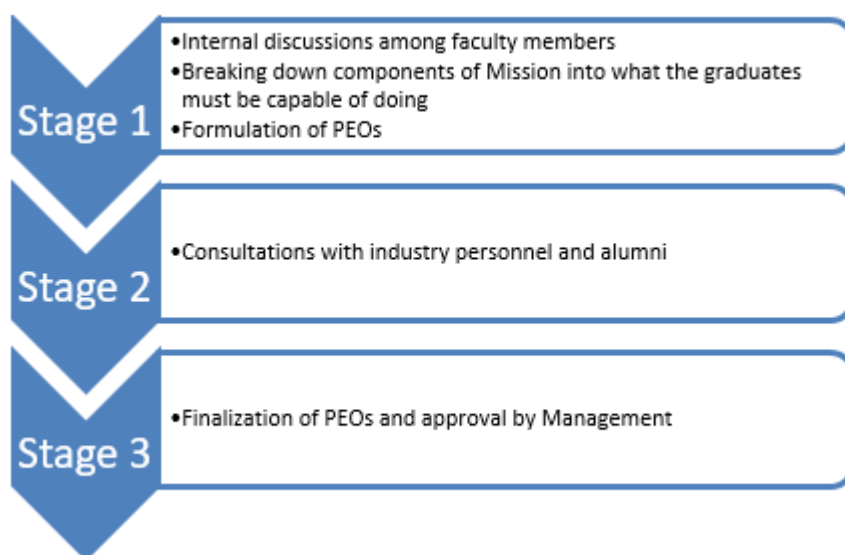
Figure 1.15 Process involved in formulating the PEOs of the program

The consultation with industry personnel in finalizing the PEOs was held during February / March 2018 through multiple rounds of discussions on a one-on-one basis. The purpose of formulating PEOs were explained to them and examples provided from different institutions. The participants in this process were personnel from the following companies and alumni:

Madras Consulting Group, Chennai

BuildHR Management Consultants, Chennai

Maintwiz Technologies Private Limited, Chennai

Bhartiya International Limited, Chennai

Precision Equipments (Chennai) Private Limited, Chennai

Mr. A.Palaniappan, Founder, Zencode Solutions (Alumnus of batch 2003-05)

Mr. K.Srinivasan, National Credit Manager, Bank Bazaar (Alumnus of batch 2008-10)

Minutes of the Meeting with external stakeholders

SSN SCHOOL OF MANAGEMENT

(SSN COLLEGE OF ENGINEERING)
Approved by AICTE, New Delhi and Affiliated to Anna University
Rajiv Gandhi Salai (OMR), Kalavakkam – 603 110, TN, India.
Tel: +91 44 27469700
www.som.ssn.edu.in

Administrative Office: 211/95, V.M. Street, Mylapore, Chennai – 600 004, TN, India.
Telefax: +91 44 24982656, 24986474

MINUTES OF THE MEETING TO RECOMMEND PROGRAM EDUCATIONAL OBJECTIVES:

A meeting was held on 3rd March 2018 with invitees from the industry and alumni to recommend a set of Program Educational Objectives for School of Management. PEOs describe the career and professional accomplishments of the graduates of SSN School of Management after about five to six years. It was explained to the participants that these give a direction to the Institution's efforts in terms of getting the graduates ready for the future.

After considerable deliberation, the following statements were finalized and recommended for adoption as Program Educational Objectives by SSN School of Management. These are applicable in any sphere of activity that the graduates may embark upon.

1. Develop professional competence to become successful managers and entrepreneurs.
2. Handle diverse opportunities that arise due to changing environment.
3. Become problem solvers by acquiring the knowledge and thinking skills necessary on a continuous basis.
4. Work in teams and assume leadership roles during the career.
5. Be socially sensitive and ethically conscious citizens actively contributing to the country.

Shanker Goplakrishnan, President
Madras Consulting Group,
Chennai

NJ.Lakshminarayanan, Executive Director
BuildHR Management Consultants,
Chennai

Balaji Subramanian, Director
Maintwiz Technologies Private Limited,
Chennai

P.Sivasamy, AGM - HR
Bhartiya International Limited,
Chennai

E Arun Mugilan, Director
Precision Equipments (Chennai) Private Limited,
Chennai

A Palaniappan, Founder,
Zencode Solutions (Alumnus-batch 2003-05)

K Srinivasan, National Credit Manager,
Bank Bazaar (Alumnus of batch 2008-10)

Prof B.Srinivasan
SSN School of Management

Figure: 1.16 - Minutes of the meeting with external stakeholders

SSN

Hariharaaranath K <hariharanathk@ssn.edu.in>

PEO PO map

Srinivasan B. <srinivasanb@ssn.edu.in>   Mon, May 24, 2021 at 9:25 AM
To: Harihararanath K <hariharanathk@ssn.edu.in>, Vani Haridasan SoMCA Faculty <VaniH@ssn.edu.in>, Kavitha Muthukumaran SSN SoMCA
<Mkavitha@ssn.edu.in>, Thiruvenkadam T <ThiruvenkadamT@ssn.edu.in>, Sudarsan Jayasingh <SudarsanJ@ssn.edu.in>

I have made some changes to the PO-PEO mapping file. If this is acceptable, please save it in the folder for today's meeting.

Regards
Srinivasan

[Quoted text hidden]
   [Quoted text hidden]
   ::DISCLAIMER::

   The contents of this e-mail and any attachment(s) are confidential and
   intended for the named recipient(s) only. Views or opinions, if any,
   presented in this email are solely those of the author and may not
   necessarily reflect the views or opinions of SSN Institutions (SSN) or its
   affiliates. Any form of reproduction, dissemination, copying, disclosure,
   modification, distribution and / or publication of this message without the
   prior written consent of authorized representative of SSN is strictly
   prohibited. If you have received this email in error please delete it and
   notify the sender immediately.

   Header of this mail should have a valid DKIM signature for the domain ssn.edu.in

::DISCLAIMER::

The contents of this e-mail and any attachment(s) are confidential and
intended for the named recipient(s) only. Views or opinions, if any,
presented in this email are solely those of the author and may not
necessarily reflect the views or opinions of SSN Institutions (SSN) or its
affiliates. Any form of reproduction, dissemination, copying, disclosure,
modification, distribution and / or publication of this message without the
prior written consent of authorized representative of SSN is strictly
prohibited. If you have received this email in error please delete it and
notify the sender immediately.

Header of this mail should have a valid DKIM signature for the domain ssn.edu.in

https://mail.google.com/mail/u/0/?ik=1852aca021&view=pt&search=all&permmsgid=msg-f%3A1700610524259111998&simpl=msg-f%3A1700610524259111998   1/2

Figure: 1.17 -Communication with external stakeholders

The following PEOs were finalized:

PEO 1: Be professionally competent to be a successful manager or entrepreneur.

PEO 2: Handle diverse opportunities that arise due to the changing environment.

PEO 3: Become problem solvers by acquiring the necessary knowledge and thinking skills on a continuous basis.

PEO 4: Work in teams and assume leadership roles during the career.

PEO 5: Be socially sensitive and ethically conscious citizens contributing actively to the country.

1.5. Consistency of PEOs with the mission (15)

(Generate a "Mission of the Institute – PEOs matrix" with justification and rationale of the Mapping)

PEOs are determined by the Mission in turn the PEOs reinforce the Mission (Figure 1.18). Matrix of PEOs and elements of the mission statement are indicated in the Figure 1.19.
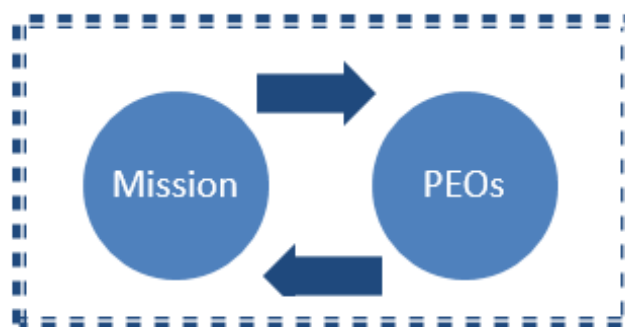
Figure 1.18 PEOs with the Mission

		PROGRAM EDUCATIONAL OBJECTIVES				
		1 Professional competence	2 Diverse opportunities	3 Problem solving	4 Teamwork & leadership	5 Social & ethical
MISSION	1 Industry ready managers	Directly leads to development of industry ready managers (H)	Leads to fulfilment of varying needs of industry (H)	Problem solving skills – essential role for managers (H)	Managers have to work in teams (H)	Social sensitivity increases effectiveness (H)
	2 Continuous learning	Enables to stay in the race (H)	Take up diverse roles (H)	Continuous learning enables handling new challenges (H)	Learn and reflect different styles of leadership at different situations (M)	Acceptable conduct and behavior (L)
	3 Opportunities in industry	Enables identification of meaningful opportunities (H)	Identify new and emerging opportunities (H)	Exposure to real-life problems (M)	Learn to work with unfamiliar and diverse teams (H)	Exposure to real-life issues at work place (M)
	4 Increase research activities	Enhances the standard of research (M)	Motivates faculty to engage in contemporary research (M)	Improves problem solving skills by learning to link cause and effect relationships (M)	Group projects helps in developing teamwork and improving leadership skills (L)	To innovate, to try a new process which benefits society (L)
	5 Training & Consultancy	Improves the professional competencies (M)	Try to utilize the diverse opportunities arising due to changing environment (L)	Gain expertize in problem solving by involving in training and consultancy activities (L)	Learns how to work in teams by involving in training and consultancy activities (L)	Train and Develop socially sensitive and ethically conscious managers (L)

H: High consistency   *M: Medium consistency* *L: Low consistency*

Figure 1.19 Matrix of PEOs and elements of the mission statement

Justification of correlation parameters of the above matrix:

- The vision envisages that the Institute will be preferred destination among students by producing effective managers for which faculty research as an enabler.

- The mission statements flow from this vision and spell out how what needs to be done.

- All five PEOs directly contribute to the first mission statement of developing industry ready managers.

- Attainment of PEOs will lead to mission statements 2 & 3.

- Effective fulfillment of PEOs will require the faculty to be contemporary and leverage industry connections. These two are part of the fourth and fifth mission statements.

. PEOs achievement will create better opportunities in internships and projects and successful completion of these will enable the fifth mission statement of fostering relationships with industry. Good students attract good faculty and the research by the faculty will reinforce the teaching and academic activities of the Institution.

2.1 Governance & Leadership (60)

2.1.1. Governance Structure and Policies (25)

2.1.1.1 Governing Structure (10)

Board of Management:

This consists of the Trustees and other eminent people from outside the Institute. The role of the Board of Management is to oversee the progress of the Institution and offer suggestions for betterment. Many of the members of this Board are also involved in other not-for-profit educational initiatives of Shiv Nadar Foundation and they carry an overall perspective on education. This Board consists of the following members as shown in Table no 2.1

Table 2.1 Members of Board of Management

Padma Bhushan Dr.Shiv Nadar – Permanent Special Invitee Founder & Managing Trustee, SSN Trust (Founder, HCL Technologies)	
Mr. R. Srinivasan, Chairman, Board of Management SSN School of Management Founder, Redington Ltd	Ms. Roshni Nadar Malhothra, Trustee, SSN Trust Chairman, HCL Corporation
Prof. M.S. Ananth Former Director, IIT-M	Mr. T.S.Krishnamurthy, I.R.S. Former Chief Election Commissioner
Mr. Sriram Rajagopal Founder & CEO, DiamondPick Pvt. Ltd	Mr. Subbiah Nagarajan Senior Advisor, Daimler India Commercial Vehicles
Mr. P.Sivaprasad Advocate, Madras High Court	Dr. Kala Vijayakumar, President, SSN School of Management Member Secretary

Governing Body:

This is the overall Governing Body overseeing the operations of the Institution including academics, governance issues and development. The Governing Body comprises of members indicated in Table 2.2 and meets at least once a year and ratify the decisions of the Academic Council. The affiliation to Anna University is common with the SSN College of Engineering. Hence the Governing Body is common to SSN College of Engineering & SSN School of Management.

Table 2.2 Members of Governing Body

Category	Nature
Management	(i) Dr. Kala Vijayakumar, President, SSN School of Management (Chairperson) (ii) Mr. P. Sivaprasad, Advocate, High Court, Chennai (Member) (iii) Dr. R. Rudramurthy, Principal, PSG College of Technology (iv) Dr. B. Venkatraman, Director, Health, Safety and Environment Group, Indira Gandhi Centre for Atomic Research, Kalpakkam – 603102
Teachers of the College	(i) Dr. Hariharanath K, Professor, SSN School of Management (ii) Dr. Sunita Nair, Professor, Department of Chemistry, SSN College of Engineering
Educationist or Industrialist	Mr. K. Ananth Krishnan Chief Technology Officer Tata Consultancy Services Limited
UGC Nominee	Prof. O.P. Verma Dept.of CSE Delhi University
State Government Nominee	Dr. P. Thamarai, Principal, Government College of Technology, Coimbatore
University Nominee	Dr. N. Selvakumar, Professor, Department of Textile Technology, ACT Campus, Anna University
Alumni	Mr. Narendran Mohana Sundram, President, SSN Alumni Association
Principal of SSN College of Engineering	Dr. V.E. Annamalai, Ex-officio member Principal

The role of this Body is highlighted below:

"Subject to the existing provision in the bye-laws of respective college and rules laid down by the state government, the governing body of the above college shall have powers to:

- Fix the fees and other charges payable by the students of the college on the recommendations of the Finance Committee.
- Institute scholarships, fellowships, studentships, medals, prizes and certificates on the recommendations of the Academic Council
- Approve institution of new programmes of study leading to degrees and/or diplomas.
  Perform such other functions and institute committees, as may be necessary and deemed fit for the proper development, and fulfil the objectives for which the college has been declared as autonomous."

Academic Council:

This council oversees the academic activities of the Institution. The regulations, curriculum and syllabi for all the programs offered in the Institution/s need their approval. The members are indicated in Table 2.3 and meet once a year. The role of this Council is to ensure that the Institution's regulations and programs are of good standards in line with the expectations of the affiliating university. The affiliation to Anna University is common with the SSN College of Engineering. Hence the Academic Council is common to SSN College of Engineering & SSN School of Management.

Table 2.3: Members of the Academic Council

Sl. No.	Name and Address	Designation	Signature
1.	Dr. V.E. Annamalai Principal SSN College of Engineering	Chairman	
Nominees of the University			
2.	Dr. T. Thiyagarajan, Professor, Department of Instrumentation Engineering, MIT Campus, Anna University, Chrompet, Chennai – 600044	Member	
3.	Dr. Kurian Joseph, Professor, Centre for Environmental Studies, Department of Civil Engineering, CEG Campus, Anna University, Chennai-600025		
4.	Dr. P. Vijayaraju, Professor, Dept. of Mathematics, CEG Campus, Anna University, Chennai-600025		
Experts from outside the College			
5.	Mr. S. Kanappan Vice-President, L & T No.6/22, Roma Street Ambal Nagar, Porur, Chennai - 600116	Member	
6.	Mr. A. Ayyakannu, Former Director, Board of Apprenticeship Training, Plot No.9-B, Anusha Street, VGN Avenue, Mugappair East, Chennai – 600 037		
7.	Dr. S. Muttan Professor & Head Dept. of ECE, CEG Campus Anna University, Chennai-600025		
8.	Prof. T.V. Geetha, Senior Professor, Department of Computer Science and Engineering CEG Campus, Anna University, Chennai-600025		
9.	Dr. P.V. Vijayaraghavan, Vice Chancellor Sri Ramachandra Medical University, Porur, Chennai-600116		

10.	Mr.MRG. Appa Rao Block II A, New No.30, Old No 47C, Gandhi Mandapam Road, (Next to IDFC Bank), Kotturpuram, Chennai 600085		
Heads of the Departments			
11.	Dr. V. Kamaraj, Prof. & Head, EEE	Member	
12.	Dr. S. Radha, Prof. & Head, ECE		
13.	Dr. Chitra Babu, Prof. & Head, CSE		
14.	Dr. T. Nagarajan, Prof. & Head, IT		
15.	Dr. R. Parthiban, Prof. & Head, Chemical		
16.	Dr. A. Kavitha, Prof. & Head, BME		
17.	Dr. N. Nallusamy, Prof. & Head, Mechanical		
18.	Dr. N. Sivakumar, Prof. & Head, Civil		
19.	Dr. K. Hariharanath, Prof. & Director, SoM		
20.	Dr. P. Venugopal, ASP & Head, Mathematics		
21.	Dr. A. Rajalakshmi, Prof. & Head, Physics		
22.	Dr. V.S. Gayathri, Prof. & Head, Chemistry		
23.	Dr. S. Thiruvenkataswami, Prof. & Head, English		
Senior Faculty members of the Institution			
24.	Dr. A. Jawahar, Professor, ECE	Member	
25.	Dr. V. Balasubramanian, ASP, CSE		
26.	Dr. V. Rajini, Prof., EEE		
27.	Dr. M. Suresh, ASP, Mechanical		
Faculty member Nominated by the Principal			
28.	Dr. S. Ramanagopal, Professor, Civil	Member Secretary	

The functions of the academic council are listed below:

"Without prejudice to the generality of functions mentioned, the Academic Council will have powers to:

(a)   Scrutinise and approve the proposals with or without modification of the Boards of Studies with regard to courses of study, academic regulations, curricula, syllabi and modifications thereof, instructional and evaluation arrangements, methods, procedures relevant thereto etc., provided that where the Academic Council differs on any proposal, it will have the right to return the matter for reconsideration to the Board of Studies concerned or reject it, after giving reasons to do so.

(b)   Make regulations regarding the admission of students in programmes of study in the college.

(c)   Make regulations for sports, extra-curricular activities, and proper maintenance and functioning of the playgrounds and hostels.

(d)   Recommend to the Governing Body institution of scholarships, studentships, fellowships, prizes and medals, and to frame regulations for the award of the same.

(e)   Advise the Governing Body on suggestions(s) pertaining to academic affairs made by it.

(f)   Perform such other functions as may be assigned by the Governing Body."

Board of Studies:

The external members of the board of studies consist of eminent academicians, alumnus and a senior person from the industry. The Board is involved in formulating the curriculum and syllabi.

- Prof Prakash Sai, IIT Madras
- Prof G Balasubramanian, IFMR Graduate School of Business
- Prof V.Gopal, Indian Institute of Management, Trichy
- Prof G.Kannabiran, NIT Trichy
- Prof R.Magesh, Anna Univerity, Chennai
- Mr.Kishore Chidambaram, Cholamandalam MS General Insurance (Alumnus)
- Mr.P.S.Suresh, CEO, Gala Group – Ramesh Flowers

All the faculty members are a part of the Board.

2.1.1.2 Service Rules (5)

The Institution has clearly written policies for faculty members and non-teaching staff members. The starting point is a detailed appointment letter clearly spelling out the terms of appointment and salary details. This is in the form of a booklet that carries all details of the salary structure, incentives for research, the performance incentive plan and other welfare benefits. Institution has a well-defined and transparent salary structure that is applicable to different levels of teaching faculty members and non-teaching staff.

The salary of faculty members is aligned to the AICTE recommendations. Dearness Allowance for all employees is periodically revised whenever the State Government revises the same. Salary revisions announced by AICTE are implemented regularly.

The Institution offers best-in-class salaries among unaided private institutions.

In addition to regular remuneration, there are other benefits such as:

- Overtime / compensatory leave
- Fee concession to wards of employees
- Tuition fee reimbursement of wards
- Gifts on special occasion
- Provident fund and gratuity
- Group medical insurance
- Life & accident insurance
- Maternity benefits

2.1.1.3 Policies (5)

The following are some of the important policies available in written form and implemented impartially.

- Recruitment policy
- Faculty Professional Development Plan
- Performance incentive plan
- Promotion policy
- Appraisal policy
- Whistle-blower policy
- Policy for sponsorship for higher education
- Policy for supporting research
- Policy for conduct and discipline
- Leave and overtime policy
- Policy for prevention of sexual harassment at workplace

All the policies and service rules are available in hard copy form in the office. They can be accessed at any point of time.

2.1.1.4 Strategic Plan (5)

The Institution has been affiliated to Anna University right from its inception. Till 2018, it was a non-autonomous institution and became autonomous thereafter.

The Institution has a vision of being a destination of choice among aspiring managers. This is a broad vision and operates at multiple levels. The Institution can be a destination of choice among different segments of students with differing levels of capability and aspirations. The segments differ in their past academic record, entrance tests taken and scores and ambitions pertaining to the career.

There are different "tiers" that exist among management education institutions with the Indian Institutes of Management occupying the top slot as indicated in Figure 2.1. The Institutions in different tiers attract students of different attitudes and backgrounds. And the placement of students (in terms of companies, responsibilities and salary packages) is clearly aligned to the tiers. This is true of the quality of internships as well.
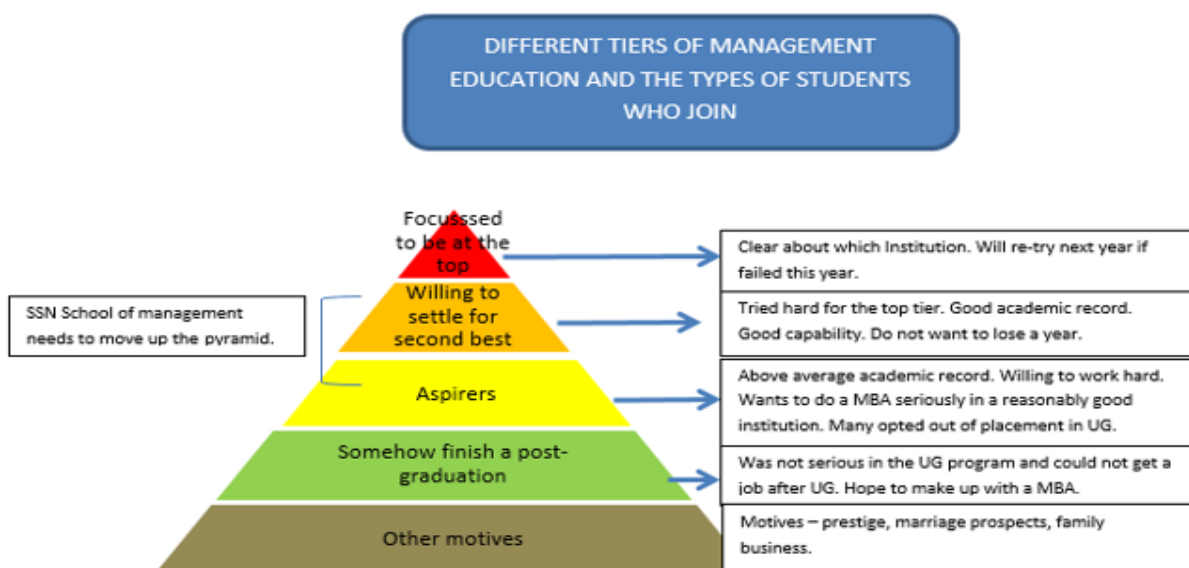
Figure 2.1 Tiers in management education

The vision of the Institution is to be an Institution of choice among aspiring managers to launch successful careers. The Institution can be deemed to be progressing if it "moves up the ladder" by attracting the students of the right segment. The number and quality of applications received for admissions in the management quota, the speed with which its seats are taken up in the counselling (for the government quota) and placement quality will indicate the standing position of the Institution in the ladder. In marketing terms, it paves way for drawing up the strategy to position in the appropriate tier.

Till the attainment of autonomy, the Institution had to work within the framework of the University. This was reflected in the choice of courses, framing of syllabi and design of assessments. The strategy of the Institution was to be the best in this peer group in terms of success in the examinations and placement.

Currently, the Institution attracts about 600 applications for the Management quota of 60 seats. In the Government quota, the institution gets most of its seats filled on the first day.

Brain-storming meetings among the faculty members were held on a regular basis to work out a strategic plan to move up the "ladder". The following action areas were identified. Broadly, the strategy sits on the following pillars as indicated Figure 2.2. The strategy is for the next three years.

Figure 2.2 Strategic plan for 3 years

2.1.2. Faculty empowerment (15)

2.1.2.1 Faculty development policies (5)

The policy of the Institution is based on freedom of choice. SSN School of Management encourages all its faculty members to attend conferences and development programs. The institution supports faculty members to attend seminars and events organized by industry bodies as well to further improve their contemporary knowledge and skills. For events outside the city, the expenses are borne by the Institution. All registration charges are reimbursed.

The faculty members are given freedom to visit companies to engage them for training and consultancy activities. The revenue sharing model for income from consultancy provides a significant share to the faculty member.

A major empowerment is the "Faculty Professional Development Plan". This is extended to all full-time faculty members on the rolls of SSN School of Management. This provides for a fund of Rs.3 lakh for every block period of 3 years for attending conferences and presenting papers, purchase of software & databases, purchase of books, membership of professional bodies. This is to facilitate the development of faculty members and encourage research.

Faculty members are given considerable freedom to pursue their research interests along with a balanced teaching load.

2.1.2.2 Decentralization, delegation of power and collective decision making (10)

The academic process at SSN School of Management broadly encompasses the following sub-processes- Budgeting, Academics Management, Admissions, Placements and Administration.

The intent of the Management is to ensure that the decision making process involves the participation of all stakeholders. The general approach for all processes is to ensure that the views of all the stakeholders are taken into consideration.

The decentralization and collaborative decision making process pertaining to various sub-process is indicated in the table 2.4 below.

Table 2.4 Delegation of responsibilities in SSN School of Management

Administrative/ Academic Function	Faculty Member/ Administrative Member In-charge
Visiting faculty engagement	Dr. Hariharanath K.
Admissions	Dr. Hariharanath K.
ISO, audit and IQAC	Dr. Srinivas Gumparthi
Student affairs, activities pertaining to MMA and other professional bodies	Dr. Kavitha M.
Internal Assessment Examinations coordination	Dr. Thiruvenkadam T.
Students' participation in external events and Daksha	Dr. Thiruvenkadam T.
Placements, Networking with corporate	Mr. Venkatesan S.
Alumni relations	Dr Vani Haridasan
Academic calendar	Dr Vani Haridasan
Research activities coordination	Dr Girija T
Functional training and GD/ Personality training	Prof. B. Raghuraman and Mr. Venkatesan S
Text and Reference books prescription	Respective faculty members

Internships sourcing and coordination	Ms. Sridevi S
Library books, journals, e-journals and e-databases	Dr.Sudarsan Jayasingh / Mr. Ramakrishnan N.
Networking, hardware, software, and mail administration	Mr. Vijayakumar A.
Website management	Dr.Srinivas Gumparthi
Academic administration, student documents management and approvals	Mr. Kumar B.
Back office management, imprest cash management	Mr. Anand Babu K.

Budgeting:

The budgeting process follows a **participative approach**. The annual budgeting process is initiated by the President, sending an email in the month of December to The Director of the School of Management. The mail is in turn forwarded to all the faculty members and staff responsible for various facilities / activities, with a deadline to complete, asking for requirements for the following financial year. After receiving the requirements in terms of capital expenses, revenue / operating expenses from the faculty members and staff, the Director draws up a tentative budget. The approach to building the budget is bottom-up and all the stakeholders are involved. This is discussed with the President and Accounts Officer to finalize the budget of the forthcoming financial year.

For each of the activities a faculty member or a group of faculty members in the School are held in-charge and the process is carried out involving the responsibility centres. In addition, an imprest amount is made available for meeting minor operational expenses. The imprest amount is used in case of routine, small and incidental expenses that occur during the operations. The faculty members as well as administration staff can incur these expenses and payments are reimbursed.

The major expenses that form a part of the operating budget of SSN School of Management are listed below along with a process of finalizing the requirements. As shown in the figure 2.3.

Step1: Management calls for budget submissions (Jan/ Feb)

⬇

Step 2: Director receives the notification, invokes all stakeholders to review the requirements

⬇

Step 3: All stakeholders will work on requirements and submit to the Director

⬇

Step 4: Director will hold individual discussions with each stakeholder and finalize the budgets based on requirements. Justification documents are maintained.

⬇

Step 3: All stakeholders will work on requirements and submit to the Director

⬇

Step 5: Consolidate all the budget metrics into the standard template.

⬇

Step 6: Budgets sent to the finance/ management team for review and approval.

Figure 2.3 Budget Process

Visiting Faculty appointment: SSN School of Management engages people from the industry for handling a few elective courses. The decision regarding the choice of courses and potential resources are made collectively by the faculty members. The expense on this head forms a part of the budget proposal.

Admissions Process: The decisions pertaining to digital portals and application automation process is done at the level of professor who heads the process. Various options are considered and reviewed to increase the visibility of the Institution and attract applications which meet the criteria defined in the admissions policy.

Choice of text-books: All the faculty members are involved in this process. The decisions pertaining to the change of textbooks and references for each batch are made by the teaching faculty in consultation with other faculty members.

Placement Training: The Placement Manager identifies and suggests a training agency based on checking with other institutions and the past experience. The expense is incorporated into the budget in anticipation of the training requirements for students. The functional training is imparted by the faculty members based on the anticipated requirements of companies.

Association Events and External Events Participation: Each of these activities is coordinated by a faculty member. By default, the students are enrolled as members of the Madras Management Association (MMA). The respective faculty member is empowered to make decisions pertaining to participation of students. They indicate the requirements for these activities during the budgeting process.

Computer systems: The lab-in-charge recommends the requirement of computers and laptops. This is forwarded to the central IT team which consolidates this along with other Institutions under SSN Trust. A final budget is approved and this is disseminated back to the Heads in different Institutions.

Library: This is managed by a Librarian with the support of a faculty member. Inputs are received by him from different faculty members. This is consolidated and forms a part of the budget proposed by SSN School of Management. The budgetary proposals include subscription to online library databases (EBSCO, Capitaline). The decisions pertaining to digital library is made by a faculty member who has extensive experience in understanding the requirements of research.

Office stationery and consumables: This is worked out by the Office-in-charge for the entire year based on past trends and anticipated level of activity in the forthcoming year.

Faculty requirements: The Director works out the possible requirement of new faculty resources for the forthcoming financial year. A projection is incorporated as a part of the budget.

The above processes indicate the methodology of the budget preparation at the SSN School of Management. The initiation of the exercise is a top-down approach while the actual budgeting is a bottom-up one. The budget is consolidated for SSN School of Management and discussed by the Director with the President for final approval. The approved budget is shared among faculty members. This demonstrates the financial and administrative transparency and utilization of powers in the institution.

The administrative leadership is held by the Director of the institution and powers are delegated to the faculty and administrative level resources as indicated in the table 2.1. As far as financial delegation is concerned, faculty members and other administrative staff exercise their freedom to choose the resources that benefits the academic activities within the approved budget.

Strategic initiatives involving admissions, placements and research are discussed with the concerned faculty and administration from time to time. The improvements pertaining to each of these processes carried out has resulted in consistent performance in placements and increasing the admissions base.

The overall leadership style of the organization demonstrates the transparency in decision making and delegation and promotes the collective and collaborative working model.

2.1.3 Effective Governance Indicators (20)

2.1.3.1. Grievance redressal mechanism (5)

For Faculty members and Staff:

The Trust has formed a Grievance Redressal Committee consisting of senior members of faculty drawn from all institutions run by the Trust. This Committee is common to all the Institutions and meets as and when required. The first level of grievance redressal for the faculty members and staff members of SSN School of Management is the Director. Unresolved issues are referred to the Committee.

DEPARTMENT REDRESSAL COMMITTEE MEMBERS

Name	Designation	Position
Dr. Srinivas Gumparthi	Professor	Co-ordinator
Dr. K. Sampath Kumar	Professor	Member
Dr. T. Girija	Associate Professor	Member

OTHER COMMITTES

COMMITTEES IN SSN SCHOOL OF MANAGEMENT
FOR THE ACADEMIC YEAR 2020 – 2021

ACADEMIC COMMITTEE (AC)

The academic committee acts as a liaison between the faculty members of MBA, Administrative office and students for the smooth functioning of classes and other academic activities. All the members are collectively responsible for conducting the day-to-day activities of the Academic Committee.

Main duties and accountability

- o Represent the interests of the students, administration and faculty using proper reasoning of what requests need to be taken forward
- o Work towards the betterment of academic culture in the School by encouraging stakeholders to maintain rigor at appropriate levels
- o Conduct peer learning sessions for the batch
- o Coordinate training and other academic activities in the School

MEMBERS

Name	Designation	Position
Dr. K. Hariharanath	Director	Co-ordinator
All faculty members		Members
Anitha K		Student
Sriram Aravindh K A		Student

FINANCE COMMITTEE (FC)

The Finance Committee of the School is responsible for drawing up the budget, allocation of funds and its end use.

Main duties and accountability

The functions and duties of the Finance Committee shall be as follows:-

- Maintaining accurate and complete financial records. ...

- Preparing and presenting accurate, timely and meaningful financial statements to the Management

- Helping the Management understand the School's finances. ...

- Budgeting and anticipating financial problems.

MEMBERS

Name	Designation	Position
Dr. K. Hariharanath	Director	Co-ordinator
Dr. Sudarson Jayasingh	Asst. Professor	Member
Dr. Kavitha Muthukumaran	Asst. Professor	Member

GRIEVANCE APPEAL COMMITTEE (GAC)

The purpose of GAC is to hear the grievances of the students and settle them amicably.as per the rules and regulations of the School.

Main duties and accountability

The functions and duties of the GAC shall be as follows:-

- Identify, record and hear grievances of students.
- Discuss the grievances with the students and administration and faculty members as may be necessary
- Find and implement solutions for the grievances
- Escalate the issue to competent authorities in case of non-resolution

MEMBERS

Name	Designation	Position
Dr. Srinivas Gumparthi	Professor	Co-ordinator
Dr. K. Sampath Kumar	Professor	Member
Dr. T. Girija	Associate Professor	Member

STUDENT AFFAIRS & WELFARE COMMITTEE

This committee's role is to look into the affairs and welfare of the students and suggest suitable measures for improvement.

Main duties and accountability

The functions and duties of the Committee shall be as follows:-

- Identify gaps in the welfare and value addition of the students
- Discuss with the students and find out acceptable measures for improving the role of the students and welfare
- Get the measures approved by the competent authorities
- Implementation of the measures

MEMBERS

Name	Designation	Position
Dr. Kavitha Muthukumaran	Asst. Professor	Co-ordinator
Mr. R. Natarajan	Professor	Member
Dr. Vani Haridasan	Associate Professor	Member
Ms. Thamarai Selvi V S		Student
Mr. Gopinath G		Student

MENTORING AND COUNSELLING COMMITTEE

This committee's role is to ensure proper mentoring and counselling to all the students and in particular to the needy and troubled ones.

MAIN DUTIES AND ACCOUNTABILITY

The functions and duties of the Committee shall be as follows:-

- Ensuring general mentoring of all the students

- Identify students with psychological and other issues and discuss with them, understand their issues and suggest suitable counseling measures

- Follow up with such students to ensure that they become normal

- Escalate to higher authorities, in case of serious issues which could not be resolved

MEMBERS

Name	Designation	Position
Mr. B. Raghuraman	Asst. Professor	Co-ordinator
Dr. T. Thiruvenkadam	Associate Professor	Member
Dr, Vani Haridasan	Associate Professor	Member

ANTI RAGGING COMMITTEE (ARC)

This committee's role is to ensure a congenial academic atmosphere for the new comers till they settle down in the campus.

MAIN DUTIES AND ACCOUNTABILITY

The functions and duties of the Committee shall be as follows:-

- Ensuring no ragging or such unpleasant activities happen in the School to the new comers

- Take adequate precautions to prevent ragging and similar activities

- Establish a mechanism by which the students may raise the issue of ragging with the competent authorities

- Display anti ragging instructions in and around the classes and School premises

- Take suitable action against the erring students who indulge in ragging and such unpleasant activities

MEMBERS

Name	Designation	Position
Dr. K. Hariharanath	Director	Co-ordinator
Dr. Vani Haridasan	Associate Professor	Member
Mr. B. Raghuraman	Asst. Professor	Member

INFRASTRUCTURE MANAGEMENT COMMITTEE (IMC)

This committee's role is to ensure proper infrastructure in the School so that the teaching learning process is facilitated well and the objectives of the School are achieved

MAIN DUTIES AND ACCOUNTABILITY

The functions and duties of the Committee shall be as follows:-

- Ensuring adequate infrastructure in the School such as – Class rooms, power, boards and other materials needed for proper teaching learning process

- Record the requirements of students and faculty relating to infrastructure and arrange to provide them expeditiously

- Repairs and maintenance are taken up periodically so that the teaching learning process does not get affected.

- Provide a congenial atmosphere for effective teaching learning process

MEMBERS

Name	Designation	Position
Dr. Srinivas Gumparthi	Professor	Co-ordinator
Mr. B. Kumar	Executive – Sr. Grade	Member
Mr. K. Anand Babu	Junior Executive – Sr. Grade	Member

RESEARCH & DEVELOPMENT COMMITTEE (R&D)

This committee's role is to initiate and develop research activities in the School leading to publications in reputed journals and other research oriented functions.

MAIN DUTIES AND ACCOUNTABILITY

The functions and duties of the Committee shall be as follows:-

- Ensuring a congenial atmosphere for initiation and development of research activities
- Encourage Faculty and students to get involved in research activities and achieve tangible results
- Guide Faculty and students in all research activities such as publications and others

MEMBERS

Name	Designation	Position
Dr. Sudarsan Jayasingh	Asst. Professor	Co-ordinator
Dr. Thiruvenkadam	Associate Professor	Member
Dr. Girija T	Associate Professor	Member

LIBRARY COMMITTEE (LC)

This committee's role is to ensure that the library has books, materials and others to ensure proper learning and value addition for the students and to facilitate updation for Faculty members.

MAIN DUTIES AND ACCOUNTABILITY

The functions and duties of the Committee shall be as follows:-

- Ensuring proper records are maintained in respect of books, journals, newspapers and other materials
- Provide proper guidance to the students for the selection of the appropriate books, journals, newspapers and other materials to suit the purpose of the students requirements
- Proper queuing system is maintained for books, journals, newspapers and other materials which are in good demand
- Identify and recommend for purchase good and up-to-date books, journals, newspapers and other materials
- Scrutinize and handle requests for new books, journals, newspapers and other materials and proceed with the further action

MEMBERS

Name	Designation	Position
Dr. Sudarsan Jayasingh	Asst. Professor	Co-ordinator
Mr. N. Ramakrishnan	Asst. Librarian – Senior Grade	Member
Mr. E. Raji	Library Asst. – Grade I	Member
Ms. Gaddam Mounica	Student member	Student
Mr. Raghunandan	Student member	Student

FOR STUDENTS:

Most minor issues pertaining to academics are resolved at the level of faculty members. Unresolved issues are brought to the attention of the Director. Class committees are constituted for each section of 60 students. Students are invited to express their interest. The committees are formed to have a representation of students from all backgrounds. These committees meet the Director / Dean twice during a semester and all issues – academic and non-academic are discussed for appropriate action wherever required. A similar system is followed for selection of class representatives who form another route for students to raise issues and voice opinions. The email addresses and contact numbers of all faculty members and staff are available with the students to facilitate communication.

The following committees are also formed for specific purposes. The Director nominates members to this committee by rotation. Students can take their grievances to the Director who refers these to the respective committees.

- Grievances redressal committee consisting of the Director and two other faculty members.
- Anti-ragging committee to look into complaints of ragging.
- Sexual Harassment Committee which includes a female faculty member

The details of these committees are displayed in the notice board in the Institution. Students are briefed about this at the time of joining.

2.1.3.2. Transparency (5)

For faculty members and staff, the policies are accessible in the office anytime. Most decisions are made in a transparent manner with due justifications after gathering opinions from the concerned stakeholders.

Faculty appraisal is carried out done as per a pre-determined template and the scores are marked after individual discussions with the faculty members.

All policies for students are published in the LMS web page. Periodically, the attendance details and performance in continuous assessments is circulated by individual email. Results of assessments carried out through the LMS are accessible by students.

Name of the Student :	$%NAMES%									Register No :	$%REG%	
	PBA 1101		PBA 1102		PBA 1103		PBA 1104		PBA 1105		PBA 1106	
TEST TYPE	ECO		STATS		OB		AFM		LAW		POM	
	Obtained	MAX	Obtained	MAX	Obtained	MAX	Obtained	MAX	Obtained	MAX	Obtained	MAX
Weekly Test	$%ECOW%	10	$%STATW%	10	$%OBW%	8	$%AFMW%	10	$%LABW%	10	$%POMW%	10
Mid - Term	$%ECOM%	20	$%STATM%	20	$%OBM%	20	$%AFMM%	20	$%LABM%	20	$%POMM%	20
Class / Review Test	$%ECOQ%	10	$%STATCT%	10	NA	NA	NA	NA	NA	NA	NA	NA
Quiz	NA	NA	NA	NA	$%OBQ%	5	NA	NA	$%LABQ%	5	NA	NA
Case Submission	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	$%POMCS%	5
Group Presentation	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	$%POMGP%	5
Class Participation	NA	NA	NA	NA	$%OBCP%	7	NA	NA	$%LABCP%	5	NA	NA
Other Marks	NA	NA	NA	NA	NA	NA	$%AFME%	10	NA	NA	NA	NA
Total Marks	$%ECOTT%	40	$%STATT%	40	$%OBT%	40	$%AFMT%	40	$%LABT%	40	$%POMT%	40
Attendance Overall %	$%ECOAT%		$%STAAT%		$%OBAT%		$%AFMAT%		$%LABAT%		$%POMAT%	

* For any discrepancy, please report to respective subject teacher.

Figure 2.4 Communication to the students

Answer scripts for all continuous assessments tests are shared with the students after valuation. Students can scrutinize their scripts and point out if there are any discrepancies.

For end-semester exams, there is a provision for revaluation and photocopies of the corrected answer scripts are made available to the students. The faculty evaluates the answer scripts and in justifiable cases, recommends for revaluation. The student can apply for revaluation to the Controller of Examinations.

Placement opportunities are made known to all students by email. Eligibility and shortlisting is done as per company's policies. There is considerable transparency in this process.

Students have access to any other information they need from the concerned faculty or person in charge.

2.1.3.3 Leader and Faculty selection process (5)

Faculty and Leader selection:
SSN School of Management believes in recruiting faculty who have long-term plans of serving the students and the community and are able to easily fit into the culture of the organisation. Towards this, it makes all efforts through a search for such persons of high calibre and promise in all fields. Only candidates with a PhD or industry experience at senior levels are considered for recruitment. Teaching experience is necessary when recruiting a faculty in a senior level.

Faculty selection:
Applications are received through the careers link in the website. When there is a requirement to recruit, the applications are shortlisted based on their qualifications and experience.

The selection process consists of the following stages.

Stage 1: A preliminary discussion with either the Director or Dean to assess the candidate's communication skills, attitude and fit into the culture of the Institution.

Stage 2: A demo lecture to a section of students or a panel consisting of faculty members.

Stage 3: An interview by a panel consisting of following members to assess the candidate's qualifications, domain knowledge, research credentials / industry experience and attitude.

- Director
- An external expert
- Senior Faculty Member at the level of Professor
- HR Manager

The parameters on which they are evaluated are:
- Educational qualifications
- Teaching skills
- Research / industry experience
- Subject knowledge
- Quality of teaching / industry experience
- Communication skills
- Attitude / confidence

All panel members submit their individual evaluation sheet. A final decision on making an offer of employment is taken based on the marks scored by the candidate. The HR manager discusses the salary and other details and a formal offer is made.

Candidates with PhD with research capability or those with considerable and relevant industry experience are considered for recruitment.

Leader selection:

After a shortlisting process, final selection of the leader is done by a committee consisting of the following members:

- President of SSN Institutions
- Three senior external experts from industry and academia
- HR Manager

The candidates are assessed on qualifications, experience in academics and industry, research credentials, responsibilities held and leadership qualities, communication skills and attitude. In addition, committee gives an opportunity to the candidate to express ideas on how the Institution can be taken forward to attain a better standing.

2.1.3.4 Stability of academic leaders (5)

SSN School of Management has maintained considerable stability in leadership since its inception. It is indicated by the fact that the Institution had only three leadership changes in the past twenty years.

- Prof R.Vijayashankar from 1999 (inception) till 2007
- Prof B. Srinivasan from 2007 to 2018
- Dr.K.Hariharanath from 2018

The first had to relocate to Mumbai. The second reached the upper age limit for the Director's position but still continues in the Institution.

The current leader has been in the Institution since 16th Jan 2014.

2.2 Financial resources (40)

2.2.1 Budget allocation, Utilization and Public Accounting at Institute level (40)

Table no. 2.5 - Total Income at Institute level				
				Total Income (Amount in Rs Lacs)
2021-22				
Fee Received	Grant received from Govt	Grant received from Industry	Other Sources (specify)	(Amount in Rs Lacs.)
652.62			37.42	690.05
2020-21				
Grant received from Govt	Grant received from Govt	Grant received from Govt	Grant received from Govt	Grant received from Govt
445.45			21.75	467.20
2019-20				
				(Amount in Rs Lacs.)
		Income		Total Income
Fee Received	Grant received from Govt.	Grant received from Industry	Other Sources (specify)	
588.49			13.04	601.53

Table No. 2.5 - Summary of Budget and the actual Expenditure						
				(Amount in Rs. Lacs)		
	Budgeted	Actual Expenses	Budgeted	Actual Expenses	Budgeted	Actual Expenses
	2021-22		2020-21		2019-20	
Infrastructure Build-Up	-	-	-		-	-
Library1	23.10	23.06	10.60	9.56	9.00	7.25
Computer Labs and Software	0.54	3.36	1.40	1.35	8.35	7.58
Teaching and non-teaching staff Salary	374.43	373.20	396.00	348.89	399.82	434.67
Research	5.15	5.05	3.00	2.76	3.00	3.50
Training and Travel	8.41	7.62	6.69	6.10	9.18	9.00
Placement Activities	4.70	4.50	27.56	25.40	18.56	17.53
Entrepreneurship / Co- Curricular	6.11	6.20	2.10	1.89	1.86	2.45
Extra-Curricular	1.00	0.75	2.95	1.77	5.31	5.12
Alumni Relations	1.00	0.75	5.50	5.12	6.06	6.79
Miscellaneous expenses (Scholarships,Professional Taxes,Telephone Internet,Printing and Stationary, Advertsitment and Staff Welfare)	53.96	55.42	68.18	45.39	76.24	80.78
Others Specify (Rental, Maintance Cost,House Keeping, Security Services and Landscaping, FA Insurance, property Tax,student affairs fees paid to Anna university, Processing fees to AICTE)	76.39	73.71	59.53	109.37	110.25	107.36
Total	554.78	553.62	583.51	557.60	647.63	682.03

2.2.1.1 Adequacy of budget allocation (15)

Budget is drawn up on the requirement of each activity of the school. The process of formulating the budget is explained in 2.1.2.2. The consolidated budget is sent to the President and each item discussed in detail. The approved budget is returned to the Institution. Each expenditure is monitored based on budgeted allocation.

2.2.1.2 Utilization of allocated funds (15)

Budget is drawn based on the requirement for various activities. Hence the utilization is to the maximum extent. The bills for the expenses incurred are approved by the concerned faculty-in-charge and routed to the Finance Department for payment. The expenses are monitored against the budget by the Finance Department before disbursing the payments.

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

The financial consolidation and reporting is done for the entire SSN Trust. The annual reports of SSN Trust are available in public domain.

CRITERION 3	Program Outcomes & Course Outcomes	100

The correlation between program outcomes and course outcomes is presented in Table 3.1. The process of mapping is explained in section 3.1.1.

Table 3.1 Course and PO Correlation table (MBA Regulation 2018)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	H	L	L	L				H
	PBA1102	Statistics for Managerial decisions	H	L	H	M				H
	PBA1103	Organizational Behaviour	H	L	H	M			L	H
	PBA1104	Accounting for Management	H	M	H	M			L	H
	PBA1105	Legal Aspects of Business	H		M					M
	PBA1106	Principles of Management	H	L	L	M	M	M	L	M
	PBA1111	Data Analysis I (Lab)	M	L	H	L				M
	PBA1115	Managerial Communications I*	L			H	L	L		L
	VBA0101	Indian Business Environment	H			H	H	H		H
	VBA0102	Seminar I	H		H	H	H	H		H
Sem 2	PBA1201	Marketing Management	H	M	M	H	H	M	H	H
	PBA1202	Human Resource Management	H	H	H	M	H	L		H
	PBA1203	Financial Management	H	L	H	M			L	H
	PBA1204	Operations Management	H	M	M	L				H
	PBA1205	Business Research Methods	H	M	M	H	H	M	H	H
	PBA1206	Business Information Systems	H	M	M	M	H	M	L	H
	PBA1207	Applied Operations Research	H	L	H	L				H
	PBA1211	Data Analysis II (Lab)	H	L	H					M
	PBA1215	Managerial Communications II*	L			H	L	L		L
	VBA0201	Seminar II	H	H	H	H	H	H	L	H
Sem 3	PBA1301	Strategic Management	H	H	H	H	M	L	L	H
	PBA1316	Summer Internship	H	H	H	H	H	H	H	H
	PBA1321	Advertising and Public Relations	H	H	H	M	H	H	L	H
	PBA1322	Consumer Behaviour	H	H	H	H			M	H
	PBA1323	Customer Relationship Management	H	H	M	H	L	L	L	H
	PBA1324	Sales and Distribution Management	H	H	M	M	M	M	M	H
	PBA1325	Services Marketing	H	M	M	M	M	M	L	H
	PBA1326	Strategic Brand Management	H	H	H	M	H	M	L	H
	PBA1327	Banking Services Management	H	M	M	M	H	M	H	H

	Course Code	Course Name								
	PBA1328	Corporate Finance	H	H	H	M			H	H
	PBA1329	Financial Statement Analysis	H	M	H	H	M			H
	PBA1331	Industrial Relations and Labour Laws	H	M	M	M	L			H
	PBA1332	Organizational Theory, Design and Development	H	H	H	H	H	H	H	H
	PBA1333	Strategic Human Resource Management	H	H	H	M				H
	PBA1334	Supply Chain and Logistics Management	H	M	H	M	M	L		H
	PBA1335	Total Quality Management	H	H	H	L	M	L	L	H
	PBA1336	Services Operations Management	H	M	H	H	M	M	L	H
Sem 4	PBA1418	Final Semester Project	H	H	H	H	H	H	H	H
	PBA1421	International Marketing	H	M	M	M	M	L	L	H
	PBA1422	Retail Management	H	H	M	M	M	L	L	H
	PBA1425	Security Analysis and Portfolio Management	H	M	H	M			L	M
	PBA1428	Training and Development	H		H	H				H
	PBA1429	Project Management	H	L	H	M	L	M	L	H

- H- High contribution towards attainment   M- Medium contribution towards attainment
  L – Low contribution towards attainment

3.1 Attainment of Program Outcomes (50)

The SSN School of Management got its autonomous status in the year 2018 and the batch 2018-20, 2019-21 & 2020-22 followed MBA regulation 2018 (Autonomous). The Program Outcomes (POs) are attained through direct and indirect methods, a major component of the direct method being measured through Course Outcomes (COs). Pedagogy, learning activities, assessments and resources are all designed and organized to help students to achieve the Course Outcomes.

The diagram given (refer to Figure 3.1) below shows the process map for PO – CO Attainment and action plan.
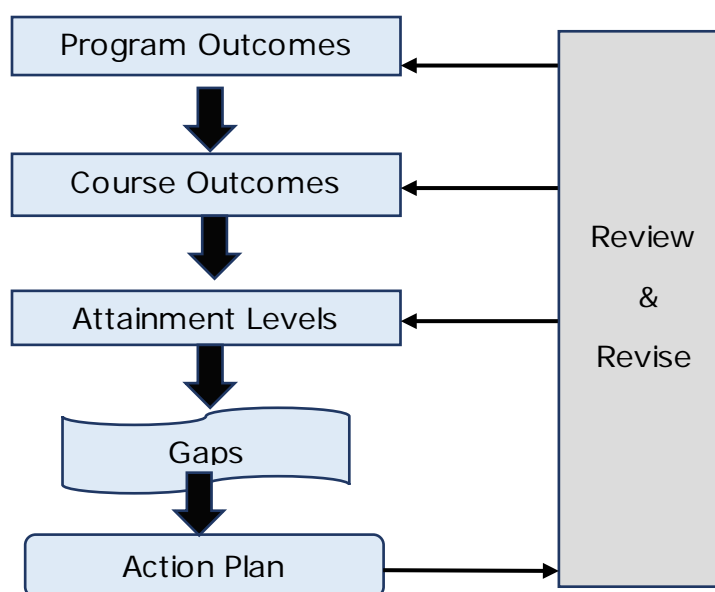

Figure 3.1 PO – CO Attainment and Action Plan Process

Program Outcomes

Program Outcomes are observable and measurable knowledge, skills or behaviour that a student is able to demonstrate upon program completion. Program Outcomes provide useful guidance at the program level for the curriculum design, syllabi of courses, delivery and assessment of students' learning. The curriculum of the program was designed by considering the Vision, Mission, Program Educational Objectives and Program Outcomes. A team of experienced faculty members framed the syllabi and defined outcomes for the different courses in the curriculum.

The following are the program outcomes for SSN School of Management MBA program (autonomous).

PO1 -Domain Knowledge

Demonstrate a familiarity and understanding of principles and concepts in management.

PO2 -Business Environment Knowledge

Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

PO3 - Critical Thinking and Problem Solving Skills

Apply the relevant knowledge gained to read situations, analyze and solve business problems.

PO4 -Communication Skills

Ability to communicate effectively, to achieve organizational and individual goals.

PO5 -Team Skills

Work in teams of diverse people to meet organizational goals.

PO6 -Leadership Skills

Demonstrate leadership skills appropriate for managerial roles in organizations.

PO7 -Ethical Orientation

Identify and appreciate the ethical issues in management decision area.

PO8 -Lifelong Learning

Ability to pursue lifelong learning.

3.1.1. Describe the assessment tools and processes used to gather the data upon which the evaluation of Program Outcome is based (15)

The Program Outcomes (POs) are measured both through direct and indirect measures. (Figure 3.2)

(a) Direct Assessment Measures

Direct assessments measure the students' knowledge or skills of measurable outcomes through direct examination or observation. Faculty conducted direct assessments of student learning for a course using various assessment tools such as cycle test, quizzes, assignments, presentations, reports and end semester exams.

(b) Indirect Assessment Measures:

Indirect measures can provide information about students' perception of their learning. An exit survey was conducted for students after the completion of the program.
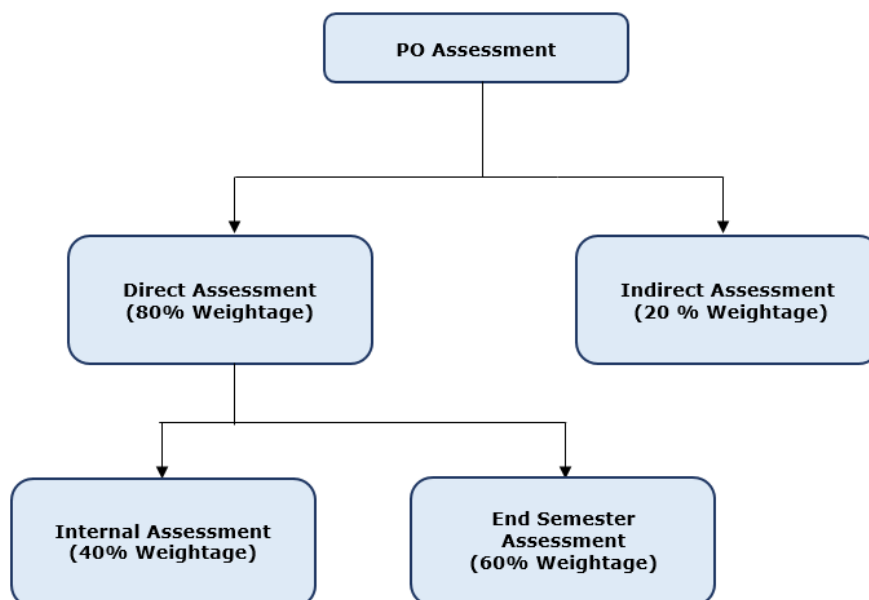
Figure 3.2 PO Attainment Measures

The overall attainment of POs was calculated using weighted average of values obtained from direct and indirect measurement tools. Generally, 80 percent weight is allotted to values derived from direct measurement with the rest 20 percent through indirect measurement methods such as students' perception surveys.

The performance of a student in each course was assessed by the faculty by means of continuous evaluation components such as class test, assignments, seminars, quizzes, projects, and case analysis etc. in addition to the end semester examinations conducted at the end of the Semester. A list of direct assessments methods is given below.

Description of various tools for the assessment is mentioned in Table 3.2.

Table 3.2 Assessment Tools for Direct Measurement – Internal Assessments

Assessment type	Description
Quiz	The Quiz is designed to evaluate students in terms of their conceptual understanding and the skills acquired by students during the course of study.
Class test	A written test of duration 30 to 60 minutes which evaluate the conceptual understanding and skills acquired by students during the course of study.
Slip test	A short 5 minute written test on topics discussed in the current or previous session.
Cycle test	Written test of 90 minutes duration, twice in a semester. Tests three levels of Bloom's Taxonomy.
Class participation	Class discussion is included in courses which involve discussions. The purpose is to improve articulation skills of students.
Assignment	The assignments may involve exercises, problem solving, short-notes, term paper, case-lets with specific questions, conceptual questions etc. These are to be submitted within the time period specified by individuals or groups.
Mini-project	Mini projects on a specific problem or topic to study in detail.
Presentation / Viva	Presentation on selected topics or present the work done in mini-project or assignments.
Company practice	Students plan and meet a manager in a company and conduct an interview to learn the policies and practices in the company.
Case Analysis	The Case Analysis Method assists students in identifying typical problems in specific functional areas of management. This develops critical thinking skills.
Written case analysis	Equivalent to an open book exam. Case is circulated in advance and the questions are posed in the class. Written submissions are made in the class.

Company Practice – Sample Instructions and Discussion Points is shown in the figure 3.3.

Expected Outcome:

Understand the HR practices in a company in the context of the industry and competition.

Preparation:

1. Get familiar with the company — vision, mission, values, its businesses etc. This information will be available in the company's website.
2. Some familiarity with the industry in which the company operates.
3. What is the industry in which the company is operating? Who are the main competitors for the company?
4. Recent news about the company in the press and internet.
5. Try and get to know the names of top people in the company.
6. Organizational structure (if available in public domain)
7. Be familiar with the discussion points.

Discussion points:

- Challenges and opportunities the company is facing.
- How the business is organized — divisions, geographies etc.
- Organizational structure in the context of its business and industry.
- What is the organizational culture? How it is relevant to the industry and business?
- Employee strength, location, categories etc. The overall strength of employees in the HR function vis-à-vis the overall employee size of the company.
- How the HR function is organized - talent acquisition, compensation management, engagement, performance management, training and development etc — challenges pertaining to the industry, company, geographical area, business etc.
- Major challenges, if any, faced by HR in terms of talent acquisition and retention. What is the attrition in the company? (HR can pass this question if he / she is not comfortable in answering this.)
- General recruitment and selection processes including types of tests, interviews and other processes. Do they do anything that is different from competitors?
- What is the induction given to the new recruits?
- Motivational measures in terms of compensation, benefits, incentives and rewards.
- Is there any benchmarking done with competitors / industry in the area of compensation.

Figure 3.3 Company Practice – Sample Instructions and Discussion points

The process of collecting evidence and measuring PO attainment values starts with mapping the courses, which have relevant content and assessment tools capable of measuring attainment of the POs. In each course, a set of Course Outcomes, which students are expected to demonstrate, are designed carefully to align with the POs. Tests, examinations and assignments both individual and group plays an important role in defining the level of learning which a student is expected to achieve in the courses (attainment of Course Outcomes) and hence in the program (attainment of Program Outcomes).

CO-PO Articulation Matrix (Table 3.1 for autonomous batch) shows the educational relationship between Course Outcomes and Program Outcomes for each course. Sample Course Outcomes are provided in Table 3.3.

Table 3.3 Sample Course Outcomes (Regulation 2018)

MBA 1st Semester	
Course Name: PBA1103 Organizational Behaviour	
CO1	Describe and explain the basic organizational behaviour theories and principles, and analyze their influences in the workplace.
CO2	Analyze and explain individual human behaviour in the workplace and the factors that influence them.
CO3	Describe the factors that influence group behaviour such as group cohesiveness, communication, conflict, leadership, power and politics.
CO4	Portray how Organizational Culture, Climate, Change & Development can have influence on organizational effectiveness.

CO5	Analyze a given situation and identify causes for the situation and recommend alternate courses of action.

MBA 2nd Semester

Course Name: PBA1205 Business Research Methods

CO1	To demonstrate a basic understanding of various aspects of business research methodologies.
CO2	To describe the research process to solve business problem.
CO3	Carry out literature review that synthesizes and evaluates literature in a specific topic area.
CO4	To identify appropriate techniques associated with qualitative and quantitative business methodologies.
CO5	To design a research activity for a given business situation.
CO6	To design and develop a business research report and to learn how to communicate the results and acknowledge the ethical implications of the research.

MBA 3rd Semester

Course Name: PBA1328 Corporate Finance

CO1	Demonstrate an understanding of the role and responsibilities of Corporate Finance in relation to other functions in an organization.
CO2	Demonstrate an understanding of various alternatives for raising of funds by a corporate, theories if any, and their advantages and limitations.
CO3	Understand the relationship between shareholders wealth maximization and the linkage to dividends and the theoretical concepts.
CO4	Do a risk analysis for capital budgeting and suggest measures to mitigate the same.
CO5	Carry out the valuation of an enterprise with a given set of data using different models and highlight their significance.

MBA 4th Semester

Course Name: PBA1428 Training & Development

CO1	Demonstrate the understanding of the need and importance of strategic Training and Development Process
CO2	Ability to identify the training needs of an organization
CO3	Demonstrate an understanding of different training methods as applicable for different situations and needs.
CO4	Design suitable evaluation methods for measuring training effectiveness.
CO5	Explain the importance of various aspects of career management and its role in organization's growth.

Program Outcomes were compared with the Course Outcomes and the two were mapped on the following score. The contribution levels are presented in Table 3.4. This was done across all core courses and all electives:

Table 3.4 Course Outcome and Program Outcomes Correlation (Autonomous)

Score	Mapping Factor
3	High (High contribution towards attainment)
2	Moderate (Medium contribution towards attainment)
1	Low (Low contribution towards attainment)

The CO-PO mapping has been done with correlation levels of 3, 2 and 1. The notation of 3, 2 and 1 denotes substantially (high), moderately (medium) and slightly (low). The sample articulation matrix is provided in Table 3.5.

Table 3.5 Sample CO-PO Articulation Matrix for MBA Regulation 2018

Course Name: PBA1103 Organizational Behaviour								
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3			2				3
CO2	3		3	2			1	3
CO3	3	1	3	2				3
CO4	3	1	3	2				3
CO5	3	1	3	2				3
Average	3	1	3	2			1	3
Course Name: PBA1205 Business Research Methods								
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2	3	3				3
CO2	3	1	3	3	3			3
CO3	3	2	2	3				3
CO4	3		2	3				3
CO5	3	2	2	3	2	2		3
CO6	3	2	1	3	3	2	3	3
Average	3.0	1.8	2.2	3.0	2.7	2.0	3.0	3.0
Course Name: PBA1328 Corporate Finance								
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3	2		2				3
CO2	3	3	3	2				3

CO3	3	3	3	2			3	3
CO4	3		3	2				3
CO5	3	3	3	2				3
Average	3	2.75	3	2			3	3

Course Name: PBA1428 Training & Development								
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO1	3		3					3
CO2	3		3					3
CO3	3		3	3				3
CO4	3		3	3				3
CO5	3		3	3				3
Average	3		3	3				3

The average score ranges from 1 – 3. The scores above 2.5 is converted to "H", scores between 1.5 and 2.4 is converted to "M" and scores between 1 to 1.5 is converted to L respectively and presented in Table 3.1.

The following process are used to ensure the quality of assessment tools (tools mentioned earlier).

- Periodic discussion with the faculty members handling the course
- Discussion with faculty members regarding internal assessments

The final Course Outcomes of a semester are reviewed by a Performance Assessment Committee constituted for this purpose. The committee consists of three members appointed by the Director.

3.1.2. PO attainment levels (35)

Direct attainment level of a PO was determined by taking average across all courses addressing that PO. Indirect attainment level of PO was determined based on the student exit surveys. Direct measures are based on student performance in assessments which include tests, reports, presentations, end semester examinations and other assessments. Figure 3.1 outlines the PO – CO Attainment and Action Plan process.

The table 3.6 shows the program attainment for all courses for the batch 2018-20.

Table 3.6 Program Outcome Attainment (Batch 2018-20)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	2.00	2.00	2.00	2.00				2.00
	PBA1102	Statistics for Managerial decisions	2.30	2.30	2.40	1.80				2.30
	PBA1103	Organizational Behaviour	2.20	2.33	2.20	2.20			1.80	2.20
	PBA1104	Accounting for Management	1.80	1.80	1.80	1.80			1.80	1.80
	PBA1105	Legal Aspects of Business	2.07	1.80	2.28					2.07
	PBA1106	Principles of Management	2.50	2.36	2.80	2.40	2.07	2.20	3.00	2.50
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			3.00	3.00	3.00		3.00
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 2	PBA1201	Marketing Management	1.65	1.68	1.70	1.70	1.80	1.80	1.80	1.74
	PBA1202	Human Resource Management	2.60	2.70	2.60	2.66	3.00	3.00		2.60
	PBA1203	Financial Management	2.36	2.50	2.50	2.36			2.36	2.36
	PBA1204	Operations Management	2.30	1.80	2.60	2.30				2.30
	PBA1205	Business Research Methods	2.93	2.91	2.94	2.93	2.90	2.80	3.00	2.93
	PBA1206	Business Information Systems	2.83	2.80	2.89	2.83	3.00	3.00	3.00	2.83
	PBA1207	Applied Operations Research	2.70	2.70	2.67	2.87				2.70
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					3.00
	PBA1215	Managerial Communications II*	3.00			3.00	3.00	3.00		3.00
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 3	PBA1301	Strategic Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1321	Advertising and Public Relations	2.28	2.20	2.40	2.28	2.60	2.60	2.20	2.28
	PBA1322	Consumer Behaviour	2.20	2.10	2.28	2.10			3.00	2.20
	PBA1323	Customer Relationship Management	2.70	2.64	2.70	2.70	2.90	2.80	2.60	2.70
	PBA1324	Sales and Distribution Management	2.87	2.84	2.84	2.84	3.00	3.00	2.60	2.87

	PBA1325	Services Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1326	Strategic Brand Management	2.93	2.87	2.92	2.94	3.00	3.00	2.90	2.93
	PBA1327	Banking Services Management	2.87	2.80	2.80	2.80	2.84	2.80	3.00	2.87
	PBA1328	Corporate Finance	2.60	2.53	2.70	2.60			3.00	2.60
	PBA1329	Financial Statement Analysis	1.80	1.80	1.80	1.80	1.80			1.80
	PBA1331	Industrial Relations and Labour Laws	2.33	2.36	2.00	2.33	2.20			2.33
	PBA1332	Organizational Theory, Design and Development	2.60	2.60	2.60	2.60	2.73	3.00	2.60	2.70
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00				3.00
	PBA1334	Supply Chain and Logistics Management	2.87	2.87	2.87	2.80	2.80	2.80		2.87
	PBA1335	Total Quality Management	2.73	2.73	2.76	2.70	2.60	2.70	2.60	2.73
	PBA1336	Services Operations Management	2.25	2.27	2.27	2.20	2.20	2.20	2.40	2.27
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1425	Security Analysis and Portfolio Management	2.84	2.92	2.84	2.84			3.00	2.84
	PBA1428	Training and Development	3.00		3.00	3.00				3.00
	PBA1429	Project Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average PO Attainment			2.65	2.59	2.65	2.64	2.76	2.83	2.72	2.65

The table 3.7 shows the program attainment for all courses for the batch 2019-21.

Table 3.7 Program Outcome Attainment (Batch 2019-21)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00	3.00	3.00				3.00
	PBA1102	Statistics for Managerial decisions	2.70	2.52	2.60	3.00				2.70
	PBA1103	Organizational Behaviour	2.28	2.28	2.44	2.33	3.00	3.00	2.60	2.60
	PBA1104	Accounting for Management	2.60	2.40	2.60	2.49	1.80	2.80	2.40	2.49
	PBA1105	Legal Aspects of Business	3.00	3.00	3.00					3.00
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			1.56	3.00	3.00		3.00
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00		3.00	3.00	3.00	3.00		3.00
Sem 2	PBA1201	Marketing Management	2.70	2.80	2.80	2.90	3.00	3.00	3.00	2.89
	PBA1202	Human Resource Management	3.00	3.00	3.00	3.00	3.00	3.00		3.00
	PBA1203	Financial Management	2.52	2.7	2.7	2.52			2.52	2.52
	PBA1204	Operations Management	2.52	2.7	2.7	2.52				
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1206	Business Information Systems	2.93	3.00	2.84	2.93	3.00	3.00	3.00	2.93
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00				3.00
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					3.00
	PBA1215	Managerial Communications II*				1.67	3.00	1.50		
	VBA0201	Seminar II	2.50	2.50	3.00	2.50	3.00	3.00	2.50	2.50
Sem 3	PBA1301	Strategic Management	2.84	2.60	2.73	2.84	2.84	2.84	2.73	2.84
	PBA1316	Summer Internship	2.84	2.80	2.90	2.84	3.00	3.00	2.87	2.84
	PBA1321	Advertising and Public Relations	2.84	2.80	2.90	2.84	3.00	3.00	2.87	2.84
	PBA1322	Consumer Behaviour	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1323	Customer Relationship Management								

	Code	Course								
	PBA1324	Sales and Distribution Management								
	PBA1325	Services Marketing	2.76	2.40	2.60	2.76	2.76	2.76	2.60	2.76
	PBA1326	Strategic Brand Management	3	3	3	3	3	3	3	3
	PBA1327	Banking Services Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1328	Corporate Finance	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1329	Financial Statement Analysis	0.90	1.20	0.90	0.87	0.80			0.90
	PBA1331	Industrial Relations and Labour Laws	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00				3.00
	PBA1334	Supply Chain and Logistics Management	3.00	3.00	3.00	3.00				3.00
	PBA1335	Total Quality Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1336	Services Operations Management	2.90	2.87	2.87	3.00	3.00	3.00	2.60	2.90
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1425	Security Analysis and Portfolio Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1428	Training and Development	3.00	3.00	3.00	3.00				
	PBA1429	Project Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average PO Attainment			2.86	2.84	2.87	2.81	2.87	2.93	2.87	2.87

The table 3.8 shows the program attainment for all courses for the batch 2020-22.

Table 3.8 Program Outcome Attainment (Batch 2020-22)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1102	Statistics for Managerial decisions	3.00	3.00	3.00	3.00				3.00
	PBA1103	Organizational Behaviour	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1104	Accounting for Management	2.57	2.67	2.47	3.00			3.00	2.57
	PBA1105	Legal Aspects of Business	2.47	2.60	2.68					2.47
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			2.60	3.00	3.00		2.60
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00		3.00	3.00	3.00	3.00		3.00
Sem 2	PBA1201	Marketing Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1202	Human Resource Management	3.00	3.00	3.00	3.00	3.00	3.00	0.00	3.00
	PBA1203	Financial Management	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1204	Operations Management	3.00	3.00	3.00	3.00				
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1206	Business Information Systems	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					
	PBA1215	Managerial Communications II*			3.00	3.00	3.00	3.00	3.00	3.00
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 3	PBA1301	Strategic Management	2.68	3.00	3.00	2.68	2.68	2.68	3.00	2.68
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1321	Advertising and Public Relations	2.68	2.70	2.70	2.68	2.80	2.80	2.60	2.68
	PBA1322	Consumer Behaviour	2.73	2.70	3.00	2.70			3.00	2.73
	PBA1323	Customer Relationship Management	2.50	2.52	2.50	2.50	2.60	2.80	2.60	2.50

	Code	Course								
	PBA1324	Sales and Distribution Management	3.00	2.00	3.00	3.00	3.00	3.00		3.00
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1326	Strategic Brand Management	2.87	3.00	2.84	2.88	3.00	3.00	2.90	2.87
	PBA1327	Banking Services Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1328	Corporate Finance	2.36	2.42	2.40	2.36			3.00	2.36
	PBA1329	Financial Statement Analysis	2.40	2.00	2.00	2.00	1.96	2.00	2.80	2.40
	PBA1331	Industrial Relations and Labour Laws	2.07	2.04	2.00	2.07	2.20			2.07
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1333	Strategic Human Resource Management	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80
	PBA1334	Supply Chain and Logistics Management	2.87	2.80	2.80	2.80	2.84	2.80	3.00	2.87
	PBA1335	Total Quality Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1336	Services Operations Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00		3.00
	PBA1425	Security Analysis and Portfolio Management	2.52	2.60	2.52	2.57	2.33	2.47	2.60	2.60
	PBA1428	Training and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1429	Project Management	3.00	2.40	2.40	3.00	3.00	3.00	1.80	1.80
Average PO Attainment			2.85	2.80	2.83	2.84	2.85	2.88	2.77	2.80

Indirect Measure Process

An exit survey of students was conducted after their graduation to assess the attainment level for MBA program outcomes. The survey asked the student to rate their perception of the attainment levels of POs on a scale of 1 to 5. The Results are presented in Table 3.8 and exit survey form is presented in figure 3.4.

Scale

- Not Attained (1)
- Slightly Attained (2)
- Partially Attained (3)
- Significantly Attained (4)
- Fully Attained (5)

Individual student's feedback were collected and converted into points. From the survey, the number of students who selected the scale agree (4) and strongly agree (5) were totalled and if more than 70%, attainment level is computed as 3. If between 60% and 70%, the attainment level is 2 and between 50% and 60%, the attainment level is 1.

Exit Survey – Sample Form (2018 – 20) is shown in the figure 3.4.

Responses cannot be edited

MBA 2018-20 - Your perception on Program Outcomes

We have a set of outcomes that the MBA program is designed to achieve.

The intended outcomes are listed below. Please give your feedback on the extent to which you think we have achieved the program outcomes. We are seeking your feedback based on your own experience and opinion.

Students are one of the very important stakeholders in the program and we are keen to get your feedback. Please take a little time and think back when recording your response. Needless to mention, this feedback is very valuable to us.

* Required

Email *

2k18kiruthiga.r@somca.ssn.edu.in

Student Name *

Kiruthiga R

Kindly mark your opinion about the following program outcomes.

For each outcome, indicate the score on a 5-point scale where
5 is fully met
4 is significantly met
3 is partly met
2 is slightly met
1 is not met

PO1 – Domain Knowledge *
Demonstrate familiarity and understanding of principles and concepts in management.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO2 – Business Environment Knowledge *
Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO3 – Critical Thinking and Problem Solving Skills *
Apply the relevant knowledge gained to read situations, analyze and solve business problems.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO4 – Communication Skills *
Ability to communicate effectively, to achieve organizational and individual goals.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO5 –Team Skills *
Work in teams of diverse people to meet organizational goals.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO6 – Leadership Skills *
Demonstrate leadership skills appropriate for managerial roles in organizations.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO7 – Ethical Orientation *
Identify and appreciate the ethical issues in management decision area.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO8 – Lifelong Learning *
Ability to pursue lifelong learning.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

Figure 3.4 Exit Survey (2018-20)

Table 3.9 Survey Result based on Indirect Measure of POs attainment level (Batch 2018-20)

Scale	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Not Attained (1)	0	1	1	0	0	0	0	0
Slightly Attained (2)	0	2	2	0	0	3	1	2
Partially Attained (3)	2	13	6	4	5	4	9	2
Significantly Attained (4)	34	32	34	25	16	30	22	20
Fully Attained (5)	31	19	24	38	46	30	35	43
Sum of 4 & 5	**65**	**51**	**58**	**63**	**62**	**60**	**57**	**63**
% responses of 4 & 5	**97%**	**76%**	**87%**	**94%**	**93%**	**90%**	**85%**	**94%**
Attainment Level	**3**	**3**	**3**	**3**	**3**	**3**	**3**	**3**

Exit survey was also conducted for batch 2019-21. The total responses collected was 86. The data of exit survey batch 2019-21 is presented in table 3.10.

Exit Survey – Sample Form (2019 – 21) is shown in the figure 3.5

PO1 – Domain Knowledge *
Demonstrate familiarity and understanding of principles and concepts in management.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO2 – Business Environment Knowledge *
Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

	1	2	3	4	5	
Not Met	○	○	◉	○	○	Fully Met

PO3 – Critical Thinking and Problem Solving Skills *
Apply the relevant knowledge gained to read situations, analyze and solve business problems.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO4 – Communication Skills *
Ability to communicate effectively, to achieve organizational and individual goals.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO5 –Team Skills *
Work in teams of diverse people to meet organizational goals.

	1	2	3	4	5	
Not Met	○	○	○	○	◉	Fully Met

PO6 – Leadership Skills *
Demonstrate leadership skills appropriate for managerial roles in organizations.

	1	2	3	4	5	
Not Met	○	○	◉	○	○	Fully Met

PO7 – Ethical Orientation *
Identify and appreciate the ethical issues in management decision area.

	1	2	3	4	5	
Not Met	○	○	◉	○	○	Fully Met

PO8 – Lifelong Learning *
Ability to pursue lifelong learning.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

Figure 3.5 Exit Survey (2019 – 21)

Table 3.10 Survey Result based on Indirect Measure of POs attainment level (Batch 2019-21)

Scale	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Not Attained (1)	0	0	0	0	0	0	0	0
Slightly Attained (2)	0	2	1	1	0	3	1	2
Partially Attained (3)	13	18	20	15	7	17	10	11
Significantly Attained (4)	45	42	37	31	30	32	39	35
Fully Attained (5)	28	24	28	39	49	34	36	40
Sum of 4 & 5	73	66	65	70	79	66	75	75
% responses of 4 & 5	85%	77%	76%	81%	92%	77%	87%	87%
Attainment Level	3	3	3	3	3	3	3	3

Exit survey was also conducted for batch 2020-22. The total responses collected was 89. The data of exit survey batch 2020-22 is presented in table 3.11.

Kindly mark your opinion about the following program outcomes.

For each outcome, indicate the score on a 5-point scale where
5 is fully met
4 is significantly met
3 is partly met
2 is slightly met
1 is not met

PO1 - Domain Knowledge *
Demonstrate familiarity and understanding of principles and concepts in management.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO2 - Business Environment Knowledge *
Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

	1	2	3	4	5	
Not Met	○	○	◉	○	○	Fully Met

PO3 - Critical Thinking and Problem Solving Skills *
Apply the relevant knowledge gained to read situations, analyze and solve business problems.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO4 - Communication Skills *
Ability to communicate effectively, to achieve organizational and individual goals.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO5 -Team Skills *
Work in teams of diverse people to meet organizational goals.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

PO6 - Leadership Skills *
Demonstrate leadership skills appropriate for managerial roles in organizations.

	1	2	3	4	5	
Not Met	○	○	○	◉	○	Fully Met

Figure 3.6 Exit Survey (2020 – 22)

Table 3.11 Survey Result based on Indirect Measure of POs attainment level (Batch 2020-22)

Scale	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Not Attained (1)	0	0	0	0	0	0	0	1
Slightly Attained (2)	0	0	4	1	0	4	1	0
Partially Attained (3)	7	13	14	7	9	12	9	6
Significantly Attained (4)	43	40	41	34	29	36	43	36
Fully Attained (5)	39	36	30	47	51	37	36	46
Sum of 4 & 5	82	76	71	81	80	73	79	82
% responses of 4 & 5	95%	88%	76%	81%	92%	77%	87%	87%
Attainment Level	3	3	3	3	3	3	3	3

The proportion between Direct and Indirect Assessment are as follows:

Direct Assessment: 80%

Indirect Assessment: 20%

The overall PO attainment for the batch 2018-20 is presented in tables 3.12

Table 3.12 Attainment Level with gaps and Action Plan (Batch 2018-20)

Program Outcome	Direct Assessment				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	Semester								
	1	2	3	4					
PO1 - Domain Knowledge	2.49	2.64	2.65	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
PO2 - Business Environment Knowledge	2.32	2.57	2.62	2.94	2.59	3.00	2.67	0.33	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.44	2.66	2.64	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
PO4 - Communication Skills	2.47	2.63	2.63	2.94	2.64	3.00	2.71	0.29	Continuous Improvement
PO5 -Team Skills	2.77	2.78	2.69	2.95	2.76	3.00	2.81	0.19	Continuous Improvement
PO6 - Leadership Skills	2.80	2.77	2.83	2.95	2.83	3.00	2.86	0.14	Continuous Improvement
PO7 - Ethical Orientation	2.40	2.63	2.76	2.96	2.72	3.00	2.78	0.22	Continuous Improvement
PO8 - Lifelong Learning	2.49	2.65	2.66	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
Overall Average PO Attained	2.52	2.66	2.68	2.95	2.69	3.00	2.75		

The overall PO attainment for the batches 2019-21 is presented in tables 3.13

Table 3.13 Attainment Level with gaps and Action Plan (Batch 2019-21)

Program Outcome	Direct Assessment				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	Semester								
	1	2	3	4					
PO1 - Domain Knowledge	2.86	2.85	2.83	3.00	2.88	3	2.91	0.09	Continuous Improvement
PO2 - Business Environment Knowledge	2.74	2.87	2.80	3.00	2.85	3	2.88	0.12	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.83	2.92	2.82	3.00	2.89	3	2.91	0.09	Continuous Improvement
PO4 - Communication Skills	2.71	2.72	2.83	3.00	2.81	3	2.85	0.15	Continuous Improvement
PO5 -Team Skills	2.80	2.97	2.80	3.00	2.89	3	2.91	0.09	Continuous Improvement
PO6 - Leadership Skills	2.97	2.72	2.96	3.00	2.91	3	2.93	0.07	Continuous Improvement
PO7 - Ethical Orientation	2.67	2.75	2.90	3.00	2.83	3	2.86	0.14	Continuous Improvement
PO8 - Lifelong Learning	2.88	2.85	2.82	3.00	2.89	3	2.91	0.09	Continuous Improvement
Overall Average PO Attained	2.81	2.83	2.85	3.00	2.87	3.00	2.90		

The overall PO attainment for the batches 2020-22 is presented in tables 3.14

Table 3.14 Attainment Level with gaps and Action Plan (Batch 2020-22)

Program Outcome	Direct Assessment Semester				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	1	2	3	4					
PO1 - Domain Knowledge	2.90	3.00	2.76	2.92	2.90	3	2.92	0.08	Continuous Improvement
PO2 - Business Environment Knowledge	2.90	3.00	2.70	2.83	2.86	3	2.89	0.11	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.89	3.00	2.77	2.82	2.87	3	2.90	0.10	Continuous Improvement
PO4 - Communication Skills	2.96	3.00	2.73	2.93	2.90	3	2.92	0.08	Continuous Improvement
PO5 -Team Skills	3.00	3.00	2.79	2.89	2.92	3	2.94	0.06	Continuous Improvement
PO6 - Leadership Skills	3.00	3.00	2.85	2.91	2.94	3	2.95	0.05	Continuous Improvement
PO7 - Ethical Orientation	3.00	2.57	2.90	2.68	2.79	3	2.83	0.17	Continuous Improvement
PO8 - Lifelong Learning	2.86	3.00	2.76	2.73	2.84	3	2.87	0.13	Continuous Improvement
Overall Average PO Attained	2.94	2.95	2.78	2.84	2.88	3.00	2.90		

Table 3.15 Attainment Level of Specialization Courses (Batch 2020-22)

Program Outcome	Direct Assessment for Specialization Courses				Direct Assessment Electives (DA)
	Marketing	Finance	Operations	HR	
PO1 - Domain Knowledge	2.85	2.57	2.97	2.70	2.77
PO2 - Business Environment Knowledge	2.74	2.50	2.80	2.71	2.69
PO3 - Critical Thinking and Problem Solving Skills	2.88	2.48	2.80	2.70	2.72
PO4 - Communication Skills	2.84	2.48	2.95	2.72	2.75
PO5 -Team Skills	2.91	2.43	2.96	2.74	2.76
PO6 - Leadership Skills	2.94	2.49	2.95	2.93	2.83
PO7 - Ethical Orientation	2.85	2.85	2.70	2.87	2.82
PO8 - Lifelong Learning	2.85	2.59	2.67	2.70	2.70
Overall Average PO Attained	2.86	2.55	2.85	2.76	2.75

3.2. Course Outcomes (50)

3.2.1. Describe the assessment tools and processes used to gather the data upon which the evaluation of Course Outcome is based (10)

Course Outcomes are statements which indicate what a student can do after the successful completion of a course related to skills, knowledge and behaviour. Every course has a set of Course Outcomes. Course Outcomes are reflected as part of course outlines for all the courses. It should be specific and measurable statements. COs are designed by using the action verbs of learning levels. Course Outcome is evaluated based on the performance of students in internal assessments and in end semester examination of a course. Different assessment tools are used to measure the student learning and hence attainment of Course Outcomes. Course Outcomes are structured with Blooms Taxonomy action verbs.
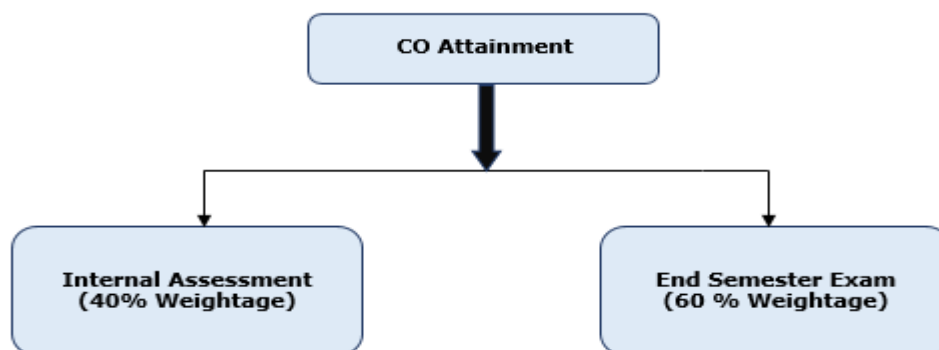
Figure 3.7 CO Attainment Components (Autonomous)

The faculty members used a combination of the assessment tools based on the specific requirements of the course. An illustrative list of various types of assessment tools are given below.

1. Quiz
2. Class Test
3. Cycle Test
4. Assignments
5. Mini Project
6. Seminars / Presentations
7. Case Analysis
8. Class Participation
9. Company practice
10. End Semester Exam

Identification of appropriate methods for course assessment plan to measure COs was done carefully. Each of the assessments was linked with Course Outcomes. After conducting the assessment tasks, the scores of all the students in different assessments were tabulated to calculate attainment of Course Outcomes. The quality of assessment processes and tools are assured through standard rubrics and evaluation sheets.

The following points are checked in the course outlines submitted by the faculty members.
- The Course Outcomes are mentioned in the course syllabus.
- The alignment of assessments with Course Outcomes.

3.2.2. Record the attainment of Course Outcomes of all courses with respect to set attainment levels (40)

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

Step 1: Setting threshold level

Threshold levels were set for all courses. The threshold level was set at 60% for internal assessments and end-semester examinations for the first two batches of MBA Autonomous program (2018-20 and 2019-21 batch). Most of the companies' basic criteria for job application requirements is 60% or CGPA of 6 out of 10. Therefore, the threshold has been fixed as 60% for the first two batches.

From the third batch 2020-22 the threshold will be fixed by average marks obtained in the course in last two years.

Due to placement requirements the threshold level needs to be above 60% for all courses. Even in few courses if the mean is less than 60%, the threshold will be treated as 60%. A sample calculation is shown in the table 3.13.

Table 3.16: Calculation of Threshold Level – Legal Aspects of Business

Course	Year	Internals Average	ESE Average
Legal Aspects of Business	2018-19	67	67
	2019-20	57.5	69
Average		62.25	68

The threshold level for Legal aspects of business will be increased to 62 percent for the batch 2020- 2022.

Step 2: Setting Attainment Level

Attainment can be defined as the percentage of students scoring above the threshold marks set.

The attainment level for 2018-20 and 2019-21 is given below:

Attainment Level 3: 70% or more students scoring more than the threshold

Attainment Level 2: 60 to 69% of students scoring more than the threshold

Attainment Level 1: 50% to 59% of students scoring more than the threshold

Attainment was measured in terms of actual percentage of students getting set percentage of marks. Attainment Level 2 was set as a target for all courses. If targets are achieved then all the Course Outcomes are attained for that year.

The overall attainment was found to be high for the first two batches of MBA autonomous program. The Attainment level for 2020-22 batch it will be increased to

Attainment Level 3: 80% or more students scoring more than the threshold

Attainment Level 2: 70 to 79% of students scoring more than the threshold

Attainment Level 1: 60% to 69% of students scoring more than the threshold

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

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

60% weightage was given to end semester exam and 40% weightage was given to internal assessments. The CO attainment calculation will be (60% of end semester exam level) + (40% of Internal assessment level) i.e. 60% of 3 + 40% of 2 = 1.8 + 0.8 = 2.6.

Sample CO calculation sheet is presented in figure 3.8.

		CO Level	1	1	2	3	1	1	1	1	2	3	1	1	1	2	3	3	3	3	3	3
			CLASS TEST - 6 Feb 19				INTERIM TEST - 20 Feb 19						CYCLE TEST 1 - 22 Mar 19									
		Max Marks	2	2	6	10	2	2	2	2	6	11	2	2	2	2	6	6	10	10	10	10
#	Admission#	Name of the Students	1	2	3	4	1	2	3	4	5	6	1	2	3	4	5	6	7	8	9	10
1	18 8001 001	Abhinaya V	0	2	4	10	1	1	1	2	4	7	2	1	1	0	2	6		8	10	6
2	18 8001 002	Abinaya G	0	2	4	7	1	1	1	0	0	7	2	0	1	0	5	3	6	4		0
3	18 8001 003	Abinaya R	0	2	4	10	1	1	0	2	3	11	2	1	1	2	6	6	10	9		10
5	18 8001 004	Abirami Sankaranarayana	1	0	2	10	1	2	1	0	3	4	1	2	1	0	6	4	10		10	10
4	18 8001 005	Abirami Senthilkumar	2	1	1	10	1	2	1	0	4	4	0	1	1	0	5	6		8	8	7
6	18 8001 006	Aishwarya R	2	0	5	7	0	1	1	2	0	3	0	1	1	0	6	6	10		10	2
7	18 8001 007	Aishwarya V S	1	1	1	9	1	1	0	0	2	3	2	0	1	0	4	4	9	10		6
8	18 8001 008	Akanya N	2	2	3	10	2	1	1	2	5	6	1	1	1	0	6	1	10		10	8
9	18 8001 009	Akshai M	1	2	1	10	2	2	2	1	5	11	1	2	2	2	6	6	10		10	10
10	18 8001 010	Akshaya L	2	2	5	10	1	1	1	2	3	6	2	2	2	0	6	3	10		10	8
11	18 8001 011	Akshitha N	2	1	1	10	2	0	0	0	3	9	2	0	1	0	6	6	10		8	9
12	18 8001 012	Alagu A N	2	2	5	10	1	1	0	0	4	4	1	1	1	0	6	6	10		9	7
13	18 8001 013	Alan B George	2	2	6	10	1	2	0	1	4	6	2	1	2	0	6	6	10		10	10
14	18 8001 014	Angel Cyril Y	1	2	3	10	2	1	1	0	6	6	2	2	2	2	4	6	10		10	5
15	18 8001 015	Anirud Srinivas N P	1	2	1	10	1	2	1	0	3	3	1	1	1	0	5	3	10		10	10
16	18 8001 016	Anjana Dineshkumar D	2	1	2	10	1	2	2	0	2	3	0	0	0	0	6	4	10		4	3
17	18 8001 017	Aravind Balaji S	2	1	3	10	1	1	1	1	5	11	1	1	2	0	4	6	10		10	6
18	18 8001 018	Arjun V Anand	0	1	3	6	1	1	1	0	0	3	1	1	0	0	4	6	10		7	0
19	18 8001 019	Arokia Joyce A	0	2	1	6	2	2	1	0	3	6	2	2	2	2	6	5	10		10	7
20	18 8001 020	Arun Thamil Murthy A	1	1	5	10	0	1	0	0	0	4	1	0	0	0	3	6	6	8		4
21	18 8001 021	Boopesh M	2	2	1	10	0	1	0	0	3	4	0	0	0	0	0	6		3	10	0
22	18 8001 022	Chandhini S	0	2	6	10	1	2	2	0	6	10	2	1	1	1	6	6		9	10	8
23	18 8001 023	Darshni Priya M S	1	2	3	10	2	2	2	2	3	6	2	2	2	2	6	6	7	7		10
24	18 8001 024	Deepasree P	2	2	5	10	2	2	2	2	5	11	2	2	2	2	6	5	10		10	10
25	18 8001 025	Deepika D	2	2	5	10	0	0	1	0	6	6	1	1	1	0	6	5	10		10	9
26	18 8001 026	Deepika T	2	2	5	10	1	1	2	0	3	2	2	0	1	0	5	6	10	8		6
27	18 8001 027	Devadoss V	1	2	4	10	1	0	0	0	2	2	1	1	2	0	5	6	10		10	6
28	18 8001 028	Elizabeth M Thomas	2	2	4	10	1	2	1	0	3	8	2	2	2	1	6	6	10		10	8
29	18 8001 029	Elwin Dev Seba J	2	1	3	10	1	1	0	0	4	5	1	1	0	0	5	6	10		9	0
30	18 8001 030	Evangline E K	2	2	2	10	1	2	0	0	0	8	2	2	2	0	6	6	10		8	8
31	18 8001 031	Frederic Lourdu Raja S	2	2	2	9	1	1	2	2	6	3	2	2	2	0	3	6	10		7	6
32	18 8001 032	Gautam G	2	2	5	5	0	1	1	0	3	3	2	1	1	0	5	4	10	4		2

CO1					CO2					CO3				
Total Marks Obtained	Total Marks Attempted	Percentage Attained	Scores Based on Scale of 3	Target > 60	Total Marks Obtained	Total Marks Attempted	Percentage Attained	Scores Based on Scale of 3	Target > 60	Total Marks Obtained	Total Marks Attempted	Percentage Attained	Scores Based on Scale of 3	Target > 60
15	26	58	1	No	28	34	82	3	Yes	63	85	74	3	Yes
11	26	42	0	No	9	24	38	0	No	35	95	37	0	No
15	26	58	1	No	18	24	75	3	Yes	94	95	99	3	Yes
12	26	46	0	No	12	24	50	1	No	71	95	75	3	Yes
11	26	42	0	No	15	24	63	2	Yes	65	95	68	2	Yes
10	26	38	0	No	17	34	50	1	No	60	85	71	3	Yes
10	26	38	0	No	13	24	54	1	No	65	95	68	2	Yes
18	26	69	2	Yes	8	24	33	0	No	82	95	86	3	Yes
21	26	81	3	Yes	28	34	82	3	Yes	85	85	100	3	Yes
23	26	88	3	Yes	28	34	82	3	Yes	69	85	81	3	Yes
14	26	54	1	No	21	34	62	2	Yes	73	85	86	3	Yes
13	26	50	1	No	29	34	85	3	Yes	70	85	82	3	Yes
18	26	69	2	Yes	20	24	83	3	Yes	90	95	95	3	Yes
17	26	65	2	Yes	18	24	75	3	Yes	67	95	71	3	Yes
13	26	50	1	No	19	34	56	1	No	67	85	79	3	Yes
11	26	42	0	No	12	34	35	0	No	52	85	61	2	Yes
16	26	62	2	Yes	26	34	76	3	Yes	77	85	91	3	Yes
6	26	23	0	No	13	24	54	1	No	52	95	55	1	No
17	26	65	2	Yes	16	24	67	2	Yes	80	95	84	3	Yes
7	26	27	0	No	20	34	59	1	No	58	85	68	2	Yes
5	26	19	0	No	16	34	47	0	No	46	85	54	1	No
19	26	73	3	Yes	30	34	88	3	Yes	74	85	87	3	Yes
22	26	85	3	Yes	24	34	71	3	Yes	68	85	80	3	Yes
25	26	96	3	Yes	22	24	92	3	Yes	94	95	99	3	Yes
10	26	38	0	No	21	24	88	3	Yes	69	85	81	3	Yes
13	26	50	1	No	18	24	75	3	Yes	66	95	69	2	Yes
13	26	50	1	No	8	24	33	0	No	72	95	76	3	Yes
20	26	77	3	Yes	28	34	82	3	Yes	76	85	89	3	Yes
9	26	35	0	No	17	24	71	3	Yes	56	95	59	1	No
17	26	65	2	Yes	16	34	47	0	No	77	85	91	3	Yes
16	26	62	2	Yes	24	34	71	3	Yes	55	85	65	2	Yes
14	26	54	1	No	15	24	63	2	Yes	50	95	53	1	No
15	26	58	1	No	25	34	74	3	Yes	73	85	86	3	Yes

Figure 3.8 PBA1207 Applied Operations Research - Sample CO Attainment Calculation Sheet

Sample CO attainment calculation for internal assessments is presented in Table 3.14.

Table 3.17 PBA1207 Applied Operations Research – Sample CO Attainment Level (Internals)

Course Outcomes	Percentage of Students Achieved CO Above 60%	Level of Attainment
CO1	52.10%	1
CO2	64.71%	2
CO3	85.71%	3
CO4	99.16%	3
	Average CO Attainment	2.25

The recorded attainment of Course Outcomes of all courses with respect to set attainment levels, for the courses of MBA batch 2018-20, is given in Table 3.15 and MBA batch 2019-21 is given in Table 3.16:

Table 3.18 CO attainments for Batch 2018-2020 (Autonomous)

Semester	Course Code	Course Title	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	Overall CO Attainment Level	Gap Analysis
Sem 1	PBA1101	Economic Analysis for Business	2.20	1.80							2.00	Attained
	PBA1102	Statistics for Managerial decisions	1.80	2.60	3.00	1.80					2.30	Attained
	PBA1103	Organizational Behaviour	2.20	1.80	2.20	2.60	2.20				2.20	Attained
	PBA1104	Accounting for Management	1.80	1.80	1.80	1.80	1.80	1.80	1.80		1.80	Not Attained
	PBA1105	Legal Aspects of Business	1.80	1.80	2.60						2.07	Attained
	PBA1106	Principles of Management	3.00	3.00	2.20	1.80					2.50	Attained
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1115	Managerial Communication I*	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
Sem 2	PBA1201	Marketing Management	1.40	1.80	1.80	1.80	1.80	1.80	1.80		1.74	Not Attained
	PBA1202	Human Resource Management	3.00	1.80	3.00						2.60	Attained
	PBA1203	Financial Management	1.80	1.80	3.00	3.00	2.20				2.36	Attained
	PBA1204	Operations Management	1.80	1.80	2.60	3.00					2.30	Attained
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	2.60	3.00			2.93	Attained
	PBA1206	Business Information Systems	2.60	2.60	3.00	2.60	3.00	3.00	3.00		2.83	Attained
	PBA1207	Applied Operations Research	2.20	2.60	3.00	3.00					2.70	Attained
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00						3.00	Attained
	PBA1215	Managerial Communications II*	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained

Sem	Code	Name									Avg	Status
	PBA1301	Strategic Management	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1321	Advertising and Public Relations	1.80	3.00	1.80	2.60	2.20				2.28	Attained
	PBA1322	Consumer Behaviour	1.80	3.00	1.80						2.20	Attained
	PBA1323	Customer Relationship Management	3.00	2.20	3.00	2.60					2.70	Attained
	PBA1324	Sales and Distribution Management	3.00	2.60	3.00						2.87	Attained
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1326	Strategic Brand Management	3.00	3.00	3.00	3.00	2.60	3.00			2.93	Attained
	PBA1327	Banking Services Management	2.60	3.00	3.00						2.87	Attained
Sem 3	PBA1328	Corporate Finance	2.20	2.60	3.00	3.00	2.20				2.60	Attained
	PBA1329	Financial Statement Analysis	1.80	1.80	1.80	1.80					1.80	Not Attained
	PBA1331	Industrial Relations and Labour Laws	3.00	1.80	2.20						2.33	Attained
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	1.80	2.20	3.00				2.60	Attained
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1334	Supply Chain and Logistics Management	2.60	3.00	3.00						2.87	Attained
	PBA1335	Total Quality Management	2.60	3.00	2.60						2.73	Attained
	PBA1336	Services Operations Management	2.00	2.40	2.40						2.27	Attained
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00		3.00	Attained
	PBA1421	International Marketing	2.60	3.00							2.80	Attained

	Course Code	Course Title	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	Overall CO Attainment Level	Gap Analysis
	PBA1422	Retail Management	3.00								3.00	Attained
	PBA1425	Security Analysis and Portfolio Management	3.00	3.00	3.00	2.20	3.00	3.00			2.87	Attained
	PBA1428	Training and Development	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1429	Project Management	3.00	3.00	3.00						3.00	Attained

Table 3.19 CO attainments for Batch 2019-2021 (Autonomous)

Semester	Course Code	Course Title	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	Overall CO Attainment Level	Gap Analysis
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00							3.00	Attained
	PBA1102	Statistics for Managerial decisions	3.00	3.00	1.80	3.00					2.70	Attained
	PBA1103	Organizational Behaviour	1.80	2.20	3.00	2.60	1.80				2.28	Attained
	PBA1104	Accounting for Management	3.00	3.00	2.20	3.00	2.60	1.80	1.80		2.49	Attained
	PBA1105	Legal Aspects of Business	3.00	3.00	3.00						3.00	Attained
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1115	Managerial Communication I*	3.00	3.00	3.00		3.00		2.00		2.80	Attained
	VBA0101	Indian Business Environment	3.00	3.00	3.00	3.00					3.00	Attained
	VBA0102	Seminar I	3.00	3.00	3.00	3.00					3.00	Attained
Sem 2	PBA1201	Marketing Management	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1202	Human Resource Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00		3.00	Attained
	PBA1203	Financial Management	3.00	3.00	3.00						3.00	Attained

	Code	Course									Avg	Status
	PBA1204	Operations Management	2.00	2.00	3.00	3.00	3.00				2.60	Attained
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1206	Business Information Systems	3.00	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00	3.00	3.00	3.00		3.00	Attained
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1215	Managerial Communications II*		3.00	3.00		3.00	3.00	3.00		3.00	Attained
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	0.00			2.50	Attained
Sem 3	PBA1301	Strategic Management	3.00	3.00	3.00	2.00	3.00				2.80	Attained
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00			3.00	3.00	3.00	Attained
	PBA1321	Advertising and Public Relations	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1322	Consumer Behaviour	3.00	3.00	3.00						3.00	Attained
	PBA1323	Customer Relationship Management	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1324	Sales and Distribution Management	3.00	3.00	3.00						3.00	Attained
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1326	Strategic Brand Management	3.00	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1327	Banking Services Management	3.00	3.00	3.00						3.00	Attained
	PBA1328	Corporate Finance	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1329	Financial Statement Analysis	1.00	0.00	1.00	1.00					0.75	Not Attained
	PBA1331	Industrial	3.00	3.00	3.00						3.00	Attained

Semester	Course Code	Course Title	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	Overall CO Attainment Level	Gap Analysis
		Relations and Labour Laws										
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1334	Supply Chain and Logistics Management	3.00	3.00	3.00						3.00	Attained
	PBA1335	Total Quality Management	3.00	3.00	3.00						3.00	Attained
	PBA1336	Services Operations Management	3.00	3.00	3.00						3.00	Attained
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00			3.00	3.00	3.00	Attained
	PBA1421	International Marketing	3.00	3.00							3.00	Attained
	PBA1422	Retail Management	3.00								3.00	Attained
	PBA1425	Security Analysis and Portfolio Management	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1428	Training and Development	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1429	Project Management	3.00	3.00	3.00						3.00	Attained

Table 3.20 CO attainments for Batch 2020-2022 (Autonomous)

Semester	Course Code	Course Title	CO1	CO2	CO3	CO4	CO5	CO6	CO7	CO8	Overall CO Attainment Level	Gap Analysis
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00							3.00	Attained
	PBA1102	Statistics for Managerial decisions	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1103	Organizational Behaviour	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1104	Accounting for Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00		3.00	Attained

Sem	Code	Course										Status
	PBA1105	Legal Aspects of Business	2.60	1.80	3.00						2.47	Attained
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1115	Managerial Communication I*	3.00	3.00	3.00	3.00			3.00		3.00	Attained
	VBA0101	Indian Business Environment	3.00	3.00	3.00	3.00				3.00	3.00	Attained
	VBA0102	Seminar I	3.00	3.00	3.00	3.00					3.00	Attained
Sem 2	PBA1201	Marketing Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1202	Human Resource Management	3.00	3.00	3.00						3.00	Attained
	PBA1203	Financial Management	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1204	Operations Management	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1206	Business Information Systems	3.00	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00					3.00	Attained
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00						3.00	Attained
	PBA1215	Managerial Communications II*		3.00	3.00		3.00	3.00		3.00	3.00	Attained
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	3.00			3.00	Attained
Sem 3	PBA1301	Strategic Management	2.60	3.00	3.00	3.00	1.80				2.68	Attained
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	Attained
	PBA1321	Advertising and Public Relations	2.60	3.00	2.60	2.60	2.60				2.68	Attained

79

	PBA1322	Consumer Behaviour	2.20	3.00	3.00					2.73	Attained
	PBA1323	Customer Relationship Management	1.80	2.60	3.00	2.60				2.50	Attained
	PBA1324	Sales and Distribution Management	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1326	Strategic Brand Management	3.00	2.60	3.00	2.60	3.00	3.00		2.87	Attained
	PBA1327	Banking Services Management	3.00	3.00	3.00					3.00	Attained
	PBA1328	Corporate Finance	2.20	1.80	3.00	2.20	2.60			2.36	Attained
	PBA1329	Financial Statement Analysis	2.20	1.80	2.60	3.00				2.40	Not Attained
	PBA1331	Industrial Relations and Labour Laws	2.20	1.80	2.20					2.07	Attained
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1333	Strategic Human Resource Management	3.00	2.60	2.60					2.73	Attained
	PBA1334	Supply Chain and Logistics Management	2.60	3.00	3.00					2.87	Attained
	PBA1335	Total Quality Management	3.00	3.00	3.00					3.00	Attained
	PBA1336	Services Operations Management	3.00	3.00	3.00					3.00	Attained
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00			3.00	Attained
	PBA1421	International Marketing	3.00	3.00						3.00	Attained
	PBA1422	Retail Management	3.00							3.00	Attained
	PBA1425	Security Analysis and Portfolio	2.60	3.00	2.60	1.80	2.60			2.52	Attained

		Management										
	PBA1428	Training and Development	3.00	3.00	3.00	3.00	3.00				3.00	Attained
	PBA1429	Project Management	3.00	3.00	1.80						2.60	Attained

Course Outcomes are reflected as part of course outlines for all the courses. The Course Outcomes of all the courses of batch 2018-20 (Regulation 2018) are listed in Table 3.21.

Table 3.21 Course Outcome Statements for MBA Regulation 2018

COs	CO Statements
PBA 1101 Economic Analysis for Business	
CO 1	To have a broader understanding of principles relating to micro and macroeconomics.
CO 2	Familiarity with the application of these principles in business.
PBA1102 Statistics for Managerial Decisions	
CO 1	Demonstrate an understanding of basic concepts in Statistics and their applications.
CO 2	Identifying the business problem and applying suitable statistical tests for the predetermined data set to solve the business problem.
CO 3	Formulate and use appropriate models of data analysis to find feasible solution for business-related problems.
CO 4	Understand and communicate from the statistical outputs into managerial recommendations.
PBA1103 Organizational Behaviour	
CO 1	Describe and explain the basic organizational behavior theories and principles, and analyze their influences in the workplace.
CO 2	Analyze and explain individual human behavior in the workplace and the factors that influence them.
CO 3	Describe the factors that influence group behavior such as group cohesiveness, communication, conflict, leadership, power and politics.
CO 4	Portray how Organizational Culture, Climate, Change & Development can have influence on organizational effectiveness.
CO 5	Analyze a given situation and identify causes for the situation and recommend alternate courses of action.
PBA1104 Accounting for Management	
CO 1	To identify financial transactions, journalize them, draw up a trial balance and prepare final accounts
CO 2	To read, analyse, interpret, and evaluate the financial performance of companies using financial tools such as ratio analysis, fund flow and cash flow analyses
CO 3	To compare and evaluate the performance of the companies
CO 4	To be able to interpret cost accounting statement and apply various methods of costing
CO 5	To be able to analyse and evaluate information for cost ascertainment, planning, control and decision making
CO 6	To be able to solve cases and extract relevant information in the above areas
CO 7	To be able to prepare financial planning statements and their usage in strategic decision making and control
PBA 1105 Legal Aspects of Business	
CO 1	Familiarity with the laws that have an influence on business
CO 2	An appreciation of the spirit behind the various laws that influence business
CO 3	A basic understanding of what can be done and what cannot be done within the legal framework.
PBA1106 Principles of Management	
CO 1	Demonstrate the basic concepts of management and its theories

CO 2	Describe the functions of management and roles of managers
CO 3	Describe how the managerial tasks of planning, organizing, directing and controlling can be executed in a variety of circumstances
CO 4	Appreciate the use of qualitative and quantitative information to formulate best control methods

PBA1111 Data Analysis I	
CO 1	Understand key concepts in the field of Business Intelligence and its important role in helping businesses achieve their goals
CO 2	Be more productive and creative in their use of Excel for business data analysis and reporting
CO 3	Use powerful excel functions like Lookup functions and others to undertake more dynamic calculations and analysis; as well as use Text functions to manipulate data into desired formats
CO 4	Employ Goal Seek and Scenario Manager to conduct sensitivity analysis and solve practical business problems
CO 5	Utilize Pivot tables and slicers to conduct more effective data manipulation and analysis
CO 6	Create effective charts and dashboards in Excel for improved data visualization
CO 7	Import data using Power Pivot
CO 8	Design and develop model to enhance decision making process

PB1115 Managerial Communications 1	
CO 1	Develop the ability to write official e-mails
CO 2	Demonstrate ability to speak in a group or address a gathering in different contexts.
CO 3	Demonstrate the ability to write and construct effective paragraphs on different topics for different purposes with appropriate format, organization and language
CO 4	Understand the method of creating and presenting on a selected topic.
CO 5	Memorize and reproduce the meaning of words and usages in English
CO 6	Recognize and practice the skills of listening
CO 7	Exhibit the capability to interpret/summarize a given reading material in a written form
CO 8	Demonstrate understanding of cross cultural aspects of communication

VBA0102 Seminar I	
CO 1	Ability to synthesize information using logical thinking of a chosen topic with pointed questions
CO 2	Gain collaborative and leadership skills
CO 3	Ability to make presentation and answer questions.
CO 4	Ability to listen to diverse topics

PBA1201 Marketing management	
CO 1	Demonstrate a familiarity and understanding of principles and concepts in management.
CO 2	Demonstrate knowledge of contemporary issues that have an impact on the business and industry.
CO 3	Apply the relevant knowledge gained to read situations, analyze and solve business problems.
CO 4	Ability to communicate effectively, to achieve organizational and individual goals.
CO 5	Work in teams of diverse people to meet organizational goals.
CO 6	Demonstrate leadership skills appropriate for managerial roles in organizations.
CO 7	Identify and appreciate the ethical issues in management decision area.

PBA1202 Human Resource Management	
CO 1	Discuss and describe the various functions of a Human Resource Manager including staffing and selection, training and development, performance appraisal, compensation and Career Mgt.
CO 2	Apply human resource management concepts across a variety of contexts, situations and incidents to draw up suitable plans for various HR functions for a given situation.
CO 3	Identify and evaluate the HR practices in a company in the context of its culture and business environment.

PBA 1203 Financial Management	
CO 1	Understand the role and functions of finance in organisations and apply them in the appropriate context
CO 2	Understand the importance of time value of money, valuation of financial assets and apply them from the investment point of view

CO 3	Understand the various types of risks, measurement of risks and ability to analyze them from the context of financial assets
CO 4	Able to analyse and determine optimum cost of capital and analyse capital investment decisions of projects based on capital budgeting techniques
CO 5	Able to assess working capital needs and effective management of current assets and financing decisions

PBA1204 Operations Management	
CO 1	Critical understanding of an integrated and structured approach to planning and decision-making for a competitive advantage through operational excellence
CO 2	Appreciation of the role of Operations Management functions, recognise its interfaces with other functional areas and with its external environment
CO 3	Basic knowledge of problem solving techniques in the field of operations management
CO 4	Apply appropriate management tools in the design, operation and improvement in the creation of a firm's products and services

PBA 1205 Business Research Methods	
CO 1	To demonstrate a basic understanding of various aspects of business research methodologies.
CO 2	To describe the research process to solve business problem.
CO 3	Carry out literature review that synthesizes and evaluates literature in a specific topic area.
CO 4	To identify appropriate techniques associated with qualitative and quantitative business methodologies.
CO 5	To design a research activity for a given business situation.
CO 6	To design and develop a business research report and to learn how to communicate the results and acknowledge the ethical implications of the research.

PBA1206 Business Information Systems	
CO 1	Describe and distinguish the various types of business information systems and their roles in running a business organization.
CO 2	Describe the fundamental concepts of database and design simple database using E-R diagram and normalization concepts.
CO 3	Describe and apply various methodologies, tools and techniques to analyze and design business information systems.
CO 4	Describe business intelligence tools, techniques and its applications.
CO 5	Describe the new information technologies available to businesses today and its applications.
CO 6	Demonstrate an awareness of ethical issues related to usage of IS.
CO 7	Plan and undertake a group project, prepare and deliver structured verbal and written report.

PBA1207 Applied Operations Research	
CO 1	Define and explain the various concepts and techniques of operations research and their applicability to business situations.
CO 2	Translate a real-world problem, given in words, into a mathematical formulation.
CO 3	Use the relevant mathematical model(s) to make optimal decisions under conditions of certainty, risk and uncertainty
CO 4	Use appropriate software tools to solve problems in operations research and interpret the results to aid decision making under various operational constraints in an organization

PBA1211 Data Analysis II	
CO 1	Demonstrate an understanding of basic concepts in Statistics and their applications using SPSS / R
CO 2	Formulate and use appropriate models of data analysis to find feasible solution for business-related problems using SPSS / R
CO 3	Understand and communicate from the statistical outputs into managerial recommendations using SPSS / R

PBA1215 Managerial Communications 2	
CO 1	Develop the ability to write official e-mails
CO 2	Demonstrate ability to speak in a group or address a gathering in different contexts.
CO 3	Demonstrate the ability to write and construct effective paragraphs on different topics for different purposes with

	appropriate format, organization and language
CO 4	Understand the method of creating and presenting on a selected topic.
CO 5	Memorize and reproduce the meaning of words and usages in English
CO 6	Recognize and practice the skills of listening
CO 7	Exhibit the capability to interpret/summarize a given reading material in a written form
CO 8	Demonstrate understanding of cross cultural aspects of communication
**VBA0202 Seminar 2**
CO 1	Students will demonstrate the ability to follow discussions, oral arguments, and presentations, noting main points or evidence and tracking threads through different comments.
CO 2	Students will demonstrate the ability to offer compelling, articulate oral arguments, showing an understanding of the unique demands of oral presentation as opposed to writing.
CO 3	Students will demonstrate the ability to distinguish opinions and beliefs from researched claims and evidence and recognize that kinds of evidence will vary for each functional area in management.
CO 4	Students will demonstrate the ability to read industry and demonstrate the contemporary understanding.
CO 5	Students will learn to reflect their views and understanding in an effective written communication.
CO 6	Students will demonstrate the ability to work in a group, comprehend the ideas of each student, synthesize the ideas and bring them into outcomes in oral and written presentations.
**PBA1301 Strategic Management**
CO 1	Define Mission, Vision, and Objectives of an Organization.
CO 2	Assess the external and internal business environments of an industry / company using different tools and frameworks.
CO 3	Perform Strategic gap analysis for a given business case.
CO 4	Identify and relate corporate and business level strategies of a business organization.
CO 5	Outline the strategy implementation process and the challenges for a given business situation.
**PBA1316 Summer Internship**
CO 1	Carry out an operating role in a professional manner by applying the concepts learnt in the first year and meet the objectives set by the company.
CO 2	Sufficiently quantify the various aspects of the role being carried out by recording appropriate data and use the data as a justification for the solutions suggested.
CO 3	Identify limitations and bottlenecks in the current way the roles are being carried out and provide solutions for improvement.
CO 4	Describe the culture, organizational structure and internal environment of the company and relate it to its market position and implications on the role carried out.
CO 5	Summarize and articulate the learning from the internship, both in relation to personal learning and management related aspects.

CO 6	Relate the management concepts learnt to the functioning of the company and to the role carried out.
CO 7	Prepare a summer internship report covering all the above outcomes.
CO 8	Make a professional presentation to a panel containing the essence of the summer internship along with the data and provide answers to questions raised by the panel.
PBA1321Advertising & Public Relations	
CO 1	Demonstrate an understanding of all concepts in advertising and public relations.
CO 2	Draw up an advertising and media plan for a product and create an agency brief for the same
CO 3	Draw up a creative brief for a product / market situation
CO 4	Describe and interpret any advertising campaign of another company with respect to objectives, creative design and executions.
CO 5	Identify and describe the PR effort any company based by exploring newspaper archives.
PBA1322 Consumer Behaviour	
CO 1	Demonstrate an understanding of how customers make decisions and assess the relevant implications for marketing practitioners
CO 2	Identify the major individual, social and cultural factors that affect consumers' decision making process
CO 3	Outline the major stages which consumers usually go through when making a consumption-related decision
PBA1323 Customer Relationship Management	
CO 1	Demonstrate an understanding of the role customer relationship management in the performance of a business organization.
CO 2	Demonstrate an understanding of the role of technology in managing relationships with customers.
CO 3	Design a CRM strategy for a company by incorporating suitable analytical and conceptual tools.
CO 4	Identify the CRM practices / strategies employed in any commercial enterprise and map these to the conceptual knowledge acquired.
PBA1324 Sales & Distribution Management	
CO 1	Demonstrate an understanding of the principles of sales and distribution management in B2C and B2B markets.
CO 2	Develop a hypothetical sales and distribution plan for a given product / category by incorporating all relevant variables and principles
CO 3	Appreciate the sales and distribution function in any real-time organization
PBA1325 Service Marketing	
CO 1	Demonstrate an understanding of the difference between marketing physical products and intangible services including dealing with the extended service marketing mix
CO 2	Describe the role of services sector operates in a developing economy
CO 3	Define and illustrate the main components of services marketing theory and describe how they can be practically applied in the service sector
CO 4	Describe the challenges faced in services delivery in general and in specific reference to any company's service

PBA1326 Strategic Brand Management	
CO 1	Demonstrate understanding of key branding concepts and process to develop brand strategy
CO 2	Describe various theories and models to build strong brand.
CO 3	Apply branding principles and marketing communication mix to improve brand performance.
CO 4	Demonstrate the ability to conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results.
CO 5	Apply brand strategies to introduce new brands and managing brands over time.
CO 6	Work effectively as team to discuss, analyze, prepare and present a brand audit report
PBA1327 Banking Services Management	
CO 1	To demonstrate an understanding of a bank's functioning and its various activities
CO 2	To compare the performance of different banks based on their financial statements
CO 3	TO demonstrate an understanding of the legal framework in which banks operate
PBA1328 Corporate Finance	
CO 1	Demonstrate an understanding of the role and responsibilities of Corporate Finance in relation to other functions in an organization.
CO 2	Demonstrate an understanding of various alternatives for raising of funds by a corporate, theories if any, and their advantages and limitations.
CO 3	Understand the relationship between shareholders wealth maximization and the linkage to dividends and the theoretical concepts.
CO 4	Do a risk analysis for capital budgeting and suggest measures to mitigate the same.
CO 5	Carry out the valuation of an enterprise with a given set of data using different models and highlight their significance.
PBA1329 Financial Statement Analysis	
CO 1	Demonstrate a thorough understanding of the various methods and ratios used to analyse and evaluate the performance of a company
CO 2	Compare the performances of two companies in the same industry or across two different industries.
CO 3	Identify factors that cause the differences in the above comparison
CO 4	Draw inferences from the analysis and identify possible areas of strengths and weaknesses of the companies being analyzed along with possible course of action, if required.
PBA1331 Industrial Relations and labour Laws	
CO 1	Demonstrate an understanding of the role and importance of industrial relations in a country's development.
CO 2	Demonstrate an understanding of various legislations pertaining to labour, social security and labor welfare, their historical significance, purpose and importance.
CO 3	Demonstrate an ability to identify issues in a given situation and analyze them with respect to the legislations.
PBA1332 Organizational Theory, Design & Development	

CO 1	Explain the linkage between the environment, structure and strategy
CO 2	Enumerate the various factors affecting organizational design and their structural implications for managers
CO 3	Understand the importance of culture and its implications for practicing managers
CO 4	Determine a change management strategy and identify the appropriate OD interventions
CO 5	Demonstrate knowledge on the organizational life cycle and managing innovation process

	PBA 1333 Strategic Human Resource Management
CO 1	Understand the meaning and nature of strategic HRM and its influence on business strategy
CO 2	Describe the linkage of business strategy with HR planning
CO 3	Describe the significance of SHRM for gaining and sustaining competitive advantage
CO 4	Explain the issues related to cross-cultural HRM
CO 5	Demonstrate an understanding of strategic HR issues faced by an organization in periods of turbulence and uncertainty.

	PBA1334 Supply Chain and Logistics Management
CO 1	Understand the concepts underlying the philosophy of supply chain management, appreciate the major drivers of supply chain and define the key metrics that track the performance of the supply chains
CO 2	Understand the importance of sourcing and procurement in supply chains, role and decision making on network design using quantitative techniques and supply chain planning.
CO 3	Appreciate the role of logistics in customer value delivery chain and understand the role and functions of warehousing, transportation and packaging in enabling the supply chains.

	PBA1335 Total Quality Management
CO 1	Show a critical understanding of the basic principles in TQM
CO 2	Appreciation of the six sigma methodology
CO 3	Applying quality philosophies and tools to facilitate continuous process improvement ensuring customer delight

	PBA1336 Services Operation Management
CO 1	Demonstrate an understanding of concepts and contemporary tools necessary to effectively to design and manage a service operation.
CO 2	Appreciate the role and importance of information technology in services sector in today's competitive world.
CO 3	Demonstrate a familiarity with the best practices of service organizations around the world.

	PBA1421 International Marketing
CO 1	Demonstrate an understanding of global business and environment
CO 2	Carry out a country analysis and determine its attractiveness for doing business

	PBA1422 Retail Management
CO 1	Demonstrate an understanding of the operations of a retail outlet

	PBA1425 Security Analysis and Portfolio Management

CO 1	Demonstrate an understanding of the various topics in the field of securities analysis and portfolio management.
CO 2	Identify the different risks that an entity is exposed to and able to assess the risk.
CO 3	Demonstrate an understanding of the securities market operations and the role of regulators.
CO 4	Carry out a fundamental analysis of an industry and a company by using various techniques.
CO 5	Demonstrate a familiarity of using technical analysis for evaluating securities.
CO6	Build a model portfolio given a risk-reward profile of financial assets by using the techniques taught.
PBA1428 Training & Development	
CO 1	Demonstrate the understanding of the need and importance of strategic Training and Development Process
CO 2	Ability to identify the training needs of an organization
CO 3	Demonstrate an understanding of different training methods as applicable for different situations and needs.
CO 4	Design suitable evaluation methods for measuring training effectiveness.
CO 5	Explain the importance of various aspects of career management and its role in organization's growth.
PBA1429 Project Management	
CO 1	Demonstrate a critical understanding of the basic principles in Project Management
CO 2	Demonstrate an ability to plan, schedule, allocate resources and control the activities of a project
CO 3	Apply project management principles in business situations to optimize resource utilization and time optimization
PBA1418 Final Semester Project	
CO 1	Understand the environment of the industry in which the company is operating and the position of the company in the industry.
CO 2	Collaboratively identify an active or passive problem or need area/s in the company that can be investigated by using appropriate research methodology.
CO 3	Identify secondary sources of information that have relevance to the problem identified through literature survey.
CO 4	Work out an appropriate research plan to be used for investigation and implement the same.
CO 5	Make recommendations to the company that have good probability of being implemented.
CO 6	Generate a comprehensive professional research report that meets both the company's and academic requirements.
CO 7	Make a professional presentation containing the essence of the project to a panel and provide answers to questions raised by the panel.

4.1. Curriculum (50) (25 for affiliated institutions)

4.1.1. State the process for designing the program curriculum (10)

The curriculum was evolved by the internal faculty members and finalized in consultation with members of the Board of Studies (comprising of people from academia and industry), alumni and people from the industry.

Stage 1: Internal deliberations:

The process started with internal deliberations among faculty members.

Being the first curriculum drawn up after granting autonomy, the curriculum of Anna University was used as a starting point and improved upon to make it more effective in meeting the POs that were redefined after becoming autonomous. The following points were kept in mind during the deliberations.

- The expectations of what the students need to do towards meeting the POs.
- Providing for the students gain the necessary width of knowledge and depth in areas of specialization (T model)
- Gain the necessary skills to meet the POs
- The sources of learning from which a student is expected to gain the intended knowledge and the extent of reading that needs to be done
- The average capability of students who join the Institution and their academic background and past learning habits.
- And most importantly, prepare them sufficiently for the roles that the Institution that aspires for the students and the industry requirements for these roles.

Gap Analysis:

Various gaps / issues were addressed during these deliberations.

A. Draw up a set of Program Outcomes which are more measurable at the time when students complete their graduation.

B. Continuance of the dual specialization of students
Students joining SSN School of Management all have an intention of starting their careers in the management area. It was therefore decided to have a curriculum that warrants a dual specialization with twin objectives of maximizing their placement opportunities and providing an avenue for career progression as required by a PEO.

C. Number of electives that needs to be done in a specialization
Based on discussions with the industry, our learning was that the number of electives needs to be increased in the areas of specialization to enable students gets a wider exposure within the specialization. This will facilitate the students get more opportunities in their career. This meets one of the PEOs of the program.

D. Introduction of new courses

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

E. Dropping of courses

All courses in the Anna University curriculum were critically examined in terms of relevance to the possible roles that students would do in their first few years of their career and one course was dropped and another core course made an elective.

F. Defining the course outcomes

Fresh course outcomes were drawn up for all the courses that were included in the curriculum. This gives a direction to what the students should learn and help in measuring the achievement.

G. Types of continuous assessment tools to be used

Different types of continuous assessment tools were identified to directly measure the course and program outcomes. A greater weight for continuous assessment (40%) gave scope for a variety of assessment tools while simultaneously preparing students for the end-semester examination.

H. Need for a longer summer internship / project

The summer internship is important in two aspects. A majority of the students who join program are fresh graduates and the summer internship will be the first exposure to industry. A summer internship of sufficient duration will contribute to their learning in the second year. In the long run, it will also open up pre-placement opportunities. Hence an eight-week summer internship was included in the curriculum.

I. Seminar course:

The ability to explore new areas and engage in self-learning was identified as an important means of meeting the PEOs. This led to the introduction of a Seminar course in first and second semesters. These were included as non-credit courses with a grade to be incorporated into the final grade sheet. The seminar was meant to be a group activity to enable team-work. Included in the outcomes, was a presentation on the topic. The nomenclature used in the curriculum is "Value added course".

J. Indian Business Environment:

This was envisaged to provide a basic familiarity and understanding of the environment in which a business operates in India. Business newspapers are a major source of learning. In addition, it was intended to cultivate the habit of reading a business newspaper among students. This was a non-credit course with a grade to be incorporated into the final grade sheet. The nomenclature used in the curriculum is "Value adding course".

Based on the internal deliberations, formal consultations with the industry and alumni, a set of program outcomes and curriculum were drawn and presented to the Board of Studies.

Stage 2: Ratification by Board of Studies

Informal consultations were held with the members of the Board of Studies throughout. The final curriculum and syllabi for various courses were formally presented to the Board of Studies on 16th July 2018 and their approval obtained.

Annexure 4.2: Minutes of the Board of Studies Meeting

Stage 3: Approval by Academic Council

The curriculum and syllabi along with the Regulations were presented to the Academic Council in the meeting held on 2nd August 2018. A suggestion to re-introduce the project in the final semester was made in the Academic Council. The project was reintroduced and the modified curriculum was approved.

Annexure 4.3: Extracts from the Minutes of the Academic Council Meeting

Stage 4: Approval by the Governing Body
The approval by the Governing Body was obtained in the meeting held on 11th August 2018.

Annexure 4.4: Extracts from the Minutes of the meeting of Governing Body

Highlights of the curriculum are:
- o   Introduction of summer internship for 8 weeks to enable students get an experience of working in the industry and over a period of time, generate pre-placement offers
- o   Balanced spread of course-load to facilitate student learning in line with the increased number and variety of assessments
- o   Introduction of two elective courses in the fourth semester leading to an overall increase in elective courses
- o   Introduction of a lab course on Microsoft Excel introduced in the first semester since it is the most commonly used data tool in the corporate world.
- o   Inclusion of Managerial communications in the first and second semester
- o   Conversion of a fully theory course of Operations Research to a theory-cum-practical course
- o   Introduction of non-credit courses in the first and second semester – Indian Business Environment in the first semester and Seminar in the first and second semesters as non-credit courses.

The program outcomes for the autonomous batch (2018-20) are indicated in Annexure I.

4.1.2 Structure of the curriculum: (10)

Core courses in the first semester imparts the foundation required for management education. The second semester exposes the students to various functional areas of management. The third semester contained a core course and electives in the areas of specialization which provide a depth in the respective domains. The

fourth semester had a mix of elective courses and project in a company or a research project identified by the Institution. The structure can be summarized as follows:

- Foundation core courses in the first semester
- Professional core courses in second semester
- Non-credit value adding courses
- Summer Internship after II semester
- Core course and professional elective courses in III semester
- Professional elective courses in IV semester
- Project Internship in IV semester

The curriculum structure for the autonomous program (MBA batch 2018-20) is given in table 4.1 to Table 4.4.

Table 4.1 SEMESTER I

Sl.No	CODE NO	COURSE TITLE		L	T	P	C	No of Sessions
1	PBA1101	Economic Analysis for Business	FC	4	0	0	4	56
2	PBA1102	Statistics for Managerial decisions	FC	3	1	0	4	56
3	PBA1103	Organizational Behaviour	FC	3	0	0	3	42
4	PBA1104	Accounting for Management	FC	4	1	0	4	70
5	PBA1105	Legal Aspects of Business	FC	3	0	0	3	42
6	PBA1106	Principles of Management	FC	2	0	0	2	28
7	VBA0101	Indian Business Environment	VAC	1	0	0	0	14
8	PBA1115	Managerial Communications I*	SDC	0	0	2	2	28
9	PBA1111	Data Analysis I (Lab)	FC	0	0	2	1	28
10	VBA0102	Seminar I	VAC	0	0	2	0	28
		TOTAL		20	2	6	23	392

* No end semester exam. Only continuous evaluation.

Table 4.2 SEMESTER II

Sl.No	CODE NO	COURSE TITLE		L	T	P	C	No of Sessions
1	PBA1201	Marketing Management	PC	4	0	0	4	56
2	PBA1202	Human Resource Management	PC	3	0	0	3	42
3	PBA1203	Financial Management	PC	3	0	0	3	42
4	PBA1204	Operations Management	PC	3	0	0	3	42
5	PBA1205	Business Research Methods	PC	3	0	0	3	42
6	PBA1206	Business Information Systems	PC	3	0	0	3	42
7	PBA1207	Applied Operations Research	PC	3	0	1	4	56
8	PBA1215	Managerial Communications II*	SDC	0	0	2	2	28
9	PBA1211	Data Analysis II (Lab)	FC	0	0	2	1	28
10	VBA0201	Seminar II	VAC	0	0	2	0	28
		TOTAL		22	0	7	26	406

* No end semester exam. Only continuous evaluation.

Table 4.3 SEMESTER III

SI.No	CODE NO	COURSE TITLE		L	T	P	C	No of Sessions
1	PBA1301	Strategic Management	PC	3	0	0	3	42
2		Elective I	PE	3	0	0	3	42
3		Elective II	PE	3	0	0	3	42
4		Elective III	PE	3	0	0	3	42
5		Elective IV	PE	3	0	0	3	42
6		Elective V	PE	3	0	0	3	42
7		Elective VI	PE	3	0	0	3	42
8	PBA1316	Summer Internship	SI	0	0	2	6	28
		TOTAL		**21**	**0**	**2**	**27**	**322**

Table 4.4 SEMESTER IV

SI.No	CODE NO	COURSE TITLE		L	T	P	C	No of Sessions
1		Elective VII	PE	3	0	0	3	42
2		Elective VIII	PE	3	0	0	3	42
3	PBA1418	Final Semester Project	FSP	0	0	0	12	
		TOTAL		**6**	**0**	**0**	**18**	**84**

The curriculum consists of the following types of courses:

Foundation Core Courses (FC):

These are compulsory courses that equip the students with fundamental knowledge required by all students to attain the required learning in all functional areas. This is an important part of the program given the diverse background of students who do a MBA program.

Professional Core Courses (PC):

These are compulsory courses that deal with the different functional areas common in the management field. They provide the "width" component in their education and also facilitate choice of specializations since these courses provide the basic exposure. Students will learn to appreciate inter-dependency of their functional role with other management functions and work in an integrated manner.

Professional Elective Courses (PE):

These courses address the "depth" component of their specialization areas. They are directly relevant to the roles they take up in companies and help them succeed. The students are expected to complete 4 electives in each of their specialization areas.

Skill Development Courses (SDC):

These are courses that provide the basic skills to succeed. Articulation, written and listening skills have long been recognized as essential to perform effectively in any role.

Value Adding Courses (VAC):

These courses are designed to supplement their domain knowledge and equip them with other competencies which will aid their effective working. These are non-credit courses. Students are awarded grades that appear in their grade-sheet.

Summer Internship (SI):

This is the first exposure to industry for most students and hence assumes great significance. They get to experience the actual working of an organization and the challenges one can face in their career. Tacit learning by doing, observing and listening during the internship will help them succeed in their future careers. Successful internship can lead to pre-placement offers.

The internships would consist of either a Professional Practice where the students are expected to take up operational roles or a mini-research project. These are normally carried out in a company.

Final Semester Project (FSP):

This is a research-oriented activity wherein a problem is taken up for a systematic investigation. This is normally done in a company with an objective of identifying a real-time issue and finding solutions. Much of the knowledge and skills gained in the MBA program will contribute to the successful completion of the project.

All courses (except value adding courses) carry credits in tune with their importance. Each credit entails 3 contact sessions per week for theory courses and 2 for laboratory courses. Each contact session is of 60 minute duration. Normally, a 3 credit course will have 42 contact sessions, each of 60 minutes.

4.1.3. State the components of the curriculum for MBA Regulation 2018 (15)

The components of the curriculum with the weightages assigned to various types of courses in indicated in Table 4.5.

Table: 4.5 Components of the curriculum – MBA Regulation 2018

Course Component	Curriculum Content (% of total no. of credits)	Total number of contact hours	Total number of credits
Foundation Core courses	23.40	350	22
Professional Core courses	27.66	364	26
Professional Electives	25.53	336	24
Summer Internship	6.38	28	6
Final Semester Project	12.77	56	12
Self-Development Courses	4.26	56	4
Value Adding Courses	0	70	0
Total	**100**	**1260**	**94**

The curriculum has been drawn up to provide the right mix for a Post-Graduate program in Management.

4.1.4 Overall quality and level of program curriculum (15)

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

A. Program outcomes:

The achievement of program outcomes for the autonomous batch 2018-20 is indicated in table 4.6.

Table 4.6 Achievement of program outcomes for batch 2018-20

(DA: Direct assessment, IA: Indirect assessment, Comb: Combined)

	2018-20			
	DA	IA	Combined (DA+IA)	Gap
PO1	2.65	3.00	2.72	0.28
PO2	2.59	3.00	2.67	0.33
PO3	2.65	3.00	2.72	0.28
PO4	2.64	3.00	2.71	0.29
PO5	2.76	3.00	2.81	0.19
PO6	2.83	3.00	2.86	0.14
PO7	2.72	3.00	2.78	0.22
PO8	2.65	3.00	2.72	0.28
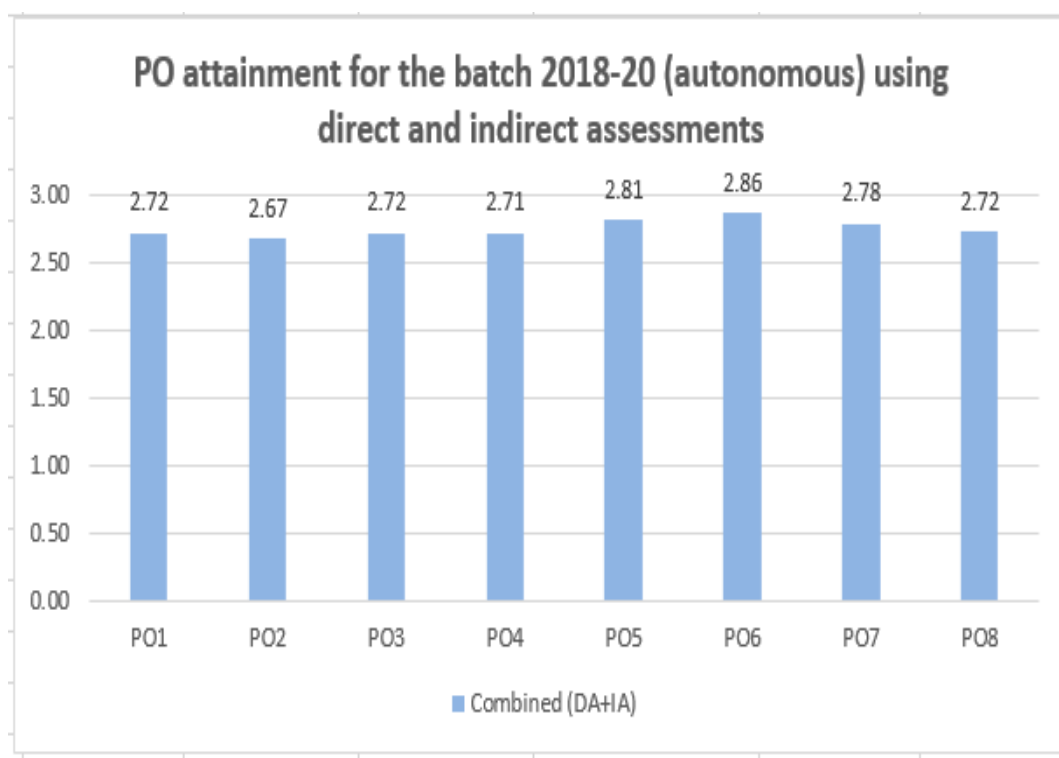
Figure 4.1 PO attainment for the batch 2018-20 (autonomous)

Table 4.7 Achievement of program outcomes for batch 2019-21

(DA: Direct assessment, IA: Indirect assessment, Comb: Combined)

Program Outcome	DA	IA	Combined (DA+IA)	Gap
2019-21				
PO1	2.88	3.00	2.91	0.09
PO2	2.85	3.00	2.88	0.12
PO3	2.89	3.00	2.91	0.09
PO4	2.81	3.00	2.85	0.15
PO5	2.89	3.00	2.91	0.09
PO6	2.91	3.00	2.93	0.07
PO7	2.83	3.00	2.86	0.14
PO8	2.89	3.00	2.91	0.09
Total	2.87	3.00	2.90	
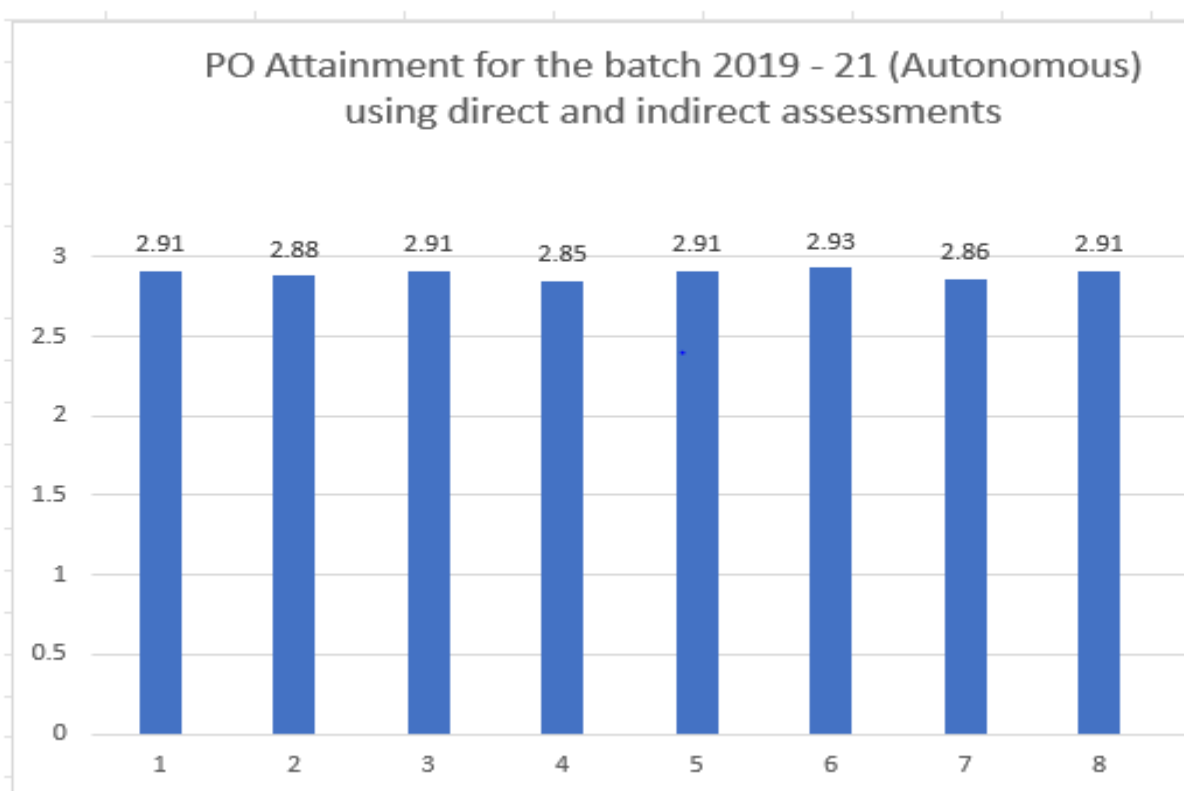
Figure 4.2 PO attainment for the batch 2019-21 (autonomous)

Table 4.8 Achievement of program outcomes for batch 2020-22

(DA: Direct assessment, IA: Indirect assessment, Comb: Combined)

2020-22				
Program Outcome	DA	IA	Combined (DA+IA)	Gap
PO1	2.90	3.00	2.92	0.08
PO2	2.86	3.00	2.89	0.11
PO3	2.87	3.00	2.90	0.10
PO4	2.90	3.00	2.92	0.08
PO5	2.92	3.00	2.94	0.06
PO6	2.94	3.00	2.95	0.05
PO7	2.79	3.00	2.83	0.17
PO8	2.84	3.00	2.87	0.13
Total	2.87	3	2.9	
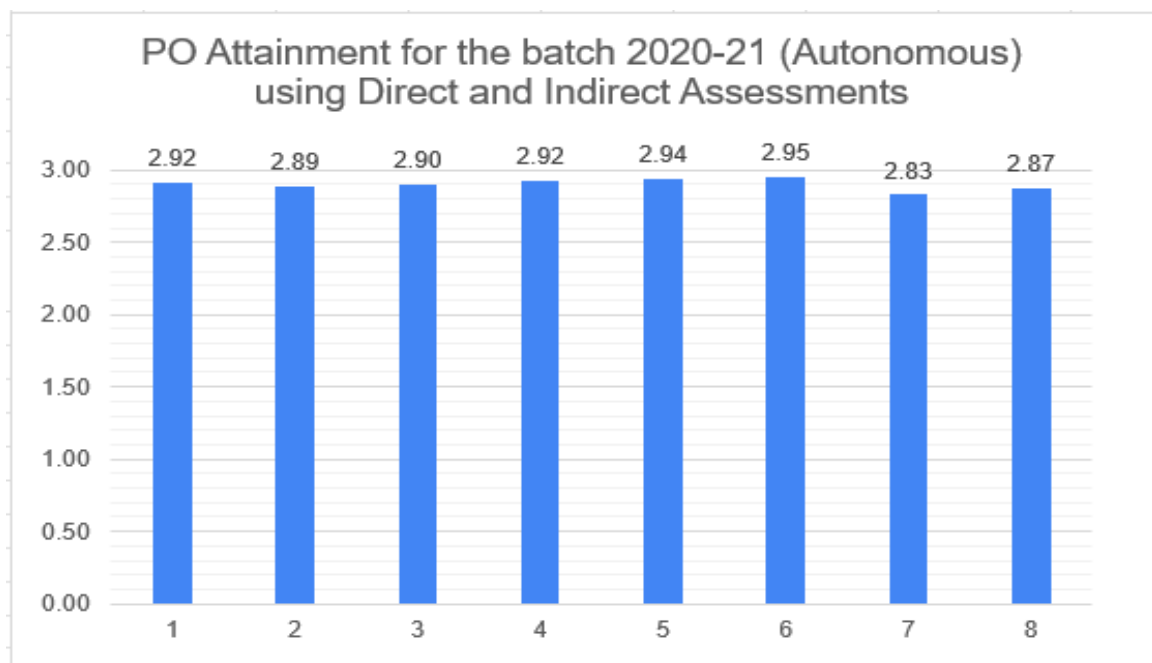
Figure 4.3 PO attainment for the batch 2019-21 (autonomous)

B. Placement of students:

One of the most important success factors for a MBA program is the final placement of graduating students. This has been extensively listed in Criterion 5 and Criterion 10. The placement details of the batch 2018-20 are highlighted in Table 4.8.

Table 4.9 Placement of students

Batch	Batch Strength*	No of students placed
2018-20	108	97
2019-21	117	101
2020-22	116	109

*Number of students seeking placement

C. Feedback by recruiters: The feedback is a clear testimony to the quality of the program provided by SSN School of Management.

The result of a survey done among recruiters is indicated in the figure 4.4.
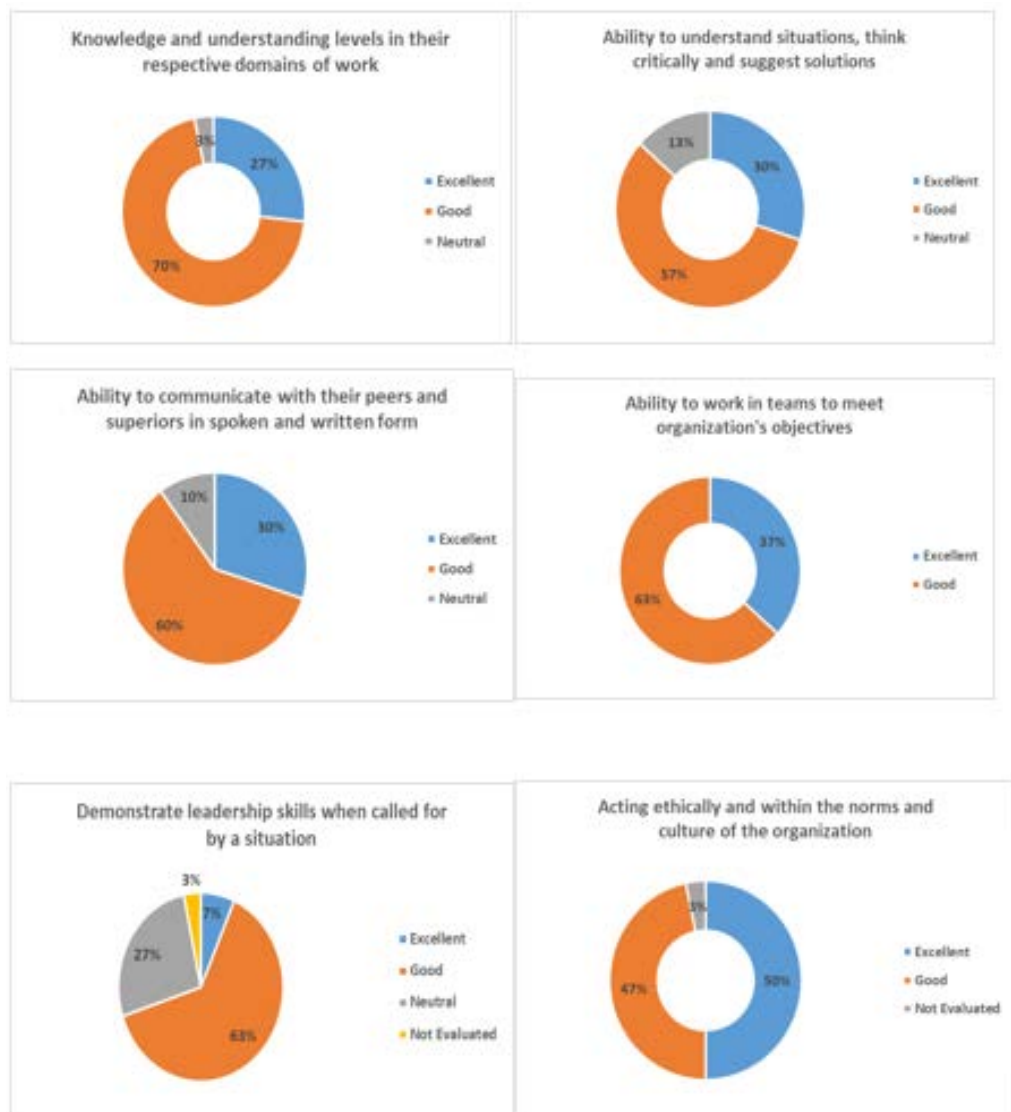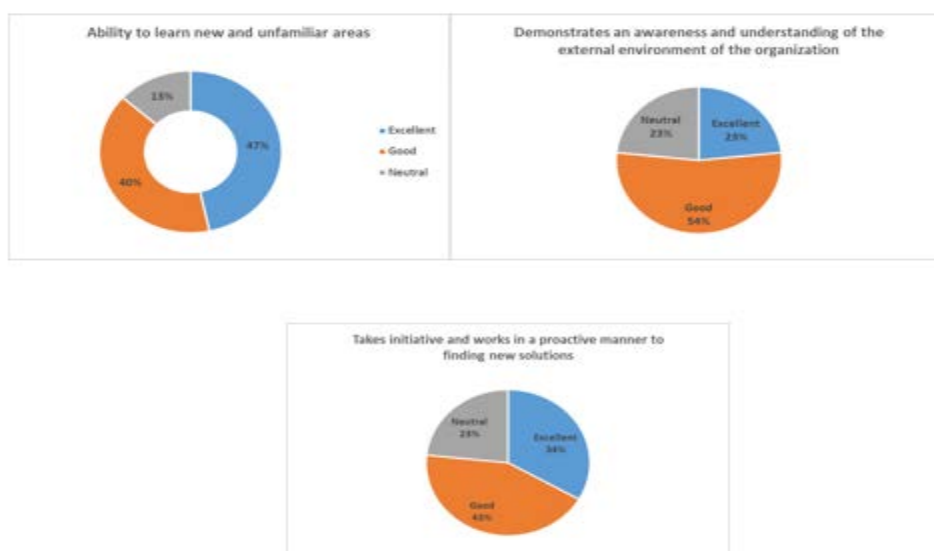
Figure 4.4 Feedback by recruiters

D. SSN School of Management being one of the top preferred institutions for students:

The other success factors contribute to the reputation of the institution and results in students' preference to join the institution. The availability of seats during the counselling process for Government Quota admissions is in Table 4.9. This clearly indicates the choice of students to join SSN School of Management.

Table 4.10 Availability of seats for admission through Government Quota.

(Admission Year 2019)

Name of the Institution	Approved Intake	OC	BC	BCM	MBC	SC	SCA	ST	Available	Allotted	Day 01 Selected %
End of DAY - 01 (22 - 08 - 2019)											
SSN School of Management	60	0	0	2	3	9	0	1	15	45	75
PSG	90	0	0	0	0	2	1	1	4	86	96
TSM	60	0	0	2	10	9	2	1	24	36	60
End of DAY - 02 (23 - 08 - 2019)											
SSN School of Management	60	0	0	1	0	0	0	0	1	59	98
PSG	90	0	0	0	0	0	0	0	0	90	100
TSM	60	0	0	1	0	5	2	1	9	51	85

Table 4.11 Action Plan to Cover PO Gaps

PO#	PO Description	Action plan
1	Domain knowledge	Validate current electives with industry. Review course outcomes in the next revision.
2	Business environment knowledge	Include contemporary issues and developments in each course.
3	Critical thinking and problem solving skills	Workshop on critical thinking skills. Introduce critical thinking orientation in all courses. Include problem-solving case studies in courses.
4	Communicate effectively	Introduce non-curricular activities to build communication skills. Encourage more students to participate in events.
5	Team skills	Introduce non-curricular activities to enhance team-working skills. Continue group assignments and projects.
6	Leadership skills	Continue group assignments and projects. Conduct leadership development programs. Focussed case studies on leadership in related courses.
7	Ethical orientation	Include ethics as a part of curriculum in the next change of curriculum.
8	Lifelong learning	Identify limited number of self-study topics in selected courses. Encourage general reading through club activities.

Quality mechanisms:

Board of studies:

The Board of Studies of the institution consists of eminent academicians from reputed institutions as given below, a senior person from the industry and an alumnus of the Institution.

- Indian Institute of Technology, Madras.
- IFMR Graduate School of Business, Krea University.
- National Institute of Technology, Trichy.
- Indian Institute of Management, Trichy.
- Anna University, Chennai.

They ensure that the curriculum of the institution and syllabi are appropriate to the POs and PEOs of the Institution.

Performance Assessment Committee: This is a review mechanism to assess the outcomes in different courses at the end of every semester. This is a joint review mechanism with the faculty for the course. It identifies gaps in course outcomes in different courses, reasons for the gaps and records the action / steps to be taken when the course is offered again. This committee reviews achievement of Program Outcomes when the final semester is completed for a batch of students.

External question papers:

One question paper for the end-semester examinations for all courses is obtained from faculty members from other institutions. This is handled exclusively by the Controller of Examinations. The actual question paper selected for administering the exam is also done on a random basis by the Controller of Examinations.

IQAC:

SSN School of Management is in the process of forming an Internal Quality Assurance Cell. The constitution of this cell and the responsibilities will be defined by the IQAC cell of SSN College of Engineering.

4.2 Learning Processes (common to Sections A and B of this chapter) (75) (100 for affiliated colleges)

4.2.1 Describe processes followed to improve quality of Teaching & Learning (20) (40)

An academic calendar is worked out in the beginning of the semester in consultation with the faculty and shared with students. The calendar indicates the:

- Start and end date of the semester
- Holidays envisaged during the semester
- Dates of common continuous assessment tests
- Dates of other tests/quizzes and submissions planned by the individual faculty as when announced without crowding the workload
- Planned start of the end-semester examinations with a tentative start date for the next semester

The calendar gives the students an overall perspective of the time ahead during the semester, provide enough time to prepare for the coursework and meet deadlines of other assessment activities. This is important since a number of group-activities are involved and planning the meetings of the group is a point of concern to the students.

The calendar also helps the faculty members to plan their various assessments to avoid "crowding" of demands on the students. In a way, this method inculcates the following skills among students in a very subtle manner:

- Time planning
- Coordination
- Prioritizing – important versus urgent
- Working under time constraints

The calendar also communicates the Institution's expectations in terms of students' time utilization and makes them evaluate the wisdom of absenting themselves from classes. This has been successful in ensuring attendance in class sessions.

A tentative course plan (with session numbers) is drawn up by the course faculty indicating the topics that will be discussed in each session. This is shared with the students to encourage them to do some pre-reading

before the class and also brush-up the previous class discussions to maximize learning from a class session. The reading pointers in the text book as well as extra reading material are indicated along with the sessions.

Students are provided with personal copies of standard text books at the beginning of the semester. Most of these books deal with a subject in a comprehensive manner with examples and caselets to provide a context for the concepts.

A tentative assessment plan with all components is also worked and shared with the students at the start of the semester. Here too, the students get to know where they need to focus and they learn the concept of effort-reward equation.

Learning Management System: Moodle is the LMS used. Each course page has details of the syllabus with course outcomes, session plan and a continuous assessment plan. Reading material and cases are a part of the LMS. When the classes are held online, the faculty also has the option of uploading the videos of their lectures either directly in Moodle or through PANOPTO.

Snapshot of the LMS page is shown in the figure 4.5

Snapshot of the LMS Page
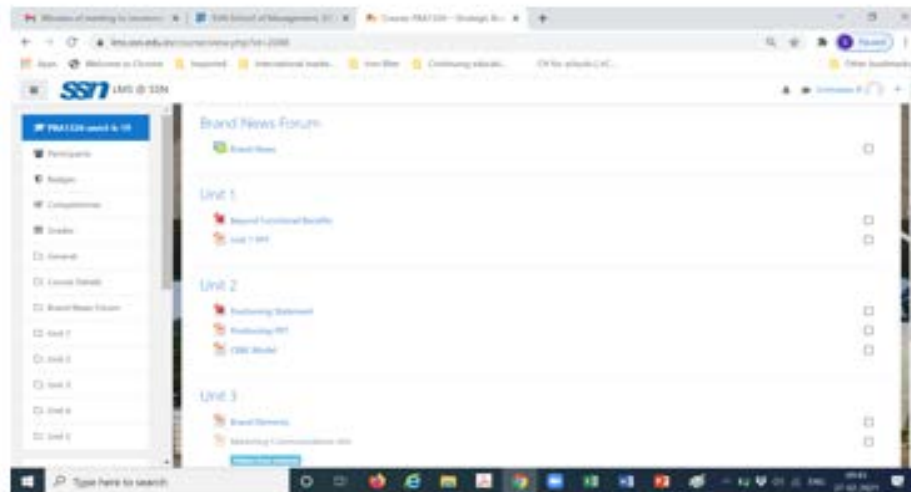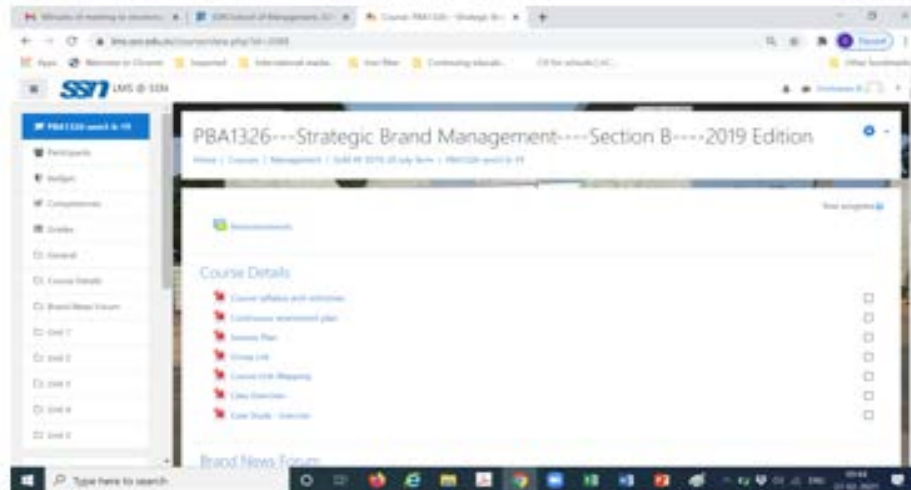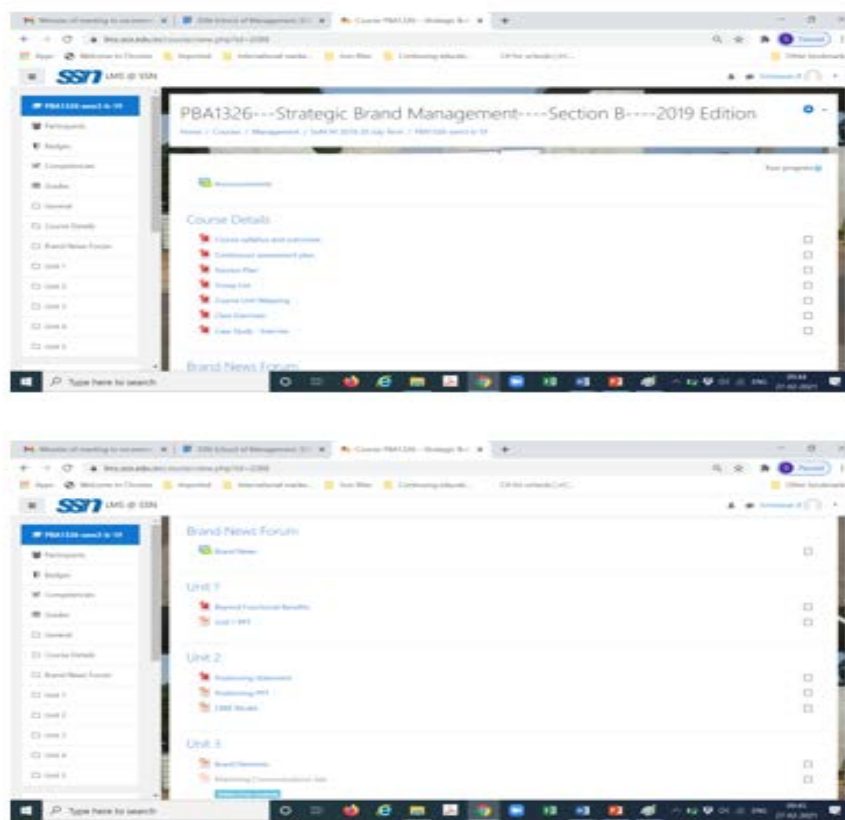
Figure 4.5 Snapshot of LMS Page

The MBA program at SSN School of Management is completely residential. This facilitates the students to focus on their academics and related activities. Students get an opportunity to learn self-management and live in a diverse society. The library also works for extended hours to enable the students to access books and magazines.

Improving instructional methods and using pedagogical initiatives

Course outlines, session plans, text book references, reading material and assessment plans are shared with the students at the beginning of the semester. Individual faculty spell out their expectations from students. The instructional methods adopted are a combination of lectures, case discussions, projects and student presentations. The individual faculty decide the combination that suits their course. All these form a part of the continuous (internal assessments) to maximise the involvement by students and their participation. All class rooms are well equipped with IT infrastructure and ICT is integrated wherever possible and relevant videos are used.

Industry visits are organized to provide the practical aspects of learning.

All faculty members prepare and maintain a course file which contains all details of the course during a semester.
Faculty members attend FDPs as well as seminars by industry bodies and associations.

Methodologies to support slow learners and encourage bright students

Support to students is extended by the faculty members. The faculty members are available for consultation by students at all times of the day. Two faculty members follow staggered hours and are available to students after class hours as well.

The respective course faculty member counsels' students who are under-performing and identify the bottlenecks to their performance.

All students are linked to faculty mentors when they join. A few hours are formally designated during the first semester for faculty mentoring. The students are mentored by the same faculty member throughout the program. The mentors encourage the students to meet them at other times as well in subsequent semesters. The mentoring also includes addressing the challenges in academics.

Students are encouraged to learn from peers too. This is an informal system aided by the fact that the program is completely residential.

Merit scholarships are awarded to students on the basis of their academic performance.

The institution also recognizes the top rankers in each semester during an Annual College Day event. On an overall basis, a Best Outgoing Student award is given during the Annual College Day event. Top rankers in each batch are awarded gold and silver medals during the Graduation Day.

The top performers are also sponsored for attending the annual convention of Madras Management Association.

Student feedback of teaching-learning process and action taken

Class committees are formed at the beginning of the batch. Interested students nominate themselves and a selection is made to constitute 10 to 12% of the class strength. Effort is made to ensure that students of different profiles (in terms of their UG backgrounds) are included in the class committees.

The class committee meets the Director / Dean twice during a semester. Views are freely exchanged about the progress of the various courses and difficulties encountered. The committee members are briefed that they should present the views of the entire class and not only their own. The outcomes of these meetings are fed back to the faculty for corrective action wherever necessary.

At the end of every semester a structured, written feedback is obtained from students for each course separately. The feedback is anonymous. The feedback is based on various parameters on a 5 point scale. These parameters are in the following categories:
- Communication
- Knowledge dissemination
- Time utilization / Commitment
- Leadership

The feedback form also has provision for qualitative comments. The feedback is obtained under the supervision of non-teaching staff to avoid any biases.

Student's feedback form is shown in the figure 4.6.

Course Feedback - MBA

Batch :
Semester:
Month & Year:
Code / Course:
Faculty: -

(Please Mark the appropriate square with a clear √ tick mark)

Rating	Excellent 5	V.Good 4	Good 3	Fair 2	Poor 1
Communication: Is clear in communication and setting expectations					
Engagement					
- Holds the attention of the class					
- Generates class participation					
Knowledge Dissemination					
- Explains concepts effectively with relevant examples					
- Effectively uses cases to improve learning					
- Does Justice to entire syllabus					
Time Utilization					
- Starts classes in time and uses class time effectively					
- Returns test papers on time and provides clarifications					
Motivates students to do well					
Fair and impartial to students					

Any other remarks:

Figure 4.6 Students' Feedback form

The feedback is shared with the individual faculty members including visiting faculty with the students' comments. In exceptional cases, Director / Dean discusses the feedback with individual faculty members. The feedback from students is one of the parameters for faculty performance appraisal.

4.2.2 Quality of continuous assessment and evaluation processes (40)

A variety of assessment tools are employed to evaluate the students and also provide feedback to the students as to where they stand. The number and nature of the assessment tools to be used for each course outcome is left to the teaching faculty's judgement. The feedback cycle of linking assessments to teaching-learning is indicated in Figure 4.6 below.
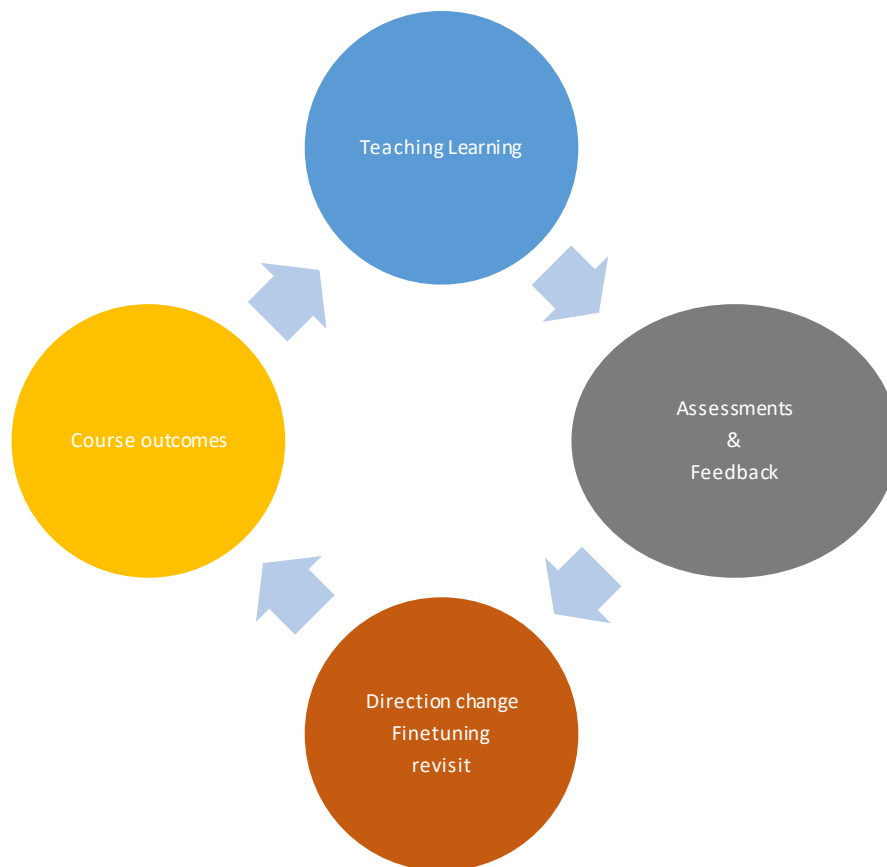
Figure 4.7 Feedback cycle for teaching-learning

A variety of assessment tools are used by the faculty depending on the nature of the course. Some of them are listed below.

- Cycle tests (compulsory for all courses)

- Class tests – periodic short tests to ensure continuous learning

- Quizzes

- Slip tests – to measure the learning during a session

- Case discussions – for critical thinking and application of concepts learnt

- Written case analysis – a form of open book exam

- Interview of company personnel – in selected courses to relate industry practice to concepts learnt

- Role play

- Assignments – individual or group activities.

- Class participation – measured by collecting cards from students or record maintained by faculty

- Pre-class reading evaluation – written evidence of preparation for classes

List of continuous assessment methods and objectives is shown in the figure 4.8.

List of Continuous Assessment Methods and Objectives

Assessment type	Methodology	Objectives
Class test / weekly test / quiz	A written test of duration 30 to 60 minutes decided by the faculty, either online or offline.	Track the understanding of students.
Slip test	A short 5 minute written test on topics discussed in the current or previous session.	To check attention levels and recall of topics discussed
Cycle test	Fixed in the calendar. Written test of 90 minutes duration. Twice in a semester. Predetermined format of question paper.	Test knowledge at different levels. Questions mapped to course outcomes.
Class participation	A small weightage in some courses. Faculty decides including this. Participation recorded by faculty or by collecting cards.	To keep the class active, check comprehension and improve articulation skills.
Individual presentation	Student reads, summarizes and presents. Reading can be within the course or in adjoining areas.	Explore. Summarize. Present. Articulate.
Mini-project	Incorporated into some courses. Done in groups. And presentation based on the decision of the faculty.	Application of concepts into practice and report writing.
Group presentation	Presentation on selected topics or on a mini-project.	Team-working skills and opportunity to lead.
Company practice	Students plan and meet a manager in a company and conduct an interview on the company's policies and practices.	Relating concepts to actual practice and vice-versa.
Case Analysis (individual)	A case is selected and students are given time for preparation.	Critical and analytical thinking. Problem solving.
Case Analysis (group)	A case is selected and students are given time for preparation.	Team working, critical and analytical thinking. Problem solving
Assignment – written (individual)	Faculty assigns the assignment problem. Gain knowledge from multiple sources.	To test higher levels of learning beyond what is possible in a written test.
Assignment – written (group)	Faculty assigns the assignment problem Gain knowledge from multiple sources.	To test higher levels of learning beyond a written test.
Viva	For projects and internships after the report is made. And, in some instances, on an assignment.	Ability to connect concepts. Articulation skills.
Written case analysis	Equivalent to an open book exam. Case circulated in advance. Questions posed in the class and submission during the class.	Application of concepts.

Brand audit report - Brand inventory report - Brand exploratory report
Quality circle activity
QC report

Figure 4.8 List of continuous assessment methods and objectives

Process for internal question paper setting and evaluation and effective process implementation:

A major component of the continuous internal assessment are cycle tests that are fixed as a part of the semester calendar. The question papers for the cycle tests are of standardized format to ensure testing of students at different levels – recall, understanding and application. The question paper design is also aligned to the format of the end-semester question paper. The cycle tests are mostly for duration of 90 minutes. The course faculty discuss the question papers with the Director / Dean.

The answer-keys to the question papers are discussed in the class after the completion of the tests.

Process to ensure questions from course outcomes / learning levels perspective:

As an autonomous program, the faculty have the flexibility to adopt a set of assessment tools appropriate to the course in addition to the cycle tests. The formats for the cycle tests are such that three levels of learning are tested. The cycle tests carry a weight of approximately 50 to 60% of the continuous assessment. The faculty ensure that, over a period of the semester, all outcomes are covered and the questions are aligned to the course outcomes.

Sample Question Paper is shown in the figure 4.9.

SSN School of Management
Kalavakkam – 603 110
Regulations 2018
Continuous Assessment Test – I / II

Semester		Date of CAT	
Subject Code & Name			
Time: 120 Minutes			Maximum: 50 Marks

(K1: Remembering, K2: Understanding, K3: Applying, K4: Analyzing, K5: Evaluating)

CO1:	
CO2:	
CO3:	
CO4:	
CO5:	

PART A – (4 x 2 = 8 marks)
Answer all Questions

S. No	Questions	CO	KL
1			
2			
3			
4			

PART B – (2x 6 = 12 marks)
Answer all Questions

S. No	Questions	CO	KL
5			
6			

PART C – (2 x 10 = 20 marks)
Answer any two questions

S. No	Questions	CO	KL
7			
8			
9			

PART D – (1 x 12 = 12 marks)
Case Study / Application

S. No	Questions	CO	KL
10			

****

Figure 4.9 Sample Question Paper

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

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

Quality of assignments and relevance to COs:

The assignments are designed by the teaching faculty keeping in mind the course outcomes. SSN School of Management has initiated a system where assignments follow a broad framework of rubrics with some scope for customization depending on the nature of the course.

Sample framework of rubrics is highlighted in the figure 4.10.

FACULTY NAME: Prof: R. Natarajan				
Subject	**Academic Year**	**Nature of Assignment**	**Evaluation Rubrics**	**Course outcome link**
Total Quality Management PBA1335	2018-19	**Title: Group Assignment** on TQM **Exemplary organization.** • Each group (consisting of 4 to 5 students) is assigned an organization for study. Reference materials/web links are given to support in the preparations. • Each **group** <u>submits</u> a PPT (no more than 6 slides) and **presents** on the TQM journey of the organization with primary focus on application of TQM practices highlighting with examples wherever possible and the benefits derived. • It is expected that the students gain critical understanding of the TQM practices.	Content – 15 Marks Format & Presentation – 10 Marks **Total: 25 Marks** Weightage in internals: **5/40**	CO1 & CO2

FACULTY: Dr.Vani Haridasan				
Subject	Batch	Nature of Assignment	Evaluation Rubrics	**Course outcome link**
Supply Chain and Logistics Management PBA 1334	2019-20	Title: Assignments – Analysis of an industry vertical • Each group was assigned a topic on an industry vertical. • They were required to work on the underlying issue(s) on the topic and address the issue(s) connecting as many concepts learned in the course. • There was a submission of the report. • Viva was conducted to evaluate on the understanding of the topic, articulation of the issues mentioned in the assigned	**Part I: Assignment –** Written Understanding of the topic- 2 marks Approach – 4 Marks Concept Connect + Value Addition – 6 Marks Part II: Assignment – Viva Understanding of the topic- 2 marks Articulation of issues h – 4 Marks Application of concepts – 6 Marks Total : 24 Marks Weightage in internals: 4 /40	CO2

Figure 4.10 Sample list of Assignments and the Course Outcomes

4.2.3 Quality of student reports/ dissertation (15) (20)

Students have a need to submit reports on three different occasions.
1. Mini-projects: These are done as a part of course work. For example, Business Research Methods and Brand Management. These are described elsewhere under "Tools for Assessment"
2. Summer Internship (for the autonomous program): This is an 8-week internship to be done in a company after the first year.
3. Final Semester Project: This is a 12-week research oriented project done in the latter half of the fourth semester. These are also mostly done in companies.

The mini-projects are aligned to the course content and defined by the faculty. It is done by students in groups. The students submit a written report and in many cases, make a presentation as well.

The students need to submit a full-fledged report / dissertation for their summer internship and project. The process for these internships is described below.

Summer Internships *(for autonomous program)*:

Duration of the internship is 8 weeks.

This is given utmost importance by SSN School of Management. The Institution provides extensive support to students in sourcing opportunities.

The process is as follows:

- The Internship coordinator reaches out to companies for opportunities. A formal request is made with a brief about the internship. (Annexure 4.10: Request to companies for Summer Internships)
- Companies desiring to take interns respond with the nature of the internship.
- Details of opportunities are shared with students and those interested are asked to respond.
- The list and details of interested student is shared with the company.
- Companies select students based on their usual processes and announce selection list.
- Selected students are intimated and their names blocked for further opportunities.

The process of finalizing the summer internships is indicated below in Figure 4.11. The top row indicates the internal stages and the bottom row indicates the company's involvement.
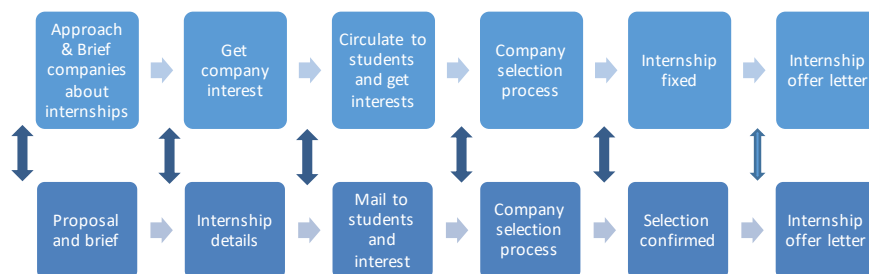
Figure 4.11 Summer Internship Process

Before start of the internship:

The students are briefed about its importance of internship, objectives, expected outcomes and challenges they are likely to face. (Annexure 4.11: Brief to students regarding summer Internship) The internships fall into two categories:

A. Professional practices

Students are offered an opportunity to take on operational roles in the company. They are expected to approach this professionally, identify bottlenecks and make suggestions to the company to improve the efficiency and effectiveness. They need to quantify various aspects of the activities that are carried out use this in their analysis and recommendations.

111

B. Research projects

These are along the lines of the fourth semester project carried out by students which is described later in this section.

The needs of company offering internships will determine the types of internship.

The expected outcomes are different for the two types of internship.

Students are assigned to faculty guides based on the functional area involved.

During the internship:

At the start of the internship in the company, the students are encouraged to make out an internship plan in consultation with the company guide. The students submit a weekly report of their activities and are in periodic telephonic touch with their faculty guides.

After the Internship:

The students have to submit an internship report and make a presentation to a faculty panel. The students are evaluated both on their report and presentation. Table 4.12 indicates the evaluation parameters for Summer Internship. Feedback is collected from the companies on students in their summer internships.

Table 4.12 Summer Internship Evaluation

Sl. No	Evaluation Parameters	Marks
1	Weekly Reports and Interaction	20
2	Time Utilization	10
3	Report Evaluation	30
4	Viva Voce	30
5	Company Feedback	10
Total		**100**

Sample Company Feedback is given below in the figure 4.12.

Sl. No	Name of the student	Company Name	Feedback
1.	Abinaya R	Casa Grand	She is adaptable and a quick learner with a self-motivated mindset
2.	Abirami Sankaranarayanan	Sri Vishnu Shankar Mill	Very interested to learn new techniques
3.	Aishwarya R	Preethi Appliances	Eager to learn
4.	Akanya N	First Steps Babywear	Overall, A good candidate having Great analyzing skills
5.	Akshai M	Xuberence	Akshai needs to be holistically aware of the work that he has been assigned. Being restricted to the set of tasks given will lead to stagnation.
6.	Akshaya L	Times of India	She should understand what company expects from her before throwing an idea or starting a conversation. She is a quick learner and adaptable. She often motivates herself. She maintains a good rapo with the team while working.
7.	Akshitha N	In22	Quick Learner, Strong analytical skills
8.	Alagu A N	Aorta	Very inquisitive. Had the urge to learn to new concepts in Digital Marketing.
9.	Alan B George	In22	Good sense of ownership and willingness to learn. Need to do a lot of reading and learning
10.	Angel Cyril Y	Xuberence	Need to believe in her own potential. Lack of confidence created a barrier. Overall, a good performer.
11.	Anirud Srinivas N P	Aorta	Very keen in learning new things. Has an extremely good content writing skill.
12.	Aravind Balaji S	Flinto	Awesome and excellent student and future professional
13.	Arjun V Anand	Ultramarine	Completed task as expected. Shown curious interest to learn and do the work.
14.	Arokia Joyce A	Flinto	Bright resource in analytics
15.	Arun Thamil Murthy A	Butterfly	He is very good in work, and we assign any work he easily adopted and done the work

Figure 4.12: Feedback from companies about students in their summer internships

Summer Internship Weekly Report – Format for the summer internship is shown in the figures 4.13 & 4.14.

SSN SCHOOL OF MANAGEMENT
MBA 2019-21
SUMMER INTERNSHIP WEEKLY REPORT
For the period .... to ....
(week 1)

Name:
Company:
Faculty Guide:
Internship commencement date:

Day 1: (Date)

Day 2: (Date)

....

....

Day 6: (Date)

To be sent as on every Saturday to Faculty Guide and
summerinternship2020@somca.ssn.edu.in

Figure 4.13 Format of Summer Internship Weekly report (2019-21)

MBA 2020-2022

Summer Internship 2021

Weekly report format

Name of the student   :

Name of the Faculty Guide   :

Name of the Company   :

Functional Area of Internship   :

Nature of Internship   Professional Practice / Research

Company Guide

Name   :

Designation   :

Email Id   :

Mobile No   :

Week #	Day #	Date	Activity	Learning outcome
1	1			
	2			
	3			
	4			
	5			
	6			

* The same format to be used for subsequent weeks by adding rows.

Figure 4.14 Format of Summer Internship Weekly report (2020-22)

Summer Internship sample copy is shown below in the figures 4.15 & 4.16.

SSN SCHOOL OF MANAGEMENT
MBA 2019-21
SUMMER INTERNSHIP WEEKLY REPORT
For the period 08-06-2020 to 13-06-2-2020
(week1)

Name: BEULAH BETZY
Company: HARKIN GLOBAL SOLUTIONS
Faculty Guide: HARIHARANATH K
Internship commencement date: 08-06-2020

Day 1: (08-06-2020)

Attended induction session where a complete presentation about the company was given by Manager and marketing executive of Harkin global solutions. He gave us brief note on company's work and networking. He gave us a small introduction about the members of the company and the products that are available in our company. We were asked to go through company's website, YouTube, Facebook and Instagram pages of company and also their ads. Then we made confirmation calls to nearly 14 people who have ordered products from our company, where we checked their address, phone number and made confirmation of shipment.

Day 2: (09-06-2020)

We went through company's website, YouTube, facebook and instagram pages of company and got a complete understanding of the brands (Geek, Brayden and Deerma) available in our company, their features and specification.

We were given Google sheets containing data of YouTube channels segmented by languages and asked to check with the consolidated sheet for missing data and verify if it contains any duplication. I found about 18 channels missing and added them to the respective pages.

Day 3: (10-06-2020)

The marketing strategy we use for promoting our product is influencer marketing strategy where information about Youtubers to promote the product is required. And hence we started collecting YouTube channels and their information like their subscriber's count, email id etc in all Indian languages so that we can make business collaboration with those channels. We were given a consolidated dump file which consist of more than 1000 records of youtuber's data and hence while collecting channels we cross checked the consolidated sheets to avoid duplication. Few constraints are, we are allowed only to collect YouTube channels who has atleast 4k views for their videos and should only collect YouTube channels which has provided their email id for business collaboration.

To be sent as on every Saturday to Faculty Guide and
summerinternship2020@somca.ssn.edu.in

Figure 4.15 Summer Internship Weekly report — Sample copy (2019-21)

MBA 2020-2022

Summer Internship 2021

Weekly report

Name of the student   : Akshara R

Name of the Faculty Guide   : Dr. K. Hariharanath

Name of the Company   : Aorta Digital Services

Functional Area of Internship   : Digital Marketing

Nature of Internship   : Professional Practice

Company Guide

Name   : Mr. Ganesh Ramamurthy

Designation   : Head of Marketing

Email Id   : ganesh@aortadigitalservices.com

Mobile No   : 9994552922

Week #	Day #	Date	Activity	Learning outcome
1	1	13/09/2021	➢ Commencement of Training session ➢ Introduction to SEO – on-page SEO	Understanding the process of improving the quality and quantity of website traffic by way of using SEO tools and the social media handles.
	2	14/09/2021	➢ Detailing on off-page SEO ➢ Learning on Crawling – Indexing – Ranking activities	
	3	15/09/2021	➢ Various aspects of link building and tactics used to improve search results ➢ Training session continued. on social media marketing (Facebook Marketing)	
	4	16/09/2021	➢ Facebook Marketing – Traffic Campaign ➢ Ways to create awareness about the company and targeting the right audience	
	5	17/09/2021	➢ Came up with different SEO tools, ranking tools available ➢ Prepared industrial analysis and competitor analysis for the allotted live project	
	6	18/09/2021	➢ Done a presentation on industrial and competitor analyses for the chosen	

Week #	Day #	Date	Activity	Learning outcome
2	1	20/09/2021	➤ Blog Commenting – Generated 5 links and created 5 backlinks for 154 Pearl Beach Resort ➤ Content Writing for Glamise's social media monthly posts	Generation of backlinks to help the company to get ranked in a better position in Google
	2	21/09/2021	➤ Created accounts in various social media handles to aid link sharing ➤ Blog Sharing – created 8 posts – Shared blog on "Eat right to think right! Super foods for the growing brain," by 88tuition on various platforms like Folkd, Slashdot, Plurk, Pearltrees, Listly, Getpocket, Scoopit and Kapsul	
	3	22/09/2021	➤ Blog Sharing – created 7 posts – Shared blog on "Family is not an important thing, family is everything," by 88tuition on various platforms like Folkd, Slashdot, Plurk, Pearltrees, Listly, Getpocket, Scoopit and Kapsul ➤ A mini workshop on social sharing (Facebook, Twitter)	
	4	23/09/2021	➤ Ad Sharing – created 9 posts in 3 websites ➤ Blog Commenting – generated an in-bound link in BlogSpot. ➤ A short session on working with the designing tool - Canvas	
	5	24/09/2021	➤ Image Sharing – created 12 posts and generated 12 links in Reddit, Pinterest, Flickr, Tumblr, Dribble and Otellnet.	
	6	25/09/2021	➤ Slide sharing – ppt on "Best Beach Resorts in ECR" for 154 Pearl Beach Resort	

Week #	Day #	Date	Activity	Learning outcome
3	1	27/09/2021	➤ Blog sharing combined with slide sharing ➤ Created innovative posts for Glamise	To improve the website ranking of 154 Pearl Beach Resort
	2	28/09/2021	➤ Blog writing – 154 Pearl Beach Resort	
	3	29/09/2021	➤ Created and shared 6 posts in Quora for 154 Pearl Beach Resort	
	4	30/09/2021	➤ Performed LinkedIn activities ➤ Blog commenting – 154 Pearl Beach Resort	
	5	01/10/2021	➤ Performed LinkedIn activities ➤ Image Sharing – 154 Pearl Beach Resort	
	6	02/10/2021	HOLIDAY	

Week #	Day #	Date	Activity	Learning outcome
4	1	04/10/2021	➤ Blog commenting – 7 links ➤ Image sharing – 6 links	• To improve the ranking of 154 Pearl Beach Resort with keyword search • To increase the brand awareness of Glamise
	2	05/10/2021	➤ Performed Quora Activities. ➤ Created innovative posts for Glamise	
	3	06/10/2021	➤ Attended a training session on the effective generation of backlinks. ➤ Presented the marketing strategies for Glamise and Heavy Metal Fashion as part of a competition.	
	4	07/10/2021	➤ Performed LinkedIn Activities in continuation to last week.	
	5	08/10/2021	➤ Image Sharing – 20 links ➤ Discovered the options to perform website audit for 154 Pearl Beach Resort.	
	6	09/10/2021	➤ Blog Sharing – 14 links ➤ Image sharing – 5 links ➤ Ad sharing – 11 links	

Week #	Day #	Date	Activity	Learning outcome
5	1	11/10/2021	➤ Blog Sharing – 8 links ➤ Blog Commenting – 7 links	To depict the ranking of the website by way of understanding the impact of the SEO activities.
	2	12/10/2021	➤ Image Sharing – 15 links ➤ Blog Writing – 154 Pearl Beach Resort	
	3	13/10/2021	➤ Ad Sharing – 15 links ➤ Image Sharing – 5 links	
	4	14/10/2021	➤ Slide Sharing – created a PPT with respect to 154 Pearl Beach and shared in SlideShare website ➤ Slide sharing cum blog sharing – 6 links	
	5	15/10/2021	➤ Blog Writing – 154 Pearl Beach Resort ➤ Checked the ranking of the keywords using various SEO tools	
	6	16/10/2021	➤ Created posts for Glamise to share in social media ➤ Blog Sharing – 8 links	

Week #	Day #	Date	Activity	Learning outcome
6	1	18/10/2021	➤ Blog Sharing – 10 links ➤ Blog Commenting – 4 links	• To analyse the improvement in the site ranking for 154 Pearl Beach after the completion of the SEO activities throughout the internship period • To create awareness of Glamise about its luxury skincare offerings
	2	19/10/2021	➤ Blog Sharing – 11 links ➤ Created content for Social Sharing – 154 Pearl Beach	
	3	20/10/2021	➤ Image Sharing – 15 links ➤ Created content for Social Sharing - Glamise	
	4	21/10/2021	➤ Ad Sharing – 15 links ➤ Blog Writing – 154 Pearl Beach	
	5	22/10/2021	➤ Slide Sharing – 3 links ➤ Slide Sharing cum Blog sharing – 4 links ➤ Blog Sharing – 8 links	
	6	23/10/2021	➤ Image Sharing – 3 links ➤ Blog Sharing – 7 links ➤ Curated content for 88tuition to share in the Quora platform	

Figure 4.16 Summer Internship Weekly report – Sample copy (2020-22)

Break up of Rubrics for Summer Internship (2019 – 21) is shown in the table 4.13.

Table 4.13 Breakup of Rubrics – Summer Internship

EVALUATION BY GUIDE	Consistency (weekly reports, guide interactions)		20	20%
	Time Utilization		10	
	Report Evaluation (Professional Practice)	Completeness & presentation	15	
		Executive Summary & Industry/ company profile	15	
		Roles/Tasks& Purpose	35	
		Quantification & Outcomes	15	
		Learning & Concept connect	20	
		Total	100	
	Report Evaluation (Research Project / Internal Project)	Completeness & presentation	15	
		Literature review & learnings	15	
		Objectives & scope of study	15	
		Data & Analysis	35	
		Summary of findings	20	

		Total	100	
	Report Evaluation		30	
	Viva (Professional Practice)	Industry/Company Profile	15	
		Roles/Tasks & Scope of work	40	
		Quantification & Outcomes	20	
		Learning & Concept connect	25	
		Total	100	
	Viva (Internal/ Research Project)	Area of study and Justification	15	
		Literature study & learnings	40	
		Objectives & Scope of study	15	
		Data, Analysis & Summary	30	
		Total	100	
Evaluation by Panel Member	Viva (Professional Practice	Industry/ Company Profile	15	80%
		Roles/Tasks & Scope of work	40	
		Quantification & Outcomes	20	
		Learning & Concept connect	25	
		Total	100	
	Viva (Internal/ Research Project)	Area of study and Justification	15	
		Literature study & learnings	40	
		Objectives & Scope of study	15	
		Data, Analysis & Summary	30	
		Total	100	
Total Viva (70 & 30)			30	
Company Feedback			10	
Overall		Total	100	

Summer Internship Timelines for the batch (2020-22) is shown in the figure 4.17.

MBA BATCH 2020- 2022

SUMMER INTERNSHIP 2021

TIME LINES

Date	Event
September 8th, 2021	Conduct of induction programme for Summer Internship – 60 – 90 minutes @ 8.30 A.M
September 8th, 2021	Earliest Start Date of the Summer Internship
September 13th, 2021	Last date for the commencement of Summer Internship
September 18th, 2021	Upload Report for Week 1
September 20th, 2021	Registration of internship details through Google form
September 20th, 2021	Submission / uploading of the scanned copy of internship offer letter / email / communication from the company in the respective folder
September 25th, 2021	Upload Report for Week 2
October 2nd, 2021	Upload Report for Week 3
October 4th to 6th, 2021	Mid Internship review with the Faculty guide
October 9th, 2021	Upload Report for Week 4
By October 11th, 2021	Initiating the preparation of the draft report
October 16th, 2021	Upload Report for Week 5
October 23rd, 2021	Completion of the internship
October 23rd, 2021	Upload Report for Week 6
By October 26th, 2021	Submission / uploading of the scanned copy of the letter from the company regarding the completion of the internship
October 27th, 2021	Submission of the draft report to the faculty guide
October 30th, 2021	Submission of the final report
November 1st, 2021	Commencement of viva

Figure 4.17 Summer Internship Timeline – (2020-22)

Break up of Rubrics for Summer Internship (2020 – 22) is shown in the figure 4.18.

SSN SCHOOL OF MANAGEMENT

MBA 2020-22

SUMMER INTERNSHIP 2021

EVALUATION METHODOLOGY AND RUBRICS

Students will be evaluated on the following aspects:

	Marks	Done by
Regularity of interaction with faculty guide, quality of weekly update and efforts made by the student	20	FG
Time utilization (as reflected in Internship / Project Diary)	10	FG
Quality of Internship report	30	FG
Learning from internship and concept-connect	40	Panel & Viva
Total	100	

Figure 4.18 Breakup of Rubrics – Summer Internship (2020-22)

Final Semester Project:

This is a capstone project undertaken by the students in the final semester after completion of course work. It is done mostly in companies. Extensive support is provided by the Institution in sourcing opportunities. The initial process is similar to that of summer internships.

Before the project:

A workshop-cum-briefing session is conducted for students prior to the start of the projects. Figure 4.19 explains brief to students regarding Final Semester Project). The workshop revisits areas / concepts that are relevant to projects.
- Research Methodology
- Literature survey

The briefing also focuses on:

- Identification of project areas and finalization. (Often, this done collaboratively with the company.)
- Balancing project work with other responsibilities assigned by the company.
- Evaluation criteria of students' projects
- Need for periodic presentation to faculty guide and a panellist
- Formulating research objectives and research methodology
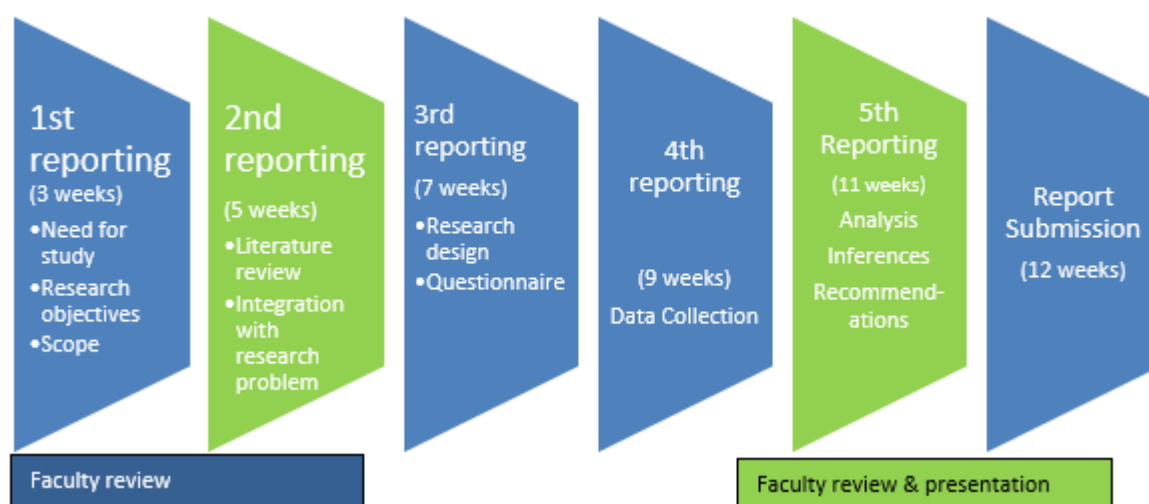- Data collection, analysis, interpretations, inferences and recommendations

Figure 4.19 Stages in Final Semester Project

The process is rigorously monitored and continuous assessments marks are linked to the timelines and quality of project progress. The time schedule includes project completion, report submission and viva by a faculty panel.

The evaluation of the project is done on the following parameters:

Table 4.14 Final Semester Project - Continuous / Internal Evaluation

Sl. No	Evaluation Parameters	Marks
1	Introduction, Industry Analysis and Company Profile	5
2	Need/ Problem Definition, Research Objectives, Scope	10
3	Review of Literature, Research Methodology (questionnaire, if applicable)	15
4	Primary/ Secondary Data, Analysis	15
5	Findings and Suggestions	10
6	Report Presentation	5
	Total *(*The continuous evaluation marks out of 60 get converted to a maximum of 100.)*	**60***

Sample Registration Form is shown in the figure 4.20.

SSN School of Management, Kalavakkam - 603 110

Project Registration Form

(Fill in the form with Block Letters only)

Name	:
Registration No	:
Address for Communication	:
	Phone :
	Email ID :
Specialization	:
Area of the Project	:
Title of the Project	:
	Phone :
	Email ID :
Company Name	:
Company Address	:
	Phone :
	Email ID :
Company Guide-Name & Designation	:
Email ID	:
Mobile No.	:
Faculty Guide	:

(Signature of the Student)

(For Office Use)

Project Confirmation Letter Submitted	: Yes	or	No
Project Guide Provided	: Yes	or	No
Remarks :			

Figure 4.20 Registration Form

Sample Project Evaluation – Review I (Guide) is shown below in the figure 4.21.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 1 (Guide)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Industry Analysis/ (*Context for the project)	5		Comprehensive – history, size, structure etc. Summarized by the student. Sets the context for the project.	Bits and pieces. Random copying and pasting.
Competitor & company analysis/ (*Significance of the study for its business application)	5		Relevant company information, comparative competitive position in the context of need and problem statement.	General.
Need Problem statement	10		Need for the study / problem statement well defined. .	Need for study / problem statement not well defined.
Research Objectives	15		Clearly defined. Cover the need / problem defined. Scope and limitations well defined.	General objectives. Do not address the need / problem.
Literature review	10		Relevance to the need / problem. Learning regarding methodology and variables to be used. Five literature identified.	Inadequate. Not related to the problem. Learnings not clearly outlined.
Research Methodology**	25		Well defined methodology with proper variables identified to meet the need for the study. Appropriate statistical tools outlined. Design of questionnaire.	Too general and not clear about how this will lead to any conclusion. Poor design of questionnaire.

* applicable only for internal projects
** If it is not ready during first review, the panel can meet again after few days and request student to make the research methodology presentation exclusively.

Remarks:

Signature of Guide:

Figure 4.21 Project Evaluation –Review 1 (Guide)

Project Evaluation – Review I (Panel Member) is shown below in the figure 4.22.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 1 (Panel Member)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Industry Analysis/ (*Context for the project)	5		Comprehensive – history, size, structure etc. Summarized by the student. Sets the context for the project.	Bits and pieces. Random copying and pasting.
Competitor & company analysis/ (*Significance of the study for its business application)	5		Relevant company information, comparative competitive position in the context of need and problem statement.	General.
Need Problem statement	10		Need for the study / problem statement well defined. .	Need for study / problem statement not well defined.
Research Objectives	15		Clearly defined. Cover the need / problem defined. Scope and limitations well defined.	General objectives. Do not address the need / problem.
Literature review	10		Relevance to the need / problem. Learning regarding methodology and variables to be used. Five literature identified.	Inadequate. Not related to the problem. Learnings not clearly outlined.
Research Methodology**	25		Well defined methodology with proper variables identified to meet the need for the study. Appropriate statistical tools outlined. Design of questionnaire.	Too general and not clear about how this will lead to any conclusion. Poor design of questionnaire.

* applicable only for internal projects
** if it is not ready during first review, the panel can meet again after few days and request student to make the research methodology presentation exclusively.

Remarks:

Signature of Panel Member

Figure 4.22 Project Evaluation –Review 1 (Panel Member)

Project Evaluation – Review 2 (Guide) is shown below in the figure 4.23.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 2 (Guide)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Data collection method/ Sufficiency of data	5		Data collection plan is well laid. Data meets the objectives, questionnaire gets the data pertaining to parameters of data.	Data collection plan lacks the clarity. Questionnaire does not get the data that is sufficient, data and objectives look indifferent.
Plan for data analysis	5		The data is sufficient to do the analysis, plan for analysis, usage of statistical or other tools.	No clarity on data analysis, lack of contribution of data to do a meaningful analysis.
Total	10			

Parameters are same for both internal/ external projects. If there is no primary data involved (in some of the projects), data sufficiency based on secondary data can be checked for the same parameters of evaluation. The overall objective is to ensure that the project can be completed with sufficient data.

The second review can start from May 28, 2021. The faculty guide can take a call on the date of presentation and update the google form made available (in the same guides allotment file, last two columns). If some of the projects need time to bring it to the level of evaluation (of this phase), please use your discretion.

Remarks:

Signature of Guide:

Figure 4.23 Project Evaluation –Review 2 (Guide)

Project Evaluation – Review 2 (Panel Member) is shown below in the figure 4.24.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 2 (Panel Member)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Data collection method/ Sufficiency of data	5		Data collection plan is well laid. Data meets the objectives, questionnaire gets the data pertaining to parameters of data.	Data collection plan lacks the clarity. Questionnaire does not get the data that is sufficient, data and objectives look indifferent.
Plan for data analysis	5		The data is sufficient to do the analysis, plan for analysis, usage of statistical or other tools.	No clarity on data analysis, lack of contribution of data to do a meaningful analysis.
Total	10			

Parameters are same for both internal/ external projects. If there is no primary data involved (in some of the projects), data sufficiency based on secondary data can be checked for the same parameters of evaluation. The overall objective is to ensure that the project can be completed with sufficient data.

Remarks:

Signature of Guide:

Figure 4.24 Project Evaluation –Review 2 (Panel Member)

Project Evaluation – Review 3 (Guide) is shown below in the figure 4.25.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 3 (Guide)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Data Analysis	10		Analysis satisfies the research plan and meet the objectives.	Analysis is not contributing to meeting the objectives.
Interpretations and Recommendations	10		Validity of interpretations look good, recommendations are consistent and are well connected to business interpretations.	Validity of interpretations not sound, recommendations are generic and are not based on business interpretations.
Total	20			

Source of data and associated quality:

Recommended for documentation: Yes/ No

Remarks:

Signature of Guide:

Figure 4.25 Project Evaluation –Review 3 (Guide)

Project Evaluation – Review 3 (Panel Member) is shown below in the figure 4.26.

SSN SCHOOL OF MANAGEMENT

PROJECT EVALUATION – REVIEW 3 (Panel Member)

MBA 2019-21

Name of student: Type of Project: External / Internal

Name of faculty guide: Name of the panel member:

Name of the Company:

Title of the project:

Parameters of Evaluation	Total Marks	Marks Awarded	Good (5-Very Good, 4-Good, 3-Average. 60 – 100%)	Poor (2-Poor, 1-Very Poor. <60%)
Data Analysis	10		Analysis satisfies the research plan and meet the objectives.	Analysis is not contributing to meeting the objectives.
Interpretations and Recommendations	10		Validity of interpretations look good, recommendations are consistent and are well connected to business interpretations.	Validity of interpretations not sound, recommendations are generic and are not based on business interpretations.
Total	20			

Source of data and associated quality:

Remarks:

Signature of Guide:

Figure 4.26 Project Evaluation –Review 3 (Panel Member)

Table 4.15 Final Semester Project - End Semester Evaluation – By Panel

Sl. No	Evaluation Parameters	Marks
1	Project Report	40
2	Viva Voce	60
	Objectives Evaluation (15)	
	Methodology Justification & Results Interpretation (20)	
	In retrospect (10)	
	Quality of Presentation (15)	
Total		**100**

Continuous valuation is done by faculty guide and another panellist based on the progress in different stages outlined above.

- Clear and concise objectives and the basis for these
- Literature review and learning – number, relevance, learning for the project
- Appropriate research methodology
- Interpretation of results and validity of recommendations
- Project report – adherence to guidelines and coverage of all above stages
- Viva-voce – ability to articulate the highlights of the project and learning

Equal weightages are given for continuous / internal evaluation and end semester evaluation in computing the overall grade.

Rubrics for Final Semester Project for the batch 2019-21 is shown below in the figure 4.27.

SSN SCHOOL OF MANAGEMENT

GUIDELINES FOR IV SEMESTER PROJECT (Part II)

PROJECT EVALUATION

MBA 2019-21

The breakup or marks for the IV semester project is given below.

Students must score at least 50 / 100 in the continuous assessment to be eligible for the end-semester evaluation. Less than 50 / 100 will be treated as a failure and the project needs to be repeated in the next semester.

For internal projects the parameters for continuous evaluation will be specified by the faculty guide depending on the nature of the project. In case a project done in a company cannot fit into this model, the faculty guide will make suitable changes and communicate to you.

The review schedule has already been shared in the Guidelines – Part I.

Type of Evaluation	Parameters of Evaluation	Marks	Weightage in final grade
Continuous evaluation (100)	Industry Analysis	5	60%
	Competitor & company analysis	5	
	Need Problem statement	10	
	Research Objectives	15	
	Literature review	10	
	Research Methodology*	25	
	Data collection, analysis, interpretation and recommendations	30	
	Total	100	
End-semester evaluation (Final) (100)	Project Report (external)	60	40%
	Viva Voce (external)	20	
	Viva voce (internal)	20	
	Total	100	

*Including sampling plan and questionnaire design

Figure 4.27 Rubrics for Final Semester Project – (2019-21)

SSN SCHOOL OF MANAGEMENT

GUIDELINES FOR SEMESTER IV PROJECTS

(PART II)

PROJECT EVALUATION

MBA 2020-22

The breakup of marks for the IV semester project is given below.

Minimum pass marks -- 50%

For internal projects, the parameters for continuous evaluation will be specified by the faculty guide depending on the nature of the project. In case a project done in a company cannot fit into this model, the faculty guide will make suitable changes and communicate to the students.

The review schedule has already been shared in the Guidelines – Part I.

Evaluation	Parameters	Marks	Weightage
Continuous evaluation (100)	Industry Analysis	5	50%
	Company & Competitor Analysis	5	
	Need / Problem Statement	10	
	Research objectives	15	
	Review of Literature	10	
	Research Methodology	25	
	Data collection, analysis, interpretation and recommendations	30	
	Total	100	
End-semester evaluation (Final) (100)	Project Report (External examiner)	20	50%
	Project Report (Internal examiner)	20	
	Project Report (Faculty guide)	10	
	Viva Voce (External Examiner)	30	
	Viva Voce (Internal Examiner)	20	
	Total	100	

Figure 4.28 Rubrics for Final Semester Project – (2020-22)

Parameter for Final Semester Project for the batch 2020-22 is shown below in the figure 4.29.

SSN SCHOOL OF MANAGEMENT

GUIDELINES FOR IV SEMESTER PROJECT (Part III)

PROJECT EVALUATION RUBRICS

MBA 2020-22

The following table describes "Good" and "Poor" evaluation for various parameters. Marks ranging from 0 to 5 will be awarded for each parameter based on the quality of work done by the student.

Parameters of Evaluation	Marks	Good	Poor
Industry Analysis	5	Comprehensive – history, size, structure etc. Summarized by the student. Sets the context for the project.	Bits and pieces. Random copying and pasting.
Competitor & company analysis	5	Relevant company information, comparative competitive position in the context of need and problem statement.	General.
Need Problem statement	10	Need for the study / problem statement well defined.	Need for study / problem statement not well defined.
Research Objectives	15	Clearly defined. Cover the need / problem defined. Scope and limitations well defined.	General objectives. Do not address the need / problem.
Literature review	10	Relevance to the need / problem. Learning regarding methodology and variables to be used. Needed literature identified.	Inadequate. Not related to the problem. Learnings not clearly outlined.
Research Methodology	25	Well defined methodology with proper variables identified to meet the need for the study. Appropriate statistical/functional tools outlined. Design of Questionnaire	Too general and not clear about how this will lead to any conclusion. Poor design of questionnaire.
Data collection, analysis, interpretation and recommendations	30	Sufficiency of data. Analysis as per research plan to meet objectives. Validity of interpretations and quality of recommendations.	Inadequate data. Analysis unconnected to objectives. General inferences not drawn from research.
Project Report	50	Neatness, grammar, punctuation, presentation and completeness. Adherence to specified format. Appropriate references and citations	None of the desired attributes mentioned are fulfilled.
Viva Voce (external)	30		
Viva voce (internal)	20		

Figure 4.29 Parameter for Final Semester Project – (2020-22)

CRITERION 5	Student Quality and Performance	100

SSN School of Management is a much sought-after destination for students aspiring to do a MBA program. The 250-acre campus with all modern infrastructure and facilities make it an ideal place to hone one's skills, expand one's horizons and transform into a leader. The residential nature of the program offers an ideal opportunity for peer-interaction and learning leading to an unforgettable learning experience.

SSN School of Management has drawn up its vision from its founder for providing equal opportunities for students. It is an institution with strong regional roots serving the needs of the state of Tamil Nadu. The Institution gets diversified students in terms of academic background and gender from all parts of Tamil Nadu.

Table 5.1 Student Intake

Year	Sanctioned Intake		No. of students admitted							Total
			Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	
2021-22	120	M	49	0	0	3	46	39	10	120
		F	69	2	0	7	64	61	10	
2020-21	120	M	46	1	0	3	44	38	9	117
		F	69	1	0	4	66	60	10	
2019-20	120	M	41	6	0	3	44	33	14	120
		F	61	12	0	2	71	64	9	

*Minimum of 12 months

Table 5.2 Success Rate

Year of entry	Total number of students admitted	Number of students who have completed	
		I Year	II Year
2021-22	120	118	
2020-21	117	117	116
2019-20	120	116	117

CAY=Current Academic Year

CAYm1: Current Academic Year minus 1

CAYm2: Current Academic Year minus 2 = Last Year Graduate (LYG)

CAYm3: Current Academic Year minus 3 = Last Year Graduate minus 1 (LYGm1) CAYm4: Current Academic Year minus 4 = Last Year Graduate minus 2 (LYGm2)

5.1. Enrollment Ratio (Admissions) (20)

SSN School of Management, MBA program, has the highest visibility amongst students who wish to pursue an MBA program. Students are admitted in two streams – in the government counseling process (Government Quota - GQ) and directly by the Institution (Management Quota - MQ).

The below table provides the enrolment ratio for the mentioned years. The Institution gets closer to 100% enrolment every year.

Enrolment Ratio = Number of students admitted/ Sanctioned intake

Table 5.3 Students enrolled at the First year

Academic Year	Sanctioned intake	No of students admitted	Enrolment Ratio
2021-22	120	120	100
2020-21	120	117	98.33
2019-20	120	120	100

5.2 Success Rate (Students clearing in minimum time) (10)

S.I. = Number of students completing program in minimum duration / Number of students admitted

Average SI = Mean of Success Index (SI) for past

three batches Success rate = 10 × Average SI

Table 5.4 Success Rate

Item	Year 2021-22 Batch 2020-22	Year 2020-21 Batch 2019-21	Year 2019-20 Batch 2018- 20
Number of students admitted	116	116	119
Number of students who have graduated in minimum time	116	116	109
Success Index (SI)	100	100	93.16
Average SI	97.72		

5.3 Academic Performance (Percentage marks scored) (10)

The students of the MBA program turn-out to be competitive as they progress in the program. The student nurturing process takes the center-stage as they move into mid-semesters (II and III). Our holistic learning system makes them fall in line with cognitive and integrative learning. There is a good peer group based learning and it eventually leads to their academic success. Apart from being good in academics, emphasis will also be on contemporary and industry oriented learning. This will help in building a pool of deployment-ready managers for the industry.

The table 5.5 indicates academic performance. The pass percentage is close to 100% of all students who completed the program in the minimum period. This indicates the seriousness and academic rigor.

Academic Performance = Average API (Academic Performance Index)

API = ((Mean of final Year Grade Point Average of all successful Students on a 10 point scale) or (Mean of the percentage of marks of all successful students in final year/10)) x (number of successful students/number of students appeared in the examination)

Successful students are those who have passed in all final year courses.

Table 5.5 Academic Performance

Academic Performance	2021-22	2020-21	2019-20
Mean of CGPA or Mean Percentage of all successful students (X)	8.26	8.013	7.83
Total no. of successful students (Y)	112	116	109
Total no. of students appeared in the examination (Z)	116	116	117
API = X* (Y/Z)	7.97	8.013	7.83
Average API = (AP1 + AP2 + AP3)/3	7.94		

5.4 Placement, Higher Studies and Entrepreneurship (40)

The students of SSN School of Management show a high level of participation in institution building and leadership initiatives. They bring diversity of views and pedagogy is led by them with the assistance from teachers. Students forming in groups and discussing the contemporary newspaper published issues/ case studies related group work are a common sight in the campus. The enthusiasm and seriousness of students brings great success in terms of good academic record and strong placement.

Assessment Points = 30 × average placement; N is the total no. of students admitted in first year

Table 5.6 Placement, Higher Studies and Entrepreneurship

Item	2021-22	2020-21	2019-20
No. of students placed in companies or Government Sector (x)	109	101	97
No. of students pursuing Ph.D. / Higher Studies (y)	-	-	-
No. of students turned entrepreneur (In the areas related to management discipline) (z)	-	-	-
x + y + z =	109	101	97
No of Students (N)	116	117	116
Placement Index : (x + y+ z)/N	0.939	0.86	0.836
Average placement= (P1 + P2 + P3)/3	.878		
Assessment Points = 40 × average placement	35.14		

Placement Quality: SSN MBA students are always occupying the mind space of employers. Close to 10 companies are repeated recruiters every year. There is a well-established networking with close to 100 companies, 40-45 of them come for recruitment every year.

The placement season starts from November and ends in June of the graduating year. The job opportunities are meaningful. The students are encouraged to choose the JDs of their choice.

The summer internships have been strengthened to 8 weeks from the batch of 2018 (autonomous). 80% of the students get an opportunity to work on company based internships. This is an indicative parameter for quality of students as well as the quality of companies that participate in the process. The final project is a research project and the same trend continues.

Following data for batch 2020-22 indicates the quality of placements:
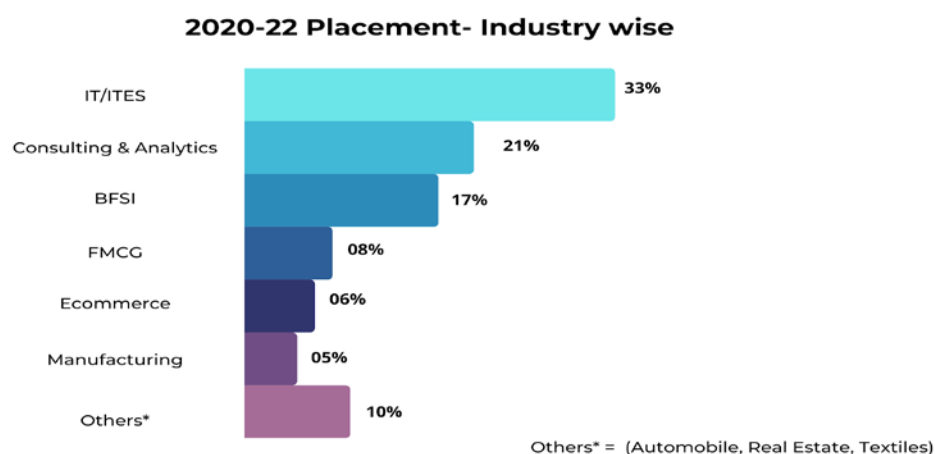
Placement Industry Wise:

Figure: 5.1 Placement by Industry Wise

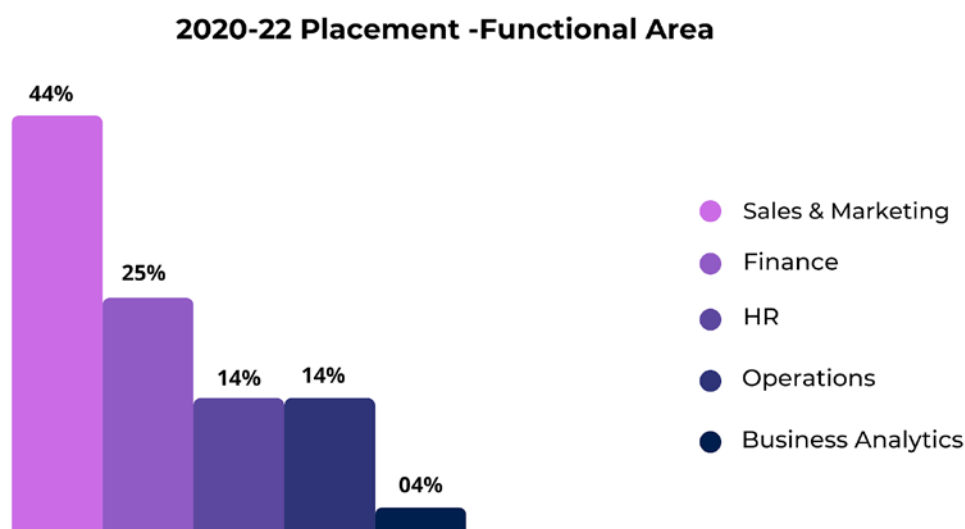**Placement by Functional Area:**

Figure: 5.2 Placement by Functional Area

The above data indicates the acceptability of our MBA graduates across the industries. This is also a good sign for the quality of students as well as the quality of placements.

Table 5.7. Placement Summary

Year	No of Placements	No of companies	Min.Salary	Max.Salary	Average Salary	Median Salary
2021-22	109	60	4.5	10	6.36	6
2020-21	101	58	4	9	5.5	4.64
2019-20	97	57	3.75	8.5	5.2	4.8

*All salaries measured in INR Lakhs Per Annum (LPA)

5.4.a. Provide the placement data in the below mentioned format with the name of the program and the assessment year:

Table 5.7 Placement Data

MBA 2021-22

S.No	Enrollment no.	Name of the student placed	Name of the Employer	Appointment letter reference no. with date	Salary in Lakhs (Rs).
1	2030001	Aarthi M	HCL	2nd May'2022	6
2	2030002	Adhithya C	Applied Data Finance	1st Feb 2022	8.5
3	2030003	Ahamed Aarun Raseth S	Consulting & Beyond	10th May'2022	5.5
4	2030004	Aishwarya K	TCS BPS	3rd Jan'2022	6
5	2030005	Aiswarya P	TCS HR	3rd Jan'2022	5.8

6	2030006	Ajay Krishna K	HCL	2nd May'2022	6
7	2030007	Ajay R S	HCL	2nd May'2022	6
8	2030008	Akshara R	Pepul	31st March'2022	5
9	2030009	Akshaya R S	HCL	2nd May'2022	6
10	2030010	Akshey Kumar T	Deloitte	23rd May'2022	7.6
11	2030011	Amiirtha Varshini S	HCL	2nd May'2022	6
12	2030012	Anandh G	HCL	2nd May'2022	6
13	2030014	Anirudh T S	Federal Bank	7th March'2022	10
14	2030015	Anitha G	TCS IT	3rd Jan'2022	5.8
15	2030017	Annie Steffigraf S	VodafoneIdea	9th April'2022	6.3
16	2030018	Anudheepthi V	Turing	8th Nov'2021	6
17	2030019	Arthi S	HCL	2nd May'2022	6
18	2030020	Bragadeeshwaran J	TCS IT	3rd Jan'2022	5.75
19	2030021	Cecil Tom Yaharsh P	TCS HR	3rd Jan'2022	5.8
20	2030022	Christopher Paulson G	Diamond Pick	7th Jan'2022	6.5
21	2030023	Darshini D	Deloitte	23rd May'2022	7.6
22	2030024	Dhanalakshmi A	HCL	2nd May'2022	6
23	2030025	Dhanalakshmi S	Pepul	31st March'2022	5
24	2030026	Dharun Krishna M A	HCL	2nd May'2022	6
25	2030027	Dhivyasaraswathi S	TCS HR	3rd Jan'2022	5.8
26	2030028	Dinesh Kumar S	HCL	2nd May'2022	6
27	2030029	Divya S	Diamond Pick	7th Jan'2022	6.5
28	2030030	Dolly Joy Kirubha V	Kaar Technologies	31st Jan'2022	9
29	2030031	Gautam Chandar T K	Mindtree	13th Feb'2022	5.5
30	2030032	Gayathri K	HCL	2nd May'2022	6
31	2030033	Gayatri V	HCL	2nd May'2022	6
32	2030034	Gokulakrishnan B	HCL	2nd May'2022	6
33	2030035	Gokulavarshini M	Zoho	29th Aug'2022	5.8
34	2030036	Harini Athithya M	Crayon Data	17th April'2022	7
35	2030037	Harini V	VodafoneIdea	9th April'2022	6.3
36	2030038	Hemavathy G	Page Industries	3rdFeb'2022	7
37	2030039	Indhu R	TCS IT	3rd Jan'2022	5.8
38	2030040	Iswariya R	VodafoneIdea	9th April'2022	6.3
39	2030041	Jaisree S	Diamond Pick	7th Jan'2022	6.5
40	2030042	Janetta Isaac	Pepul	31st March'2022	5
41	2030043	Jaya Bharathi K	Pepul	31st March'2022	5
42	2030044	Jayasri D	HCL	2nd May'2022	6

43	2030045	Jeevaa K	Deloitte	23rd May'2022	7.6
44	2030046	Joseph Alex	HCL	2nd May'2022	6
45	2030047	Kaaviya S	HCL	2nd May'2022	6
46	2030048	Karthi Shanmugam	HCL	2nd May'2022	6
47	2030049	Karthiga M	HCL	2nd May'2022	6
48	2030051	Katluru Lakshmi Anusha	TCS IT	3rd Jan'2022	5.8
49	2030052	Kaviya G	Cognizant	27th April'2022	5.5
50	2030053	Keerthana M	Ford India	23rd May'2022	5.8
51	2030054	Kirthika A	Turing	8th Nov'2021	6
52	2030055	Kiruthiga R S	TCS IT	3rd Jan'2022	5.8
53	2030056	Krishna Preeti A	Kaar Technologies	31st Jan'2022	9
54	2030057	Lavanya R	HCL	2nd May'2022	6
55	2030062	Maria Gertrude Stella M	Cognizant	27th April'2022	5.5
56	2030063	Mary Festina G	TCS IT	3rd Jan'2022	5.8
57	2030064	Mathankumar M	HCL	2nd May'2022	6
58	2030065	Meena M	Whirldata	19th Jan'2022	6
59	2030066	Naidu Neha	TCS IT	3rd Jan'2022	5.8
60	2030068	Nilani Surya K	Temenos	8th Nov'2021	8.5
61	2030069	Niranjan M	Venture Intelligence	15th June'2022	5
62	2030070	Nirupama B	HDFC Ltd	23rd May'2022	7
63	2030071	Pauplin Fiona Peries G	Pepul	31st March'2022	5
64	2030072	Pavya P	HCL	2nd May'2022	6
65	2030073	Pooja P J	Numeric UPS	5th June'2022	4.5
66	2030074	Pradeep A	HCL	2nd May'2022	6
67	2030075	Praiselin Shanthini S	JRA Analytics	13th Feb'2022	5.7
68	2030076	Praveen Kumar A	Temenos	8th Nov'2021	8.5
69	2030077	Praveen M	Temenos	8th Nov'2021	8.5
70	2030078	Pravin Kumar P	National Trust Housing Ltd.	18th April'2022	4.5
71	2030079	Priyadharshini M	Federal Bank	7th March'2022	10
72	2030080	Priyadharshini S	Wiz Freight	20th Jan'2022	8
73	2030081	Punya R	HCL	2nd May'2022	6
74	2030082	Raghul Manikandan S	Ford India	23rd May'2022	5.8
75	2030083	Ramavigneshwaran P	CAMS	18th April'2022	4.5
76	2030084	Ramya K A	HCL	2nd May'2022	6
77	2030085	Ranjith D S	HCL	2nd May'2022	6
78	2030086	Relin Bessy R	VodafoneIdea	9th April'2022	6.3
79	2030087	Rohith A	HCL	2nd May'2022	6

80	2030088	Sabarinath P	Deloitte	23rd May'2022	7.6
81	2030089	Sabarinathan S	Cognizant	27th April'2022	5.5
82	2030090	Santha Ruby K	TCS HR	3rd Jan'2022	5.8
83	2030091	Santhiya N	Ford India	23rd May'2022	5.8
84	2030092	Saravanan M	Page Industries	3rdFeb'2022	7
85	2030093	Shanjana Dhevi R	Deloitte	23rd May'2022	7.6
86	2030094	Sharun Shaji	HDFC Ltd	23rd May'2022	7
87	2030095	Sheik Ameer Hamzha S	Page Industries	3rdFeb'2022	7
88	2030096	Shivani K	Diamond Pick	7th Jan'2022	6.5
89	2030097	Shwetha Raja Rajeswari J	Codoid Innovations	18th April'2022	5
90	2030098	Sindhu Bharathi I	Deloitte	23rd May'2022	7.6
91	2030099	Sivasankaran S	TCS HR	3rd Jan'2022	5.8
92	2030100	Sneha Priyadarshini P	Audacious Dreams Foundation	26th Feb'2022	6
93	2030101	Sornaeswar S	National Trust Housing Ltd.	18th April'2022	4.5
94	2030102	Srivatsan S	Info Edge India Ltd	18th Nov'2021	5.5
95	2030103	Subhashri A S	HCL	2nd May'2022	6
96	2030104	Subheetha S	HDFC Ltd	23rd May'2022	7
97	2030105	Sudhakaran R	TCS Sabbatical	30th Dec'2021	8.5
98	2030106	Sujitha D	Cognizant	27th April'2022	5.5
99	2030107	Sunitha S	Deloitte	23rd May'2022	7.6
100	2030108	Suresh B	Homelane	21st Dec'2021	5
101	2030109	Surya A	Pepul	31st March'2022	5
102	2030110	Swetha T	Pepul	31st March'2022	5
103	2030111	Thamizhini K	HCL	2nd May'2022	6
104	2030112	Uma Sankari A	HCL	2nd May'2022	6
105	2030113	Vignesh B	Federal Bank	7th March'2022	10
106	2030114	Vignesh P	TCS IT	3rd Jan'2022	5.8
107	2030116	Vinodhini B	Kaar Technologies	31st Jan'2022	9
108	2030117	Vishnu V	Federal Bank	7th March'2022	10
109	2030118	Wiswa M	Consulting & Beyond	10th May'2022	5.5

MBA 2020-21

S.No	Enrollment no.	Name of the student placed	Name of the Employer	Appointment letter reference no. with date	Salary in Lakhs (Rs).
1	198001001	Abilash E	ICICI Bank	6th Aug 2021	4
2	198001002	Abilin P	Ameex Technologies	2nd Aug 2021	4
3	198001003	Agilesh Kumar M	ICICI Bank	6th Aug 2021	4

4	198001004	Aishwarya Rai P	JRA Analytics	29th Aug 2021	5
5	198001005	A is hwarya Ravishankar	Neeyamo	26th Nov 2020	4.5
6	198001006	Akshaya M P	Ameex Technologies	2nd Aug 2021	4.5
7	198001007	Akshayaa Kumar S	CAMS	13th April 2021	4.5
8	198001008	Anagha V	City Union Bank	22nd March 2021	4.6
9	198001010	Anitha K	TCS	23rd Jan 2021	5.8
10	198001011	Annie Christina D	Accenture	27th Aug 2021	4.64
11	198001012	Aravind Kumar S	HDFC Ltd	22nd July 2021	6.94
12	198001013	Aravinth R	Ramco Systeme	15th April 2021	5
13	198001014	Aravinth T A	HCL	12th July 2021	4.75
14	198001015	Arun A	CAMS	13th April 2021	4.5
15	198001019	Balaje S C	ICICI Bank	6th Aug 2021	4
16	198001020	Beulah Betzy	Neeyamo	26th Nov 2020	4.5
17	198001022	Bhuvaneshwari N	Beroe Inc	19th July 2021	4.5
18	198001023	Dharani K	Socgen	17th Sep 2021	5.5
19	198001024	Dharsini R	Ameex Technologies	2nd Aug 2021	4
20	198001025	Dhivya M	Arkgeniq	21st July 2021	4
21	198001026	Durga Dharshini R	HCL	12th July 2021	4.75
22	198001028	Gaddam Mounica	HCL	12th July 2021	4.75
23	198001029	Gautham Raj G	Bellurbis Technologies Pvt Ltd	1st Sep 2021	5
24	198001030	Gayathri B	TCS HR	23rd Jan 2021	5.8
25	198001031	Geethanchali R R	Beroe Inc	19th July 2021	4.5
26	198001032	Gladia Lindona T	Brickwork Ratings	5th April 2021	5
27	198001033	Gobinath S	City Union Bank	22nd March 2021	4.6
28	198001034	Gopinath G	Socgen	17th Sep 2021	5.5
29	198001035	Gopukrisnaa R	HCL	12th July 2021	4.75
30	198001036	Gowtham R	ITC	8th July 2021	4.4
31	198001037	Guna K K	ITC	8th July 2021	4.4
32	198001038	Haribabu S	Vodafone	11th June 2021	4.5
33	198001039	Hariharan E	TCS	23rd Jan 2021	5.8
34	198001040	Harikrishnan G	Chola MS	9th May 2021	6.5
35	198001041	Harine K	Neeyamo	26th Nov 2020	4.5
36	198001043	Harini S	Bellurbis Technologies Pvt Ltd	1st Sep 2021	5
37	198001044	Haritha Sravani N	HCL	12th July 2021	5.45
38	198001045	Harshini H	Federal Bank	26th May 2021	9
39	198001046	Harshini S	HCL	12th July 2021	4.75
40	198001047	Jayasree R	HCL	12th July 2021	4.75

41	198001048	Jerish R T	Acurus Solutions	21st Dec 2020	4.5
42	198001049	Jesse Amson	Intellect Design	19th June 2021	5
43	198001050	Kalyan Ram R	HCL	12th July 2021	4.75
44	198001051	Karthick Venkatesh S M	Vodafone	11th June 2021	4.5
45	198001052	Kavin S R	V5 Global Services (HP)	29th Jan'2021	4
46	198001053	Kavitha P	NIS Institute	3rd Sep 2021	4
47	198001054	Keerthi Priya T	Drshti Strategic Research Services Pvt. Ltd	1st Dec 2021	6.1
48	198001055	Kishore Kumar S	No Paper Forms	13th March 2021	7.5
49	198001056	Krithika G	City Union Bank	22nd March 2021	4.6
50	198001057	Madhivanan A	ITC	8th July 2021	4.4
51	198001059	Maharasi E	HCL	12th July 2021	4.75
52	198001060	Marshalraja G	City Union Bank	22nd March 2021	4.6
53	198001061	Meenakshi A B	ICICI Bank	6th Aug 2021	4
54	198001063	Mohamed Salman Javid J	Rane Group	19th Sep 2021	4.5
55	198001064	Mohamed Zia F	Neeyamo	26th Nov 2020	4.5
56	198001065	Monisha C	HCL	12th July 2021	5.8
57	198001066	Muthu Mohamed Ali L A	ITC	8th July 2021	4.4
58	198001068	Neela Priyadharshini P	ICICI Bank	6th Aug 2021	4
59	198001069	Nivedhitha M K	Vodafone	11th June 2021	4.5
60	198001070	Pillai Mohanraju Kannappan	ITC	8th July 2021	4.4
61	198001071	Poornashri A	Vodafone	11th June 2021	4.5
62	198001072	Pranav Kanna P	ITC	8th July 2021	4.4
63	198001073	Pratibha Bakthavachalam	Accenture	21st Dec 2020	4.64
64	198001076	Priya M Jose	Federal Bank	26th May 2021	9
65	198001078	Raghunandan S	Abi Showatech	5th April 2021	4.5
66	198001079	Raja Rajeswari K	Indus Ind Bank	19th March 2021	5.5
67	198001080	Ramalingam S	HCL	12th July 2021	4.75
68	198001081	Ranjith Kumar P	JRA Analytics	29th Aug 2021	5
69	198001082	Reshma T	HDFC Ltd	22nd July 2021	6.94
70	198001083	Roshani J K	Neeyamo	26th Nov 2020	4.5
71	198001086	Sailesh S	City Union Bank	22nd March 2021	4.6
72	198001087	Sanjana R M	Nortehrn Arc Capital	8th July 2021	4
73	198001088	Sanjeev Kumar P M	HCL	12th July 2021	4.75
74	198001089	Sankari Devi R	Socgen	17th Sep 2021	5.5
75	198001090	Sathya Narayanan K L	Ameex Technologies	2nd Aug 2021	4
76	198001091	Sathya Narayanan R	HCL	12th July 2021	4.75
77	198001092	Shanmathi S	HCL	12th July 2021	4.75

78	198001093	Sharmila D	HCL	12th July 2021	4.75
79	198001094	Sharmila R	HDFC Ltd	22nd July 2021	6.94
80	198001095	Shree Vidhya Ramesh	HCL	12th July 2021	4.75
81	198001096	Shruthi K	Neeyamo	26th Nov 2020	4.5
82	198001097	Shwetha B	HCL	12th July 2021	4.75
83	198001098	Sivadarsan M	Ameex Technologies	2nd Aug 2021	4.5
84	198001099	Soundariya Luxmi M	Federal Bank	26th May 2021	9
85	198001100	Sowmiya M	Neeyamo	26th Nov 2020	4.5
86	198001101	Sowmya Preethi M	TCS Sabbatcial	10th Oct 2020	7.6
87	198001102	Sowntharya K	Neeyamo	26th Nov 2020	4.5
88	198001103	Sriram Aravindh K A	Abi Showatech	5th April 2021	4.5
89	198001104	Subasri T	Ameex Technologies	2nd Aug 2021	4
90	198001106	Supreetha S	TCS HR	23rd Jan 2021	5.8
91	198001107	Suvarna Valli S	Accenture	27th Aug 2021	4.64
92	198001108	Swetha J	Ramco Systeme	15th April 2021	5
93	198001109	Tamilselvan R	Vodafone	11th June 2021	4.5
94	198001111	Tejeshwer R	CAMS	13th April 2021	4.5
95	198001112	Thamaraiselvi T S	CAMS	13th April 2021	4.5
96	198001113	Thananjai K M	JRA Analytics	29th Aug 2021	5
97	198001115	Velmathi S	HCL	12th July 2021	4.75
98	198001117	Vignesh C	Accenture	27th Aug 2021	4.64
99	198001118	Viknesh Kumar S	Ameex Technologies	2nd Aug 2021	4.5
100	198001119	Vishnu T J	HCL	12th July 2021	4.75
101	198001120	Vishruthi K	Neeyamo	26th Nov 2020	4.5

MBA 2019-20

S. No	Enrollment no.	Name of the student placed	Name of the Employer	Appointment letter reference no. with date	Salary in Lakhs (Rs).
1	188001001	Abhinaya V	HDFC AMC	2nd Dec'2019	4.5
2	188001004	Abirami Sankaranarayanan	HCL	31st Oct'2020	4.75
3	188001005	Abirami Senthilkumar	Asirwad Micro Finance	20th Nov'2019	5
4	188001006	Aishwarya R	Deloitte	30th July'2020	6.75
5	188001007	Aishwarya V S	IndusInd Bank	24th March'2020	5.5
6	188001008	Akanya N	Federal Bank	4th Dec'2019	7.3
7	188001009	Akshai M	Nippon Paints	6th June'2020	5
8	188001010	Akshaya L	Federal Bank	4th Dec'2019	7.3

9	188001011	Akshitha N	In Labs22	7th July'2020	3.75
10	188001012	Alagu A N	HCL	31st Oct'2020	4.75
11	188001013	Alan B George	Asirwad Micro Finance	20th Nov'2019	5
12	188001014	Angel Cyril Y	TCS BPS	16th Dec'20	5.75
13	188001015	Anirud Srinivas N P	HCL	31st Oct'2020	5.1
14	188001016	Anjana Dineshkumar D	In Labs22	7th July'2020	6
15	188001017	Aravind Balaji S	HCL	31st Oct'2020	4.75
16	188001018	Arjun V Anand	Federal Bank	4th Dec'2019	7.3
17	188001019	Arokia Joyce A	HCL	31st Oct'2020	4.75
18	188001021	Boopesh M	ITC	25th Nov'2020	4.75
19	188001022	Chandhini S	Ameex Technologies	1st Nov'2019	4.5
20	188001023	Darshni Priya M S	Ivy Mobility	7th Feb'2020	3
21	188001024	Deepasree P	HCL	31st Oct'2020	4.75
22	188001025	Deepika D	Deloitte	30th July'2020	6.75
23	188001026	Deepika T	HCL	31st Oct'2020	4.75
24	188001027	Devadoss V	Federal Bank	4th Dec'2019	7.3
25	188001028	Elizabeth M Thomas	HDFC AMC	2nd Dec'2019	4.5
26	188001030	Evangline E K	Ingram Micro	19th Nov'2019	4.5
27	188001031	Frederic Lourdu Raja S	TCS IT	16th Dec'20	5.75
28	188001032	Gautam G	HCL	31st Oct'2020	4.75
29	188001033	Gunapati Mounica	Asirwad Micro Finance	20 Nov'2019	5
30	188001034	Hari Vijay S	Autoprint	29th June'2020	3.5
31	188001035	Harini Lakshmi M S	HCL	31st Oct'2020	4.75
32	188001036	Harish R	HCL	31st Oct'2020	4.75
33	188001037	Harshitha A	HCL	31st Oct'2020	4.75
34	188001038	Hemanthkumar P	Deloitte	30th July'2020	6.75
35	188001039	Hemavardhini V	IndusInd Bank	24th March'2020	5.5
36	188001040	Jana Sankari N	Venture Intelligence	9th Jan'2020	5
37	188001041	Joanna David	HCL	31st Oct'2020	4.75
38	188001042	Joel Kirubhakaran D	HCL	31st Oct'2020	4.75
39	188001043	Karthik G	Ingram Micro	19th Nov'2019	4.5
40	188001044	Kevin Keerthana C P	HDFC AMC	2nd Dec'2019	4.5
41	188001047	Lavanya B	HDB Financial Services	8th Jan'2020	4
42	188001048	Laxmi Priya V	TCS IT	16th Dec'20	5.75
43	188001049	Laya Kanyaa B	HCL	31st Oct'2020	4.75
44	188001050	Leo Sebastin L	Home First Finance	19th Jan'2021	6.2
45	188001051	Mani Uthra P	Deloitte	30th July'2020	6.75

46	188001055	Naadhiya Begum A R	In Labs22	7th July'2020	3.75
47	188001056	Nandhini V	Ameex Technologies	1st Nov'2019	5
48	188001057	Naveen Kumar G	City Union Bank	29th Dec'2019	4.68
49	188001058	Naveenkumar B	ITC	25th Nov'2020	4.8
50	188001059	Nishanth Raj D	Ingram Micro	19th Nov'2019	4.5
51	188001060	Nithyalaxmi R	Drshti Strategic Research Services	11th Nov'2019	6.1
52	188001061	Niveditha K	HDB Financial Services	8th Jan'2020	4
53	188001062	Nivetha B	HCL	31st Oct'2020	5.1
54	188001063	Nivetha S	HDB Financial Services	8th Jan'2020	4
55	188001064	Pavithira S	HDFC	15th Oct'2020	6.47
56	188001065	Pavithra G	Congruent Solutions	2nd Feb'2020	3.5
57	188001066	Pavithra Karthikeyan	NoPaperForms	19th Dec'2019	6
58	188001067	Pavithra Krishnamachari	Deloitte	30th July'2020	6.75
59	188001068	Pown Krishnan B	Home First Finance	19th Jan'2021	6.2
60	188001069	Pradeepa S	HCL	31st Oct'2020	4.75
61	188001070	Praveen Kumar S	Asirwad Micro Finance	20 Nov'2019	5
62	188001072	Praveen S	Nippon Paints	6th June'2020	5
63	188001074	Priyadharshini G	HDFC AMC	2nd Dec'2019	4.5
64	188001075	Priyanka B	HCL	31st Oct'2020	4.75
65	188001076	Rahulraj A	City Union Bank	29th Dec'2019	4.68
66	188001078	Rangeetha S	HCL	31st Oct'2020	4.75
67	188001079	Reshma K B	Federal Bank	4th Dec'2019	7.3
68	188001080	Revathi P L	HCL	31st Oct'2020	5.1
69	188001081	Rittu George	Deloitte	30th July'2020	6.75
70	188001082	Roobini R	TCS IT	16th Dec'20	5.75
71	188001083	Rubiya P	NoPaperForms	19th Dec'2019	6
72	188001085	Sabatini Roy B	Ingram Micro	19th Nov'2019	4.75
73	188001086	Sandhiya S	NoPaperForms	19th Dec'2019	6
74	188001088	Santhosh Pachayee A	TCS IT	16th Dec'20	5.75
75	188001089	Sathish Kumar R	CAMS	28th Nov'2019	4.5
76	188001090	Savitha B	Incred Financial Services	30th July'2020	4.75
77	188001091	Shabina J B R	TCS IT	16th Dec'20	5.75
78	188001093	Shanmathi Selvakumar	Home First Finance	19th Jan'2021	6.2
79	188001094	Shanmathi Sivanesan	HCL	31st Oct'2020	4.75
80	188001095	Shanthanu Srinivasan M K	Build HR	1st Oct'2020	4.2
81	188001096	Sheetal R B	HCL	31st Oct'2020	4.75
82	188001097	Shiny Jim	HCL	31st Oct'2020	4.75

83	188001098	Shradha Sundaresan	Congruent Solutions	2nd Feb'2020	3.5
84	188001099	Shyamsundar C G	HCL	31st Oct'2020	4.75
85	188001101	Sreenivas R	City Union Bank	29th Dec'2019	4.68
86	188001102	Sri Priya R	HCL	31st Oct'2020	4.75
87	188001103	Srijith S	HCL	31st Oct'2020	4.75
88	188001104	Subhashini R	NoPaperForms	19th Dec'2019	6
89	188001106	Suwetha P	HCL	31st Oct'2020	5.1
90	188001107	Swathi M	ITC	25th Nov'2020	4.75
91	188001108	Vaideagi P	CAMS	28th Nov'2019	4.5
92	188001109	Vidhya B	TCS IT	16th Dec'20	5.75
93	188001111	Vijay Lokkesh N	ITC	25th Nov'2020	4.8
94	188001112	Vikgnesh B	IndusInd Bank	24th March'2020	8.5
95	188001115	Vishnu Priya A K	HDFC AMC	2nd Dec'2019	4.5
96	188001116	Vivek M	Deloitte	30th July'2020	6.75
97	188001117	Yazhini P M	HCL	31st Oct'2020	4.75

5.5 Student Diversity (5)

The admissions process at SSN emphasizes quality and diversity at all stages. The admissions policy is fine-tuned at the beginning of the admissions season by the Professor in-charge and is then approved by the President of the institution. The guidelines mentioned are adhered to.

(Diversity may include Experience, Gender diversity, Qualification, Geographic diversity (within state, outside state, outside country))

Table 5.8 Student Diversity

Diversity Parameters	2021-22	2020-21	2019-20
% Gender diversity (Female students / total)	59.17	59.9	60.83
% Students with experience	16.67	16.23	19.17
% Students with PG qualification	0	0	0
% students within state	98.33	97	85
% students outside state	1.73	3	15
% students outside country	0	0	0

Students Admission: Students are admitted in two streams – in the government 149ounselling process (Government Quota – GQ) and directly by the Institution (Management Quota – MQ).

Government Quota: The Counseling process runs over a number of days and is based on a ranking done on the applicant's TANCET scores (Tamil Nadu Common Entrance Test conducted by Anna University). SSN seats get filled on the first day. In fact, it is the second among private institutions whose seats get filled up. This clearly indicates that SSN is one of the preferred institutions in Tamil Nadu.

The tables 5.9 and 5.10 indicate the vacancy position at end of first day and second day of 149ounselling in the past few years:

Table 5.9 Day 1 Vacancy Position

Year	OC	BC	BCM	MBC	SC	SCA	ST	Total vacancy
2021-22	*NA (Admissions took place online)							
2020-21	*NA (Admissions took place online)							
2019-20	0	0	2	3	9	0	1	15
2018-19	0	0	2	4	2	2	1	11
2017-18	0	0	1	11	9	1	1	23

Table 5.10 Day 2 Vacancy Position

Year	OC	BC	BCM	MBC	SC	SCA	ST	Total vacancy
2021-22	*NA (Admissions took place online)							
2020-21	*NA (Admissions took place online)							
2019-20	0	0	1	0	0	0	0	1
2018-19	0	0	0	0	0	1	1	2
2017-18	0	0	0	1	5	1	1	8

Management Quota: The following criteria are used for shortlisting applications:

- Score in the entrance test – CAT, XAT, MAT, ATMA, CMAT and admission test conducted by different states.
- Consistent above average academic performance, preferably with no history of arrears in the UG program.

Shortlisted candidates are invited by a selection process which consists of a group discussion followed by an interview by a panel. The panel invariably has an external member (industry representative). An overall

score is derived giving due weightage for all above and admissions offered. The Institution receives over 500 applications every year and shown an increasing trend (of about 10% YoY) in receipt of applications.

The table 5.11 indicates the diversity of students joining admission:

Table 5.11 Diversity of Students Joining Admission

Year	Total Admitted	UG Background		Diversity based on mother tongue			Diversity based on work experience	
		Engg	Others	Tamil	Telugu	Others	Fresher	Experience
2021-22	120	41.67	58.33	82.5	9.16	8.33	83.33	16.67
2020-21	117	63	54	105	8	4	98	19
2019-20	120	77	43	102	12	6	97	23

It is important to note that gender equality is significant in SSN School of Management. The Institution has close to 60% of the students as women in each batch which demonstrates the realization of equal opportunities for women. The school gets about 18 % of the students with work experience. Effort is being made to secure more number of students with 2+ years of work experience. The percentage of work experience students in management quota is close to 15% which indicates the acceptability of the program by work experience professionals.

The MBA program is a terminal program for most of our applicants. They join us either to start with a good career or to enhance their career opportunities (work experienced). Most of them get the opportunities they desire in the field of management. The objective is completely met.

5.6 Professional Activities (15)

The Institution encourages students to participate in external activities in the form of seminars, workshops, quiz programs, debates and business proposal contests conducted by reputed schools across south India. The policy is to encourage students to participate in a round-robin method so that several students get an opportunity to participate and demonstrate their leadership qualities. Faculty mentors guide the students in preparing for such events.

5.6.1. Students' participation in Professional societies/chapters and organizing management events (5)

(Provide relevant details year wise for CAYm1, CAYm2, and CAYm3)

5.6.1. a. Professional society activities

Table 5.12. Madras Management Association Activities

S.No	EVENT NAME	DATE	VENUE	PARTICIPANTS
1	15th MMA All India Management Students Convention 2016	29th & 30th September, 2016	Kamarajar Arangam	All 118 students attended the convention
2	5th CavinKare-MMA Chinnikrishnan Innovation Awards 2016	7th September, 2016	Kamarajar Arangam	Sneha V, Sneka G, Nandhini Sasi, Soundharya S, Srimathy S, Thamizhpon D R, Pradhipa S, Shre. Thiyagarajan, Sudharsan M, Naveen J S, Sarankumar S K, Madhubala, Viveka,Giridhara Gopal, Lokavarman, Arunkumar. R, Clement Jerald Raj R, Priyadarshini P K, Anjali, Bhuvaneshwari A
3	Science of Getting Rich - Book Reading	19th Oct, 2016	MMA, Teynampet	Gayathiri C S, Abhishek. S. A
4	"Crisis Management – Maggi Issue" by Mr Suresh Narayanan, Chairman & Managing Director, Nestle India Ltd	21st Oct 2016	Express Avenue	Hariharan. S, Gayathri C S, Abhishek, S. A, Dwaraka. M, Divya. S, Joy Jasmine, Harinni D, Amal Viswanath, Ajeenamerin. S, Jayaprakash. G, Priyanka M
5	Office Safety: It's a Jungle in There	9th Feb 2017	Anova Corporate Services, Ashok Nagar	Gayathiri C S, Hariharan S, Giridaragopal. K, Abhishek S. A
6	4th MMA Endowment Lecture, "Rajini's Punchatantra, Business and Life Management, the Rajnikanth Way" - P C Balasubramanian, Executive Director & President, Matrix Business Services India Pvt Ltd	1st March 2017	University of Madras, Chennai	Hariharan. S, Gayathri. C.S, Abhishek. S, Dwaraka. M, Divya. S, Joy Jasmine, Harinni D, Amal Viswanath, Ajeenamerin. S, Jayaprakash. G, Priyanka M, Ridhima. D, Ramya.P,
7	MMA Annual Convention	17th Feb 2017	Hotel Taj Coromandel	Dwaraka.M, Priyadharshini.P.K, Muthu Parkavi. A, Girija Priyadharsini. B, Jayaprakash. G
8	Communication Breakdown	24th Feb 2017	Chinmaya Heritage Centre	Gayathiri. C.S, Hariharan.S, Giridaragopal.K, Abhishek. S.A
9	"Dream Chasers" by Shobha Warrier	28th Feb, 2017	MMA, Teynampet	Gayathiri C.S, Giridhara Gopal. K
10	Talk on "Success Stories – How it was done!	6th July, 2017	E - hotel, Express Avenue	Gayathiri C.S, Hariharan.S, Giridaragopa.Kl, Abhishek. S. A
11	Seiyum Thozhile Deivam" by Suki Sivam	28th Aug, 2017	MMA, Teynampet	Gayathiri C.S, Abhishek. S. A
12	7th CavinKare-MMA Chinnikrishnan Innovation Awards 2017	6th September, 2017	Kamarajar Arangam, Chennai	Nandhini Sasi, Soundharya S, Srimathy S, Thamizhpon D R, Pradhipa S, Shre Thiyagarajan, Sudharsan M, Naveen J S, Lokavarman, Arunkumar.R, Anjali. A, Priyadarshini P K, Bhuvaneshwari. A
13	16th MMA All India Management Students Convention 2017	22nd & 23rd September, 2017	Kamarajar Arangam	118 students attended the convention

14	7th CavinKare-MMA Chinnikrishnan Innovation Awards 2018	5th September , 2018	Kamarajar Arangam	Abirami Senthilkumar, Devadoss V, Joel Kirubhakaran D, Nishanth Raj D, Kevin Keerthana C P, Darshni Priya M S, Joanna David, Abirami Sankaranarayanan, Monisha S, Laya Kanyaa B, Priyadharshini G, Revathi P L, Suwetha P, Santhosh Pachayee A, Sabatini Roy B, Pavithra Karthikeyan, Nithyalaxmi R, Vignesh R, Vivek M, Pown Krishnan B, Praveen S, Praveen
15	17th MMA All India Management Students Convention 2018	25th & 26th Sep, 2018	Kamarajar Arangam, Chennai	119 students attended the convention
16	17th MMA All India Management Students Convention 2018 - Management Quiz - Third Prize	25th & 26th Sep, 2018	Kamarajar Arangam, Chennai	Winni Fred. X and Chittaranjan. S
17	8th CavinKare-MMA Chinnikrishnan Innovation Awards 2019	4th Sep, 2019	Kamarajar Arangam, Chennai	Angel Cyril. Y, Devadoss V, Akshai. M, Akshita. N, Deepika D, Mathan kumar. S, Boopesh. M, Kiruthiga R, Santhosh Pachayee. A, Suwetha P, Roobini. R, Rubiya. P, Pradeepa S, Yohita. D, Priyadharshini. G, Swathi. M, Praveen S, Yuvalakshmi. P
18	18th MMA All India Management Students Convention 2019	30th September , 2019	Kamarajar Arangam, Chennai	Akshai, Akshita, , Kirutiga, Roobini, Rubiya, Pradeepa, Yohita, Priyadharshini, Thamarai selvi, Niveditha, Yuvalakshmi, Santhosh pachayee, Suwetha
19	If Time is Money: How do I Become a Billionaire?" (Time Management – Made Simple)	6th March 2020	MMA Centre, Mount Road	95 students attended
20	"Budget-2020: Where from here the Economy"	14th February 2020	Online - MBA Dept Seminar Hall	Daily basis the link will be shared with students. During lockdown, nearly 15 - 20 students attended the quiz.
21	Lockdown Quest 20-20 Challenge- ATHENA – THE GREAT MIND - QUIZ	11th April	Online Quiz - Daily basis - 8 - 10 am	Daily basis the link will be shared with students. During lockdown, nearly 15 - 20 students attended the quiz.
22	"Mumbai Dabbawallas' Exemplary Performance" (The Efficiency Matrix)	19th July 2020	Online Webinar	Dr. Kasvitha M.
23	POST-PANDEMIC WORLD AND INDIA " by Mr S Gurumurthy Chartered Accountant, Columnist, Political and Economic Analyst & Editor, Thuglak	17th Aug 2020	Online Webinar	Dr. Kavitha M.
24	20th MMA All India Management Students Convention 2019	17th Dec 2020	Online	All First year students (2020-22) attended
25	MMA Conclave - "The Changing Environment of Tax Administration"	1st Nov 2021	MMA Convention Centre	Dr. Kavitha M
26	20th MMA All India Management Students Convention 2020	18th Nov 2021	Hybrid	All First year students (2021-2023) attended
27	MMA Conclave on "Positioning India in the New World Order"	29th Nov 2021	Hotel Leela Palace, Chennai	Dr. Kavitha M
28	"Lady, You're the Boss! The Advenrures of a Woman at Work"	18th Feb 2022	MMA Convention Centre	Dr. Kavitha M, Dr. Vani Haridasan

29	25th MMA Competition for Young Managers - "Betting on the Future – How India can make this decade its own"	22nd Feb 2022	MMA Convention Centre	5 students attended - Anudeepthi, Dolly, Meena, Lavanya, Janetta Isaac
30	MMA - KAS - ORF National Conclave on "Ukraine Crisis: Is Global Focus Moving Back to Europe?"	22nd March 2022	Hotel Leela Palace, Chennai	Dr. T. Thiruvenkadam
31	MMA - Women Managers Convention 2022 "MARCHING AHEAD- Inspire Change in Human Kind"	26th March 2022	MMA Convention Centre	Dr. Kavitha M, Dr. Vani Haridasan

5.6.1. b. Organizing Management Events:

Daksha is an annual event that is planned, organized and conducted entirely by students. This provides a platform for students to develop team-working and leadership skills. The students form a core committee for the overall event and separate committees for each event. The event consists of various skill-based and knowledge-based competitions that sees a participation of students from various management institutes. The event is funded by the institution.

The event is publicized online and by distributing posters in various educational institutions. This provides an opportunity for students to display their creative skills. The unique feature of this event is a panel discussion on a contemporary topic. The panelists are experts from outside - industry and academia.

Table 5.13: DAKSHA 2K20

Date of event	21st February, 2020
Tag line	Go fart it
Chief Guest for inaugural	Mr. Nagaraj Mylandla, Chairman & Managing Director FSS, Chennai
Events Conducted	Panel Discussion Business Quiz Best Manager B – Plan Debate Finance, Marketing, HR and Operations event Treasure hunt IPL Bidding Ad Zap Photography
Panel Discussiontopic	"The Future of Jobs"
Panelists	Dr. DJE. Ravi Thilagan – Business Consultant Mr. Umasanker Kandaswamy - COO ; Joint Director at Bruhat Mr. Senguttuvan R - Chief Executive - Packaging & Printing Division, ITC Ltd Mr. Shankar Srinivaasan - Head - HR at Heidelberg India Mr. S Bhanu Kumar – Business Consultant
Number of colleges participated	60
Number of participants	380
Total prize money	Rs. 1,00,000/-

Table 5.14 DAKSHA 2K17

Date of event	26th September, 2017
Tag line	Come, See, Conquer
Chief Guest for inaugural	Mr. M. Natarajan Managing Director Kovai Palzhalamutghir Nilayam
Events Conducted	Panel Discussion Business Quiz Best Manager B – Plan IPL Bidding Poster Diesign Sculpt the Scrap Potpourri Mix and Match Photo Click
Panel Discussion topic	"Are investors a golden shackle in the startup ecosystem?"
Panelists	Mr Vikram, Solar town, Entrepreneur Mr Naru Narayanan, Angel Investor Mr Bhoovarahan Thirumalai, Angel Investor/Entrepreneur Mr Chandu Nair, Angel Investor Mr Santhosh muruganantham, Kolapasi (Entrepreneur)
Number of colleges participated	50
Number of participants	237
Total prize money	Rs. 55,000/-

5.6.1. c. Workshops, symposiums organized / participated by students

Table 5.16: Students Participation / Achievements in Symposiums / Inter-College Events (2021-22)

Year 2021 -22

Sl	Batch	Student Name	Dates	Title of the Event	Symposium Name	Organized by	Outcome
1	2020-22	Adhithya C	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
2	2020-22	Shanjana Dhevi R	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
3	2020-22	Wiswa Manohar	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
4	2020-22	Gautham	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
5	2020-22	Adhithya	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
6	2020-22	Akshara	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
7	2020-22	Jaisree.S	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
8	2020-22	Raghul Manikandan	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
9	2020-22	Vigneshwararao	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
10	2020-22	Mary Festina	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
11	2020-22	Santhiya	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
12	2020-22	Santhiya N	26th to 29th May 2021	MASTER MIND	MAGNIFEST	Hindustan Institute of Technology and Science	First
13	2020-22	Adhithya C	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	First
14	2020-22	Vigneshwararao	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	Second
15	2020-22	Raghul Manikandan	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	Third

16	2020-22	Adhithya C	26th to 29th May 2021	BUSINESS SOLUTION	MAGNIFEST	Hindustan Institute of Technology and Science	First
17	2020-22	Santhiya N	26th to 29th May 2021	BUSINESS SOLUTION	MAGNIFEST	Hindustan Institute of Technology and Science	Second
18	2020-22	Meena M	26th to 29th May 2021	UNSCRIPTED	MAGNIFEST	Hindustan Institute of Technology and Science	First
19	2020-22	Lakshmi Anusha Katluru	27th to 29th May 2021	UNSCRIPTED	MAGNIFEST	Hindustan Institute of Technology and Science	Second
20	2020-22	Raghul Manikandan	20th and 21st Sep 2021	Entrepreneurship Premier Leagur	E-Star	Hindustan Institute of Technology and Science	Second
21	2020-22	Santhiya N	20th and 21st Sep 2021	Entrepreneurship Premier Leagur	E-Star	Hindustan Institute of Technology and Science	Second
22	2020-22	Raghul Manikandan	20th and 21st Sep 2021	Feather Masters(Poster Narrative)	E-Star	Hindustan Institute of Technology and Science	Third
23	2020-22	Santhiya N	20th and 21st Sep 2021	Feather Masters(Poster Narrative)	E-Star	Hindustan Institute of Technology and Science	Third
24	2020-22	Indira R	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	Second
25	2021-23	Abirami. M	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	Second
26	2021-23	Ishwarya Nandhitha	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	Second
27	2021-23	Gowshik. G	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	Second
28	2021-23	Abirami. S.P	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	First
29	2021-23	Sathvik S	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	First
30	2021-23	Saarang S	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	First
31	2021-23	Swaroop	29th April 2022	Voyage Rhapsody	ESTUARY'22	Hindustan Institute of Technology and Science	First

Table 5.17: Students Participation / Achievements in Symposiums / Inter-College Events (2020-21)

Year 2020 -21

Sl	Batch	Student Name	Dates	Title of the Event	Symposium Name	Organized by	Outcome
1	2020-22	Sindhu Bharathi	26th Feb 2021	Photography	Ethos 2021	Sri Ramachandra College of Management	Winner
2	2020-22	Gautam Chandar	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Winner
3	2020-22	Ajay Krishna	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Winner
4	2020-22	Jayasri	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Winner
5	2020-22	Praveen Kumar. A	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Managements	Second
6	2020-22	Pauplin Fiona	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Second
7	2020-22	Sneha Priyadarshini	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Second
8	2020-22	Raghul Manikandan	26th Feb 2021	Business Quiz	Ethos 2021	Sri Ramachandra College of Management	Runner
9	2020-22	Priyadarshini. M	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Runner
10	2020-22	Vigneshwararao.B	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Runner
11	2020-22	Dhivyasaraswathi .S	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
12	2020-22	Anirudh. T.S	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
13	2020-22	Adhithya C	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
14	2020-22	N.Santhiya	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
15	2020-22	Maria Gertrude Stella.M,	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation

16	2020-22	Vishnu.V,	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
17	2020-22	Pravin Kumar.P	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
18	2020-22	Praveen M	26th Feb 2021	Connections	Ethos 2021	Sri Ramachandra College of Management	Participation
19	2020-22	Adhithya C	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
20	2020-22	Shanjana Dhevi R	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
21	2020-22	Wiswa Manohar	26th to 29th May 2021	START UP STRATEGY	MAGNIFEST	Hindustan Institute of Technology and Science	First
22	2020-22	Gautham	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
23	2020-22	Adhithya	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
24	2020-22	Akshara	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
25	2020-22	Jaisree.S	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	First
26	2020-22	Raghul Manikandan	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
27	2020-22	Vigneshwararao	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
28	2020-22	Mary Festina	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
29	2020-22	Santhiya	26th to 29th May 2021	CONNECTIONS	MAGNIFEST	Hindustan Institute of Technology and Science	Second
30	2020-22	Santhiya N	26th to 29th May 2021	MASTER MIND	MAGNIFEST	Hindustan Institute of Technology and Science	First
31	2020-22	Adhithya C	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	First
32	2020-22	Vigneshwararao	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	Second
33	2020-22	Raghul Manikandan	26th to 29th May 2021	BUSINESS QUIZ	MAGNIFEST	Hindustan Institute of Technology and Science	Third

34	2020-22	Adhithya C	26th to 29th May 2021	BUSINESS SOLUTION	MAGNIFEST	Hindustan Institute of Technology and Science	First
35	2020-22	Santhiya N	26th to 29th May 2021	BUSINESS SOLUTION	MAGNIFEST	Hindustan Institute of Technology and Science	Second
36	2020-22	Meena M	26th to 29th May 2021	UNSCRIPTED	MAGNIFEST	Hindustan Institute of Technology and Science	First
37	2020-22	Lakshmi Anusha Katluru	27th to 29th May 2021	UNSCRIPTED	MAGNIFEST	Hindustan Institute of Technology and Science	Second
38	2020-23	Dolly Joy Kirubha V	23-07-2021	Stress Interview	Alexandra-20	Jeppiaar Engineering College	Second

Table 5.18: Students Participation / Achievements in Symposiums / Inter-College Events (2019-20)

Year 2019 -20

SI	Batch	Student Name	Dates	Title of the Event	Symposium Name	Organized by	Outcomes
1	2019-21	Ramalingam. S	22nd & 23rd Nov 2019	HR	Ushus-2019	Christ University	Participation
2	2019-21	Aravinth. R	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
3	2019-21	Kishore Kumar. S	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
4	2019-21	Karthick Venkatesh. S.M	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
5	2019-21	Jerish. R. T	22nd & 23rd Nov 2019	Best Manager	Ushus-2019	Christ University	Participation
6	2019-21	Arun Venkatesh. K	22nd & 23rd Nov 2019	Operations	Ushus-2019	Christ University	Participation
7	2019-21	Madhivanan. A	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
8	2019-21	Prathibha Bakthavachalam	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
9	2019-21	Pillai Mohan Raju. K	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
10	2019-21	Sharmila D	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
11	2019-21	Shruthi. K	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
12	2019-21	Sathiya Narayanan. R	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
13	2019-21	Tamilselvan. R	22nd & 23rd Nov 2019	Various Events	Ushus-2019	Christ University	Participation
14	2018-20	Mani Uthra. P	25th & 26th Jan 2020	Invader	Ikigai - symposium	Great Lakes	Second
15	2018-21	Swathi M	25th & 26th Jan 2020	Invader	Ikigai - symposium	Great Lakes	Second

16	2018-22	Boopesh. M	27th & 26th Jan 2020	Invader	Ikigai - symposium	Great Lakes	Second
17	2019-21	Harshini. H	5th Feb 2020	Elevator Pitch	Quest'20	SRM Institute of Science and Technology	Second
18	2019-21	Haritha Sravani. N	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
19	2019-21	Hariharan. E	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
20	2019-21	Kavin. S. R	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
21	2019-21	Marshalraja. G	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
22	2019-21	Swetha. T	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
23	2019-21	Ramalingam. S	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
24	2019-21	Vishruthi. K.	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
25	2019-21	Versha. B	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
26	2018-20	Sreenivas R	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
27	2018-20	Devadass. V	5th Feb 2020	Various Events	Quest'20	SRM Institute of Science and Technology	Participation
28	2019-21	Aravind Kumar. S	6th Feb 2020	Elevator Pitch	Quest'21	SRM Institute of Science and Technology	Second
29	2019-21	Aravind Kumar. S	6th Feb 2020	Re-Brand War	Kriyates	ITM Business School	First
30	2019-21	Harshini. H	6th Feb 2020	Re-Brand War	Kriyates	ITM Business School	First
31	2019-21	Thananjai. K.M	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
32	2019-21	Tamilselvan. R	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
33	2019-21	ThamaraiSelvi. T. S	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
34	2019-21	Nandhini Deivanai. S	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
35	2019-21	Nivedhitha. M.K	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
36	2019-21	Raghunandan. S	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
37	2019-21	Aravind Kumar. S	6th Feb 2020	Various Events	Kriyates	ITM Business School	Participation
38	2019-21	Poorna Shri. A	6th &7th Feb 2020	Best Manager	Voyage 2020	AMET University	First

39	2019-21	Mahaswetha. P	6th &7th Feb 2020	Various Events	Voyage 2020	AMET University	Participation
40	2019-21	D.Annie Christina	7th Feb 2020	Best Manager	Samrajaim 2020	Alagappa University	Winner
41	2019-21	Krithika G	7th Feb 2020	Business Quiz	Samrajaim 2020	Alagappa University	Second
42	2019-21	Anagha V	7th Feb 2020	Business Quiz	Samrajaim 2020	Alagappa University	Second
43	2019-21	Dharani K	7th Feb 2020	Marketing event	Samrajaim 2020	Alagappa University	Semi-finalists
44	2019-21	Dharsini R	7th Feb 2020	Marketing event	Samrajaim 2020	Alagappa University	Semi-finalists
45	2019-21	Subasri T	7th Feb 2020	Marketing event	Samrajaim 2020	Alagappa University	Semi-finalists
46	2019-21	Kavitha P	7th Feb 2020	Marketing event	Samrajaim 2020	Alagappa University	Semi-finalists
47	2019-21	Nivedhitha. M.K	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
48	2019-21	Meenakshi. A. B	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
49	2019-21	Raghunandan. S	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
50	2019-21	Tamilselvan. R	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
51	2019-21	Thananjai. K.M	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
52	2019-21	Aravinth. R	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
53	2019-21	Jerish. R. T	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
54	2019-21	Arun Venkatesh. K	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
55	2019-21	Gowtham. R	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
56	2019-21	Kalyan Ram. R	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
57	2019-21	Aravinth. T. A	7th & 8th Feb 2020	Various events	Management Symposium	XIME Bangalore	Participation
58	2019-21	Haritha Sravani N	14th and 15th Feb 2020	CSR Event	Yukti 2020	Thiagarajar School of Management, Madurai	Third
59	2019-21	Hariharan E	14th and 15th Feb 2020	CSR Event	Yukti 2020	Thiagarajar School of Management, Madurai	Third
60	2019-21	Shreevidhya Ramesh	14th and 15th Feb 2020	Finance	Yukti 2020	Thiagarajar School of Management, Madurai	Third
61	2019-21	Harshini. H	14th and 15th Feb 2020	Finance	Yukti 2020	Thiagarajar School of Management, Madurai	Third

62	2019-21	Harikrishnan. G	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
63	2019-21	Aravind Kumar. S	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
64	2019-21	Marchalraja. G	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
65	2019-21	Jayasree. R	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
66	2019-21	Karthick Venkatesh. SM	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
67	2019-21	Aishwarya Rai. P	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
68	2019-21	Haribabu. S	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
69	2019-21	Sowmiya. M	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
70	2019-21	Muthu Mohamed Ali. L.A	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
71	2019-21	Roshani. J. K	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
72	2019-21	Sanjeev Kumar. P.M	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
73	2019-21	Sharmila. D	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
74	2019-21	Shruthi. K	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
75	2019-21	Sriram Aravindh. K.A	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
76	2019-21	Vidya Senapati	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
77	2019-21	Tamilselvan. R	14th and 15th Feb 2020	Various Events	Yukti 2020	Thiagarajar School of Management, Madurai	Participation
78	2019-21	Pillai Mohanraju. K	27th &28th Feb 2020	Finance	Infiniti	VIT Vellore	First
79	2019-21	Sathya Narayanan. K.L	27th &28th Feb 2020	Finance	Infiniti	VIT Vellore	First

80	2019-21	Harine. K	27th &28th Feb 2020	Finance Game	Infiniti	VIT Vellore	First
81	2019-21	Anitha K	27th &28th Feb 2020	Finance Game	Infiniti	VIT Vellore	First
82	2019-21	Thananjai KM	27th &28th Feb 2020	Marketing	Infiniti	VIT Vellore	Second
83	2019-21	Priyanka. S	27th &28th Feb 2020	Marketing	Infiniti	VIT Vellore	Second
84	2019-21	Sowntharya. K	27th &28th Feb 2020	Marketing	Infiniti	VIT Vellore	Second
85	2019-21	Sanjeev Kumar DM	27th &28th Feb 2020	Marketing	Infiniti	VIT Vellore	Second
86	2019-21	Beulah Betzy	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
87	2019-21	Bhuvaneshwari. N	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
88	2019-21	Akshaya. M. P	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
89	2019-21	Gladia. T	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
90	2019-21	Harini. S	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
91	2019-21	Prathibha. B	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
92	2019-21	Sanjeev Kumar. PM	27th &28th Feb 2020	Various Events	Infiniti	VIT Vellore	Participation
93	2019-21	Thamarai Selvi. T. S	27th &28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
94	2019-21	Durga Dharshini. R	27th&28th Feb 2020	Business Quiz	Prometheus	XIME, Chennai	Second
95	2019-21	Harshini.S	27th&28th Feb 2020	Business Quiz	Prometheus	XIME, Chennai	Second
96	2019-21	Agilesh Kumar. M	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
97	2019-21	Dhiva. M	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
98	2019-21	Gayathri. B	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
99	2019-21	Nandhini Deivanai. S	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
100	2019-21	Vishnu. T. J	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
101	2019-21	Ramalingam. S	27th&28th Feb 2020	Various Events	Metanoia	VIT, Chennai	Participation
102	2019-21	Mohamed Zia	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
103	2019-21	Priya M Jose	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation

104	2019-21	Roshini. A	27th&28th Feb 2020	Various Events	Prometheus	XIME, Chennai	Participation
105	2019-21	Haritha Sravani. N	27th&28th Feb 2020	Business Quiz	Metanoia	VIT Chennai Campus	Second
106	2019-21	Hariharan E	27th&28th Feb 2020	Business Quiz	Metanoia	VIT Chennai Campus	Second
107	2019-21	Viknesh Kumar. S	27th&28th Feb 2020	Various Events	Metanoia	VIT Chennai Campus	Participation
108	2019-21	Swetha. J	27th&28th Feb 2020	Various Events	Metanoia	VIT Chennai Campus	Participation
109	2019-21	Vishruthi. K	27th&28th Feb 2020	Various Events	Metanoia	VIT Chennai Campus	Participation
110	2019-21	Varsha. B	27th&28th Feb 2020	Various Events	Metanoia	VIT Chennai Campus	Participation
111	2019-21	Shreevidhya Ramesh	15th March 2020	International Online Case Study Competition	Curious 2020	Savitribai Phule Pune University	Third
112	2019-21	Sriram Aravindh K A	15th March 2020	do	Curious 2 020	Savitribai Phule Pune University	Third

Societal Activities:

Rotaract activities during 2018-19

1. Contribution towards Kerala flood relief in August 2018: Around 15 students and faculty contributed in kind (clothes, ready to eat items, medicines, sanitary packs, rice, sugar, oil, etc.,.) besides cash amounting to around Rs 8,000/-

2. Rotaract Club office bearers installation - 14th November 2018

3. Republic Day Celebrations in Thandalam Government school on 26th January 2019 (2 indoor & 6 outdoor events for children). There were about 70 children who participated in the various events coordinated by our 30 student volunteers. There was enthusiastic participation from everyone there including HM of the school and our Immediate past office bearers and seniors.

4. Blood donation camp - 6th February 2019 (blood units collected = 86). There was willing participation from staff and students.

Rotaract Activities during 2017-18

1. Rotaract club office bearers installation - 11th October 2017

2. Joy of giving (from 23rd October for a week) - collection of clothes, stationary, bed spread, bed sheets, Toiletries and distribution to needy persons in local school. Active participation from faculty, staff & students.

3. Classes to assist board exams during Nov/Dec 2017 in Thiruporur Boys Government Higher Secondary School - 20 to 25 of our students involved in taking classes from 4 to 5:30 pm in subjects covering Commerce, Accounts, Economics, History, Mathematics, Physics, Chemistry, Biology, English (in both Tamil & English medium) for Class X to XII students.

4. Children's Day Celebrations in Payyanoor Government school on 25th November 2017 (5 indoor & 5 outdoor events for children). There were about 140 children who participated in the various events coordinated by our 40 student volunteers. There was enthusiastic participation from everyone there including HM of the school and our Alumni.

5. Distribution of PTA books (30 sets of 5 each) on 10th December 2017 at Payyanoor Government school

6. Organ Donation Awareness Camp on 5th Feb 2018 (jointly with YRC)

7. Interactions with Ms. Sukanya of Ullas Trust on 7th Feb 2018 to explore possibilities for our students to be involved as volunteers in their initiatives with school children; Ullas foundation works with school children through structured regular interventions.

5.6.1. e. Any co-curricular activities organized/ participated

Lectures on "Discover Yourself" by ISKON On 5th, 12th, 14th, 19th, 29th March 2018

The Institution has conducted lectures on the topic "Discover Yourself" by a speaker from ISKON. Mr. Amarendra Gaura Dasa, from ISKON, Chennai delivered lectures the said topic for 5 sessions of one and half hours each on 5th, 12th, 14th, 19th, 29th March 2018 between 4 and 5.30 pm. There were around 20 students attended the lecture.

5.6.1. f. Industrial visits

Factory, Facility& Warehouse Visits

1. Yazaki India Private Limited - 25 June 2022

2. Reliance Fresh Distribution Centre in Puzhal on 29th February 2020

3. Reliance Fresh Distribution Centre in Puzhal on 2nd March 2019

4. Bhartiya International factory on 9th Feb 2019

5. Reliance Fresh Distribution Centre in Puzhal on 17th February 2018

6. Turbo Energy Ltd (TEL) factory on 11th November 2017

7. Intellect Design facility visit (Sec A students) on 2nd November 2017

8. Reliance Fresh Distribution Centre in Puzhal on 4thMarch 2017

9. Bhartiya International factory on 25thFebruary 2017

5.6.1 g. Entrepreneurship intiatives

The following students have turned entrepreneurs.

1. Shiva Kumar.R.G (2016-18) - Elegant RB Foods – https://elegantfoods.com/

2. Ulagappan (2016-18) - Sara Leathers - http://www.saraleathers.com/

3. Sree Thiyagarajan (2015-17) – Annamalai Paper Stores and Thiyagarajan Enterprises - http://iso19.in/

4. Vighnesh.M (2016 -18) – MVM Fire Pro Solutions.

5. Yashika Katuru (2017-18)

5.6.1.h Students' publications (10)

Student publications (journals/ conferences)

2021-22

Gumparthi, Srinivas, and S., Pradeepa. , Demonetization Impact on Liquidity of Large Corporates in India. In: Economics and Business Quarterly Reviews, Vol.4,Issue 3(2021) No.3, 57-66.

Ms. Shwetha.B. (Student) and Dr. Srinivas Gumparthi, Professor published a paper titled "Evaluating the performance of index funds using value at risk (VaR)", in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

Ritu George (Student) and Dr. Srinivas Gumparthi, Professor, published a paper titled"Analysis of Quality of Assets for Securitization", in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

Pavithra Krishnamachary (Student) and Dr. Srinivas Gumparthi, Professor, published a paper titled "Risk Management Framework for Insurance Industry", in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

Dr. Kavitha Muthukumaran, Dr. Vani Haridasan Anudheepthi V (Student), Dolly Joy Kirubha V, (Student),presented a paper titled, "Consumer Preference towards OTT Platforms during the Covid 19 pandemic" in a "2nd International Conclave on Globalizing Indian Thought 2021" organized by IIM Kozhikode on 17-12-2021.

2020-21

Srinivas Gumparthi, Pradeepa.S "Demonetization Impact on Liquidity of Large Corporates in India", Economics and Business Quarterly Reviews, Vol.4 No.3 (2021), PP 57-66.

Girija T, S.Meena, Asokumar.B "Impact of ICT as pedagogical tool in higher education", Tierarzliche Praxis, November 2020, Nov-Dec 2020, PP. 2016-2023.

Vani Haridasan, Kavitha Muthukumaran, Yohita D, "Life Balance of Women Working from Home during Lockdown – An Empirical Study", International Journal of Management, 12(1), Jan 2021, pp. 475-487.

Laxmipriya V, Hariharanath K, "Implementing Lead Qualification Model using ICP for SAAS Products", International Journal of Management, Volume 11, Issue 10, October 2020, pp. 81-90, Article ID: IJM_11_10_008.

Naveen Kumar G, Hariharanath K, "Designing a Lead Score Model for Digital Marketing Firms in Education Vertical in India", Indian Journal of Science and Technology, 14(16), May 2021, PP. 1302-1309. https://doi.org/ 10.17485/IJST/v14i16.290.

2019-20

Vijaya Mani, Kavitha M, Kamakshi S "Assessing the Influence of Emotional Intelligence on Occupational Stress in a Manufacturing Organization", Test Engineering and Management, January 2020 PP. 17018 – 17024.

The School of Management has a blend of young, qualified, experienced and competent faculty. Two thirds of the faculty members have earned their Ph.D. from reputed universities. Faculty members have well diversified basic UG qualification such as Engineering, Science, Arts and Commerce background. More than 50% of the faculty members have industrial experience prior to joining academics and research. More than 40% of the faculty members are from National Institutes of repute such as IIT, IIM, etc. The average academic experience of the faculty members is more than 18 years. Our faculty members play a predominant role as resource persons in design and delivery of curriculum based on dynamic needs of the industry.

The details of the faculty qualifications, research and publications are mentioned in the Annexure II.

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

No. of UG Programs in the Management Department/ Stand-alone Management institutes (n): NA

No. of PG Programs in the Management Department/ Stand-alone Management institutes (m): 1

No. of Students in UG 1st Year = NA

No. of Students in UG 2nd Year = NA

No. of Students in UG 3rd Year = NA

No. of Students in PG 1st Year = **p1**

No. of Students in PG 2nd Year = **p2**

No. of Students = Sanctioned Intake + Actual admitted lateral entry students

(The above data to be provided considering all the UG and PG programs of the department)

S = Number of Students in the Department = UG1 + UG2 + UG3 + PG1 + PG2

F = Total Number of Regular Faculty Members in the Department (excluding first year faculty)

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

CAY, CAYm1 and CAYm2

Table 6.1 Student Faculty Ratio

Year	2021-22	2020 – 2021	2019 - 2020
P1.1	120	120	120
P1.2	120	120	120
PG	240	240	240
Total No. of Students in the Department (S)	240	240	p1.1 + p1.2 = S2=240
No. of Faculty in the Department(F)	F= 15	F2=12	F2=13
Student Faculty Ratio (SFR)	SFR1=S1/F1 = 16	SFR1=S1/F1 = 20	SFR2 = S2 / F2 = 18.46
Average SFR = 18.1533			

PG   – Number of students in one PG program = P1.1 + P1.2

P1.1 – Number of students in PG first year

P1.2 – Number of students in PG second year

S   – Number of students in the department - PG

F   – Total number of regular faculty members in the department (excluding first year faculty - other departments' faculty members)

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

CAY, CAYm1 and CAYm2

Table 6.2 Regular and Contractual Faculty Details

Year	Total No of regular faculty in the department	Total No of Contractual faculty in the department
2021-22	13	2
2020 – 21	11	1
2019 – 20	12	1

Faculty Cadre (20)

The reference Faculty cadre proportion is 1(F1):2(F2):6(F3)

F1: Number of Professors required = 1/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

F2: Number of Associate Professors required = 2/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

F3: Number of Assistant Professors required = 6/9 x Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

Table 6.3 Faculty Cadre

Year	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
2021-22	2	4	3	4	11	7
2020-21	2	5	3	4	11	3
2019-20	2	7	3	3	11	3
Average Numbers	RF1 =2	AF1 =6.33	RF2 =3	AF2 =3.33	RF3 =11	**AF3 = 3.66**

$$\text{Cadre Ratio Marks} = \left[\left(\frac{AF1}{RF1} \right) + \left(\frac{AF2 \times 0.6}{RF2} \right) + \left(\frac{AF3 \times 0.4}{RF3} \right) \right] \times 10$$

6.2. Faculty Qualification (15)

FQ =1.5 x [(10X +4Y)/F)] where x is no. of regular faculty with Ph.D., Y is no. of regular faculty with MBA, F is no. of regular faculty required to comply 1:20 Faculty Student ratio (no. of faculty and no. of students required are to be calculated as per 6.1)

Table 6.4 Faculty Qualification

Year	Faculty with Ph.D. (X)	Faculty with MBA (Y)	Required Faculty for 15:1 (F)	FQ=1.5 X [(10 X+ 4Y) / F)]
2021-22	13	2	240:16	12.94
2020 – 21	9	3	240:16	9.56
2019 - 20	9	4	240:16	9.93
Average Assessment				**10.81**

6.3. Faculty Retention (15)

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

CAY, CAYm1 and CAYm2

Table 6.5 Faculty Retention

Year	No. of Faculty Members
2021-22	12
2020-21	12
2019-20	12

Faculty retention = 75%

6.4. Faculty Initiatives on Teaching and Learning (10)

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

Contributions to teaching and learning are activities that contribute to the improvement of student learning. These activities may include innovations not limited to, use of ICT, instruction delivery, instructional methods, assessment, evaluation and inclusive class rooms that lead to effective, efficient and engaging instruction. Any contributions to teaching and learning should satisfy the following criteria:

·The work must be made available on Institute website

·The work must be available for peer review and critique

·The work must be reproducible and developed further by other scholars

The department/institution may set up appropriate processes for making the contributions available to the public, getting them reviewed and for rewarding. These may typically include statement of clear goals, adequate preparation, use of appropriate methods, and significance of results, effective presentation and reflective critique

Table 6.6 Faculty Initiatives on Teaching and Learning

		Subjects	Name of the Faculty	Innovative procedures
2020-21	**P1.1**	Human Resources Management	Dr. T.Thiruvenkadam	Student-centric methods such as experiential learning, participative learning and problem-solving methodologies are used for enhancing learning experiences: Present a write-up within a maximum of 200 words. Title: Company practice Students will be divided into small groups of 5 and they are being asked to meet the HR managers of selected companies and interview them. Through this process they will relate the theory to practice and understand the various HR practices followed by the companies. After the interview students need to do a presentation in the classroom so that whatever they have learned is disseminated across the class.
	P1.2	Sales and Distribution	Prof. B. Raghuraman	Sales Distribution Management Title: Group Assignment on Sales Manager Interview. Each group (consisting of 4 to 5 students) has to identify, get an appointment, and meet online with an experienced sales manager. They have to convince him/her to a video recording of the interview. They have to discuss with him/her various aspects (distribution system, territory management, incentives, information systems, 'how to be good in sales', sales process etc.). A template of questions is provided to students. This has to be used by students to engage the interviewee.is assigned an organization for study. Students to submit the video recording of the interview. It is expected that students understand from a practicing Sales Manager the various aspects of his/her job, will get to understand the processes, challenges and an insight into the present and future trends.
	P1.3	Principles of Management	Dr. P. Theerthaana	Title: Mini-Project Students will be asked to shoot a short-film or conduct an experimental study by applying the concepts learnt in Principles of Management Subject.

	P1.4	Financial Management	Dr. P. Theerthaana	Title: Risk-Return Field Game Form a group of 6 students. A container is placed on the floor and the marking takes place from two- steps away from the container. The masking tape is used to mark the intervals from 1 to 15. The interval line closest to the container is marked number 1 and the furthest interval line to the container is marked 15. Each student must throw the paper ball into the container from the position they choose. Each student decides for himself the distance or interval line from where he wants to attempt a throw. An unsuccessful throw receives a score of 0 and a successful attempt will receive a score of his position. If the student makes a successful throw from position 4, then he receives 4 marks. At the end of the game, each group has to submit a report ● Introduction (Game Summary, Objective of the game) ● Adopted Strategy ● Weakness of the Strategy ● Strengths of the Strategy ● Future Strategy
	p1.5	Financial Management	Dr. P. Theerthaana	Title: **Finance Lab Exercise** Choose any 2 companies of your choice from the industry given to you. ● Download the stock prices from yahoo finance for the chosen 2 companies and calculate the rate of return in Excel ● Calculate the expected return and risk for the 2 companies ● Interpretation on Risk and Return of the stocks considered ● Calculate the Coefficient of correlation What happens if you put these 2 companies in your portfolio?
2019-20	P1.1	Accounting for Management	Dr. K.Sampath Kumar	Adopted the practice of a slip test. This is a short 5-minute test at the end of the class to test the students' attention in the class and understanding of concepts during the class.
	P1.2	Security Analysis & Portfolio Management	Dr. Srinivas Gumparthi	Virtual Portfolio Creation and Management using charting techniques in Excel and the portfolio feature offered by Moneycontrol.com. Entire Technical Analysis was done by using charting techniques in Excel and also portfolio simulations
		Sales & Distribution Management	Mr. Raghuraman B	Students had to meet a Sales Manager in a company, do an interview and understand the sales / distribution management practices in that company. Objective was to relate concepts to industry practice. This was a group activity of 5 students.

		Sales & Distribution Management	Mr. Raghuraman B	Written case analysis, a modified form of an open book test. A case study was distributed in advance. The questions on the case were posed in the class and the students had to write and submit their analysis in the class.
		Consumer Behaviour	Mr.Satish Tampi	Written case analysis, a modified form of an open book test. A case study was distributed in advance. The questions on the case were posed in the class and the students had to write and submit their analysis in the class.
		Customer Relationship Management	Prof B.Asokumar	Role play on CRM decision making
		Supply Chain and Logistics Management	Dr.Vani Haridasan	Written case analysis, a modified form of an open book test. A case study was distributed in advance. The questions on the case were posed in the class and the students had to write and submit their analysis in the class.
		Supply Chain and Logistics Management	Dr.Vani Haridasan	Industry Analysis. Groups of students were assigned a topic in different industries. They were required to work on the underlying issue(s) on the topic and address the issue(s) connecting as many concepts learned in the course. The evaluation consisted of a written report and a viva-voce.
2018-19	P1.1	Human Resource Management	Dr.Vijaya Mani Dr. T.Thiruvenkadam	Students had to meet a HR Manager in a company, do an interview and understand the HR practices in that company. Objective was to relate concepts to industry practice. This was a group activity of 5 students. The learning was shared with the rest of the class.
		Marketing Management	Prof B.Asokumar	Preparing and presenting a marketing plan for futuristic products. This was a group activity.
		Applied Operations Research	Dr.Vani Haridasan	A theory course was converted to a theory-cum-practical course. Numerical of the higher order were analyzed and interpreted using tools like Excel Solver and QMS for Windows.

	P1.2	Customer Relationship Management	Prof B.Asokumar	Presentation of real-time CRM practices of a company. This was a group activity.
		Banking Services Management	Dr.Kavitha Muthukumaran	Written case analysis, a modified form of an open book test. A case study was distributed in advance. The questions on the case were posed in the class and the students had to write and submit their analysis in the class.
		Banking Services Management	Dr.Kavitha Muthukumaran	Groups of students were assigned two banks each. They tracked and compared the performance of these two banks on various parameters as learnt during the course. Presentations in the class to share the learning.
		Business Information Systems	Dr.Sudarsan Jayasingh	Business Information Systems Video Presentation. Students are asked to prepare 10-15 minutes Video Presentation related to a topic in Business Information Systems.
2017-18	P1.1	Business Research Methods	Dr.Kavitha Muthukumaran	Mini Research Project. Groups of students were asked to identify and define a problem. Follow the regular research process and provide solutions. Presentations made to class to share learning and a report submitted.
		Business Information Systems	Dr.Sudarsan Jayasingh	Groups of students are asked to locate an organization interested to use a new information system or enhancing its current system. Groups to come out with a project proposal which explains the purpose of the proposed system, problem description, requirement analysis and recommended actions.
	P1.2	Strategic Brand Management	Dr.Sudarsan Jayasingh	Conduct a brand audit for a chosen brand and suggest ways to improve the brand equity. This is a group work that helps to understand the brand management concepts.

6.5. Faculty Performance, Appraisal and Development System (10)

(Mention details such as program title, description, duration, resource person, type of training, training methodology, participants, etc.). Mention details separately for the programs organized and the programs participated outside the institution)

The performance of faculty members is reviewed every year. It is designed to cover all aspects of faculty members' activity and contribution to the Institution. The objective is to recognize the performance of faculty members over an academic year and reward them accordingly. Broadly, the following aspects are considered in the appraisal process:

- Alignment to institution's objectives and other general aspects
- Teaching load and delivery, students' performance & quality of testing
- Students' feedback
- Contribution to internal activities and responsibilities handled
- Papers published, projects sanctioned and consultancy
- Contribution to institution's brand building
- Association with professional bodies
- Self-development

A scoring pattern is followed and the final scores are arrived at after discussions with individual faculty. These are used to rank the faculty in terms of performance. The Institution has a Performance Incentive Plan (FPIP) based on the ranking of the faculty.

Format of the Appraisal Form

SSN COLLEGE OF ENGINEERING

(Old Mahabalipuram Road, Kalavakkam – 603110)

FACULTY EVALUATION FORM - MBA

(For the Academic Year 2020 - 2021)

NAME OF THE STAFF : _____

DESIGNATION : _____

DEPARTMENT : _____

      With the exposition of the student to knowledge becoming manifold, the assessment of a teacher needs to be revised accordingly. Further the teacher has to be an institution builder as well. A teacher has to be a life long learner. Experimentation, research and publication of the findings have become inevitable components of teaching. In professional education, making of newer devices also comes into play and the teacher has to be adept in all these things, to set a model to the taught. Of those described above, some are quantifiable and some are not. An effort is made in the following paragraphs as to how one can proceed to assess the performance of teachers.

      The evaluation can be on four counts viz.

A. Teaching related activities
B. Research, Consultancy and Training (industry interface initiatives)
C. The Institution Building and
D. Students feedback / special duties as HOD

Each of the above can be evaluated for a maximum of 100 Credits and weightage can be assigned for each item for each of the categories as detailed below:

Segment	Description	Max Credit	Weightage for categories			
			AP	Asso. Prof.	Prof.	HOD
A	Teaching related activities	100	45	30	20	10
B	Research activities	100	30	40	50	45
C	Institution Building	100	10	15	20	20
D	Students' Feedback	100	15	15	10	10
E	Special duties as HOD	-	-	-	-	15

While HOD and Principal/Director will be the key evaluators for all the categories, teacher will have to make a self assessment for parts of Segments A & B. Further, certain aspects of Segments A and B can be evaluated by external peers also, particularly in the fields of Research, Pedagogy and Educational Technology. They can be from Institutes of Higher learning, such as TTTI / AU / NIT / IIT / IIM/ IISc. Where necessary the assessors can visit the college, and assess the laboratory or class, research work, publications etc. The credits indicated have been discussed in the relevant form and incorporated.

The strength of the chain is that of the weakest link. Just as a link, several departments go to constitute an institution. The normal functioning and development of the Department, to some extent the Institution also, hinges around the all round capabilities of the HOD. Hence HOD can be specifically assessed for certain aspect listed under category E.

SCORING SHEET

Part A. Teaching related activities

For Odd Semester

Sl. No.	Description	Max. Credit	Actual
1	Teaching Load	10	
2	Maintenance of Records	20	
3	Learning Management System (LMS) review	20	
4	Summer Internship Guidance	20	
5	Weak Students' assistance	5	
6	Results in University Exams. Pass %	15	
7	Guiding / Mentoring students to specific external event	10	
	TOTAL	100	

For Even Semester

Sl. No.	Description	Max. Credit	Actual
1	Teaching Load	10	
2	Maintenance of Records	20	
3	Learning Management System (LMS) review	20	
4	Project Internship guidance	20	
5	Weak Students' assistance	5	
6	Results in University Exams. Pass %	15	
7	Guiding / Mentoring students to specific external event	10	
8	Rural engagement projects identification and execution through students	5	
	TOTAL	105	

Part A Score for Odd Semester	
Part A Score for Even Semester	
Average Score for Part A	

Part B. Involvement of faculty in research related activities

Sl. No.	Description	Max. Credit	Actual
1	Research Guidance for Ph.D. scholars	10	
2	Research output (Faculty Publications)	30	
3	Conferences / Workshops / Conclaves / FDP Organized	10	
4	Citation and h-index	10	
5	Funded Projects	20	
6	Industry Interface Initiatives. Consultancy / training / MoUs signed	40	
	Total	120	

Part C Activities relating to institution building

Sl. No.	ACTIVITY	Max. Cr.	Actual
1	Mentoring	25	
2	Involvement in Departmental Activities ^	35	
	1		
	2		
	3		
	4		
	5		

3	Involvement in Institution Level Activities^		40	
	1			
	2			
	3			
	4			
	5			
		TOTAL	100	

(^see annexure for activities listed for MBA department at department and institution level)

Part D Student Evaluation Score

Average of Student Evaluation Score	

Name of the Faculty :

Designation   :

Department   :

Period of Evaluation :

Overall Score Calculation

Part	Details	Max.	Credits Earned	Weightage				Total
				AP	Asso. Prof.	Prof.	HoD	
A	Teaching related activities	100		0.45	0.30	0.20	0.10	
B	Research Activities	100		0.30	0.40	0.50	0.45	
C	Institution Building Activities	100		0.10	0.15	0.20	0.20	
D	Students' Feedback	100		0.15	0.15	0.10	0.10	
E	Special duties as HOD	100		-	-	-	0.15	
		Total score for max 100 points						

Signature of Faculty   **Signature of Director**

Guidelines for awarding scores

1 Any event if shared, the credits will be halved, irrespective of the number co-opted / shared.

2 Where apportioning of credits is not given, it is left to the discretion of the crediting officer

3 Part A is to be assessed every semester and averaged for the year; All other parts are to be assessed annually.

1. Student feedback to be averaged over the number of courses and over the two semesters and indicated for the year for a max of 100

2. Scheme for Scoring

Part	Section	Guidelines for Scoring
A	1	Work load norms per semester: Maximum of 9 credits allowed/ semester 1 credit = 1.11 points 1 credit workload: Theory – 14 hours, lab / seminar – 28 hours. Courses in other schools are covered under institution development activity and rewarded separately in that section. **(Proof – Course allotment time table)**
	2	The points for maintenance of Records: (a) **For theory subjects:** Attendance in log book (2) Lesson plan and its adherence (2) Assessment plan, rubrics and adherence to time window (6) Test marks for all assessments along with CO mapping (10) (b) **For Lab Courses:** Attendance (2) Lesson plan and its adherence (2) Additional lab exercises for practice (1) Observation / Record correction (10) Model Test (5) **(Proof – Attendance record, Lesson Plan, Assessment Plan with rubrics and Cos mapped, Assessment deployment)**
	3	**LMS Review** ● Well populated with announcements, teaching plan, evaluation plan, video lectures, administration of assessments on LMS (5) ● Contents quality (10) ● Additional reading materials and contemporary articles (5) **(Proof – LMS Page)**
	4	**Summer internship Guidance: (Odd Sem.)** (a) Minimum 10 students' guidance (5)

Part	Section	Guidelines for Scoring
		(b) Weekly reports review (5)
		For each additional student >10, 2 points / student
		Project Internship guidance (Even Sem.)
		(a) Minimum of 8 students' guidance (5)
		(b) Reviews 1, 2 and 3 – (5)
		(c) Evaluation of reports (5)
		For each additional 2 students>8, 5 points allowed.
		Maximum allowed 10 students
		(Proof – No of students guided, Weekly reports, Viva reports)
	5	**Weak students:**
		(a) Identification of such students based on assessment tools (1)
		(b) Counselling sessions conducted for such students (2)
		(c) Improvements documented for such students (2)
		(Proof – Identification guidelines used, proof of counselling session, Improvement metrics)
	6	**Pass percentage:**
		5 points if $> 85\%$ to $\leq 90\%$; 10 points if $> 90\%$ to $\leq 95\%$; 15 points if $> 95\%$
		If the number of theory courses handled exceeds one, the average will be considered.
		Lab courses and seminar courses will be awarded 5 points per course subject to expanded rubics, multiple tools, well defined grade structure.
		(Proof – University results analysis)
	7	**Guiding / Mentoring students to specific external event:**
		1 event winning = 2 points
		National level / IIM = 5 points
		(Proof – Student / Group of students winning in good quality events)
	8	**Rural engagement (Even sem.)**
		10 students / faculty on rural engagement deployment
		(Proof – Identification of opportunity, guiding students to complete a project.
		Project report)
B	1	**Guiding Research Scholars:**
		5 points for each full-time Ph.D. scholar guided (5 Years).
		3 points for each part-time Ph.D. scholar guided (6 Years).
		(Proof – Ph.D student registration)

Part	Section	Guidelines for Scoring
	2	**Publications:** Credits will be awarded for the first 2 authors only. Credits to be shared by total number of authors. If students are also authors, 3 students will be considered as one author. If the publication is an outcome of internal project (in lieu of project internship), only one student and a faculty are allowed. One student is equal to one author. Only Thomson Reuters, ABDC and Scopus indexed publications will be considered. Scores can be achieved by any combination from the list below: **International Journal Publication:** 10 points per paper (TR/ABDC) or 5 points (Scopus) National Journal paper / Presentation (in person) in International Conferences conducted by Professional Societies: 5 points per paper International conferences, maximum allowed 10 points. Quality of conference to be assessed by Director. (Proceedings of conference papers will not be taken as journal publication if points already awarded for presenting.) **(Proof – Photocopy of the 1st page of the paper)**
	3	**Conferences / Workshops / Conclaves / FDP organized** a) International: 10 points for Coordinator, 5 points for each member b) Others: 5 points for coordinator, 2 points for each member **(Proof – Activity brochure, report)**
	4	**Citation and h-index** Citation: 5 – 10 citations per year = 5 points H-index: AP-2, ASP – 3, Prof – 5 to earn 5 points **(Proof – Citation link proof / Photocopy of the Index. Citation, Listing of author)**
	5	**Funded Projects:** External Project – 10 points for PI and 4 points for CO-PI for a minimum of 2 Lacs funding. Internal Project: 3 points for PI and 2 point for CO-PIs for Rs.1 lakh and more. Maximum allowed only two faculty members per project. **(Proof – Project allotment letter)**
	6	**Industry interface initiatives:** **Consulting:** 25-50K: 1 points for PI and 1 points for CO PI 50-99: 2 points for PI and 1.5 points for CO-PI 1 lac >: 5 points for PI and 2 points for CO-PI for every Rs. 1 lakh revenue. Maximum of 3 faculty allowed (One PI and two CO-PIs) **Training:** Same points system as that of Consulting. Maximum of 2 faculty allowed (one mail and one support) **MOUs: 1 MoU = 5 points** **(Proof-Consultant appointment letter, Consultant project WO**

Part	Section	Guidelines for Scoring
		Training project allotment letter. Training completion certificate. **MOU – student internships / faculty appointment as consultant / consulting projects.**
C	1	**Mentoring** Max 10 students = 10 points Mentor sheet = 10 points Initiatives taken by Mentor to address student challenges = 5 points
	2	Suggested Departmental Activities in Annexure1. To be assessed by HoD, on a three-point scale Total (7), Partial (4) or otherwise (2) for each of the activity **(3-5 activities are required)**
	3	Suggested Institution Building Activities in Annexure1. To be assessed by HOD on a three-point scale Total (8), Partial (4) or otherwise (2) for each of the activity **(2 activities are required)**

Annexure 1 - Suggested List of Department Level Activities

Assessment Tools/ Direct and Indirect   Continous assessments monitoring
CAT 1 and 2 (admin and question paper reviews)
Internal Events
External Events
Faculty welfare
Curriculum structure/Academic Calendar/ Time Table
Bridge courses/ VAC planning and management
Courses allocation/Electives choice and mapping
Lesson Plan, Continous assessment approval, CA rubrics, CO map
Attendance (overall)
Continous assessments marks (CAM) finalization / Results Analysis/ Gap Analysis
CO PO mapping/ attainment
CAT 1 and 2, students review, weak students management
Performance assessment committee
Class committee / class advisor
Common courses/ multiple courses committee
Disciplinary committee

Antiragging committee
Internal Complaints committee (protection of women from sexual harassement)
Summer Internships
Project Internships
Visiting Faculty appointment and course Coordination
LMS administration
Computer Lab/ licenses management
COE communications
Rural engagement
Common files repository (batch-wise)
Scholarships/ Best Outgoing students/ Rewards for continous motivation
Research/Consulting/Training compilation and reporting FDP/workshop compilation
NIRF/NBA – MBA
IQAC/Academic Audit/ other certifications – MBA
ISO – MBA
Library/ online databases (EBSCO/ Capitaline)- licenses, usage by students, training
Website updates
Monthly Report to President
Quarterly Newsletter for MBA (managed by students, edited by Faculty editor)
Industry visits
Number of visits by faculty to companies for internships/ consultancy/training
Infrastructure review and management
Social activities (Rotaract......)
College/sports/scholarship/ teachers day coordination
Leave management
University and statutory issues
Faculty committee meetings (minutes management)
Budgets preparation
Mentoring
Feedback forms, administration - mid and end semester
Attending FDP programs of IIT/IIM/ reputed B-schools (minimum 7 days, physical)

Annexure 1I - Suggested List of Institutional Level Activities

Admissions
Mission, Vision, Objectives formulation
PEOs mapping
Strategic Plan
Placements
Internships
Alumni
Accreditation
BOS
Academic Council
Curriculum
working with Principal
ISO
Teaching in other schools

Self-Assessment data sheet

Part A. Teaching related activities for ODD Semester

A1-Teaching Load

Subject	Code	Title	Contact Periods	Credits
Subject 1				
Subject 2				
Subject 3				
Lab				
Seminar				

A2 Maintenance of Records

For Theory:

Subject 1:

(Maintain the course file as per NBA requirements)

Proof	Description/ Verification comments	Marks (10)
Attendance Logbook		
Syllabus, Cos		
Lesson Plan and delivery plan adherence		
Assessment tools with rubrics, mapped Cos		
Assessments conducted dates, assessment question papers, key, marks, CO mapping		

Cycle test 1 and 2, question papers marked with COs, test key, test marks		
Sample papers (for all assessments)		
CO-PO mapping (till continuous assessment level)		

(Add more tables for more courses)

For Lab:

Subject 1:

(Maintain the course file as per NBA requirements)

Proof	Description/ Verification comments	Marks (10)
Attendance Logbook		
Syllabus, Cos		
Lesson Plan and delivery plan adherence		
Assessment tools with rubrics, mapped Cos		
Assessments conducted dates, assessment question papers, key, marks, CO mapping		
Record, additional exercises booklet		
Model Test, key, CO mapping.		
Sample papers (for all assessments)		
CO-PO mapping (till continuous assessment level)		

(Add more tables for more courses)

A3 LMS Review

Course 1:

Details	Description/ verification comments	Marks
Well populated with announcements, teaching plan, evaluation plan, video lectures, administration of assessments on LMS		/10
Content quality (PPTs, reading material, videos)		/5
Value addition in terms of contemporary reading material		/5

(Add more tables for more courses)

A4 – Summer Internship guidance

Details	Description/ verification comments	Marks
# students guided		/5
Weekly reports review		/5
Evaluation		/5
Any extra students guided		/5

A5 - Weak students' assistance

Subject:

Details	Description/ verification comments	Marks (5)
Identification process		
Counselling session		
Improvement metrics		

(Add more tables for more subjects)

A6- Results in University Exams Pass %

Subject	Code	Pass %	Marks (15)
Subject 1			
Subject 2			

Average:

A7- Guiding and Mentoring students to specific external events

Event	Type of the Competition, Level and winning status (Regional/ National/ IIM/ MMA/AIMA)	Marks (5)

Part A. Teaching related activities for EVEN Semester

A1-Teaching Load

Subject	Code	Title	Contact Periods	Credits
Subject 1				
Subject 2				
Subject 3				
Lab				
Seminar				

A2 Maintenance of Records

For Theory:

Subject 1:

(Maintain the course file as per NBA requirements)

Proof	Description/ Verification comments	Marks (10)
Attendance Logbook		
Syllabus, Cos		
Lesson Plan and delivery plan adherence		
Assessment tools with rubrics, mapped COs		
Assessments conducted dates, assessment question papers, key, marks, CO mapping		
Cycle test 1 and 2, question papers marked with COs, test key, test marks		
Sample papers (for all assessments)		
CO-PO mapping (till continuous assessment level)		

(Add more tables for more courses)

For Lab:

Subject 1:

(Maintain the course file as per NBA requirements)

Proof	Description/ Verification comments	Marks (10)
Attendance Logbook		
Syllabus, COs		
Lesson Plan and delivery plan adherence		
Assessment tools with rubrics, mapped COs		
Assessments conducted dates, assessment question papers, key, marks, CO mapping		
Record, additional exercises booklet		
Model Test, key, CO mapping.		
Sample papers (for all assessments)		
CO-PO mapping (till continuous assessment level)		

(Add more tables for more courses)

A3 LMS Review

Course 1:

Details	Description/ verification comments	Marks
Well populated with announcements, teaching plan, evaluation plan, video lectures, administration of assessments on LMS		/10
Content quality (PPTs, reading material, videos)		/5
Value addition in terms of contemporary reading material		/5

(Add more tables for more courses)

A4 – Project Internship guidance

Details	Description/ verification comments	Marks
# students guided		/5
Reviews 1,2, 3		/5
Evaluation		/5
Any extra students guided		/5

A5 - Weak students' assistance

Subject:

Details	Description/ verification comments	Marks (5)
Identification process		
Counselling session		
Improvement metrics		

(Add more tables for more subjects)

A6- Results in University Exams Pass %

Subject	Code	Pass %	Marks (15)
Subject 1			
Subject 2			

Average:

A7- Guiding and Mentoring students to specific external events

Event	Type of the Competition, Level and winning status (Regional/ National/ IIM/ MMA/AIMA)	Marks (5)

A8 – Rural Engagement

Details	Description/ verification comments	Marks (5)
Discussions with NGO/ Framing a social project framework		
Number of students		
Guidance offered, progress report		
Evaluation matrix		

Part B. Involvement of faculty in research related activities

B1 -Research Guidance (PhD.)

Scholar	Project	Since when (year)	Full Time / Part Time	Status update

B2 -Research Output

List research output and identify nature of classification

Classification as Intl. Journal Paper /National Journal Paper /Intl Conf paper etc

(Please mention only published papers. Do not include accepted papers) Please attach the 1st page of the published paper as proof.

Title of paper / patent	Authors	Journal / conference name, with month and year of publication	Classification (Journal / Conference)	Impact factor (Reuters / Scopus Index for journals)

B3 Conferences Organized:

List the event organized. Classify as Intl Conf / Natl Conf / FDP / STTP / WS etc

Event name	Date of event	Organizer / Member of Organizing Team	Classification

B4 Citations and h-index:

Metric	Number	Points
Total No. of citations		
h-index		
Citations in the current Year		

B5 Funded Projects

Project name	Funding agency	Period	Amount in Rs.	PI / Co-PI	Current Status
External -					
Internal -					

B6 Industry interface Initiatives (Consultancy / Training / MoU signed)

Consultancy/ Training:

Title of consultancy Project / Training	Funding company	Period	Amount in Rs.	Names of all faculty involved

MoU with Industry:

MoU company	Features	Period	Outcomes	Names of all faculty involved

Part C. Activities relating to institution building

C1 Mentoring / Counseling

No. of students mentored	
Mentor sheets review	
Effectiveness	

C2 Involvement in Departmental Activities (Refer to Annexure 1)

Sl. No.	Activity Description from Annexure 1	Whether done alone or with others
1		
2		
3		
4		
5		

C3 Involvement in Institution Building Activity (Refer to Annexure 1)

Sl. No.	Activity Description from Annexure 1	Whether done alone or with others
1		
2		
3		
4		
5		

D: Student Feedback:

	Odd Sem	Even Sem	
	Score %	Subject	Score %
Subject 1			
Subject 2			
Subject 3			
Average		Average	
		Grand Average	

DECLARATION

I hereby declare that all the furnished information is true to the best of my knowledge and belief.

Date :   Signature of the faculty

Faculty Development Programs organized (during CAY, CAYm1 and CAYm2)

The following is an AICTE sponsored program. The sanction letter was issued in 2019-20 (CAY). The program could not be held in 2019-20 due to the pandemic. It was held online during 2020-21.

Table 6.7 Faculty Development Programs organized

Sl. No	Name of Faculty	Title	Description	Duration	Resource person (affiliation can be included)	Type of training method	Participants
01	Dr.Srinivas Gumparthi	Risk Management for MSMEs	AICTE Sponsored STTP	21st – 26th Sept 2020 6 days	Mr.P.Kannan Sr.Regional Manager, Bajaj Finserv Dr.Venkateswara Kumar Dean, Gates Institute of Management and Science Mr.V.S.Sukumaran Professor(Retd) of EDII and Consultant (Kudambasree, Kerala Government) Mr.Krishna Prabhu Regional Head – (Sales), LIC of India Mr.B.Asokumar Professor - SSNSoM Mr.Kishan Babu Chairman, Laven Pharma Ltd Mr.T.Lakshminarayana Senior Consultant, Pie Data Systems Dr.Srinivas Gumparthi Professor - SSNSoM	Online	37 Faculty Members, 2 research Scholars

| 02 | Dr.Srinivas Gumparthi | Risk Management for MSMEs | AICTE Sponsored STTP | 12th – 17th Oct 2020 6 days | Mr.P.Kannan Sr.Regional Manager, Bajaj Finserv Dr.Venkateswara Kumar Dean, Gates Institute of Management and Science Mr.V.S.Sukumaran Professor(Retd) of EDII and Consultant (Kudambasree, Kerala Government) Mr.Krishna Prabhu Regional Head – (Sales), LIC of India Mr.B.Asokumar Professor - SSNSoM Mr.Kishan Babu Chairman, Laven Pharma Ltd Mr.T.Lakshminarayana Senior Consultant, Pie Data Systems Dr.Srinivas Gumparthi Professor - SSNSoM Mr.R.Natarajan Professor - SSNSoM Dr.Vani Haridasan Associate Professor - SSNSoM Dr.K.Sampath Kumar Professor - SSNSoM Mr.Umesh Menon Managing Director, Varis Management Services Pvt. Ltd | Online | 31 Faculty Members, 2 research Scholars |

Mr.R.Natarajan

Professor - SSNSoM

Dr.Vani Haridasan

Associate Professor - SSNSoM

Dr.K.Sampath Kumar

Professor - SSNSoM

Mr.Umesh Menon

Managing Director, Varis Management Services Pvt. Ltd

Dr.K.Hariharanath

Professor - SSNSoM

Mr.C.Rengathan

Director, Chennai Metco

| 03 | Dr.Srinivas Gumparthi | Risk Management for MSMEs | AICTE Sponsored STTP | 16th–21st Nov 2020

6 days | Mr.P.Kannan

Sr.Regional Manager, Bajaj Finserv

Dr.Venkateswara Kumar

Dean, Gates Institute of Management and Science

Mr.V.S.Sukumaran

Professor(Retd) of EDII and Consultant (Kudambasree, Kerala Government)

Dr.T.Girija

Asst.Professor - SSNSom

Mr.Krishna Prabhu

Regional Head – (Sales), LIC of India

Mr.B.Asokumar

Professor - SSNSoM

Mr.Kishan Babu

Chairman, Laven Pharma Ltd

Mr.T.Lakshminarayana

Senior Consultant, Pie Data Systems

Dr.Srinivas Gumparthi

Professor - SSNSoM

Mr.R.Natarajan

Professor - SSNSoM

Dr.Vani Haridasan

Associate Professor - SSNSoM

Dr.K.Sampath Kumar

Professor - SSNSoM

Mr.Umesh Menon

Managing Director, Varis ManagementServices Pvt. Ltd
Dr.K.Hariharanath

Professor - SSNSoM

Mr.C.Rengathan

Director, Chennai Metco | Online | |

Dr.K.Hariharanath

Professor - SSNSoM

Mr.C.Rengathan

Director, Chennai Metco

Faculty Development Programs Attended

All programs attended by the faculty are included. Many of them are by industry bodies which help the faculty members update themselves on the current trends and practices.

Table 6.8 Faculty Development Programs Attended

Sl. No	Name of the Faculty	Title	Description	Duration
		2021-22		
1	Dr.K.Sampath Kumar	Digital Teaching Methods in Higher Education"	6 day National Level FDP	23.08.21 to 28.08.21
2	Dr. Theerthaana P	An insvestication on adaption of AI – Enable Ewaste recyclieing kiosks in post pandemic era – A TPV approach	1 day conference CERE 2022 conference of IIM Inore	04.06.2022
3	Dr. Theerthaana P	Data science and its application	7 days FDP organaised by NIT Patna	01.03.22 to 08.03.22
4	Dr. Girija T	Business analytics for managerial decition	NPTEL 4 months Program	Jan to Apr 2022
5	Dr. Girija T	Data analysis reporting and publication perspective	7 Dyas - Bharathiar Unbiversity	20 – 26 July 2021
6	Dr. Girija T	Data Analysis for Managemnt and Social science	3 Days Saveetha Engineering college,	15th to 17th April
7	Dr. Girija T	Creative and innovative strategies for new normal	SSN , May 24 to 31,2021	8 Days
8	Dr. Girija T	Data Analytics in Business Decisions	St.Joseph College of Engineering. 16th June to 20th June 2021	5 Days
9	Dr. Girija T	Partial Least square and SEM using R Studio	Chalk and Talk Foundation July3rd to 25th2021	8 Days (Weekend)
10	Dr. Girija T	Advanced lievl online workshop on SEM using PLS	Research Circle. 18th to 20th September 2021	3 Days
11	Dr. Girija T	Online Advanced FDP on "Data Analytics: Tools & Techniques"	University of Hyderabad (ATAL), 22November to 26th November 2021	5 Dys
12	Dr. T. Thiruvenkadam	Participated in a five days National Level FDP on "Data Analytics in Business Decisions'	Organized by St. Joesph's College of Engineering	from 16th June 2021 to 20th June 2021.
13	Dr. T. Thiruvenkadam	Participated in a National Level Webinar on "Corporate Social Responsibility in Today's Context"	organized by Sindhi College, Chennai (online).	on 30-09-2021
14	Dr. Sudarsan Jayasingh Dr. T. Thiruvenkadam	8th International Conference on Business Analytics and Intelligence	Presented a research article titled "Factors Determining the Helpfulness of Online Consumer Reviews", organized by IIMB, Analytics Society of India and ORBI	22nd December 2021
15	Dr. Sudarsan Jayasingh Dr. T. Thiruvenkadam	International Conference on Innovative Practices for Sustainable Development, Business Management and Analytics	Presented a paper titled, "The Influence of Nudging Factors on Consumer Purchase Decision of Organic Food in Indian Retail sector-An Exploratory Study" organized by Jain University, Bengaluru	2nd and 3rd September 2022

16	Dr. T. Thiruvenkadam, Dr. Sudarsan Jayasingh	Two days National Conference on "Opportunities and Challenges for Business in the Current Turbulent Scenario"	Presented a paper titled, "The Socio-Ecological Analysis to 6Identify the Burnout Level of Healthcare Employees During COVID-19 Pandemic" organized by SSN School of Management on 25th and 26th Feb 2022.	25th and 26th Feb 2022
17	Dr. Yabesh Abraham Durairaj Isravel*, Dr. T. Thiruvenkadam, Dr. Subrahmanian	Two days National Conference on "Opportunities and Challenges for Business in the Current Turbulent Scenario"	"Employee Engagement – An analysis of its Predictors in NBFCs"	25th and 26th Feb 2022
18	S. Chandrasekaran, Dr. Thiruvenkadam. T, Dr. Kavitha. M, Dr. Vijay Anand	Two days National Conference on "Opportunities and Challenges for Business in the Current Turbulent Scenario"	"Factors Influencing Purchase Decision and Satisfaction of Children Toys"	25th and 26th Feb 2022
19	Dr. V. Vijay Anand, Dr. C. Vijayabanu, R. Swaminathan, R. Swaminathan, Dr. T. Thiruvenkadam.	Two days National Conference on "Opportunities and Challenges for Business in the Current Turbulent Scenario"	"Factors influencing stress among the employees - a study with special reference to it companies in Chennai"	25th and 26th Feb 2022
20	Deepika. V and Dr. T. Thiruvenkadam.	Two days National Conference on "Opportunities and Challenges for Business in the Current Turbulent Scenario"	"Developing a dynamic model of choice between passion vs career among generation alpha"	25th and 26th Feb 2022
21	Dr. Sudarsan Jayasingh	AICTE-Examination Reforms,	Examination Reforms	27th to 29th December, 2021 (Online)
22	Dr. K. Sampath Kumar	12th Global Summit on "Fraud & Forensics – Emerging Trends and Combating Challenges" organized by ASSOCHAM INDIA	ASSOCHAM INDIA	21st & 22nd March, 2022(Online)
23	Dr. P. Theerthaana	One week FDP program on "Data Science and its Applications", organized by Electronics and ICT Academy, NIT Patna.	Electronics and ICT Academy, NIT Patna.	1st to 8th March, 2022 (Online)
2021-22				
1	Dr. T. Thiruvenkadam	Data Analytics in Business Decisions	Five Days National FDP organized by St. Joseph's Engineering College, Chennai	16th June to 20th June 2021
2019-20				
1	Dr. Sudarsan Jayasingh	Instagram Marketing	MMA	6-Jul-19
2	Prof B.Asokumar	Instagram Marketing	MMA	11-Jul-19
3	Dr.K.Sampath Kumar	Seminar on Capital Markets	ICSI	16-Aug-19
4	Dr.Vani Haridasan	Block Chain and its impact on business and industry	MMA	29-Nov-19
5	Dr.Kavitha Muthukumaran	Workshop on Digital Transformation	FICCI	26-Feb-20
6	Dr.Dr.Vani Haridasan	Workshop on Digital Transformation	FICCI	26-Feb-20
7	Dr.K.Sampath Kumar	Fintech Ecosystem to Act as a provider, aggregator and arranger	Loyola college	29-Feb-20
8	Dr.K.Sampath Kumar	Seminar on private equity and venture funding	ICSI	7-Mar-20
9	Dr.Sudarsan Jayasingh	AI for Covid19 Outbreak - prediction, forecasting, data analysis and data visualization	Esoir Business Services	25-26 Apr. 2020

10	Dr.T.Thiruvenkadam	Certificate course on HR Analytics	MMA	28 Apr. to 9 May 2020
11	Dr. Kavitha Muthukumaran	Visual Analytics using Tableau	IMT Hyderabad	23 - 24 May 2020
12	Dr. Girija.T	Visual Analytics using Tableau	IMT Hyderabad	23 - 24 May 2020
13	Dr. Vani Haridasan	ProAct Digital Teacher Workshop	LIBA	15-20 June 2020
14	Dr. Sudarsan Jayasingh	ProAct Digital Teacher Workshop	LIBA	15-20 June 2020
15	Dr.Kavitha Muthukumaran	ProAct Digital Teacher Workshop	LIBA	15-20 June 2020
16	Dr. Sudarsan Jayasingh	Online workshop of Case Teaching and Workshop	AIMA	26 June to 2 July 2020
17	Dr. Vijaya Mani	Online workshop of Case Teaching and Workshop	AIMA	26 June to 2 July 2020
18	Dr.Kavitha Muthukumaran	Essential statistics for Business Analytics	IMT Hyderabad	6-7 Jun 2020

Sl. No	Name of the Faculty	Title	Description	Duration
		2018-19		
1	Dr.K.Sampath Kumar	One day program on capital markets	ICSI	18-Jul-18
2	Dr. Sudarsan Jayasingh	AI Transformation for India	MMA	15-Oct-18
3	Prof B.Asokumar	Key Account Management	MMA	31-Oct-18
4	Dr.K.Sampath Kumar	Future of Finance	MMA	13-Nov-18
5	Dr. Kavitha Muthukumaran	Workshop on Decisions using Analytics and Visualization	MMA	23-Nov-18
6	Dr. Sudarsan Jayasingh	Digital Disruption and Transformation	FICCI	13-Dec-18
7	Dr.K.Sampath Kumar & Dr. Kavitha Muthukumaran	Intl Conference on Technological Mapping of E-Commerce in the Global Perspective	Saveetha Engineering College	27-28 Dec 2018
8	Dr. Vijaya Mani	Labor Legislation - a practical perspective	MMA	7-Mar-19
9	Dr.T.Thiruvenkadam	Workshop on competency mapping	MMA	19-Mar-19

Sl. No	Name of the Faculty	Title	Description	Duration
		2017-18		
1	Dr. Sudarsan Jayasingh	Data Enabling Decisions Using Analytics and Visualization	MMA	18-May-17
2	Dr.Girija T	Executive Professional Development Program on Marketing Analytics using SPSS	Rajalakshmi School of Business	9-10 June 2017
3	Ms.Vaidehi R	Executive Professional Development Program on Marketing Analytics using SPSS	Rajalakshmi School of Business	9-10 June 2017
4	Dr.K.Sampath Kumar	Capital Markets	ICSI, Southern Regional Office	22-Jul
5	Dr.Srinivas Gumparthi	Next Generation I Commerce	FICCI	1-Dec-17
6	Dr.T.Thiruvenkadam	Next Generation I Commerce	FICCI	1-Dec-17
7	Dr. Sudarsan Jayasingh	Next Generation I Commerce	FICCI	1-Dec-17
8	Dr.K.Sampath Kumar	Managing the metamorphosis of Make in India in the Global-era Roadmap	Saveetha Engineering College	21-22 Dec 2017
9	Dr.Kavitha Muthukumaran	Managing the metamorphosis of Make in India in the Global-era Roadmap	Saveetha Engineering College	21-22 Dec 2017
10	Dr.Srinivas Gumparthi	Workshop on Financial engineering for capital market using Excel	Mepco Shlenk College of Engineering	8-9 Jan 2018
11	Dr. Vijaya Mani	HR Prism - Discovering new dimensions	MSSW	9-Jan-18
12	Ms.Vaidehi R	Workshop on "How to reach the hard to teach"	Jeppiar Engineering College	9-Jan-18
13	Dr.Kavitha Muthukumaran	Workshop on "How to reach the hard to teach"	Jeppiar Engineering College	9-Jan-18
14	Prof B.Asokumar	Design Thinking FDP	Intellect Design Arena	9-11 May 2018

6.6. Visiting / Adjunct Faculty (10)

Adjunct faculty also includes Industry experts. Provide details of participation and contributions in teaching and learning and /or research by visiting/adjunct/Emeritus faculty etc. for all the assessment years: Minimum 50 hours per year interaction with adjunct faculty from industry/retired professors etc.

SSN School of Management engages highly qualified visiting faculty members with a blend of industry and teaching experience in reputed institutes in India. The visiting faculty members are engaged mostly for elective courses in which they have expertise. This is to bring in aspects of industry into the teaching.

Table 6.9 Visiting / Adjunct Faculty

Year	Name of the course	Name of the Visiting faculty / Adjunct faculty	No. of hours of interaction*
2021-22	Industrial Relations and Labour Laws	Mr. Srivatsan N.C B.Com, FCA, FCMA	50
	Organizational Theory, Design & Development	Dr. Ravi Thilagan D.J.E MBA, Ph.D	50
	Compensation and Benefits	Dr. Ravi Thilagan D.J.E MBA, Ph.D	50
	Advertising & Public Relations	Mr. Jagannath Ramasamy B.Tech, PGDM (IIM-C)	50
	Financial Statement Analysis	Mr.Rajesh Raghavan, MBA, RANE INDIA	41
	Consumer Behaviour	Mr. Satish Tampi, BE, PGDM (IIM-A)	50
	Retail Management	Mr. Satish Tampi, BE, PGDM (IIM-A)	50
	Services Operations Management	Mr. Chandraprakash P, B.E NIT (Trichy) PGDM (IIM-B)	50
	Legal Aspects of Business	Mr. Srivatsan N.C, B.Com, FCA, FCMA	84
	Seminar -1	Dr. Jayashree Suresh, FPM	28
	Marketing Management	Mr. Srivatsan N.C B.Com, FCA, FCMA	94
	Customer Relation Management	Mr.Kabaleswaran.M, MBA	50
	Strategic Human Resources Management	Dr.GD Sharma, Ph.D	50
	Business Analysis	Mr. Manoharan M, M.E., (MIT, CH)	50
2020-21	Organizational Theory, Design & Development	Dr. Ravi Thilagan D.J.E MBA, Ph.D	50
	Advertising & Public Relations	Mr. Jagannath Ramasamy, B.Tech, PGDM (IIM-C)	50
	Financial Statement Analysis	Mr.Kishore Chidambaram, BSC, MBA	50
	Consumer Behaviour	Mr. Satish Tampi, BE, PGDM (IIM-A)	50
	Retail Management	Mr. Satish Tampi, BE, PGDM (IIM-A)	50
	Services Operations Management	Dr. Anand Jagadeesan FPM	50
	Legal Aspects of Business	Mr. Srivatsan N.C , B.Com, FCA, FCMA	84
	Services Operations Management	Mr. Kumaravel S, B.Tech., Ph.D	50
	Seminar -1	Dr. Jayashree Suresh, FPM	28
	Marketing Management	Mr. Satish Tampi, BE, PGDM (IIM-A)	94
2019-20	Services Marketing	Dr.Kasthurirangan R Bsc, MBA,Ph.D	50
	Organizational Theory, Design & Development	Dr. Ravi Thilagan D.J.E MBA, Ph.D	50
	Advertising & Public Relations	Mr. Jagannath Ramasamy B.Tech, PGDM (IIM-C)	50
	Financial Statement Analysis	Mr.Kishore Chidambaram	50

	BSC , MBA	
Consumer Behaviour	Mr. Satish Tampi BE, PGDM (IIM-A)	50
Retail Management	Mr. Satish Tampi BE, PGDM (IIM-A)	50
Services Operations Management	Dr. Anand Jagadeesan FPM	50
Legal Aspects of Business	Mr. Srivatsan N.C B.Com, FCA, FCMA	84

*Includes class hours and post-class interaction

6.8. Academic Research (75)

- Faculty Paper Publication
  (List of Publications in referred journals, reputed conferences, books, book chapters, case studies in public domain etc.)
- List of Ph.D. /Fellowship titles(FPM) awarded during the assessment period while working in the institute

All relevant details shall be mentioned.

Faculty members are actively involved in contemporary research. Most of the research papers are published in peer-reviewed journals and a few of the papers are published in either in Scopus or Web of Science indexed journals. Papers cover all specialization areas of management.

Journal Papers: 2021-22

Faculty Paper Publication

1. Srinivas Gumparthi, Venkata Vara Prasad Lokeswari Y Venkataramana, S Srinethe, R M Sruthi Sree, K Nishanthi "Prediction of Stock Prices Using Statistical and Machine Learning Models: A Comparative Analysis", The Computer Journal, bxab008, https://doi.org/10.1093/comjnl/bxab008, 2021.

2. Gumparthi, Srinivas, and S., Pradeepa. , Demonetization Impact on Liquidity of Large Corporates in India. In: Economics and Business Quarterly Reviews, Vol.4,Issue 3(2021) No.3, 57-66.

3. Srinivas Gumparthi, Ms. Shwetha.B. published a paper titled "Evaluating the performance of index funds using value at risk (VaR)", in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

4. Srinivas Gumparthi , Ritu George, published a paper titled"Analysis of Quality of Assets for Securitization", in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

5. Srinivas Gumparthi Pavithra Krishnamachary, published a paper titled "Risk Management Framework for Insurance Industry '', in JUSST - Journal of University of Shanghai for Science and Technology, Volume 23, Issue 10, October 2021.

6. Sudarsan Jayasingh, Girija, T. and Arunkumar S. "Factors Influencing Consumers' Purchase Intention towards Electric Two-Wheelers" Sustainability, 13 (22), 2021 https://doi.org/10.3390/su132212851

7. Srinivas Gumparthi, Abha S Singhvi, & Dr.Kapil Arora" The study of Behaviour of investor to Stock market" Journal of Oriental Institute,Volume 71, Issue 01,No11,Jan-March 2022.

8. Theerthaana Paneerselvam and C.Joe Arun. "Bias-driven marketing that instigates pledging to a crowdfunding campaign: An experimental consideration of behavioral anomalies",International Journal of Consumer Studies,March 2022, Pg 1-25, DOI: 10.1111/ijcs.12795

9. Dr.T.Girija, Dr.S.Meena" A conceptual study on the application of green human resource management (HRM) practices in influencing organisational sustainability", Journal of Positive School Psychology, Vol6(2),April 2022.

Conference Papers

1. Dr. Vani Haridasan, Associate Professor, and Dr. Kavitha M. Asst. Professor presented a paper titled, "Proliferation of digital payments in India - A pathway to cashless economy" at ICTSGS - First International Conference on Technologies for Smart Green Connected Society 2021 on 29th & 30th Nov 2021.

2. Dr.Kavitha M. Asst. Professor and Dr. Vani Haridasan, Associate Professor, Sunita S. & Nilani Surya K. (Students) presented a paper titled, "Lifestyle and Behaviour of Children during Covid 19" at ICTSGS - First International Conference on Technologies for Smart Green Connected Society 2021 on 29th & 30th Nov 2021.

3. Dr. Sudarsan Jayasingh and Dr. T. Thiruvenkadam presented a research article titled "Factors Determining the Helpfulness of Online Consumer Reviews" in 8th International Conference on Business Analytics and Intelligence, organized by IIMB, Analytics Society of India and ORBI on 22nd December 2021.

4. Dr. Kavitha Muthukumaran, Dr. Vani Haridasan Anudheepthi V (Student), Dolly Joy Kirubha V, (Student),presented a paper titled, "Consumer Preference towards OTT Platforms during the Covid 19 pandemic" in a "2nd International Conclave on Globalizing Indian Thought 2021" organized by IIM Kozhikode on 17-12-2021.

5. Sabareeshwaran, S.Tharanyaa, B.Mahalingam & M.Kavitha have published a conference paper titled " A Study of Environmental Management of Construction and Demolition Waste" in Sustainable practices and Innovation in Civil Engineering (Springer link) On 21st November, 2021 as a part of Lecture notes in civil engineering book series (LNCE, Volume 179)

Journal Papers: 2020-21

1. Srinivas Gumparthi, Pradeepa.S "Demonetization Impact on Liquidity of Large Corporates in India", Economics and Business Quarterly Reviews, Vol.4 No.3 (2021).

2. Srinivas Gumparthi, Venkata Vara Prasad Lokeswari Y Venkataramana, S Srinethe, R M Sruthi Sree, K Nishanthi "Prediction of Stock Prices Using Statistical and Machine Learning Models: A Comparative Analysis", The Computer Journal, bxab008, https://doi.org/10.1093/comjnl/bxab008, 2021.

3. Yabesh Abraham Durairaj, T. Thiruvenkadam, K. Sampath Kumar "A linkage between Distributive Justice, Procedural Justice and Affective Commitment at Non-Banking Financial Companies" Journal of Huazhong University of Science and Technology, Volume 50, Issue 04, April-2021 pp 523-531. (ISSN-1671-4512)

4. Girija T, S.Meena, Asokumar.B "Impact of ICT as pedagogical tool in higher education", Tierarzliche Praxis, November 2020 ISSN: 0303-6286, PP. 2016-2023, Nov-Dec 2020.

5. Chandrasekaran. S, Dr.Thiruvenkadam. T, "Factors affecting the purchase decision of children toys in organized retail stores" Journal of Huazhong University of Science and Technology, Volume No.50, Issues No 3, March 2021, pp. 1-16. (ISSN-1671-4512,)

6. Sampath Kumar. K, Thiruvenkadam T, Sudarsan Jayasingh, "Challenges in the Integration of Renewable Energy in Energy Systems in India", International Journal of Advanced Research in Engineering and Technology (IJARET) Volume 12, Issue 1, January 2021, pp. 119-128. (ISSN 0976-6499)

7. Thiruvenkadam T, Sudarsan Jayasingh, K. Sampath Kumar, Panchanatham. N (2020), Role of Government in Accelerating Indian Economy's Transition Towards A Resilient Energy System in India, International Journal of Advanced Science and Technology Vol. 29, No. 8, June (2020), pp.3854-3861 ISSN: 2005-4238.

8. Vani Haridasan, Kavitha Muthukumaran and Yohita D, Work-Life Balance of Women Working from Home during Lockdown – An Empirical Study, International Journal of Management, 12(1), Jan 2021, pp. 475-487.

9. Kavitha Muthukumaran and Vani Haridasan, Optimizing the usage of voice assistants for Shopping, Indian Journal of Science and Technology, Indian Journal of Science and Technology, 13(43): 4407-4416, Dec 2020.

10. Laxmipriya V, Hariharanath K, Implementing Lead Qualification Model using ICP for SAAS Products, International Journal of Management, Volume 11, Issue 10, October 2020, pp. 81-90, Article ID: IJM_11_10_008, ISSN Print: 0976-6502 and ISSN Online: 0976-6510.

11. Naveen Kumar G, Hariharanath K, Designing a Lead Score Model for Digital Marketing Firms in Education Vertical in India, Indian Journal of Science and Technology, 14(16): 1302-1309. https://doi.org/ 10.17485/IJST/v14i16.290, 1ISSN Print: 0974-6846 Electronic: 0974-5645, May 2021.

Journal Papers: 2019-20

1. Yabesh Abraham Durairaj, Thiruvenkadam.T, Mu.Subrahmanian, **"**Employee Engagement – Making Internal Customer Happier" International Journal of Recent Technology and Engineering (IJRTE), pp. 354-357, Vol.8, Issue-2S4, July. 2019.

2. Kavitha Muthukumaran, Sampath Kumar.K, Vijaya Mani, "Distributor's Views on Digital Services of AMCs in Chennai", International Journal of Innovative Technology and Exploring Engineering (IJITEE), Vol.8 Issue-9, July. 2019.

3. Girija.T, Asokumar.B, "Influence of Website Quality and Service Quality on Consumer Satisfaction among Online food Ordering Consumer", International Journal of Recent Technology and Engineering (IJRTE), Sept. 2019.

4. Vijaya Mani, Vani Haridasan, "Single Server Queuing Model to Determine the Patient Flow Process in a Township Hospital', International Journal of Innovative Technology and Exploring Engineering (IJITEE), Vol.8 Issue-12S, Oct. 2019.

5. Vani Haridasan, Kavitha Muthukumaran; "Leveraging Consumers' Show rooming Behaviour - A Supply Chain Perspective", International Journal of Recent Technology and Engineering (IJRTE), Volume-8 Issue-4, Nov 2019.

6. Sudarsan Jayasingh; "Consumer Brand Engagement in Social Networking Sites and Its Effect on Brand Loyalty", Cogent Business & Management, pp,1-22, Vol. 6, Issue 1, 6(1),2019

7. Vijaya Mani, Kavitha Muthukumaran, Kamakshi. S; "Assessing the Influence of Emotional Intelligence on Occupation Stress in a Manufacturing Organization", Test Engineering and Management, pp. 17018 – 17024, Vol. 82, Feb. 2020.

8. Srinivas Gumparthi; "Industry 4.0 Evolutions - Technical Education for Sustainable Social Development", International Journal of Advanced Science and Technology, Vol. 29, No. 03, Mar. 2020.

Journal Papers: 2018-19

1. Thiruvenkadam.T, Sudarsan Jayasingh; Determinants of Employee Happiness in Information Technology Company in India "International Journal of Engineering and Technology (IJET) Vol 7, No 3 PP 173 -178 July, 2018.

2. M Deepa, Vijaya Mani, S Uma Maheshwari, "Analyzing the Effectiveness of Human Resource Accounting Disclosure in HPCL' Emperor International Journal of Finance and Management Research, Special Issue, Vol IV,August 2018.

3. Vijaya Mani, Vani Haridasan; "Optimizing the Medicine Procurement Process'' International Journal of Engineering & Technology, Volume7, No.4, pp 2366 –2369. Sept, 2018.

4. Yabesh Abraham Durairaj, T. Thiruvenkadam, Mu Subramaniam; "The Role of Organizational Learning In Employee Engagement and the Mediating Role of E-Learning Resources Quality" The Online Journal of Distance Education and e-Learning, Volume 6, Issue 4 pp. 78-87Oct 2018.

5. Thiruvenkadam.T, Sampath Kumar.K; "Organizational Climate for Innovation and Creativity" ,BVIMSR's Journal of Management Research, Volume 4 Issue 2 pp. 165-173Oct 2018,

6. Kavitha Muthukumaran, Sampath Kumar.K,; "Performance Analysis of Select Companies in the IT Sector" Emperor International Journal of Finance and Management Research, Vol.3 Special Issue.3,pp 128 -134, Dec 2018.

7. Vijaya Mani;"Impact of Organizational Characteristics on Organizational Choice of The Potential Hires" Journal of Engineering and Applied Sciences, pp2470-2476, Volume 14, issue 8, March 2019.

8. Vijaya Mani, Kavitha Muthukumaran, Sampath Kumar K; "Human Resource Accounting and Valuation Practices in R and D Institutions ", Journal of Advanced Research in Dynamical & Control Systems, pp 1301-1309Volume 11, 03-Special Issue, April ,2019

9. Kavitha Muthukumaran, Vani Haridasan, D.Varathakrishnan, "The Study on Living Standards and Satisfaction in Migrant Dorms", Indian Journal of Science and Technology, pp 1-9, Volume 12, issue 19, May 2019.

10. S. Meena T. Girija D.Visagamoorthi, 'Influence of Rewards and Recognition on Employee's Motivation and Job Performance: Path Analysis Approach', Indian Journal of Science and Technology, March 2019.

11. Chandrasekhar, T. Thiruvenkadam, Mu.Subramaniyam;"Impact of Online Learning on Teenagers Buying Behaviour' Online Journal of Distance Education and E learning Volume 7, Issue 2 pp. 89-96 April 2019.

Conference Papers: 2018-19

1. Yabesh Abraham Durairaj, Thiruvenkadam .T, Mu. Subrahmanian; "Employee Engagement – Making Internal Customer Happier "in International Conference on HR-The Era of CURE Cross-Skilling, Up-Skilling, Re-skilling and empowering, SRM School of Management, Kattankulathur, 25 - 26 Oct, 2018.

2. Thiruvenkadam T; "Determinants of Employee Happiness in Information Technology Company in India", in International Conference on Advanced Science and Engineering Research (ASER-2018), Al-Ameen Engineering College, Erode, Apr 5, 2018.

3. Vani Haridasan; "Leveraging Consumers' Show Rooming Behaviour - A Supply Chain Perspective" in 12th NASMEI Conference - An International Marketing Conference in India, Great Lakes Institute of Management, Chennai, Dec 20-21, 2018,

4. Kavitha Muthukumaran, Sampath Kumar.K; "A Study on Digital Payments System with Perspective on Customer Adoption" in 3rd International Conference on Technological Mapping of E Commerce in the Global Perspective, Saveetha Engineering College, Chennai, 27- 28, Dec, 2018.

Journal Papers: 2017-18

1. Vaidehi R, Srinivasan.B , Tharini, "Predicting Prospects for Property Management Services – An Indian Perspective" International Journal of Business and Management Invention, Volume 6 Issue 7pp, 47-52, July. 2017,

2. Vijaya Mani, Caroline Karunya; "Perception of the New Recruits on the Employee Induction and on boarding process "International Journal of Business and Management Invention, Volume 6 Issue 8, pp, 59- 66Aug, 2017.

3. Girija, Thenkavi; "Study on Potential Tenants' Perception towards Service Apartment" Journal of Hospitality and Tourism management. Vol 1, Nov., 2017.

4. Srinivas Gumparthi, Anith.R;"Relative Strength Index for Developing Effective Trading Strategies in Constructing Optimal Portfolio" International Journal of Applied Engineering Research, Volume 12, Number 19 ,2017.

5. Sampath Kumar.K, Kavitha Muthukumaran; "Macro Economic Factors on Sensex - An Impact Study' in International Research Journal of Business Management, Vol 11, Issue 1, January 2018.

6. Thiruvenkadam.T, Vijayanand, Panchanatham; "Drivers of Employee Engagement: A study with Special Reference to Private Educational Institutions", SYNDICATE - The Journal of Management, Volume 18, pp. 56-65, March 2018.

7. Asokumar B, Praveen Prashanth "Neuro Optics in Contemporary Marketing" International Journal of creative Research Thoughts, April 2018.

8. Sampath Kumar .K. Vasumathi, "Investors' Perception towards Equity market" International Journal on Global Business Management and Research, vol 7, Issue 2, Feb. 2018.

9. Vani Haridasan, Kavitha Muthukumaran, "Impact of Service Quality on Service Loyalty in Strengthening Customer Relationship in Telecom Services" International Journal of Mechanical Engineering and Technology (IJMET), Volume 9, Issue4, pp. 606-616 April 2018

10. Kavitha Muthukumaran, Vani Haridasan; "Performance Analysis of Select Companies in Cement Industry using Various Models" International Journal of Civil Engineering and Technology (IJCIET),Volume 9, Issue 3, pp. 839-852 March 2018.

11. Vani Haridasan, Sudharshan M; "Vendor Rating Using Analytical Hierarchical Process - Insights from Indian Engineering Construction Industry" in International Journal of Scientific Research and Management, Volume 6 Issue 2,pp 113-121,February, 2018.

12. Sudarsan Jayasingh, T. Thiruvenkadam, S. Arunkumar; "Post Content and Its Effect on Consumer Engagement Rate in Indian Life Insurance Facebook Brand Pages" International Journal of engineering & Technology, 7 (2),PP 795-799. June 2018.

13. Sudarsan Jayasingh. Venkatesh, R.; "An Insight on Consumer Engagement in Facebook Brand Pages". International Journal of Applied Business and Economic Research. 15 (22), 831-839, 2017.

Conference Papers: 2017-18

1. Kavitha Muthukumaran, Sampath Kumar.K; "Impact of Macro Economic Factors on Sensex" in International Conference on Innovative Trends in Technology and Management", Kalasaligam University, July 30 -31, 2017.

2. Vani Haridasan; "Minimalist Lifestyle on Home-buying Preferences - Insights from Indian housing sector" in 11th ISDSI Conference, IIM Trichy, December 28-30 ,2017

3. Kavitha Muthukumaran; "Risk Mitigation through Optimal Categorization of shares in NSE" in 11th ISDSI Conference IIM Trichy, December 28-30, 2017.

4. Sudarsan Jayasingh; 'Factors influencing the Brand Engagement Behaviour in Face book Pages' at the 11th ISDSI Conference IIM Trichy, December 28-30, 2017.

5. Kavitha Muthukumaran, Sampath Kumar.K; 'Performance Analysis of Select Companies in the IT Sector' in 2nd International conference on Managing the Metamorphosis of making in India in the Global Era —Roadmap and Challenges Ahead, Saveetha Engineering College, Chennai ,21 -22 December ,2017.

6. Kavitha Muthukumaran, Sampath Kumar.K; "Investors Perception towards Equity Markets" in International Conference on Economic Transformation with Inclusive Growth" Rajalakshmi Engineering College, Chennai, 30- 31 January, 2018.

List of Ph.D. fellowship titles (FPM) awarded during the assessment period while working in the institute.

(CAY, CAYm1 and CAYm2)

Table 6.9 Details of the Ph.D Supervisors during the year 2021-22

S.No	Name of the supervisor	No. of Ph.D. awarded	No. of students Guiding
01	Dr.Thiruvenkadam.T	1	1
02	Dr. Srinivas Gumparthi	-	1

Table 6.9 Details of the Ph.D Supervisors during the year 2020-21

S.No	Name of the supervisor	No. of Ph.D. awarded	No. of students Guiding
01	Dr.Vijaya Mani	-	2
02	Dr.Thiruvenkadam.T	1	1
03	Dr. Srinivas Gumparthi	-	1

Table 6.9 Details of the Ph.D Supervisors during the year 2019-20

S.No	Name of the supervisor	No. of Ph.D. awarded	No. of students Guiding
01	Dr.Vijaya Mani	-	2
02	Dr.Thiruvenkadam.T	1	2
03	Dr. Srinivas Gumparthi	-	2

6.10 Sponsored Research (25)

Funded research from outside; considering faculty members contributing to the program: (Provide a list with Project Title, Funding Agency, Amount and Duration)

Funding Amount (Cumulative during CAYm1, CAYm2 and CAYm3): Amount >= 30 Lacs   25 Marks,

Amount >= 25 and < 30 Lacs   20 Marks,

Amount >= 20 and < 25 Lacs   15 Marks,

Amount >= 15 and < 20 Lacs   10 Marks,

Amount >= 10 and < 15 Lacs   5 Marks,

Amount < 10 Lacs   0 Mark

The faculty members of SSN School of Management are actively involved in research and publications. The Institution encourages faculty to meet the companies and get some externally funded research studies.

Table 6.10 Sponsored Research

Name of Faculty	Project Title	Funding Agency	Duration	Amount Sanctioned (Rs.)
Dr. K Hariharanath	Develop a manual for the maintenance function at SKKAT based on best practices of another reputed temple – Phase 1	Vamasundari Investments Delhi Pvt Ltd	2017-18	11,42,336
Dr. K Hariharanath Dr. Vani Haridasan	Developing a Queuing Model at SKKAT that optimizes the darshan visits – Phase 2	Vamasundari Investments Delhi Pvt Ltd	2017-18	3,89,400
Dr. K Hariharanath Dr. M. Kavitha	Design and development of Devotee Satisfaction Index (DSI) for measuring the devotee satisfaction at SKKAT - Pha se 3	Vamasundari Investments Delhi Pvt Ltd	2017-18	2,66,090
Dr. K Hariharanath Dr. M. Kavitha	Devotee satisfaction surveys at SKKAT	Vamasundari Investments Delhi Pvt Ltd	2017-18	7,95,374
Dr. K Hariharanath Dr. M. Kavitha	Devotee satisfaction surveys at SKKAT	Vamasundari Investments Delhi Pvt Ltd	2018-19	7,23,394
Dr. K Hariharanath Dr. M. Kavitha	Devotee satisfaction surveys at SKKAT	Vamasundari Investments Delhi Pvt Ltd	2019-20	7,23,394
Dr. K Hariharanath and Dr. M. Kavitha Dr. Vani Haridasan	Constructing a revised Devotee Satisfaction Index with additional factors (due to the changing circumstances of COVID) Impact of COVID lockdown on pilgrim traffic and facilities management	Vamasundari Investments Delhi Pvt Ltd	2020-21	10,70,037
Dr. K Hariharanath Dr. M. Kavitha	Devotee satisfaction surveys at SKKAT (with revised index)	Vamasundari Investments Delhi Pvt Ltd	2020-21	7,93,745
Dr.Srinivas Gumparthi Dr.K.Sampath Kumar Dr.T.Girija	A Project on Identifying Social Entrepreneurial Opportunities for Women in New Areas of Urbanisation	ICSSR, New Delhi	2021-22	400000
Dr.Thiruvenkadam.T	Spiritual 360.com market place data warehousing initiative.	White Chilly	2021-22	2,12,000
Total				**65,15,770**

The details of the research work are explained as below:

Vamasundari Trust commissioned a research project to study the best maintenance practices in a well-known temple and to assess the gap that needs to be bridged in Sri Kanchi Kamakshi Amman Temple at Kanchipuram (SKKAT).

The scope of the project is divided into three phases:

Phase 1:

Benchmarking studies:

To arrive at best practices for the maintenance function at SKKAT, a benchmarking research was done in one of leading temples in India, Tirumala Tirupathi Devasthanam (TTD). The maintenance functions were detailed through a research study leading to a documentation of various processes. This was the basis for designing a maintenance regime at SKKAT.

Customization:

The benchmarking system study done at TTD was customized to SKKAT. In order to achieve this objective, a detailed study was conducted about the existing functions in SKKAT. Based on this study, the research process classified the maintenance activities under various functions and the respective best practices based on TTD study were developed for SKKAT.

Phase 2:

Queuing Model:

There was a bottle-neck in terms of number of people having darshan in an hour leading to very a brief darshan of the deity and the resultant dissatisfaction among the pilgrims. A study was done to understand the challenges and a solution was designed to maximize the darshan time without affecting the pilgrim flow.

Phase 3:

Devotee Satisfaction:

This phase of the research involves in developing a framework to measure the devotee satisfaction. Based on the model, periodic surveys were conducted to measure the devotee satisfaction after implementing the new maintenance processes. These surveys were also intended to identify areas where further improvements can be done. A questionnaire was designed and surveys were conducted at periodic intervals. This was spread across different days with varying pilgrim traffic. About 100 devotees were contacted during every visit and a structured questionnaire administered.

These surveys were extended to 2018-19 and 2019-20 period.

Phase 4:

This phase involves the changing dynamics due to COVID situation for 2020-21. The Devotee Satisfaction Index developed earlier has been reviewed and revised with additional factors to measure the modified index. Then the surveys have been launched with the revised index for 2020-21 period. The purpose of the study is to understand the changing dynamics with the devotees due to COVID.

This phase also has a research study to understand the impact of COVID on pilgrim traffic and facilities management. The purpose of this study is to gain insights on the current covid based protocol facilities management and the impact of the same on pilgrim traffic.

6.9. Preparation of teaching Cases (30)
(The development and use of cases in teaching and thus promoting learners critical thinking skills)

Identification of use cases, addressing methods and outcome (for internal use)

Case studies form an important pedagogical tool in management education to simulate critical thinking and application of concepts. Faculty members SSN School of Management use cases in many of the courses to provide concept connect, analysis of data and information and simulate decision scenarios. A few faculty members have developed case studies and used them in classrooms while teaching courses.

Author(s)	Dr. Srinivas Gumparthi, Prof B.Asokumar and Abhirami.A
Title	Firm valuation – to sell or not to sell
Learning objectives	• Understand and analyse cash flow statements relevance in valuation. • Apply various valuation models and arrive at the fair value of the firm. • Appreciate the importance of valuation models in negotiations in mergers and acquisitions.
Summary	This deals with a start-up business owned by a creative designer; which is an important player in fashion industry brands, designs and creative work. The issue is whether or not to proceed with a business plan to be a brand on his / her own or else allow his /her business to be taken over by the bigger brand companies. The novelty in the case is developing the process of valuation of a start-up, adopting the right model and developing a wide range of firm values with rational backing of the concept. A range of firm values will help the small player at the time of merger or acquisition for bargaining better value.

Author(s)	Dr. Sudarsan Jayasingh., et al
Title	Rebrand Fair & Lovely: Calling it fair was never so unfair. The Casepedia ICRC, AIMA. (Review Process).

Learning objectives	• To familiarize the students to the process of rebranding exercises
	• To enable students appreciate the effect of social issues on branding strategies

Summary	Fair & Lovely advertisements aired on the television in different countries have attracted criticism on the basis of promoting racism. Recently, Hindustan Unilever Limited (HUL) changed the name of its bestselling women's Fair & Lovely products as Glow & Lovely and men's line was rebranded as 'Glow & Handsome'. This case study covers the marketing strategies adopted by HUL for promoting F & L and various challenges the brand faced over years and changes they have adopted. This case study was used in a Strategic Brand Management course.

Author(s)	Dr. Sudarsan Jayasingh

Title	Epigamia: From Greek Yogurt to Plant-based Yogurt.
Learning objectives	• To understand the challenges in launching a new brand in Indian Market.
	• To understand the mind-set of consumers and ways to make them accept a new product.

Summary	This case study is about the recent launch of Epigamia plant-based yogurt made with coconuts by Drums Food International Pvt. Ltd. The market for Greek yogurt, lactose-free curd and plant-based yogurt was nascent in India. Epigamia was entering the value-added dairy products category by projecting Greek yogurt as a healthier everyday snack and lactose-free curd as a solution to digestive problems related to lactose intolerance. This case study covers brand launch of Epigamia and challenges they faced. This case study was used in a Strategic Brand Management course.

Author(s)	Dr. Sudarsan Jayasingh

Title	VIP Industries – identity crisis
Learning objectives	• To understand the brand architecture strategies.
	• To understand the reason for slump in VIP industries sales and provide recommendations to improve their market share.

Summary	This case study is about the challenges the VIP Industries faced from Samsonite. The company started losing its market share especially in premium end of the market. This case study covers various steps taken by VIP industries to arrest the fall in their market share. This case study was used in a Strategic Brand Management course.

Author(s)	Dr. Sudarsan Jayasingh

Title	Lenskart - Online eyewear retailer.
Learning objectives	To understand the use of Information Technology / Information Systems to support business model.

	To understand how IT creates competitive advantage.
Summary	This mini case study was used in a Business Information Systems course. This case study is about the launch of Lenskart, online eyewear retailer. This case covers the business model of Lenskart which allows customers to test the company's glasses via an online-order, try-it-at-home and purchase. Lenskart relies heavily on a discounting strategy to lure its customers, and to maintain this you need a strong upsell program.

Author(s)	Prof Natarajan R
Title	Quality in ABC Solutions Pvt Ltd
Learning objectives	- To understand the application of TQM concepts in IT delivery. - To understand and create the mindset of how to analyse the defects using TQM tools with a view to improving the quality in a practical situation.
Summary	This case study is about ABC Solutions Pvt. Ltd operating in a highly competitive Industry in US. It covers the challenges they face in quality and therefore useful in TQM course offered for students specialising in Operations stream in 3rd semester.

Author(s)	Prof B Asokumar
Title	Purchase processes at AAI
Learning objectives	To appreciate the purchase process in a government entity
Summary	Concord Automation is involved in material handling and packaging automation activities. Airport Authority of India (AAI) requires material handling systems. The case describes the purchase processes at AAI. For Business Marketing activities, the students learn the nuances involved in it.

Author(s)	Prof B Asokumar and Dr.T.Girija
Title	HTL's expansion into rural markets
Learning objectives	- Market expansion - Rural markets
Summary	HTL has strong presence in urban consumer market. As a part of geographical market expansion, HTL wishes to market tea in rural markets of India. Students understand the

rural buyer behaviour and the impact of it in developing the marketing strategy with rural focus.

Author(s)	Prof B Asokumar
Title	Tendering process of TNMSC
Learning objectives	Exposure to Government purchases and tendering process.
Summary	Rajapalayam Medi Text (RMT) manufactures cotton bandage cloth for surgical / health care purpose, as one of the products sold to pharmacists, hospitals and health care centres' managed by private sector and the Government in the state of Tamil Nadu. For the requirements of health care centres'/ hospitals, a centralized organization, Tamil Nadu Medical Services Corporation Ltd., (TNMSC) does the procurement.

Author(s)	Prof B Asokumar
Title	Time Pass
Learning objectives	Dilemmas in supply chain and scaling up operations
Summary	The case is about a branded food product with ethnic preferences and describes the all the processes in the value chain. Value creation/ additions in the supply chain and the managerial interventions required are to be understood. Students gain exposure to the issues involved in supply chain, scaling up operations and managerial dilemma involved.

Author(s)	Dr.Hariharanath K
Title	Optimprocess Solutions Ltd: Integration of Technology & Marketing
Learning objectives	Technology management, market strategy for technology products
Summary	The case explains the challenges of a product development company with its marketing function. It underlines the significance of managing the market strategy along with the product strategy.

7.1 Industry Connect (90)

SSN School of Management has extensive connection with industry. We have networked with around 100 companies for internships and placements. The various modes of industry connect are as follows:

1. 80% of our students do the summer and project internships with companies. These are sourced through our industry connections.

2. We have a system where a few of our faculty visit the summer internship companies. This is a recent practice after the program became autonomous and an 8-week summer internship was introduced as part of the curriculum from 2018. Over a period of time, this will help foster relationships with the industry.

3. The visiting faculty are all veterans of industry and teach complete courses end-to end in the MBA program. Many of these are elective courses.

4. Some of the industry resources / alumni were involved in curriculum development in terms of defining the PEOs.

5. Practicing managers interact with student teams as part of a few courses – Human Resources Management and Sales & Distribution Management.

6. Company personnel are involved in the execution of all internships and projects done by our students.

7. One of the members of admission panel will be generally from industry who worked at senior management level. This is to bring the industry input at the selection level into MBA program.

7.1.1 Consultancy (from Industry) (25)

SSN School of Management is keen to work with industry through collaborative efforts. Some of the projects have been identified by institution and these consultancy assignments have been executed by faculty members on behalf of the institution. The details of the consultancy assignments are given in Table 7.1.

Table 7.1 Summary List of Consultancy from Industry

Sl.No	Year	Nature of assignment	Funding Company	Amount received (in Rupees)	Duration
1	2021-22	Enhancing coustomer experience through the framework of NPS (Net Promoter Score)	MacAppStudio	80000	9 months
2		Development of a unique selling preposition and positioning strategy for Social Media App of the company	Pepul	200000	1 year
3		SKKAT Implementation Review DSI Surveys Green Temple Consulting	Vamasundari Investments Delhi Pvt Ltd	824850	1 year
1	2020-21	Review of implementation of maintenance module for SKKAT	Vamasundari Investments Delhi Pvt Ltd.	3,11,575	1 year
2		Performing a training audit for a MNC IT Company	Blue Lotus Technologies	1,18,000	1 year
1	2019-20	Review of implementation of maintenance module for SKKAT	Vamasundari Investments Delhi Pvt Ltd.	5,80,425	1 year
1	2018-19	Industry – Academia interaction on leveraging IT in education	Zoho Corporation Pvt Ltd.	1,95,000	1 year
2		Market study for cochlear implants.	HCL Technologies Ltd	1,00,000	1 year
3		Review of implementation of maintenance module for SKKAT 2018-19.	Vamasundari Investments Delhi Pvt Ltd.	4,81,969	1 year
4	2017-18	Design of maintenance module for SKKAT	Vamasundari Investments Delhi Pvt Ltd.	5,19,466	1 year
5		Implementation plan 2017-18 for SKKAT.	Vamasundari Investments Delhi Pvt Ltd.	4,00,020	Sept – March 2018
6		Design of Professional Development Program for Science / Engineering Graduates	Redington Foundation	5,96,000	1 year
7	2016-17	Design of Professional Development Program for Science / Engineering Graduates	Redington Foundation	2,50,000	1 year
8		Design of Professional Development Program for Science / Engineering Graduates	Redington Foundation	3,50,000	1 year
Total				50,07,305	

7.1.2 Faculty as consultant of the Industries (15)

(Qualitative assessment on the basis of type of consultancy, number of faculty involved, type of industries and completion of consultancy assignments)

The faculty members of SSN are encouraged to visit industries and identify the opportunities to work with companies. The details of consultancy provided by faculty are listed in Table 7.2.

Table 7.2 Consultancy by Faculty

Sl.No	Year	Faculty Members as consultants	Company	Type of Industry	Completion Status
1	2021-22	Dr.Kavith.M, Dr.Vani Haridasan and Dr.Hariharanath.K	MacAppStudio	IT Services	Completed
2	2021-22	Dr.Sudarsan Jayasing , Dr.Kavith.M and Dr.Hariharanath.K	Pepul	IT Services	In-progress
3	2021-22	Dr. Hariharanath K and Dr. Bhalaji N	Blue Lotus Technologies	Performing a training audit for a MNC IT Company	Completed
4	2020-21	Dr K. Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
5	2020-21	Dr K. Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
6	2019-20	Dr K. Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
7	2019-20	Dr K. Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
8	2019-20	Dr K. Hariharanath	Blue Lotus Technologies	IT Services	Completed
9	2019-20	Prof. B. Srinivasan	Zoho Corp	Software Products	Completed
10	2018-19	Prof. B. Srinivasan Dr K. Hariharanath	HCL	Software Products	Completed
11	2018-19	Dr K Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
12	2017-18	Dr K Hariharanath	Vamasundari Investments Delhi Pvt Ltd	Services	Completed
13	2017-18	Prof. B. Srinivasan	Redington Foundation	Education	Completed
14	2017-18	Dr. T. Thiruvenkadam	Redington Foundation	Education	Completed
15	2016-17	Prof. B. Srinivasan	Redington Foundation	Education	Completed
16	2016-17	Dr. T. Thiruvenkadam	Redington Foundation	Education	Completed

7.1.3 Initiatives related to Industry Interaction including Industry Internship/summer training/study tours/guest lectures (15)

7.1.3. a. Internships / Summer Training:

Internships provide an opportunity for students to experience the real world and gain from tacit learning of connections between concepts and practice. The duration of summer internship was increased to 8 weeks

from 2018 batch (autonomous). This in line with the practices in most business schools and provides enough time and scope for students to do practice based learning and connect to the concept.

The students at the end of summer internship present a report which involves the documentation of their activities, summarizing the outcomes and linking them to the concept. Companies provide the Institution with feedback on the students (which is included as part of summer internship evaluation).

The final semester project is a research-oriented activity for 12 weeks. This is mostly done in the industry with an objective of solving a problem / pain point in the company. Here too, personnel in the respective companies guide the students during the project. A few of the good projects lead to a publication in a journal.

Tables 7.3 and 7.4 give the list of companies that have provided opportunities for our students for summer internships and final semester projects. Most of the companies are reputed and prove that SSN has an effective reach to companies for this purpose.

7.1.3. a. 1. Summer Internship

The following is the list of companies that have actively engaged our students for summer internship across various batches.

Table 7.3 Summer Internship

Academic Year 2021 -22

Sl. No	Regd No.	Name of the Student	Title	Organization
1	2030001	Aarthi M	Market Research And Business Development	Vivikta
2	2030002	C Adhithya	Business Development Associate At Skilldzire	Skill Dzire
3	2030003	Ahamed Aarun Raseth S	Understanding The Overview Of Digital Marketing Strategies In Order The GENIE Support Services LLP.	OTG
4	2030004	Aishwarya K	Social Media Analysis At IN22LABS	In22
5	2030005	Aiswarya P	A Study On Financial Activities Of Southern Petrochemical Industries Corporation	SPIC
6	2030006	Ajay Krishna K	Internship On Corporate Finance At Nippon Paint India	Nippon
7	2030007	Ajay R S	Market Research On NSDC Accreditation & Affiliation On Training Centers.	SECO
8	2030008	Akshara R	Internship On Search Engine Optimization Techniques To Increase The Website Traffic And Keyword Ranking	Aorta Digital
9	2030009	Akshaya R S	Market Research(FMCG)	Drshti
10	2030010	Akshey Kumar T	Functioning Of 'SAP' In Finance Activities Of Tamil Nadu State Office Of Indian Oil Corporation Limited (Marketing Division)	IOC
11	2030011	Amiirtha Varshini S	Market Research(FMCG)	Drshti
12	2030012	Anandh G	Social Media Analysis At IN22LABS	In22
13	2030014	Anirudh T S	Competitor Analysis & Vendor Analysis For AEPL - Market Research	Aspirations Energy
14	2030015	Anitha G	Market Potential And Customer Satisfaction Of Using Club Management Software In South Indian States	Global Northstar
15	2030016	Ann Flavia S	Professional Practice In Finance Done In Tzar Industries	Tzar Industries

16	2030017	Annie Steffigraf S	Digital Marketing At Influencer Mantra	Influencer Manthra
17	2030018	Anudheepthi V	Internship On Customer Experience Management Using Net Promoter Score	Macapp Studio
18	2030019	Arthi S	Internship In Finance At Avon Seals Private Limited	AVON SEALS PRIVATE LIMITED
19	2030020	Bragadeeshwaran J	Product Marketing At Multiplier India Private Limited	Multiplier Technologies
20	2030021	Cecil Tom Yaharsh P	An Overview Of Talent Acquisition Process	Neeyamo
21	2030022	Christopher Paulson G	Understand The Overview Of Human Resource And Industrial Relations Functions In Novateur Electrical & Digital Systems Pvt. Ltd.	Numeric UPS
22	2030023	Darshini D	Internship On Market Research (Elastic Tree)	Elastic Tree
23	2030024	Dhanalakshmi A	Report On The Learning Of The HR Functions Followed In Novateur Electrical And Digital Systems Private Limited	Numeric UPS
24	2030025	Dhanalakshmi S	Finance Internship At Smart Advisors	Smart Advisors
25	2030026	Dharun Krishna M A	Market Research On CAAS (Cooling As A Service) Business Model At Basil Energetics Private Limited	Basil Energitics Pvt Ltd
26	2030027	Dhivyasaraswathi S	An Overview Of HR Functions At Rage Communications Pvt. Ltd.,	Rage Communications
27	2030028	Dinesh Kumar S	Marketing At Maarg Systems	Maarga Systems
28	2030029	Divya S	HR Internship At VIRTUSA Consulting Services Pvt Ltd.,	Virtusa
29	2030030	Dolly Joy Kirubha V	Internship On Data Visualization And Business Analytics	Again Drinks
30	2030031	Gautam Chandar T K	Professional Practices In HR At Chennai Petroleum Corporation Limited	CPCL
31	2030032	Gayathri K	Professional Practice In Insurance Department And Accounts Payable Department At Kauvery Hospital.	Kauvery Hospital
32	2030033	Gayatri V	HR - Industrial Relations	NLC
33	2030034	Gokulakrishnan B	Summer Internship At Accounts Payable Department At Kauvery Hospital.	Kauvery Hospital
34	2030035	Gokulavarshini M	Professional Practice In Digital Marketing: Content Writing, Keyword Research And Competitors' Social Media Analysis.	Aspirations Energy
35	2030036	Harini Athithya M	A Study Of Vendor Analysis, Price Forecasting And Selection Of Time Of Purchase	L&T
36	2030037	Harini V	A Study On Discharge Process - Insurance Patients At Kauvery Hospital	Kauvery Hospital
37	2030038	Hemavathy G	Strategizing And Closing Account Plans At Adept chips	Adeptchips
38	2030039	Indhu R	HR Summer Internship Report	Numeric UPS
39	2030040	Iswariya R	Internship On Business Development(G.A.M.E)	GAME
40	2030041	Jaisree S	Search Engine Optimization Techniques To Increase The Website Traffic And Keyword Ranking (Aorta Digital Services)	Aorta Digital
41	2030042	Janetta Isaac	Market Research On CAAS (Cooling As A Service) Business Model At Basil Energetics Private Limited	Basil Energitics Pvt Ltd
42	2030043	Jaya Bharathi K	Smart Advisors By SMARTEMES	Smart Advisors
43	2030044	Jayasri D	Understanding The Recruitment Process At Rage Communications	Rage Communications
44	2030045	Jeevaa K	Summer Internship At MPR Foods	MPR food product
45	2030046	Joseph Alex	Professional Practice Under Finance Department	Komarla Hatcheries
46	2030047	Kaaviya S	Social Media Marketing Techniques To Gain Brand Awareness And Thereby To Promote Sales (Aorta Digital Services)	Aorta Digital
47	2030048	Karthi Shanmugam	A Research On The Behavior Of New Age Investor's Towards Stock Markets, Mutual Funds And Crypto currencies	Swastikha
48	2030049	Karthiga M	Internship On Portfolio Management At Pelican PMS, Pelican Holdings Pvt. Ltd.	Pelican PMS

49	2030050	Karthiga P	Professional Practice In Human Resource At CGCEL	Crompton Greaves
50	2030051	Katluru Lakshmi Anusha	Summer Internship In Market Research At G.A.M.E.	GAME
51	2030052	Kaviya G	Business Process Internship At Maarga System Pvt. Ltd	Maarga Systems
52	2030053	Keerthana M	Internship On Market Research (Vivikta Essentials)	Vivikta
53	2030054	Kirthika A	Gamut Of Professional Activities Under Human Resources	SMRC AUTOMOTIVE PRODUCTS INDIA LTD.
54	2030055	Kiruthiga R S	Market Research On CAAS (Cooling As A Service) Business Model At Basil Energetics Private Limited	Basil Energitics Pvt Ltd
55	2030056	Krishna Preeti A	A Study On Discharge Process- Cash Patients At Kauvery Hospital, Chennai.	Kauvery Hospital
56	2030057	Lavanya R	Market Potential And Customer Satisfaction Of Using Club Management Software In Asia - Pacific Countries	Global Northstar
57	2030058	Lena Arunn Kannan L P	Human Resource Management	Kauvery Hospital
58	2030059	Maharajan C	A Study On Materials Handling Practices At Karaikal Post.	Karaikal Port
59	2030061	Manoraja M	A Study On Employee Training And Development	Lavazza
60	2030062	Maria Gertrude Stella M	Digital Marketing In Order The Genie Support Services LLP	OTG
61	2030063	Mary Festina G	A Study On The Competitors Social Media Strategy To Increase Website Traffic And Engagement Rate.	Scovelo Consulting
62	2030064	Mathankumar M	Human Resource Management	L&T
63	2030065	Meena M	Influencer Marketing And SEO Optimization	Harkin Global
64	2030066	Naidu Neha	Study On HR Practices	Sneha Farm (p) ltd
65	2030067	Naveen Paul J	Hr - Industrial Relations	NLC
66	2030068	Nilani Surya K	Summer Internship At Accounts Payable Department At Kauvery Hospital.	Kauvery Hospital
67	2030069	Niranjan M	Impact Of Implementing Of Tele-Medicine In Health Care Industry	Rainbow Hospital
68	2030070	Nirupama B	A Study On 5S Concept And Tele-consultation Practices	Kauvery Hospital
69	2030071	Pauplin Fiona Peries G	A Study Of Operations Practices At L&T Rubber Processing Machinery	L&T
70	2030072	Pavya P	A Study On Floor Cleaner Industry - Nimyle	ITC
71	2030073	Pooja P J	Internship On Content Writing, Key Word Research And Competitors On Social Media Analysis.	Aspirations Energy
72	2030074	Pradeep A	Professional Practice In Finance At Tata FICOSA Automotive Systems Private Limited	Tata FICOSA Automotive Systems
73	2030075	Praiselin Shanthini S	Market Research On CAAS (Cooling As A Service) Business Model At Basil Energetics Private Limited	Basil Energetics Pvt Ltd
74	2030076	Praveen Kumar A	A Study On Professional Practices And Financial Activities Of L&T Rubber Processing Machinery	L&T
75	2030077	Praveen M	Internship On Market Research (Drshti Strategic Services)	Drshti
76	2030078	Pravin Kumar P	A Study On Financial Activities Of Apex Laboratories Pvt Ltd	Apex laboratories Pvt limited
77	2030079	Priyadharshini M	Market Research On Competitive Pricing Model	SECO
78	2030080	Priyadharshini S	Internship On Pre Sales And Digital Marketing (Bigtapp Analytics)	BiggTapp
79	2030081	Punya R	Internship On Market Research (Elastic Tree)	Elastic Tree
80	2030082	Raghul Manikandan S	A Study On Logistic And Cargo Handling At AAICLAS	AOI
81	2030083	Ramavigneshwaran P	Summer Internship In Finance At Maarga Systems	Maarga Systems
82	2030084	Ramya K A	A Study On Warehouse Management Practices At JSW Steel Salem Works	JSW
83	2030085	Ranjith D S	Launching & Promotion Of ITC Unnati App In Retail Outlets.	ITC

84	2030086	Relin Bessy R	A Study On The Competitors Social Media Strategy To Increase Website Traffic And Engagement Rate.	Scovelo Consulting
85	2030087	Rohith A	Internship On Sales And Market Research At IFORTIS Worldwide	IFORTIS Worldwide
86	2030088	Sabarinath P	A Study On Digital Marketing Practices At National Trust Housing Finance Ltd.	National Trust Housing
87	2030089	Sabarinathan S	MARKET RESEARCH ON CAAS (Cooling As A Service) BUSINESS Model	Basil Energetics Pvt Ltd
88	2030090	Santha Ruby K	Professional Practice In Human Resource At CGCEL	Crompton Greaves
89	2030091	Santhiya N	Digital Marketing At Influencer Mantra	Influencer Manthra
90	2030092	Saravanan M	Internship On Market Research (Drshti Strategic Services)	Drshti
91	2030093	Shanjana Dhevi R	Human Resource Summer Internship Report.	Numeric UPS
92	2030094	Sharun Shaji	Internship On Search Engine Optimization, Social Media Marketing Techniques To Increase The Website Traffic And Brand Value Of Companies.	Aorta Digital
93	2030095	Sheik Ameer Hamzha S	A Study On Digital Marketing Practices At Rage Communications	Rage Communications
94	2030096	Shivani K	Human Resource Practices In Healthcare Industry	Kauvery Hospital
95	2030097	Shwetha Raja Rajeswari J	A Study On Corporate Communications	Neeyamo
96	2030098	Sindhu Bharathi I	Finance Professional Practice At Kal Radio Ltd.,	Sun group
97	2030099	Sivasankaran S	Professional Human Resource Practices In Crompton Greaves Consumer Electricals	Crompton Greaves
98	2030100	Sneha Priyadarshini P	A Study Of Operations Practices At L&T Rubber Processing Machinery	L&T
99	2030101	Sornaeswar S	Unnati And Pace Project	ITC
100	2030102	Srivatsan S	Study Of Market Barriers	SECO
102	2030104	Subheetha S	Finance Professional Practice At Belstar Microfinance Ltd	Belstar Microfinance
103	2030105	Sudhakaran R	A Study Of HR Practices At L&T Rubber Processing Machinery	L&T
104	2030106	Sujitha D	Human Resource Management	Kauvery Hospital
105	2030107	Sunitha S	Market Potential And Customer Satisfaction Of Using Club Management Software In North, East And West States Of India	Global Northstar
106	2030108	Suresh B	Impact Of Implementing Of Tele-Medicine In Health Care Industry	Rainbow Hospital
107	2030109	Surya A	Social Media Management.	In22
108	2030110	Swetha T	Professional Practice In Accounts Payable Department	Kauvery Hospital
109	2030111	Thamizhini K	Market Research On CAAS (Cooling As A Service) Business Model At Basil Energetics Private Limited	Basil Energetics Pvt Ltd
110	2030112	Uma Sankari A	Social Media Analysis At In22labs	In22
111	2030113	Vignesh B	How To Improve RSFT Capsule Market Share	ITC
112	2030114	Vignesh P	Professional Practice In Human Resources.	Crompton Greaves
113	2030115	Vigneshwara Rao B	A Study On Project Estates Pvt Ltd.,	VGN projects Estates pvt.Ltd
114	2030116	Vinodhini B	Study Of Responsible Sourcing, Creation Of Materiality Matrix & Stakeholder Mapping At MGM Healthcare	MGM Healthcare
115	2030117	Vishnu V	Social Media Analysis At In22labs	In22
116	2030118	Wiswa M	Professional Practice In Finance Department At Kauvery Hospital	Kauvery Hospital

Academic Year 2020-22

Sl. No	Regd No.	Name of the Student	Title	Organization
1	2030001	Aarthi M	A Study To Increase Footfalls Based On Customer Satisfaction.	PVR Cinemas
2	2030002	C Adhithya	Changes To Consumer Preferences Towards Non - Banking Financial Companies Post Pandemic	Applied Data Finance
3	2030003	Ahamed Aarun Raseth S	Improve Utilization Of Hris Software(Wallet Hr) In Xyz Pvt Ltd	Consulting & Beyond
4	2030004	Aishwarya K	A Study On Brand Awareness Of Nilkamal	Nikamal Chairs
5	2030005	Aiswarya P	Factors Influencing Employee Attrition At Neeyamo Enterprise Solutions	Neeyamo
6	2030006	Ajay Krishna K	Consumer Attitude And Purchase Intention Towards Influencer Marketing	Influencer Mantra
7	2030007	Ajay R S	Students Attitude Towards Industrial Skill Training	EQuad Engineering Services Pvt Ltd
8	2030008	Akshara R	Social Media Engagement Analysis For Pepul Tech. Pvt. Ltd	Pepul
9	2030009	Akshaya R S	A Study To Determine The Customer Satisfaction On The Online Services Offered By Lenskart	Dristi Strategic Research Pvt Ltd
10	2030010	Akshey Kumar T	Leveraging Digital Marketing For A New Brand & Category Launch (Indian Market)	Rage Communications
11	2030011	Amiirtha Varshini S	A Study On Consumer Behavior Towards Packaged Spices	Dristi Strategic Research Pvt Ltd
12	2030012	Anandh G	Fundraising Strategies For Spread Love Foundation	Spread Love (NGO)
13	2030014	Anirudh T S	Complaint Management System Development	Express Aavenue
14	2030015	Anitha G	Comparative Study On Effectiveness Of Youtube And Instagram Deliverables Delivered By Influencers	Influencer Mantra
15	2030016	Ann Flavia S	Consumer Behavior And Purchase Decision Towards Fitness Equipment	Tzar Industries Pvt. Ltd.
16	2030017	Annie Steffigraf S	Measuring Customer Satisfation In Terms Of Service	Numeric UPS
17	2030018	Anudheepthi V	Enhancing The Recruitment Process In Turing - A High Growth Start-Up	Turing
18	2030019	Arthi S	Patient's Satisfaction Of Service Quality At Kauvery Hospital- An Servqual Model	Kauvery Hospitals

19	2030020	Bragadeeshwaran J	To Study The Factors Influencing Customer Reach And Engagement In Facebook	Numeric UPS
20	2030021	Cecil Tom Yaharsh P	A Study On Effectiveness Of Recruitment Process At Neeyamo Enterprise Solutions Pvt Ltd	Neeyamo
21	2030022	Christopher Paulson G	Study On Onboarding Process And It's Effectiveness At Diamondpick	Diamond Pick
22	2030023	Darshini D	Purchase Intention Of Instant Millet Based Products	Elastic Tree
23	2030024	Dhanalakshmi A	A Study On Job Satisfaction Among Employees In Sai Baba Business Solutions Pvt Ltd	sai baba business solutions pvt. Ltd
24	2030025	Dhanalakshmi S	Factors Influencing Customer Satisfaction On Pepul App	Pepul
25	2030026	Dharun Krishna M A	Optimization Of Implementation And Support Process In Ciar Software Solution Pvt. Nltd	CIARS Software
26	2030027	Dhivyasaraswathi S	Identifying The Various Factors For Employee Attrition And Satisfaction Among Regular Employees In Teal	TEAL
27	2030028	Dinesh Kumar S	Competitive Analysis Of Nilkamal Limited	Nikamal Chairs
28	2030029	Divya S	Employee Perception About Hr Practicews And Culture At Diamondpick	Diamond Pick
29	2030030	Dolly Joy Kirubha V	A Study On The Challenges In Sap Project Implementations-Mena South Region	Kaar Technologies
30	2030031	Gautam Chandar T K	A Study On The Effectiveness Of The Training Modules During On-Boarding Process	Mindtree
31	2030032	Gayathri K	Consumers' Purchase Intention Towards Online Purchase Of Meat From Organized Retail Outlets	Elastic Tree
32	2030033	Gayatri V	Analyzing Attrition At Tekion For The Year 2021	Tekion Global services
33	2030034	Gokulakrishnan B	Accessing The Patient Acceptance Of Medical Tele-Consulting In The Era Of Covid	Kauvery Hospitals
34	2030035	Gokulavarshini M	Competitor Analysis Of Manageengine Adselfservice Plus (Adssp)	Zoho
35	2030036	Harini Athithya M	Personalized Marketing Based On Customer Segmentation And Profiling	Crayon Data
36	2030037	Harini V	A Study On Factors Influencing Consumer Buying Behaviour Of Electric Pressure Cooker (Geek Robocook)	Harkin Global
37	2030038	Hemavathy G	A Strategic Posture For Sm Marains	SM Marains Advances gearboxs private limited

38	2030039	Indhu R	Employee Engagement In Va Tech Wabag	VA Tech Wabag Ltd.
39	2030040	Iswariya R	Study Of Customer Perception In Adapting Digital System For Loan Repayment At Mrhfl	Mahindra Rural Housing Finance
40	2030041	Jaisree S	Employee Perception On Rewards And Recognition System At Diamondpick	Diamond Pick
41	2030042	Janetta Isaac	Preference Of Youth Towards Social Networking Sites	Pepul
42	2030043	Jaya Bharathi K	Study On Exploring The Community Engagement At Pepul Tech Private Limited	Pepul
43	2030044	Jayasri D	A Study On Absenteeism And Ways To Reduce Absenteeism In Numeric Factory	Numeric UPS
44	2030045	Jeevaa K	Influence On Instagram Post On Mpr Food Products	MPR Foods
45	2030046	Joseph Alex	Analysis Of The Impact Of Covid-19 Pandemic On The Meat Consumption And Suggestions For A Post-Pandemic World	Komarla Hatcheries Private Limited
46	2030047	Kaaviya S	Stock Analysis Using Canslim Strategy	Alpheons Investments
47	2030048	Karthi Shanmugam	A Study On Risk Perception And Portfolio Management Of Equity Investors In Swastika Investmart	edelweiss broking
48	2030049	Karthiga M	Impact Of Seo Techniques For Increasing Website Traffic Of Landmark Housing Projects Chennai Pvt. Ltd.	Insmagro Global Solutions Pvt. Ltd
49	2030050	Karthiga P	A Study On Factors Influencing Absenteeism In Training Programs At Cgcel	Crompton
50	2030051	Katluru Lakshmi Anusha	Comsumer Awareness With Reference To Tirumala Dairies	Tirumala Dairies Pvt. Ltd.
51	2030052	Kaviya G	Performance Evaluation Of Natrust And Its Competitors In Affordable Housing Finance Segment Using Camel Model	National Trust Housing Finance
52	2030053	Keerthana M	The Pandemic's Influence On Volunteerism - Does It Make Volunteering Less Successful?	Audacious Dreams Foundation
53	2030054	Kirthika A	Identification Of Work Values And Preferences Of New Gen Workforce	Turing
54	2030055	Kiruthiga R S	Benefits Of Volunteeering Among Young Adults- From The Perspective Of Career Enhancement	Audacious Dreams Foundation
55	2030056	Krishna Preeti A	A Study On The Challenges In Sap Project Implementations - West Region	Kaar Technologies
56	2030057	Lavanya R	Factors Influencing Enterpreneurial Intension Among Rural Women	ICSSR

57	2030058	Lena Arunn Kannan L P	Analysis Of Factors Affecting Employee Retenti8on At Pvr Cinemas	PVR Cinemas
58	2030059	Maharajan C	On Time Delivery Process Improvement For Jana Decor(P) Ltd	Jana decor ltd
59	2030061	Manoraja M	A Study On Employee Health, Safety & Welfare Measures At Va Tech Wabag	VA Tech Wabag Ltd.
60	2030062	Maria Gertrude Stella M	A Study On The Effectiveness Of Leveraging Social Media Platform(Twitter) To Promote An Ott Entertainment Brand In India	Rage Communications
61	2030063	Mary Festina G	Study On The Rejection Of Mandate Forms At The Destination Banks During E-Nach Process At Mrhfl	Mahindra Rural Housing Finance
62	2030064	Mathankumar M	Analysis Of Employee Productivity At Numeric	Numeric UPS
63	2030065	Meena M	A Study On Factors Influencing The Level Of Engagement And Empowerment Of Women In Volunteerism Through Self-Help Groups	Audacious Dreams Foundation (ADF)
64	2030066	Naidu Neha	Analysis Of Employee Satisfaction In The Early Days Of Joining At Neeyamo	Neeyamo
65	2030067	Naveen Paul J	Study On Employee Engagement And How It Impacts Employee Performance	PVR Cinemas
66	2030068	Nilani Surya K	Designing Service Request Management For Retail Customers Using Microservice As A Framework	Temenos
67	2030069	Niranjan M	Study To Increase The Revenue On F&B Segment In Pvr Ecr	PVR Cinemas
68	2030070	Nirupama B	Perception Of Customers On Pre And Post Loan Sanction Procedures At Hdfc Ltd	HDFC
69	2030071	Pauplin Fiona Peries G	Factors Affecting Users' Satisfaction And Intention Towards Pepul App	Pepul
70	2030072	Pavya P	Study On Challenges In Registering E-Nach For Repyamnet At Mhrfl	Mahindra Rural Housing Finance
71	2030073	Pooja P J	Study On The Effectiveness And Employee Experience During Onboarding At Numeric	Numeric UPS
72	2030074	Pradeep A	Study On Effectiveness Of Digital Marketing Techniques To Improve Traffic @ Influencer Mantra	Influencer Mantra
73	2030075	Praiselin Shanthini S	Implementation Of Customer Segmentation Using Machine Learning Algorithm In Medico Legal Industry	Medchrono
74	2030076	Praveen Kumar A	Integration And Digitization Of Bank Guarantee In Trade Finance	Temenos

75	2030077	Praveen M	Develping Protytpe And Analysing Consumer Acceptamce On Digital Document Center	Temenos
76	2030078	Pravin Kumar P	The Comparative Study Of Credit Policies Of Natrust With Their Competitors.	National Trust Housing Finance
77	2030079	Priyadharshini M	Effectiveness Of Recovery Merchanism Of Npa's Through Legal Proceedings	National Trust Housing Finance
78	2030080	Priyadharshini S	Product Adoption And Managing Live Products	Wiz Freight
79	2030081	Punya R	A Study On The Dealers Expectation Of Nilkamal Limited Products & Services	Nikamal Chairs
80	2030082	Raghul Manikandan S	Improving The Downstream Supplychain Efficiency Through Root Cause Analysis Of Customer Complaints	Numeric UPS
81	2030083	Ramavigneshwaran P	Predicting Financial Stability Of Hospital Industry By Revisiting Altman Z Score	Kauvery Hospitals
82	2030084	Ramya K A	Exploring The Relatioship Between The Volunteers And The Internal Communication In Yhe Organisation-Analysing The Communication Gap Between The Volunteers And The Organisation	Audacious Dreams Foundation
83	2030085	Ranjith D S	Analysis Of Batiz Magazine Website Usability And Visitors' Satisfaction	Ameex Technologies
84	2030086	Relin Bessy R	Analysing The Causes Of Attrition During Training At Va Tech Wabag	VA Tech Wabag Ltd.
85	2030087	Rohith A	A Study On The Influence Of Asian Dramas In Chennai	Brand musk
86	2030088	Sabarinath P	A Cases Analysis On Loan Disbursement And Recovery Problems At Natrust	National Trust Housing Finance
87	2030089	Sabarinathan S	A Study Onf Factors Influencing Customer Reach And Engagement Rate In Facebook For 88tuition	Aaorta Digital
88	2030090	Santha Ruby K	Impact Of Online And Offline Training On Employee Productivity	Crompton
89	2030091	Santhiya N	Warehouse Space Optimization Of Battery	Numeric UPS
90	2030092	Saravanan M	The Study On The Factors Influencing Sales Performance Of The Jockey India For Women's Wear In Retail Stores	Page Industries
91	2030093	Shanjana Dhevi R	Analysing Price Progression Of Line Interactive Ups	Numeric UPS
92	2030094	Sharun Shaji	Perception Of Customers Towards Pre And Post Sanction Of Home Loans	HDFC

93	2030095	Sheik Ameer Hamzha S	A Study On Building A Positioning Approach For An Innerwear Brand	Page Industries
94	2030096	Shivani K	A Study On Diversity,Equity And Inclusion At Diamondpick	Diamond Pick
95	2030097	Shwetha Raja Rajeswari J	A Study On The Customer Persona Marketing In The Service-Providing Industry	Codoid
96	2030098	Sindhu Bharathi I	Behavioural Biases Influencing Investors Towards Or Against Investing In Cryptocurrencies	AVP Consulting
97	2030099	Sivasankaran S	Measuring The Effectiveness Of Social Media Marketing Methodology In Youtube, Instagram, Facebook And Twitter To Achieve Brand Outreach	Brand musk
98	2030100	Sneha Priyadarshini P	International Educational Tourism Post-Covid - Marketing Scenario Among Educational Institutions	Audacious Dreams Foundation
99	2030101	Sornaeswar S	To Mesaure The Effectiveness Of Credit Appraisal Policies Of Natrust	National Trust Housing Finance
100	2030102	Srivatsan S	Study Of Market Barriers For Naukri Products In Chennai	Info Edge India Ltd
101	2030103	Subhashri A S	An Analysis On Social Media Marketing Of Spread Love Foundation	Spread Love (NGO)
102	2030104	Subheetha S	Perception Of Customers Towards Pre And Post Loan Sanction Procedures	HDFC
103	2030105	Sudhakaran R	A Study On Factors In Fluencing Employee Engagement	TCS
104	2030106	Sujitha D	Improving The User Interface Of Talentoz At Spic	SPIC
105	2030107	Sunitha S	A Study On The Retail Market Potential Of Line Interactive Ups In Chennai	Numeric UPS
106	2030108	Suresh B	Perception Of Customer Satisfaction On Homelane Interior Design	Homelane
107	2030109	Surya A	Consumers' Intent Towards Installing Social Networking App	Pepul
108	2030110	Swetha T	Attitude Of Users Towards Social Networkimg Apps With Reference To Pepul	Pepul
109	2030111	Thamizhini K	A Study On The Challenges Involved In Making Career Decisions And The Significance Of Career Counseling For The Youth Population	Audacious Dreams Foundation
110	2030112	Uma Sankari A	The Impact Of Instagram Influencers On Consumer Behavior Of Cosmetics	Influencer Mantra
111	2030113	Vignesh B	Factors That Influence Women Entrepreneurial Success In Rural	ICSSR

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address
112	2030114	Vignesh P	A Study On Factors Influencing The Engagement Rate Of Aorta Digital Services Social Media Page	Aaorta Digital
113	2030115	Vigneshwara Rao B	Analysis Of Effect Of Budgeting And Budgetaryy Control In Minimizing The Cost And Improving The Organizational Effectiveness	Balmer Lawrie & Co Ltd.
114	2030116	Vinodhini B	A Study On Challengses In Sap Project Implementation - Mena North Region	Kaar Technologies
115	2030117	Vishnu V	An Effectiveness Of Social Media Promotional Activities Of Mom& Pop	Aaorta Digital
116	2030118	Wiswa M	Business Process Re- Engineering In Jeyyam Global Foods	Consulting & Beyond

Academic Year 2020 -21

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address
1	198001001	ABILASH E	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
2	198001002	ABILIN P	Summer Internship On Digital Marketing At CS Technologies	Charu Homes
3	198001003	AGILESH KUMAR M	Summer Internship On Digital Marketing At CS Technologies	Charu Homes
4	198001004	AISHWARYA RAI P	Summer Internship In Digital Marketing At Bigtapp Analytics	Big Tapp
5	198001005	AISHWARYA RAVISHANKAR	Summer Internship	Zalaris
6	198001006	AKSHAYA M P	An Overview Of HR Practices At Equad Engineering	Equad Engineering
7	198001007	AKSHAYAA KUMAR S	Sales And Digital Marketing In Hakuna Matata Solutions	Hakuna Matata
8	198001008	ANAGHA V	Online Class Vs Traditional Classroom - A Perception Study Among Students	Summer Project
9	198001010	ANITHA K	Influencer Marketing And SEO Optimization At Harkin Global Solutions	Harkin
10	198001011	ANNIE CHRISTINA D	Summer Internship In Sales & Marketing At Face	Face
11	198001012	ARAVIND KUMAR S	Summer Internship In Digital Marketing At Bigtapp Analytics	Big Tapp

12	198001013	ARAVINTH R	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
13	198001014	ARAVINTH T A	Summer Internship In Insurance Selling	Sureti IMF
14	198001015	ARUN A	Postponement Techniques In Manufacturing - A Comparative Study	Vioomi
15	198001016	ARUN VENKATESH K	Analyzing The Satisfaction Level Of Different Categories Of Employees	TNSTC
16	198001017	ASHA R	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
17	198001019	BALAJE S C	Internship On Social Media Marketing To Increase The Social Media Presence And Brand Reach At Aorta Digital Services	Aorta
18	198001020	BEULAH BETZY	Influencer Marketing And Seo Optimization At Harkin Global Solutions	Harkin
19	198001021	BHAVANA PRIYA Y S	Summer Internship At Times Of India	TOI
20	198001022	BHUVANESHWARI N	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
21	198001023	DHARANI K	Sales And Digital Marketing In Hakuna Matata Solutions	Hakuna Matata
22	198001024	DHARSINI R	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
23	198001025	DHIVYA M	Internship On Social Media Marketing To Increase The Social Media Presence And Brand Reach At Aorta Digital Services	Aorta
24	198001026	DURGA DHARSHINI R	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
25	198001027	EVELLIN SATHISH	Dealer Promotion	ITC
26	198001028	GADDAM MOUNICA	Pre-Employment Verification	Mahindra HF
27	198001029	GAUTHAM RAJ G	Overview Of Selection And Screening Process	ICube Consortium Pvt Ltd
28	198001030	GAYATHRI B	Overview Of HR Functions	Congruent Solutions
29	198001031	GEETHANCHALI R R	Summer Internship In Insurance Selling	Sureti IMF
30	198001032	GLADIA LINDONA T	Comparative Financial Statement Analysis Of TNPL, International Paper APPM Limited, Seshasayee Paper And Boards Limited	TNPL

31	198001033	GOBINATH S	Digital Marketing	Vioomi
32	198001034	GOPINATH G	Online Shopping Addiction / Compulsive Buying Disorder (CBD) Among Young Generation Consumers	Summer Project
33	198001035	GOPUKRISNAA R	Summer Internship In Sales & Marketing At Face	Face
34	198001036	GOWTHAM R	Digital Marketing	Summer Project
35	198001037	GUNA K K	Factors Determining The Helpfulness Of Online Consumer Reviews	Summer Project
36	198001038	HARIBABU S	Adani Port And Special Economic Zone	Adani Port
37	198001039	HARIHARAN E	Digital Marketing	TIDC
38	198001040	HARIKRISHNAN G	Summer Internship In Sales & Marketing At Face	Face
39	198001041	HARINE K	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
40	198001042	HARINI S (08.11.1998) SATHYAMURTHY	Managing Strategic Data Archival – Development Of Designs (LCAR)	Summer Project
41	198001043	HARINI S (26.03.1999) SUNDARALINGAM	An Extensive Study On HR Policies	Hexaware Techonology
42	198001044	HARITHA SRAVANI N	Lean Management Practices At TIDC	TIDC
43	198001045	HARSHINI H	Summer Internship In Digital Marketing At Bigtapp Analytics	Big Tapp
44	198001046	HARSHINI S	Investors' Perception Towards Different Asset Classes	Summer Project
45	198001047	JAYASREE R	Summer Internship At Smart Advisors	Smart Advisors
46	198001048	JERISH R T	Continuous Improvement Practice At TIDC	Summer Project
47	198001049	JESSE AMSON	HR Project Revamp	Multicore Ware
48	198001050	KALYAN RAM R	Inventory Management Systems	Lifestyle Limited
49	198001051	KARTHICK VENKATESH S M	Summer Internship At Peps Industries Pvt Ltd	PEPS

50	198001052	KAVIN S R	Summer Internship In Insurance Selling	Sureti IMF
51	198001053	KAVITHA P	Summer Internship In Insurance Selling	Sureti IMF
52	198001054	KEERTHI PRIYA T	Summer Internship In Digital Marketing	Drshti
53	198001055	KISHORE KUMAR S	Summer Internship In Digital Marketing At Bigtapp Analytics	Big Tapp
54	198001056	KRITHIKA G	Portfolio Optimization By Using Asset Allocation Rational Models	Summer Project
55	198001057	MADHIVANAN A	Creating A Digital Roadmap For R.V. Stores	R.V. Stores
56	198001058	MAHA SWETHA P	Capital Structure Decision Under Uncertainty - Leveraging Strategies - Reliance Industries Case Study	Summer Project
57	198001059	MAHARASI E	Professional Practices In Scientific Publishing Services Pvt Ltd	SPS
58	198001060	MARSHALRAJA G	Summer Internship In Insurance Selling	Sureti IMF
59	198001061	MEENAKSHI A B	MSME Loan / Financing In KCCB, Kumbkonam	Central Cooperative Bank
60	198001062	METHUSA M	Catalogue Management & E-Commerce In Hidesign India Pvt Ltd	Hidesign India Private Limited
61	198001063	MOHAMED SALMAN JAVID J	Pre-Employment Verification	Mahindra HF
62	198001064	MOHAMED ZIA F	Summer Internship At Lavazza Fresh & Honest Cafe Ltd	Lavazza
63	198001065	MONISHA C	Influencer Marketing And Seo Optimization At Harkin Global Solutions	Harkin
64	198001066	MUTHU MOHAMED ALI L A	Buying Behavior Of Consumers Towards White Goods – The Role Of Online Marketing On The Purchase Decision Of Consumers	Summer Project
65	198001067	NANDHINI DEIVANAI S	Digital Marketing	Summer Project
66	198001068	NEELA PRIYADHARSHINI P	Search Engine Optimization Techniques To Increase The Website Traffic At Aorta Digital Services	Aorta
67	198001069	NIVEDHITHA M K	Summer Internship In Insurance Selling	Sureti IMF
68	198001070	PILLAI MOHANRAJU KANNAPPAN	Summer Internship In Insurance Selling	Sureti IMF
69	198001071	POORNASHRI A	Digital Marketing	Vioomi

70	198001072	PRANAV KANNA P	Summer Internship In Insurance Selling	Sureti IMF
71	198001073	PRATIBHA BAKTHAVACHALAM	Study Of Millenials' Attitude	TCS
72	198001075	PREETHI K	The Impact Of Psychological Discounting On Consumers Buying Decisions	Summer Project
73	198001076	PRIYA M JOSE	Online Promotion	TDi
74	198001077	PRIYANKA S	Reasons For Customer Preference For Branded Jeans	Summer Project
75	198001078	RAGHUNANDAN S	Summer Internship in this company	Nataraj Oil Mills
76	198001079	RAJA RAJESWARI K	Industry Analysis Of Medical Textiles	MCG
77	198001080	RAMALINGAM S	Digital Marketing	Drshti
78	198001081	RANJITH KUMAR P	Internship On Email Marketing, Word press Customization And Blogging Techniques To Increase The Website Traffic	Vaeto
79	198001082	RESHMA T	Financial Performance Analysis -- A Study On Select Paper Companies In India	TNPL
80	198001083	ROSHANI J K	Perception Of Employees Towards The Effectiveness Of WFH Policy.	Summer Project
81	198001084	ROSHINI A	Digital Marketing	Pruoo Care
82	198001086	SAILESH S	Market Research	Viaomi
83	198001087	SANJANA R M	Summer Internship At SAS Hotel And Enterprises Limited	SAS Hotels & Enterprise Ltd
84	198001088	SANJEEV KUMAR P M	Summer Internship At Times Of India	TOI
85	198001089	SANKARI DEVI R	Adoption Of Online Learning During The Lockdown	Summer Project
86	198001090	SATHYA NARAYANAN K L	Summer Internship In Insurance Selling	Sureti IMF
87	198001091	SATHYA NARAYANAN R	Impact Of Recently Announced Economic Package On MSMES	Summer Project
88	198001092	SHANMATHI S	Online Reputation Management	JK Smart Solutions

89	198001093	SHARMILA D	Market Research	Vioomi
90	198001094	SHARMILA R	Summer Internship In Digital Marketing At Learnovate Pvt. Ltd.	Learnovate
91	198001095	SHREE VIDHYA RAMESH	Organizational Study And Financial Performance Analysis Of Supermed Pharmacy	Supermed Pharmacy
92	198001096	SHRUTHI K	Market Research	L&T Infrastructure
93	198001097	SHWETHA B	Online Sales And Marketing	SankalpSoft solutions
94	198001098	SIVADARSAN M	Digital Marketing	TAB
95	198001099	SOUNDARIYA LUXMI M	Demonetization - Experiences Of Different Countries	Summer Project
96	198001100	SOWMIYA M	Project Management At L&T	Vioomi
97	198001101	SOWMYA PREETHI M	Recruitment And Selection Process At Proclivis	Proclivis Technology Solutions
98	198001102	SOWNTHARYA K	Quality & Production Practices At Aavin, Erode	Aavin dairy
99	198001103	SRIRAM ARAVINDH K A	HR Project Internship	Multicore Ware
100	198001104	SUBASRI T	Public Relation And Digital Marketing	Picartzo
101	198001105	SUBHASHINI J	Digital Marketing	TAB
102	198001106	SUPREETHA S	Understanding The Role Of Hr In The Industry	Rage
103	198001107	SUVARNA VALLI S	Impact Of Lockdown On The Recruitment Process	Rage
104	198001108	SWETHA J	Summer Internship On Digital Marketing At Cs Technologies	Charu Homes
105	198001109	TAMILSELVAN R	Logistics Cost Is High In India - In Depth Study Vis-A-Vis Higher Countries	Vioomi
106	198001110	TAMIZHMANI P	Pharmaceutical Industry Report & India's Position In The Global Market	Summer Project
107	198001111	TEJESHWER R	Inventory Management	Phifer

108	198001112	THAMARAISELVI T S	Summer Internship In Insurance Selling	Sureti IMF
109	198001113	THANANJAI K M	Marketing	Kalakar
110	198001114	VARSHA B	Improving Warehouse Performance At Access Computers	Drshti
111	198001115	VELMATHI S	Longitudinal Analysis Of Stock Market Indexes Performance	Summer Project
112	198001116	VIDHYA SENAPATI	Influencer Marketing And SEO Optimization At Harkin Global Solutions	Harkin
113	198001117	VIGNESH C	Summer Internship At Times Of India	TOI
114	198001118	VIKNESH KUMAR S	A Study Of The Applications Of IOT In The Field Of Logistics.	Aavin dairy
115	198001119	VISHNU T J	Comparative Financial Statement Analysis Of Malabar Cements Ltd.	Malabar Cements
116	198001120	VISHRUTHI K	Operations Management Practices At Aavin, Erode	ACDC

Academic Year 2019 -20

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address
1	188001001	Abhinaya V	A Study On Supplier Invoice Processing Done In Tractors And Farm Equipment Limited	TAFE
2	188001002	Abinaya G	Organization Study	Xuberence
3	188001003	Abinaya R	Study On The Effectiveness Of Training Activities Done In Casagrand Builder Private Limited	Casa Grand
4	188001004	Abirami Sankaranarayanan	Professional Practice - Business Processes And Erp' At Sri Vishnu Shankar Mills	Sri Vishnu Shankar Mill
5	188001005	Abirami Senthilkumar	Every Dealer Survey (Eds) And Planning For Permanent Journey Cycle (Pjc)	Preethi Appliances
6	188001006	Aishwarya R	Impact Of Instore Promoters On Sales Of Preethi Kitchen Appliances Done In Preethi Kitchen Appliances	Preethi Appliances
7	188001007	Aishwarya V S	Study On Search Engine Optimization Techniques To Increase The Website Traffic	Aorta
8	188001008	Akanya N	Professional Practices - Operations Management Practices Done In First Steps Baby Wear Pvt. Ltd	First steps Babywear
9	188001009	Akshai M	Summer Internship In Sales And Marketing At Xpressminds	Xuberence

10	188001010	Akshaya L	Sales Function At Times Of India	Times of India
11	188001011	Akshitha N	Market Survey Analysis To Find Opportunities In Morocco And Nepal	In22
12	188001012	Alagu A N	Study On Search Engine Optimization Techniques To Increase The Website Traffic Done In Aorta Digital Services	Aorta
13	188001013	Alan B George	Internship On E-Tender Bidding Process And Market Research Of E-Governance Oppurtuinities In Srilanka And Philippines	In22
14	188001014	Angel Cyril Y	Positioning Of Quiz App In Schools At Expressminds Edutainment Limited	Xuberence
15	188001015	Anirud Srinivas N P	Internship On Search Engine Optimization Techniques To Increase The Website Traffic Done In Aorta Digital Services	Aorta
16	188001016	Anjana Dineshkumar D	A Summer Internship Report On Operations Management Done At Siemens Gamesa	Siemens Gamesa
17	188001017	Aravind Balaji S	Summer Internship Report -Business Analyst At Flinto Class	Flinto
18	188001018	Arjun V Anand	Summer Internship In Sales &Marketing Department Of Ultramarine & Pigments Limited, Ranipet.	Ultramarine
19	188001019	Arokia Joyce A	A Summer Internship Report On Business Analyst Done In Flinto Class	Flinto
20	188001020	Arun Thamil Murthy A	Overall Supply Chain Management & Logistics Management' At Butterfly Home Appliances Limited	Butterfly
21	188001021	Boopesh M	Study On Cost Of Poor Quality (Copq) Reduction In High Speed Spin-On Line (Hssl)	Fleetguard
22	188001022	Chandhini S	Hr Practices At Congruent Solution Pvt. Ltd.	Congruent Solutions
23	188001023	Darshni Priya M S	Internship Training In The Department Of Human Resource Management At L&T Ecc	L&T ECC
24	188001024	Deepasree P	Study On Training Need Identification Done In Amararaja Batteries Ltd.	Amararaja
25	188001025	Deepika D	Implementation Of Uipath Across Various Industries Done In Maarga Systems Private Limited	Maarga Systems
26	188001026	Deepika T	Etender Bidding Process And Market Research Of Egovernance Opportunities In Vietnam And Bangladesh At In22 Labs	In22
27	188001027	Devadoss V	Role Of Relationship Manager In Home First Finance	Home First Finance
28	188001028	Elizabeth M Thomas	Overall Finance And Marketing Functions In Esaf And Financial Analysis During 2017-19	ESAF
29	188001029	Elwin Dev Seba J	Summer Internship In Sales And Marketing At Ezoneindia	CommuniTree

30	188001030	Evangline E K	Study On The Operations Of Marketing & Hr Department Done In Tamil Nadu Newsprint And Papers Limited,	TNPL
31	188001031	Frederic Lourdu Raja S	Study On Flight Performance	Air India
32	188001032	Gautam G	Professional Practices At Sundram Fasteners Limited	Sundaram Fastners
33	188001033	Gunapati Mounica	Digital Marketing In E-Commerce Done In Latashipment	Lateshipment
34	188001034	Hari Vijay S	Process Robustness Of Daily Review Mechanism Through"What Next" Concept To Bring Back The Rejection Rate In Control	Supreme Industries
35	188001035	Harini Lakshmi M S	A Summer Internship Report On "Tube Investments Of India"	Tube Investments
36	188001036	Harish R	Internship On Search Engine Optimization Techniques To Increase The Website Traffic	Aorta
37	188001037	Harshitha A	Professional Practice In Spp Done In Salem Print Pack	Ashok Notebooks
38	188001038	Hemanthkumar P	Overall Finance Functions In Tcs And Comparative Analysis Of It Companies During 2018-19	TCS
39	188001039	Hemavardhini V	Comprehensive Study Of Training And Development Activities Done In Vatech Wabag,	Wabag
40	188001040	Jana Sankari N	Professional Practices In Iifl Ltd.	IIFL
41	188001041	Joanna David	Professional Practices In The Dept. Of Human Resources Done In Vatech Wabag	Wabag
42	188001042	Joel Kirubhakaran D	Operations Management Practises In Isuzu Motors	Isuzu
43	188001043	Karthik G	A Study Of The Training And Development Practices Done In Vatech Wabag	Wabag
44	188001044	Kevin Keerthana C P	Stores Management Process And Mrp Execution Through Erp Done In Moreind Automation Private Limited	Moreind automation
45	188001045	Kiruthiga R	Optimization & Managing Of Client's Social Media By Social Media Marketing Techniques	Aorta
46	188001046	Laran Priyankha J	Professional Practice At Roots India	Roots India
47	188001047	Lavanya B	Internship In Channel Marketing And Brand Awareness Programme Done In Fortune Marketing Private Limited	Fortune-In
48	188001048	Laxmi Priya V	A Study On Social Media Marketing And Search Engine Marketing	Social Eagle

49	188001049	Laya Kanyaa B	A Study On Professional Practice In J.K.Fenner (India) Ltd Done In J.K.Fenner (India) Limited	J K Fenner
50	188001050	Leo Sebastin L	Professional Practice – Customer Care Management Done In Preethi Kitchen Appliances Ltd	Preethi Appliances
51	188001051	Mani Uthra P	Study Of Equity Stock Analysis, Portfolio Management Another Activities In The Equity Research Department	Cholamandalam Finance
52	188001052	Mathan Kumar S	Professional Practice – Sales And Event Management Done In Ezoneindia	Ezone
53	188001053	Mohamed Dhalha A	Overall Finance Functions In Butterfly And Comparative Analysis Of Home Appliances Companies During 20	Butterfly
54	188001054	Monisha S	Customer Perceptiona And Preference While Choosing Financial Institution Provinding Machinery Loans	Olympia Tech Park
55	188001055	Naadhiya Begum A R	Positioning Of Quiz App By Mindwars At Xpress Minds Edutainment (P) Ltd	Xuberence
56	188001056	Nandhini V	Internship Training In The Department Of Human Resource Management At Visteon Electronics India Pvt Ltd	Visteon
57	188001057	Naveen Kumar G	Internship In Channel Marketing And Brand Awareness Programme	Fortune-In
58	188001058	Naveenkumar B	Double Pallet Productivity And Empty Pallet Management Done In Itc Limited	ITC
59	188001059	Nishanth Raj D	Professional Practices At Spic	SPIC
60	188001060	Nithyalaxmi R	Comprehensive Study On Hr Functions In Ramco Cements Limited	Ramco
61	188001061	Niveditha K	Study On Consumer Preference Towards "The Hindu"Newspaper	The Hindu
62	188001062	Nivetha B	A Study On Industrial Hr Practices And Culture At Lucas Indian Service Limited	Lucas Indian Service Ltd.
63	188001063	Nivetha S	Analysis Of Important Project Executed By Engeenering & Project Department Of Bpcl	BPCL
64	188001064	Pavithira S	An Overview Of The HR Practices Done At Dalmia Bharat Cement Limited	Dalmia Cements
65	188001065	Pavithra G	Summer Internship In Human Resource Management At Glaxosmithklien	GSK
66	188001066	Pavithra Karthikeyan	Enhancing The Efficiency Of The Organization Using Cloud Based Zoho And Its Products	CHENNAI METCO
67	188001067	Pavithra Krishnamachari	Emerging Trends In The Infrastructure Industry - An Outlook On Ham Projects At L&T Idpl	L&T ECC

68	188001068	Pown Krishnan B	Marketing Internship With The Enterprise Channel Of Makemytrip	MakeMyTrip
69	188001069	Pradeepa S	Basic Banking In District Central Co – Operative Bank	Central Cooperative Bank
70	188001070	Praveen Kumar S	Resource Optimization And Productivity Improvement Of Battery Operated Pallet Truck	ITC
71	188001071	Praveen M	Study On Retail Sales Activities And Techniques For Fans	Atomberg Tech
72	188001072	Praveen S	Application Of Maslow's Hierarchy Need Theory At Bharat Heavy Electricals Limited	BHEL
73	188001073	Prem Shankar D	Professional Practices In Marketing' At Turbo Energy Pvt. Ltd	Turbo Energy
74	188001074	Priyadharshini G	Analysis Of Financial Statement Of Salem Steel Plant Using Ratio Anlysis	SAIL
75	188001075	Priyanka B	Summer Internship In Data Analysis At Trivent Systems	Trivent Systems
76	188001076	Rahulraj A	Professional Practices In Operations Done In Chaikanth	Chaikanth
77	188001077	Ramasamy K	A Detail Study On Selection And Recruitment Process At Pixel 2 Print Pvt. Ltd.	PIXEL 2 PRINT PRIVATE LIMITED
78	188001078	Rangeetha S	Warehouse Practices At Sundaram Clayton Limited	Sundaram Clayton
79	188001079	Reshma K B	Internship Report On Marketing Research	Elastic Tree
80	188001080	Revathi P L	Comparing Ideal Practices With The Company Practices Of Generating Leads To Enhance Efficiency	K7 Computing Pvt Ltd.
81	188001081	Rittu George	Professional Practice In Finance Done In Hedge Equities Limited	hedge funds finance
82	188001082	Roobini R	HR Practices At Congruent Solutions Pvt. Ltd.	Congruent Solutions
83	188001083	Rubiya P	HR Practices At Eastern Condiments Pvt.Ltd.	Eastern Condiments
84	188001084	Rushina John	An Insight Into Comprehensive Hr Activities	Aster DM healthcare
85	188001085	Sabatini Roy B	A Summer Internship Report On Digital Marketing Done In Lateshipment	Lateshipment
86	188001086	Sandhiya S	A Study On Prefernece Among Two-Wheeler Tyre Buyers Based On Visual Perception Done In Tvs Srichakra Ltd	TVS Tyres

87	188001087	Sangeetha L	Internship Report On Market Research	Elastic tree
88	188001088	Santhosh Pachayee A	Skill & Competency Development Done In Jsw Steel Ltd.,	JSW
89	188001089	Sathish Kumar R	Summer Internship As Business Research In Maintwiz	Maintwiz
90	188001090	Savitha B	A Summer Internship Report On Professional Practice On The Working Capital Funding	Ashok Leyland
91	188001091	Shabina J B R	A Summer Internship Report On Digital Marketing Done In Lateshipment	Lateshipment
92	188001092	Shahul Hameed A	Talent Acquisition Trainee Programme Done In Credit Rating Information Services Of India	CRISIL
93	188001093	Shanmathi Selvakumar	A Comprehensive Study On Training & Development Process At Nemak Aluminium Castings India Pvt. Ltd.	Nenmak
94	188001094	Shanmathi Sivanesan	Summer Intenship Report On General Banking And Financial Services	Repco Home Finance
95	188001095	Shanthanu Srinivasan M K	Summer Internship In Marketing At Makemytrip Private Limited	MakeMyTrip
96	188001096	Sheetal R B	A Study On The Products, Services And Practices Followed At Canara Bank- Kasturibai Nagar	Canara Bank
97	188001097	Shiny Jim	Supply Chain Management Done In Green Star Fertilizers, SPIC.	SPIC
98	188001098	Shradha Sundaresan	Professional Practice Under Finance Department Done In Park Hyatt	Park Hyatt
99	188001099	Shyamsundar C G	Professional Practices In Hrd Done In Brakes India Ltd	Brakes India
100	188001100	Sinduja G	Summer Internship On Hr Practices At Ip Rings Ltd.,	IP Rings
101	188001101	Sreenivas R	Professional Practices In Talent Management Done In Bahwan Cybertek	Bhawan Cybertech
102	188001102	Sri Priya R	Summer Internship In Operations And Human Resource At Chaikanth	Chaikanth
103	188001103	Srijith S	Summer Internship In Marketing At Makemytrip Private Limited	MakeMyTrip
104	188001104	Subhashini R	An Overview Of The Recruitment Process	TCS
105	188001105	Suppriya S G J	Summer Internship At Lambodhara Textiles Limited	LAMBODHARA TEXTILES

106	188001106	Suwetha P	Report On Digital Marketing	Aorta
107	188001107	Swathi M	Study On Cost Of Poor Quality (Copq) Reduction In Element Line	Fleetguard
108	188001108	Vaideagi P	Data Analysis In Operations Done In Trivent System	Trivent Systems
109	188001109	Vidhya B	Summer Internship In Operations At Secova E-Services	SECOVA
110	188001110	Vignesh R	An Overview Of The Recruitment Life Cycle Done At Valeo India Pvt. Ltd.,	Valeo
111	188001111	Vijay Lokkesh N	Summer Internship In Logistics At Safexpress Private Limited	Safe Express
112	188001112	Vikgnesh B	Study On Manufacturing And Consumer Buying Behaviour Of Handloom Silk Sarees	Fashion point
113	188001113	Vikram S	A Study On Key Influencing Factors On Behaviour Of The Consumers In Buying Basic Spices Of Itc Masterchef	ITC
114	188001114	Vishalraj M	Report On Digital Marketing At Social Eagle	Social Eagle
115	188001115	Vishnu Priya A K	Export Data Analysis Of Ultramarine Blue And Violet Pigments Done In Ultramarine & Pigments Limited	Ultramarine
116	188001116	Vivek M	Retail Sales Trainee Programme Done In Atomberg Technologies Private Limited	Atomberg Tech
117	188001117	Yazhini P M	Professional Practice In Marketing Department At Facilio	Facilio
118	188001118	Yohita D	An Overview Of The Manufacturing Practices And Hr Activities	HI-TECH ARAI
119	188001119	Yuvalakshmi P	A Summer Internship Report On Hr Operations Done In Trivent Systems	Trivent Systems

1.3. a. 2. Final Semester Projects

The following is the list of companies that participated in Project Internships in IV semester MBA Program for various batches.

Table 7.4 Final Semester Projects

Academic Year 2021 -22

Final semester project is individual project done by the student by selecting a company and spending 12 weeks in the company. Normally these projects are based on real time issues of the company. At the end of the projects a student will be submitting project report with suggestion to the company, department and for final evaluation.

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address	Internal Guide
1	2030001	Aarthi M	A Study To Increase Footfalls Based On Customer Satisfaction.	PVR Cinemas	Mr. M. Kabaleeswaran
2	2030002	C Adhithya	Changes To Consumer Preferences Towards Non - Banking Financial Companies Post Pandemic	Applied Data Finance	Dr. P. Theerthaana
3	2030003	Ahamed Aarun Raseth S	Improve Utilization Of Hris Software(Wallet Hr) In Xyz Pvt Ltd	Consulting & Beyond	Prof. R. Natarajan
4	2030004	Aishwarya K	A Study On Brand Awareness Of Nilkamal	Nikamal Chairs	Mr. B. Raghuraman
5	2030005	Aiswarya P	Factors Influencing Employee Attrition At Neeyamo Enterprise Solutions	Neeyamo	Dr. T. Thiruvenkadam
6	2030006	Ajay Krishna K	Consumer Attitude And Purchase Intention Towards Influencer Marketing	Influencer Mantra	Mr. V. Anandaraman
7	2030007	Ajay R S	Students Attitude Towards Industrial Skill Training	EQuad Engineering Services Pvt Ltd	Dr. Sudarsan Jayasingh
8	2030008	Akshara R	Social Media Engagement Analysis For Pepul Tech. Pvt. Ltd	Pepul	Dr. M. Kavitha
9	2030009	Akshaya R S	A Study To Determine The Customer Satisfaction On The Online Services Offered By Lenskart	Dristi Strategic Research Pvt Ltd	Dr. B. Kirubaharan
10	2030010	Akshey Kumar T	Leveraging Digital Marketing For A New Brand & Category Launch (Indian Market)	Rage Communications	Dr. Srinivas Gumparthi
11	2030011	Amiirtha Varshini S	A Study On Consumer Behaviour Towards Packaged Spices	Dristi Strategic Research Pvt Ltd	Dr. B. Kirubaharan
12	2030012	Anandh G	Fundraising Strategies For Spread Love Foundation	Spread Love (NGO)	Mr. M. Kabaleeswaran
13	2030014	Anirudh T S	Complaint Management System Development	Express Aavenue	Prof. R. Natarajan
14	2030015	Anitha G	Comparative Study On Effectiveness Of You tube And Instagram Deliverables Delivered By Influencers	Influencer Mantra	Mr. V. Anandaraman
15	2030016	Ann Flavia S	Consumer Behaviour And Purchase Decision Towards Fitness Equipment	Tzar Industries Pvt. Ltd.	Dr. Srinivas Gumparthi
16	2030017	Annie Steffigraf S	Measuring Customer Satisfaction In Terms Of Service	Numeric UPS	Mr. B. Raghuraman
17	2030018	Anudheepthi V	Enhancing The Recruitment Process In Turing - A High Growth Start-Up	Turing	Dr. T. Thiruvenkadam
18	2030019	Arthi S	Patient's Satisfaction Of Service Quality At Kauvery Hospital- An Servqual Model	Kauvery Hospitals	Dr. P. Theerthaana
19	2030020	Bragadeeshwaran J	To Study The Factors Influencing Customer Reach And Engagement In Facebook	Numeric UPS	Prof. R. Natarajan

20	2030021	Cecil Tom Yaharsh P	A Study On Effectiveness Of Recruitment Process At Neeyamo Enterprise Solutions Pvt Ltd	Neeyamo	Dr. T. Thiruvenkadam
21	2030022	Christopher Paulson G	Study On On boarding Process And It's Effectiveness At Diamond pick	Diamond Pick	Dr. DJE Ravi Thilagan
22	2030023	Darshini D	Purchase Intention Of Instant Millet Based Products	Elastic Tree	Dr. T. Girija
23	2030024	Dhanalakshmi A	A Study On Job Satisfaction Among Employees In Sai Baba Business Solutions Pvt Ltd	sai baba business solutions pvt. Ltd	Dr. T. Girija
24	2030025	Dhanalakshmi S	Factors Influencing Customer Satisfaction On Pepul App	Pepul	Dr. M. Kavitha
25	2030026	Dharun Krishna M A	Optimization Of Implementation And Support Process In Ciar Software Solution Pvt. ltd	CIARS Software	Dr. Vani Haridasan
26	2030027	Dhivyasaraswathi S	Identifying The Various Factors For Employee Attrition And Satisfaction Among Regular Employees In Teal	TEAL	Dr. E. S. Sriji
27	2030028	Dinesh Kumar S	Competitive Analysis Of Nilkamal Limited	Nikamal Chairs	Mr. B. Raghuraman
28	2030029	Divya S	Employee Perception About HR Practices And Culture At Diamond pick	Diamond Pick	Dr. DJE Ravi Thilagan
29	2030030	Dolly Joy Kirubha V	A Study On The Challenges In Sap Project Implementations-Mena South Region	Kaar Technologies	Dr. Vani Haridasan
30	2030031	Gautam Chandar T K	A Study On The Effectiveness Of The Training Modules During On-Boarding Process	Mindtree	Dr. E. S. Sriji
31	2030032	Gayathri K	Consumers' Purchase Intention Towards Online Purchase Of Meat From Organized Retail Outlets	Elastic Tree	Dr. T. Girija
32	2030033	Gayatri V	Analyzing Attrition At Tekion For The Year 2021	Tekion Global services	Dr. E. S. Sriji
33	2030034	Gokulakrishnan B	Accessing The Patient Acceptance Of Medical Tele-Consulting In The Era Of Covid	Kauvery Hospitals	Dr. P. Theerthaana
34	2030035	Gokulavarshini M	Competitor Analysis Of Manage engine Adself service Plus (Adssp)	Zoho	Dr. B. Kirubaharan
35	2030036	Harini Athithya M	Personalized Marketing Based On Customer Segmentation And Profiling	Crayon Data	Dr. Sudarsan Jayasingh
36	2030037	Harini V	A Study On Factors Influencing Consumer Buying Behaviour Of Electric Pressure Cooker (Geek Robocook)	Harkin Global	Dr. Hariharanath
37	2030038	Hemavathy G	A Strategic Posture For Sm Marains	SM Marains Advances gearboxs private limited	Dr. M. Kavitha
38	2030039	Indhu R	Employee Engagement In Va Tech Wabag	VA Tech Wabag Ltd.	Dr. E. S. Sriji

39	2030040	Iswariya R	Study Of Customer Perception In Adapting Digital System For Loan Repayment At Mrhfl	Mahindra Rural Housing Finance	Prof. R. Natarajan
40	2030041	Jaisree S	Employee Perception On Rewards And Recognition System At Diamond pick	Diamond Pick	Dr. DJE Ravi Thilagan
41	2030042	Janetta Isaac	Preference Of Youth Towards Social Networking Sites	Pepul	Dr. M. Kavitha
42	2030043	Jaya Bharathi K	Study On Exploring The Community Engagement At Pepul Tech Private Limited	Pepul	Dr. M. Kavitha
43	2030044	Jayasri D	A Study On Absenteeism And Ways To Reduce Absenteeism In Numeric Factory	Numeric UPS	Dr. T. Thiruvenkadam
44	2030045	Jeevaa K	Influence On Instagram Post On Mpr Food Products	MPR Foods	Dr. M. Kavitha
45	2030046	Joseph Alex	Analysis Of The Impact Of Covid-19 Pandemic On The Meat Consumption And Suggestions For A Post-Pandemic World	Komarla Hatcheries Private Limited	Dr. B. Kirubaharan
46	2030047	Kaaviya S	Stock Analysis Using Canslim Strategy	Alpheons Investments	Dr. P. Theerthaana
47	2030048	Karthi Shanmugam	A Study On Risk Perception And Portfolio Management Of Equity Investors In Swastika Invest mart	edelweiss broking	Dr. M. Kavitha
48	2030049	Karthiga M	Impact Of Seo Techniques For Increasing Website Traffic Of Landmark Housing Projects Chennai Pvt. Ltd.	Insmagro Global Solutions Pvt. Ltd	Dr. B. Kirubaharan
49	2030050	Karthiga P	A Study On Factors Influencing Absenteeism In Training Programs At Cgcel	Crompton	Dr. K. Sampath Kumar
50	2030051	Katluru Lakshmi Anusha	Comsumer Awareness With Reference To Tirumala Dairies	Tirumala Dairies Pvt. Ltd.	Dr. B. Kirubaharan
51	2030052	Kaviya G	Performance Evaluation Of Natrust And Its Competitors In Affordable Housing Finance Segment Using Camel Model	National Trust Housing Finance	Dr. K. Sampath Kumar
52	2030053	Keerthana M	The Pandemic's Influence On Volunteerism - Does It Make Volunteering Less Successful?	Audacious Dreams Foundation	Prof. Sathish Thampi
53	2030054	Kirthika A	Identification Of Work Values And Preferences Of New Gen Workforce	Turing	Dr. T. Thiruvenkadam
54	2030055	Kiruthiga R S	Benefits Of Volunteering Among Young Adults- From The Perspective Of Career Enhancement	Audacious Dreams Foundation	Prof. Sathish Thampi
55	2030056	Krishna Preeti A	A Study On The Challenges In Sap Project Implementations - West Region	Kaar Technologies	Dr. Vani Haridasan
56	2030057	Lavanya R	Factors Influencing Entrepreneurial Intension Among Rural Women	ICSSR	Dr. T. Girija

57	2030058	Lena Arunn Kannan L P	Analysis Of Factors Affecting Employee Retenti8on At Pvr Cinemas	PVR Cinemas	Dr. K. Sampath Kumar
58	2030059	Maharajan C	On Time Delivery Process Improvement For Jana Decor(P) Ltd	Jana decor ltd	Dr. Vani Haridasan
59	2030061	Manoraja M	A Study On Employee Health, Safety & Welfare Measures At Va Tech Wabag	VA Tech Wabag Ltd.	Dr. E. S. Sriji
60	2030062	Maria Gertrude Stella M	A Study On The Effectiveness Of Leveraging Social Media Platform(Twitter) To Promote An Ott Entertainment Brand In India	Rage Communications	Dr. B. Kirubaharan
61	2030063	Mary Festina G	Study On The Rejection Of Mandate Forms At The Destination Banks During E-Nach Process At Mrhfl	Mahindra Rural Housing Finance	Prof. R. Natarajan
62	2030064	Mathankumar M	Analysis Of Employee Productivity At Numeric	Numeric UPS	Dr. T. Thiruvenkadam
63	2030065	Meena M	A Study On Factors Influencing The Level Of Engagement And Empowerment Of Women In Volunteerism Through Self-Help Groups	Audacious Dreams Foundation (ADF)	Dr. Vani Haridasan
64	2030066	Naidu Neha	Analysis Of Employee Satisfaction In The Early Days Of Joining At Neeyamo	Neeyamo	Dr. T. Thiruvenkadam
65	2030067	Naveen Paul J	Study On Employee Engagement And How It Impacts Employee Performance	PVR Cinemas	Dr. K. Sampath Kumar
66	2030068	Nilani Surya K	Designing Service Request Management For Retail Customers Using Microservice As A Framework	Temenos	Dr. P. Theerthaana
67	2030069	Niranjan M	Study To Increase The Revenue On F&B Segment In Pvr Ecr	PVR Cinemas	Mr. M. Kabaleeswaran
68	2030070	Nirupama B	Perception Of Customers On Pre And Post Loan Sanction Procedures At HDFC Ltd	HDFC	Dr. K. Sampath Kumar
69	2030071	Pauplin Fiona Peries G	Factors Affecting Users' Satisfaction And Intention Towards Pepul App	Pepul	Dr. Sudarsan Jayasingh
70	2030072	Pavya P	Study On Challenges In Registering E-Nach For Repayment At Mhrfl	Mahindra Rural Housing Finance	Prof. R. Natarajan
71	2030073	Pooja P J	Study On The Effectiveness And Employee Experience During On boarding At Numeric	Numeric UPS	Dr. T. Thiruvenkadam
72	2030074	Pradeep A	Study On Effectiveness Of Digital Marketing Techniques To Improve Traffic @ Influencer Mantra	Influencer Mantra	Mr. V. Anandaraman
73	2030075	Praiselin Shanthini S	Implementation Of Customer Segmentation Using Machine Learning Algorithm In Medico Legal Industry	Medchrono	Dr. B. Kirubaharan
74	2030076	Praveen Kumar A	Integration And Digitization Of Bank Guarantee In Trade Finance	Temenos	Dr. P. Theerthaana

75	2030077	Praveen M	Developing Prototype And Analysing Consumer Acceptance On Digital Document Centre	Temenos	Dr. P. Theerthaana
76	2030078	Pravin Kumar P	The Comparative Study Of Credit Policies Of Natrust With Their Competitors.	National Trust Housing Finance	Dr. Srinivas Gumparthi
77	2030079	Priyadharshini M	Effectiveness Of Recovery Mechanism Of NPA's Through Legal Proceedings	National Trust Housing Finance	Dr. Srinivas Gumparthi
78	2030080	Priyadharshini S	Product Adoption And Managing Live Products	Wiz Freight	Dr. Hariharanath
79	2030081	Punya R	A Study On The Dealers Expectation Of Nilkamal Limited Products & Services	Nikamal Chairs	Mr. B. Raghuraman
80	2030082	Raghul Manikandan S	Improving The Downstream Supply chain Efficiency Through Root Cause Analysis Of Customer Complaints	Numeric UPS	Dr. Vani Haridasan
81	2030083	Ramavigneshwaran P	Predicting Financial Stability Of Hospital Industry By Revisiting Altman Z Score	Kauvery Hospitals	Dr. P. Theerthaana
82	2030084	Ramya K A	Exploring The Relationship Between The Volunteers And The Internal Communication In the Organisation-Analysing The Communication Gap Between The Volunteers And The Organisation	Audacious Dreams Foundation	Prof. Sathish Thampi
83	2030085	Ranjith D S	Analysis Of Batiz Magazine Website Usability And Visitors' Satisfaction	Ameex Technologies	Dr. Sudarsan Jayasingh
84	2030086	Relin Bessy R	Analysing The Causes Of Attrition During Training At Va Tech Wabag	VA Tech Wabag Ltd.	Dr. E. S. Sriji
85	2030087	Rohith A	A Study On The Influence Of Asian Dramas In Chennai	Brand musk	Mr. B. Raghuraman
86	2030088	Sabarinath P	A Cases Analysis On Loan Disbursement And Recovery Problems At Natrust	National Trust Housing Finance	Dr. Srinivas Gumparthi
87	2030089	Sabarinathan S	A Study On Factors Influencing Customer Reach And Engagement Rate In Facebook For 88tuition	Aaorta Digital	Dr. T. Girija
88	2030090	Santha Ruby K	Impact Of Online And Offline Training On Employee Productivity	Crompton	Dr. K. Sampath Kumar
89	2030091	Santhiya N	Warehouse Space Optimization Of Battery	Numeric UPS	Dr. Vani Haridasan
90	2030092	Saravanan M	The Study On The Factors Influencing Sales Performance Of The Jockey India For Women's Wear In Retail Stores	Page Industries	Dr. Hariharanath
91	2030093	Shanjana Dhevi R	Analysing Price Progression Of Line Interactive Ups	Numeric UPS	Mr. B. Raghuraman

92	2030094	Sharun Shaji	Perception Of Customers Towards Pre And Post Sanction Of Home Loans	HDFC	Dr. K. Sampath Kumar
93	2030095	Sheik Ameer Hamzha S	A Study On Building A Positioning Approach For An Innerwear Brand	Page Industries	Dr. Hariharanath
94	2030096	Shivani K	A Study On Diversity, Equity And Inclusion At Diamond pick	Diamond Pick	Dr. DJE Ravi Thilagan
95	2030097	Shwetha Raja Rajeswari J	A Study On The Customer Persona Marketing In The Service-Providing Industry	Codoid	Dr. Srinivas Gumparthi
96	2030098	Sindhu Bharathi I	Behavioural Biases Influencing Investors Towards Or Against Investing In Crypto currencies	AVP Consulting	Dr. P. Theerthaana
97	2030099	Sivasankaran S	Measuring The Effectiveness Of Social Media Marketing Methodology In Youtube, Instagram, Facebook And Twitter To Achieve Brand Outreach	Brand musk	Mr. B. Raghuraman
98	2030100	Sneha Priyadarshini P	International Educational Tourism Post-Covid - Marketing Scenario Among Educational Institutions	Audacious Dreams Foundation	Prof. Sathish Thampi
99	2030101	Sornaeswar S	To Measure The Effectiveness Of Credit Appraisal Policies Of Natrust	National Trust Housing Finance	Dr. Srinivas Gumparthi
100	2030102	Srivatsan S	Study Of Market Barriers For Naukri Products In Chennai	Info Edge India Ltd	Dr. M. Kavitha
101	2030103	Subhashri A S	An Analysis On Social Media Marketing Of Spread Love Foundation	Spread Love (NGO)	Mr. M. Kabaleeswaran
102	2030104	Subheetha S	Perception Of Customers Towards Pre And Post Loan Sanction Procedures	HDFC	Dr. K. Sampath Kumar
103	2030105	Sudhakaran R	A Study On Factors Influencing Employee Engagement	TCS	Dr. E. S. Sriji
104	2030106	Sujitha D	Improving The User Interface Of Talentoz At Spic	SPIC	Dr. E. S. Sriji
105	2030107	Sunitha S	A Study On The Retail Market Potential Of Line Interactive Ups In Chennai	Numeric UPS	Mr. B. Raghuraman
106	2030108	Suresh B	Perception Of Customer Satisfaction On Homelane Interior Design	Homelane	Dr. B. Kirubaharan
107	2030109	Surya A	Consumers' Intent Towards Installing Social Networking App	Pepul	Dr. Sudarsan Jayasingh
108	2030110	Swetha T	Attitude Of Users Towards Social Networking Apps With Reference To Pepul	Pepul	Dr. Sudarsan Jayasingh
109	2030111	Thamizhini K	A Study On The Challenges Involved In Making Career Decisions And The Significance Of Career Counselling For The Youth Population	Audacious Dreams Foundation	Prof. Sathish Thampi

110	2030112	Uma Sankari A	The Impact Of Instagram Influencers On Consumer Behaviour Of Cosmetics	Influencer Mantra	Mr. V. Anandaraman
111	2030113	Vignesh B	Factors That Influence Women Entrepreneurial Success In Rural	ICSSR	Dr. T. Girija
112	2030114	Vignesh P	A Study On Factors Influencing The Engagement Rate Of Aorta Digital Services Social Media Page	Aaorta Digital	Dr. T. Girija
113	2030115	Vigneshwara Rao B	Analysis Of Effect Of Budgeting And Budgetary Control In Minimizing The Cost And Improving The Organizational Effectiveness	Balmer Lawrie & Co Ltd.	Dr. Srinivas Gumparthi
114	2030116	Vinodhini B	A Study On Challenges In Sap Project Implementation - Mena North Region	Kaar Technologies	Dr. Vani Haridasan
115	2030117	Vishnu V	An Effectiveness Of Social Media Promotional Activities Of Mom& Pop	Aaorta Digital	Dr. T. Girija
116	2030118	Wiswa M	Business Process Re- Engineering In Jeyyam Global Foods	Consulting & Beyond	Prof. R. Natarajan

Academic Year 2020 -21

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address	Internal Guide
1	198001001	ABILASH E	A Study On The Effectiveness Of SEO And SEM In SERP	Aorta Digital	Prof. Srinivasan B Professor
2	198001002	ABILIN P	A Study On The Effectiveness of Social Media Marketing On Engagement Rate And Website Traffic.	Scovelo Consulting	Dr. Sudarsan Jayasingh Asst Prof
3	198001003	AGILESH KUMAR M	Queue Management At Sri Kanchi Kamatchi Amman Temple	Internal Project	Dr. Vani Haridasan Asso Prof
4	198001004	AISHWARYA RAI P	Prediction Of Customer Attrition Of Amex Bank Using Machine Learning Algorithms	Crayon Data India Pvt. Ltd.	Dr. Vani Haridasan Asso Prof
5	198001005	AISHWARYA RAVISHANKAR	Devising A Go - To - Market Strategy To Increase The Number Of Leads For The European Union	Neeyamo	Dr. Hariharanath K Professor
6	198001006	AKSHAYA M P	A Study On The Effectiveness Of Training And Development Of CGCELI Southern Region Employees	Crompton Greaves	Dr. Thiruvenkadam T Asso Prof
7	198001007	AKSHAYAA KUMAR S	Impact Of Implementation Of M-Learning Solution In A Healthcare Environment	Kauvery Hospital	Dr. Srinivas Gumparthi Professor
8	198001008	ANAGHA V	A Study On Retailer's Satisfaction Towards Crompton Fans In Chennai City	Crompton Greaves	Prof. Raghuraman B Adj Prof
9	198001010	ANITHA K	Market Research In Power And Utilities Industry At Asia Pacific Countries	Arudra Engineers	Dr. Girija T Asso Prof

10	198001011	ANNIE CHRISTINA D	Opportunities For Facial Recognition Based Solutions In The Education Sector	FaceTagR	Dr. Girija T Asso Prof
11	198001012	ARAVIND KUMAR S	Market Potential For Intelligent Automation In Finance Function For Smartmegh Solutions	Smartmegh	Dr. Vani Haridasan Asso Prof
12	198001013	ARAVINTH R	Reduction Of Defects In The End-To-End Production Process Of Inverters	Numeric UPS	Dr. Vani Haridasan Asso Prof
13	198001014	ARAVINTH T A	Key Performance Indicators of Maintenance Function in SKKAT	Internal Project	Dr. Kavitha M Asst Prof
14	198001015	ARUN A	Supplier Evaluation And Selection	Aspirations Energy	Prof. Srinivasan B Professor
15	198001016	ARUN VENKATESH K	Retail Mapping & Strategic Planning To Develop Key Interventions To Grow The Market Share	Crompton Greaves	Prof. Raghuraman B Adj Prof
16	198001017	ASHA R	A Study On The Effectiveness Of Various Types Of Organic & Paid Promotions In FB & Instagram For Mom & Pop	Aorta Digital	Prof. Srinivasan B Professor
17	198001019	BALAJE S C	Assessing The Scope For Salvage Auctioning Services In B2B Online Auction Portal.	Matexnet	Prof. Srinivasan B Professor
18	198001020	BEULAH BETZY	To Study The Effectiveness Of News7 Tamil In Youtube	News7Tamil	Mr. Anandaraman V AP Dr.Hariharanath K, Prof
19	198001021	BHAVANA PRIYA Y S	Influence Of Service Quality On Customer Satisfaction	Brown Post	Dr. Vani Haridasan Asso Prof
20	198001022	BHUVANESHWARI N	Identifying The Market Potential For Smartly tics	Smart Megh	Dr. Vani Haridasan Asso Prof
21	198001023	DHARANI K	Measuring The Effectiveness Of Social Media Marketing Methodology In Instagram To Achieve Brand Outreach For Equad Engineering Services.	SECO	Mr. Anandaraman V AP Dr.Hariharanath K, Prof
22	198001024	DHARSINI R	A Study On Effectiveness Of SEO And SMM Techniques For VGLD And Hotel Surguru	Aorta Digital	Prof. Srinivasan B Professor
23	198001025	DHIVYA M	Determining The Effectiveness Of Customization To Maximize The Click Through Rate	Aspirations Energy	Prof. Srinivasan B Professor
24	198001026	DURGA DHARSHINI R	Proliferation Of Digital Payments In India: A Pathway To Cashless Economy	Internal Project	Dr. Kavitha M Asst. Prof.
25	198001027	EVELLIN SATHISH	Customer Profiling For Vaeto Technologies	Vaeto Technologies	Dr. Hariharanath K Professor
26	198001028	GADDAM MOUNICA	A Study Of Factors Influencing Customer Reach And Engagement Rate In Facebook For Startup Xperts	Voxit Media Tech Pvt Ltd	Dr. Sudarsan Jayasingh Asst. Prof.
27	198001029	GAUTHAM RAJ G	Study On The Impact Of Occupational Stress On Employees Performances During Covid-19 Pandemic	Fresh & Honest	Dr. Thiruvenkadam T Asso. Prof.

28	198001030	GAYATHRI B	A Study On Employee Relations And Its Effect On Employee Productivity	Numeric UPS	Dr. Vani Haridasan Asso. Prof.
29	198001031	GEETHANCHALI R R	Analysis Of Quality Of Work Life In Bureau Veritas	Bureau veritas	Dr. Thiruvenkadam T Asso. Prof.
30	198001032	GLADIA LINDONA T	Credit Risk Analysis Of The Clients Of Sundaram Finance Limited	Sundaram Finance	Dr. Srinivas Gumparthi Professor
31	198001033	GOBINATH S	Improvement Of On - Time Delivery Performance In Rane Brake Lining	Rane	Prof. Natarajan R Professor
32	198001034	GOPINATH G	Adoption Of Internet Banking Services By College Students	Internal Project	Prof. Srinivasan B Professor
33	198001035	GOPUKRISNAA R	A Study On Club Management Software's Features And The Level Of Satisfaction Attained By The Clubs	Global North Star	Dr. Sudarsan Jayasingh Asst. Prof.
34	198001036	GOWTHAM R	An Analysis On Reduction Of Downtime In Production In The UPS Industry	Numeric UPS	Dr. Vani Haridasan Asso. Prof.
35	198001037	GUNA K K	Supply Risk Mitigation And Supplier Consolidation By Segmentation	TEL	Prof. Natarajan R Professor
36	198001038	HARIBABU S	Impact Of Various Factors That Drives Consumers Towards The Usage Of OTT Platform	Internal Project	Prof. Srinivasan B Professor
37	198001039	HARIHARAN E	Market Research In Coal Power And Utilities Industries In Asia-Pacific	Arudra Engineers	Dr. Girija T Asso. Prof.
38	198001040	HARIKRISHNAN G	A Study On Effectiveness Of Marketing In Kauvery Hospital	Kauvery Hospital	Dr. Srinivas Gumparthi Professor
39	198001041	HARINE K	A Study On The Effectiveness Of Social Media Optimization On The Website Traffic And Engagement Rate	Natural Trust Housing Finance	Dr. Sudarsan Jayasingh Asst. Prof.
40	198001042	HARINI S	A Study On Factors Influencing The Usage Of Resume Builder App	In22	Dr. Girija T Asso. Prof.
41	198001043	HARINI S	Employees Perception About Organizational HR Practices And Culture	Hakuna Matata	Dr. Thiruvenkadam T Asso. Prof.
42	198001044	HARITHA SRAVANI N	Design, Delivery And Management Of Customer Experience Program At Dermaindia	DermaIndia	Dr. Hariharanath K Professor
43	198001045	HARSHINI H	Market Potential For Smartmegh Solutions In Hr Function Using Intelligent Automation	Smart Megh	Dr. Vani Haridasan Asso. Prof.
44	198001046	HARSHINI S	How Did The Company Revive Itself From Being A Sick Company	Celebrity group	Dr. Sampathkumar K Professor
45	198001047	JAYASREE R	Factors That Contribute To The Growth Of Cloud Kitchen	Internal Project	Dr. Kavitha M Asso. Prof.

46	198001048	JERISH R T	Improving The Quality Of Claim Submission Process At Acurus Solutions	Accurus Solutions	Dr. Hariharanath K Professor
47	198001049	JESSE AMSON	A Study On Employee Satisfaction On The Various Employee Welfare Schemes	Fresh & Honest	Dr. Thiruvenkadam T Asso. Prof.
48	198001050	KALYAN RAM R	Customer Expectations Of Newly Launched Social Media Platforms	Pepul Next generation	Dr. Kavitha M Asst. Prof.
49	198001051	KARTHICK VENKATESH S M	A Study On Effectiveness Of Email Marketing Over Clients Of News7Tamil	News7Tamil	Mr. Anandaraman V AP Dr.Hariharanath K, Prof
50	198001052	KAVIN S R	A Study On Retailer's Satisfaction Towards Crompton Lights (Coimbatore)	Crompton Greaves	Prof. Raghuraman B Adj Prof
51	198001053	KAVITHA P	Investment Preference Of Employees In Crompton Greaves	Crompton Greaves	Dr. Sampathkumar K Professor
52	198001054	KEERTHI PRIYA T	Attributes Analysis Of Fast Fashion Consumer	Drshti Strategic Research Services Pvt. Ltd	Dr. Hariharanath K Professor
53	198001055	KISHORE KUMAR S	A Study On Whether Housewives Need To Be Paid	Elastic Tree	Mr. Anandaraman V AP Dr.Hariharanath K, Prof
54	198001056	KRITHIKA G	Performance Evaluation Of Select Old Generation Private Sector Banks	Smart Advisors	Dr. Sampathkumar K Professor
55	198001057	MADHIVANAN A	A Study On Consumer Perception Towards Ayurvedic Toothpastes	Elastic Tree	Mr. Anandaraman V, AP Dr.Hariharanath K, Prof
56	198001058	MAHA SWETHA P	Study Of Bhushan Steel Limited Under IBC	Smart Advisors	Dr. Sampathkumar K pROFESSOR
57	198001059	MAHARASI E	The Study Of Factors Influencing Customer Reach And Engagement Rate In Facebook For Voxit Media Tech	Voxit Media Tech Pvt Lt	Dr. Sudarsan Jayasingh Asst. Prof
58	198001060	MARSHALRAJA G	A Study On Wholesalers Satisfaction Towards Crompton Lighting In Chennai City	Crompton Greaves	Prof. Raghuraman B Adj Poof
59	198001061	MEENAKSHI A B	Credit Risk Analysis Of Msmes (Special Reference To Transportation Sector)	Sundaram Finance	Dr. Srinivas Gumparthi Professor
60	198001062	METHUSA M	Customer Profiling For Vaeto Technology	Vaeto Technologies	Dr. Hariharanath K Professor
61	198001063	MOHAMED SALMAN JAVID J	A B2B Customer Satisfaction Research Study On Wholesale Distributors Of Rane Brake Linings Ltd.	Rane Brake Lining	Prof. Natarajan R Professor
62	198001064	MOHAMED ZIA F	Financial Statement Analysis Of Larsen & Toubro	L&T	Dr. Sampathkumar K Professor
63	198001065	MONISHA C	Supply Chain Segmentation Using Market Basket Analysis	Internal Project	Dr. Vani Haridasan Asso. Prof

64	198001066	MUTHU MOHAMED ALI L A	Effectiveness Of Recruitment And Selection In L &T Before And After Covid - A Comparative Study	L&T	Dr. Thiruvenkadam T Asso. Prof
65	198001067	NANDHINI DEIVANAI S	Improvement Of Procurement Practices At L&T Construction	L&T	Prof. Natarajan R Professor
66	198001068	NEELA PRIYADHARSHINI P	A Research Study On The Penetration Of Heat Pumps Into A New Market	Aspirations Energy	Prof. Srinivasan B Professor
67	198001069	NIVEDHITHA M K	Effectiveness Of Online Training Module Vs Offline Training Methods In Mahindra Rural Home Finance Company	Mahindra Home finance	Dr. Thiruvenkadam T Asso. Prof
68	198001070	PILLAI MOHANRAJU KANNAPPAN	Analysis Of Factors Influencing Brand Love	Internal Project	Dr. Srinivas Gumparthi Professor
69	198001071	POORNASHRI A	Understand And Analyze The Factors Affecting Attrition Of Front-Line Sales Force At CGCEL- Southern Region	Crompton Greaves	Dr. Thiruvenkadam T Asso. Prof
70	198001072	PRANAV KANNA P	Effect Of Consumer Sales Promotion On Brand Loyalty And Brand Switching Behavior For Hot Beverages	Internal Project	Dr. Sudarsan Jayasingh Asst. Prof
71	198001073	PRATIBHA BAKTHAVACHALAM	Talent Acquisition: Post Covid At Tcsion	CAMS	Dr. Thiruvenkadam T Asso. Prof
72	198001075	PREETHI K	Effectiveness Of Implementing SEO Techniques For Increasing Website Traffic	Hakuna Matata	Dr. Kavitha M Asst. Prof
73	198001076	PRIYA M JOSE	A Study To Boost The Performance Of Brayden Oven Toaster Grillers Through Search Engine Optimization And Influencer Marketing	Harkin Global	Dr. Kavitha M Asst. Prof
74	198001077	PRIYANKA S	Understanding The Reason For Attrition At Mahindra Rural Housing Finance Company	Mahindra Home Finance	Dr. Thiruvenkadam T Asso. Prof
75	198001078	RAGHUNANDAN S	To Improve Customer Satisfaction Level With The In-House Program Conducted By Maxwell Academy	Maxwell	Prof. Natarajan R Professor
76	198001079	RAJA RAJESWARI K	Improving Organic Traffic Through SEO For The Brand Watamate.	Harkin Global	Dr. Kavitha M Asst. Prof
77	198001080	RAMALINGAM S	Increasing The Success Rate Of Leads Into Prospects Through Effective Email Campaign.	Lateshipment	Dr. Hariharanath K Professor
78	198001081	RANJITH KUMAR P	Youtube Optimization For An Increased User Engagement And Website Traffic	Scovelo Consulting	Dr. Sudarsan Jayasingh Asst. Prof
79	198001082	RESHMA T	Determinants Of Customer's Preference Of TNPL Copier Paper And Other Brands	TNPL	Prof. Natarajan R Professor
80	198001083	ROSHANI J K	A Study On Job Satisfaction Of Employees Among Employees In Takasago International India Pvt Ltd	Takasago	Dr. Thiruvenkadam T Asso. Prof

81	198001084	ROSHINI A	To Increase Brand Visibility By SEO & Influencer Marketing	Harkin Global	Dr. Kavitha M Asst. Prof
82	198001086	SAILESH S	Clubs Satisfaction Towards Service Provided By Club Management Software	Global North Star	Dr. Sudarsan Jayasingh Asst. Prof
83	198001087	SANJANA R M	Evaluating Selected Mutual Funds In Pre-Covid-19 And Covid-19 Period And	Internal Project	Dr. Srinivas Gumparthi Professor
84	198001088	SANJEEV KUMAR P M	Factors Influencing Consumers Purchase Intention Of Electric Two Wheelers	Internal project	Dr. Sudarsan Jayasingh Asst. Prof
85	198001089	SANKARI DEVI R	A Study On Customer Loan Repayment Pattern In Mahindra Rural Housing Finance Limited	Mahindra Home Finance	Dr. Girija T Asso. Prof
86	198001090	SATHYA NARAYANAN K L	A Study Of Variables Influencing The Usage Of English Learning Application	In22	Dr. Girija T Asso. Prof
87	198001091	SATHYA NARAYANAN R	Measuring The Effectiveness On The Recent Government Policy With Respect To MSME - Special Reference To Covid 19 Period	Internal project	Dr. Srinivas Gumparthi Professor
88	198001092	SHANMATHI S	Evaluation Of Var Of Growth Vs Balanced Funds	Internal Project	Dr. Srinivas Gumparthi Professor
89	198001093	SHARMILA D	Engagement Of Online Communities By Entrepreneurs: Business Growth Opportunities	Brand Samosa	Dr. Hariharanath K Professor
90	198001094	SHARMILA R	Analysis Of Service Quality Of Loan Sanctioning Process In HDFC Ltd.	HDFC	Dr. Sampathkumar K Professor
91	198001095	SHREE VIDHYA RAMESH	Financial Statement Analysis Of Crompton Greaves Consumer Electricals Ltd	Crompton Greaves	Dr. Sampathkumar K Professor
92	198001096	SHRUTHI K	Improvement Of Fastag Adaptation	L&T	Prof. Natarajan R Professor
93	198001097	SHWETHA B	Evaluating The Performance Of Index Funds Using Var (Value At Risk)	Internal Project	Dr. Srinivas Gumparthi Professor
94	198001098	SIVADARSAN M	A Study On Effectiveness Of Facebook Ad Campaign And Facebook Posts	Oh! Tab	Dr. Sudarsan Jayasingh Asst. Prof
95	198001099	SOUNDARIYA LUXMI M	Improving Inbound Logistics Efficiency	TEL	Prof. Natarajan R Professor
96	198001100	SOWMIYA M	Competitor And Demand Analysis Of Routine Mechanical Engineering Services For Equad	SECO	Mr. Anandaraman V, AP Dr.Hariharanath K, Prof
97	198001101	SOWMYA PREETHI M	A Study On Health Care Workers' Employee Well-Being During Covid-19	Internal Project	Dr. Thiruvenkadam T Asso. Prof
98	198001102	SOWNTHARYA K	Impact Of Environmental Awareness On Usage Of Plastics	Internal Project	Prof. Srinivasan B Professor

99	198001103	SRIRAM ARAVINDH K A	A Study On Brand Strength And Sales Performance Of Rane Brake Shoe In Aftermarket With Special Reference To Mechanics	Rane Brake Lining	Prof. Natarajan R Professor
100	198001104	SUBASRI T	Implementation Of Telemedicine In Healthcare Industry	Kauvery Hospital	Dr. Srinivas Gumparthi Professor
101	198001105	SUBHASHINI J	Factors Influencing The User Engagement Rate In Oh! Tab Social Media Pages	Oh! Tab	Dr. Sudarsan Jayasingh Asst. Prof
102	198001106	SUPREETHA S	Effectiveness Of Online Recruitment Process In It Companies	Zoho Corporation	Dr. Thiruvenkadam T Asso. Prof
103	198001107	SUVARNA VALLI S	Measuring The Satisfaction Level Of Employees On Succession Planning Process In CGCEL (SR)	Crompton Greaves	Prof. Raghuraman B Adj Prof
104	198001108	SWETHA J	A Study To Increase The Website Traffic For Brayden FITO Blenders Through SEO Optimization	Harkin Global	Dr. Kavitha M Asst. Prof
105	198001109	TAMILSELVAN R	Effectiveness of E-mail Marketing Strategies followed by Business Clinique	Business Clinique	Dr. Sudarsan Jayasingh Asst. Prof
106	198001110	TAMIZHMANI P	Market Survey Of Immunity Boosters And The Pharmacist's Preferences In Choosing Immunity Boosters	Nuray chemicals Pvt limited	Prof. Raghuraman B Adj Prof
107	198001111	TEJESHWER R	Business Process Improvement Of Documentation In Custom House Agent Operations	NTC Logistics	Dr. Vani Haridasan Asso. Prof
108	198001112	THAMARAISELVI T S	Devotee Satisfaction Index In Sri Kanchi Kamakshi Amman Temple	Internal Project	Dr. Kavitha M Asst. Prof
109	198001113	THANANJAI K M	Effectiveness Of SEO Techniques In Increasing Website Traffic Of Deal sell year	Innoppl	Dr. Sudarsan Jayasingh Asst. Prof
110	198001114	VARSHA B	Leveraging Brand Strength In Whole Spices Segment	Drshti Strategic Research Services Pvt. Ltd	Dr. Hariharanath K Professor
111	198001115	VELMATHI S	Opportunities For Facial Recognition Solutions In Banking Sector	FaceTagR	Dr. Girija T Asso. Prof
112	198001116	VIDHYA SENAPATI	Competitive Mapping And Strategic Planning To Develop Key Intervention To Grow The Market Share	Crompton Greaves	Prof. Raghuraman B Adj. Prof
113	198001117	VIGNESH C	A study on variables influencing the usage of Job Interview Preparation App	In22	Dr. Girija T Asso. Prof
114	198001118	VIKNESH KUMAR S	A Study On Retailer Satisfaction Towards Crompton Pumps With Special Reference To Chennai Region	Crompton Greaves	Prof. Raghuraman B Adj. Prof
115	198001119	VISHNU T J	Comparative Financial Statement Analysis Of L&T Hydrocarbon Engineering Ltd.	L&T	Dr. Sampathkumar K Professor
116	198001120	VISHRUTHI K	Market Research Of Packaging Machinery In India.	Madras Consultancy	Dr. Girija T Asso. Prof

Academic Year 2019 -20

Sl. No	Regd No.	Name of the Student	Title	Organization Name & Address	Internal Guide
1	188001001	ABHINAYA V	Perception of Investors towards Various Investment Avenues	HDFC Asset Management Company Limited, Mumbai - 400020	Dr. Sampath Kumar K Professor - MBA
2	188001003	ABINAYA R	Employees Perception on Training Programs at wheels India Limited	Wheels India Limited Chennai	Dr. Vijaya Mani Professor - MBA
3	188001004	ABIRAMI S	A Study on Effectiveness of EMAIL Marketing at Hakuna MATATA Solutions	HAKuna Matata Solutions Pvt LTd Chennai - 600119	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
4	188001005	ABIRAMI S	A Study on Analysis of Collection Efficiency	Ashirvad Microfinance Ltd Chennai - 600002	Dr. Girija T Asso. Prof. - MBA
5	188001006	AISHWARYA R	Assessment of Perception and attitude of Entrepreneurs Towards Continuous Education and E Learning	SRISATTVA Group Chennai	Dr. Kavitha M Asst. Prof - MBA
6	188001007	AISHWARYA V S	A Study on Automation in Two Wheeler Loan Segment	Indusind Bank Chennai - 600017	Dr. Hariharanath K Professor - MBA
7	188001008	AKANYA N	Analysis of Quality Circle Performance	IP Rings Ltd Maraimalai Nagar, Chennai	Prof. Natarajan R MBA
8	188001009	AKSHAI M	A Study on Growth Opportunities for CNC Machines	SVP Laser Technologies Pvt Ltd Chennai - 600042	Dr. Vani Haridasan Asso. Prof. - MBA
9	188001010	AKSHAYA L	Impact of Rewards and Recognition Program On Employee Motivation	Annexed Private Limited Chennai - 600042	Dr. Vijaya Mani Professor - MBA
10	188001011	AKSHITHA N	Consumers' Expectations and Perception towards E-Learning Platforms	IN22 Labs Chennai	Dr. Girija T Asso. Prof. - MBA
11	188001012	ALAGU A N	Study on Effectiveness of Digital Marketing Techniques to Increase Traffic for Fundazone	aorta Digital Services Chennai - 600042	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
12	188001013	ALAN B GEORGE	A Study on Reduction of Portfolio at Risk	Ashirvad Microfinance Ltd Chennai - 600002	Dr. Girija T Asso. Prof. - MBA
13	188001014	ANGEL CYRIL Y	A Study on Digital Marketing Strategies for CS Technologies	CS Technologies Chennai - 600024	Mr. Anand V Raman SSNI
14	188001015	ANIRUD SRINIVAS N P	Determining the Effectiveness of Google Search Ads to Maximize the Click Through RATE	aorta Digital Services Chennai - 600042	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
15	188001016	ANJANA DINESHKUMAR D	Potential Analysis of the Shopping Experience of Customers on Online shopping Sites for Grocery Items	IN22 Labs Chennai	Dr. Kavitha M Asst. Prof - MBA
16	188001017	ARAVIND BALAJI S	Determining the Effectiveness of SEO optimization for 154 Pearl Beach Resort	aorta Digital Services Chennai - 600042	Dr. Sudarsan Jayasingh Asst. Prof. - MBA

17	188001018	ARJUN V ANAND	Factors influencing Consumers Attitude towards Google Reviews & ITS Effect on Purchase intention of Experiential Products	SSN School of Management Chennai - 603110	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
18	188001019	AROKIA JOYCE A	A Study of Excess and Obsolescence Stocks	Turbo Energy Private Limited Chennai	Prof. Natarajan R MBA
19	188001020	ARUN THAMIL MURTHY A	Improving on Time Delivery Performance to Enhance the Customer Satisfaction	Preethi Kitchen Appliances Pvt Ltd Chennai	Prof. Natarajan R MBA
20	188001022	CHANDHINI S	Consumer Perception towards Digital Transformation Trends in B2C E-Commerce	Ameex Technologies Pvt Ltd Chennai	Mr. Anand V Raman SSNI
21	188001023	DARSHNI PRIYA M S	A Study on the Effectiveness of Performance Management Goal Management System	Larsen & Toubro Limited Chennai - 600089	Dr. Thiruvenkadam T Asso. Prof. - MBA
22	188001024	DEEPASREE P	A Study of Organizational Culture Through Octapace Framework in WABAG	VA Tech WABAG Limited Pallavaram	Dr. Vijaya Mani Professor - MBA
23	188001025	DEEPIKA D	A Study on User Experience on Migration Tools	Maarga Systems Private Ltd Chennai - 600015	Dr. Vani Haridasan Asso. Prof. - MBA
24	188001026	DEEPIKA T	Designing an Effective Email Marketing Campaign for Building Efficient Sales Process	RIP_IT Solutions Private Limited Chennai	Dr. Hariharanath K Professor - MBA
25	188001027	DEVADOSS V	Study of Eating out Habits and Factors Affecting Customer Satisfaction	SSN School of Management Chennai - 603110	Mr. Raghuraman B Adj Faculty - MBA
26	188001028	ELIZABETH M THOMAS	Perception of Women Towards Mutual funds	HDFC Asset Management Company Limited, Mumbai - 400020	Dr. Sampath Kumar K Professor - MBA
27	188001029	ELWIN DEV SEBA J	Institutionalization of Kaizen Practices at IP Rings Ltd	IP Rings Ltd Maraimalai Nagar, Chennai	Prof. Natarajan R MBA
28	188001030	EVANGLINE E K	Ensuring Steady Availability of Materials for the Production of GK Gold Flash SKU	Godrej Consumer Products Limited Pondicherry	Prof. Natarajan R MBA
29	188001031	FREDERIC LOURDU RAJA S	Effective Utilization of SEO	Hakuna Matata Solutions Pvt LTd Chennai - 600119	Dr. Kavitha M Asst. Prof - MBA
30	188001032	GAUTAM G	ABC Analysis for Inventory Optimization for Sundaram Fasteners Limited	Sundaram Fasteners Limited Chennai	Dr. Srinivas Gumparthiumparthi Professor - MBA
31	188001033	GUNAPATI MOUNICA	Employee Attrition	Ashirvad Microfinance Ltd Chennai - 600002	Dr. Girija T Asso. Prof. - MBA
32	188001034	HARI VIJAY S	A Study of online Reader's Preferences in the Format of Printed Version of Newspaper	Bennett, Coleman & Co Ltd Chennai -	Prof. Asokumar B Professor - MBA
33	188001035	HARINI LAKSHMI M S	Influence of Organization Climate on Job satisfaction and Employee Commitment	Turbo Energy Private Limited Chennai	Dr. Thiruvenkadam T Asso. Prof. - MBA

34	188001036	HARISH R	Opportunities Assessment for Microsense Networks in Hotel Industry	Microsense Networks Private Limited, Chennai - 600032	Dr. Hariharanath K Professor - MBA
35	188001037	HARSHITHA A	Evaluation of Portfolio Composition impact on Dividend Policy of Mutual Fund Schemes	Aditya Birla Capital Mumbai	Prof. B Srinivasan Dean - MBA
36	188001038	HEMANTHKUMAR P	Comparative Analysis Using Financial Statements and Ratio Analysis of BASF and Competitors	BASF Catalysts India Pvt Limited Chengalpattu	Dr. Sampath Kumar K Professor - MBA
37	188001039	HEMAVARDHINI V	Digitization of the Passenger Vehicle Loan Segment	Indusind Bank Chennai - 600017	Dr. Hariharanath K Professor - MBA
38	188001040	JANA SANKARI N	A Study on Indian Pharmaceutical Companies Valuation using Free cash Flow Technique	Smartemes Capital Advisors LLP Chennai - 600018	Dr. Srinivas Gumparthiumparthi Professor - MBA
39	188001041	JOANNA DAVID	Analysis of the Effectiveness of Sourcing Channels	Latenview Analytics Pvt Ltd Chennai - 600113	Dr. Vijaya Mani Professor - MBA
40	188001042	JOEL KIRUBHAKARAN D	Opportunities for Microsense Networks in Hospitality Industry in India	Microsense Networks Private Limited, Chennai - 600032	Dr. Hariharanath K Professor - MBA
41	188001043	KARTHIK G	Impact of Promotional Activates on Readers: A Study done on How to Increase the Count of Subscribers for Time of India	Bennett, Coleman & Co Ltd Chennai - 600017	Prof. Asokumar B Professor - MBA
42	188001044	KEVIN KEERTHANA C P	Perception of Employees in IT Sector towards Mutual Funds	HDFC Asset Management Company Limited, Mambai - 400020	Dr. Sampath Kumar K Professor - MBA
43	188001045	KIRUTHIGA R	Business Opportunities for Microsense in Hospitals	Microsense Networks Private Limited, Chennai - 600032	Dr. Hariharanath K Professor - MBA
44	188001046	LARAN PRIYANKHA J	A case Study on Developing A Business Solution for a Retail Firm	ACIES Global Pvt Limited Mugavalivakkam, Chennai - 125	Prof. B Srinivasan Dean - MBA
45	188001047	LAVANYA B	A Study on the Opportunities for Microsense Networks in Hospitality Industry in Asia Pacific and Middle East	Microsense Networks Private Limited, Chennai - 600032	Dr. Hariharanath K Professor - MBA
46	188001048	LAXMI PRIYA V	Implementing a Lead Qualification Model by Using ICP for SASS products at Late shipment	RIP_IT Solutions Private Limited Chennai	Dr. Hariharanath K Professor - MBA
47	188001049	LAYA KANYAA B	Perception of Customers in Madurai towards General Insurance	united India Insurance Company Ltd Madurai	Dr. Sampath Kumar K Professor - MBA
48	188001050	LEO SEBASTIN L	Developing an Effective Email Marketing Strategy for CS technologies	CS Technologies Chennai - 600024	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
49	188001051	MANI UTHRA P	A Study on Fundamental Analysis of Indian Banking Industry	Cholamandalam Securities Limited Chennai	Dr. Srinivas Gumparthiumparthi Professor - MBA
50	188001052	MATHAN KUMAR S	A Study on Attitude and Intention Towards Renting shared Home Accommodation	Cozystay Technologies Pvt Limited, Chennai - 600028	Dr. Sudarsan Jayasingh Asst. Prof. - MBA

51	188001053	MOHAMED DHALHA A	Determining the Effectiveness of Linkedin Lead Generation to Maximize the Sales Qualified Leads	Epaxes Industrial Automation Chennai	Prof. B Srinivasan Dean - MBA
52	188001054	MONISHA S	Customer Perception and Preference while Choosing Financial Institution providing Machinery Loans	Siemens Navi Mumbai	Dr. Thiruvenkadam T Asso. Prof. - MBA
53	188001055	NAADHIYA BEGUM A R	Analysing the Factors Leading to Employee Engagements	IN22 Labs Chennai	Dr. Vijaya Mani Professor - MBA
54	188001056	NANDHINI V	Study on Agile Project Management in IT Industry	Ameex Technologies Pvt Ltd Chennai	Mr. Anand V Raman SSNI
55	188001057	NAVEEN KUMAR G	Lead Score Model for Effective Leads Management at Shiksha.Com	Info Edge India Ltd New Delhi	Dr. Hariharanath K Professor - MBA
56	188001058	NAVEENKUMAR B	Market Study for Diversification into Recession - Proof Industries for AEPL	Aspiration Energy Pvt Limited Chennai - 600028	Mr. Raghuraman B Adj Faculty - MBA
57	188001059	NISHANTH RAJ D	Evaluation and Assessment of Working Capital Policy	Bharat Heavy Electricals Limited Ranipet	Dr. Srinivas Gumparthiumparthi Professor - MBA
58	188001060	NITHYALAXMI R	An Analysis of the Employees Perception towards Training and Development	VA Tech WABAG Limited Pallavaram	Dr. Vijaya Mani Professor - MBA
59	188001061	NIVEDITHA K	Digital Marketing - The New Face of Marketing Communication	Fourth Dimension Technologies Pvt Ltd, Chennai - 015	Prof. B Srinivasan Dean - MBA
60	188001062	NIVETHA B	Analysis of Positive and Negative Attrition	Mahendra Rural Housing Finance Ltd Chennai - 600006	Dr. Vijaya Mani Professor - MBA
61	188001063	NIVETHA S	Customer Perception and Preference of an Online Portal Providing Housing Rental Services	Cozystay Technologies Pvt Limited, Chennai - 600028	Dr. Thiruvenkadam T Asso. Prof. - MBA
62	188001064	PAVITHIRA S	Analysing the Level of Employee Satisfaction	ConGruent Solutions Pvt Ltd Chennai - 600032	Dr. Vijaya Mani Professor - MBA
63	188001065	PAVITHRA G	Exploring the Demand & investment Opportunity for E-Learing Platform On Engineering Courses	Smartemes Capital Advisors LLP Chennai - 600018	Dr. Srinivas Gumparthiumparthi Professor - MBA
64	188001066	PAVITHRA K (17-08-1996)	Exploring the Ways to Increase the Number for Views and Shares	Neeyamo Enterprises Solutions Pvt Ltd, Chennai - 600096	Mr. Raghuraman B Adj Faculty - MBA
65	188001067	PAVITHRA K (10-05-1996)	Risk Management In the Insurance Industry	SKI Retail Capital Limited Chennai - 600017	Dr. Srinivas Gumparthiumparthi Professor - MBA
66	188001068	POWN KRISHNAN B	Facility Management Analysis of Kauvery Hospital	Kauvery Hospital Chennai - 600018	Dr. Vani Haridasan Asso. Prof. - MBA
67	188001069	PRADEEPA S	Demonetization Impact on Liquidity of Large Corporates in India	SSN School of Management Chennai - 603110	Dr. Srinivas Gumparthiumparthi Professor - MBA
68	188001070	PRAVEEN KUMAR S	Analysis of Disbursement for Predicting the Next Financial Year	Ashirvad Microfinance Ltd Chennai - 600002	Dr. Girija T Asso. Prof. - MBA

69	188001071	PRAVEEN M	Techniques to Improve the Website Traffic and Engagement Rate	Fourth Dimension Technologies Pvt Ltd, Chennai -	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
70	188001072	PRAVEEN S	Employees Perception on Work From Home Policy in the IT / ITES Sector	SSN School of Management Chennai - 603110	Dr. Vijaya Mani Professor - MBA
71	188001073	PREM SHANKAR D	Analysis of Insolvency and Bankruptcy Code	SSN School of Management Chennai - 603110	Dr. Sampath Kumar K Professor - MBA
72	188001074	PRIYADHARSHINI G	A Study on Millennial Attitude Towards Capital Market Investments	HDFC Asset Management Company Limited, Mumbai - 400020	Mr. Anand V Raman SSNI
73	188001075	PRIYANKA B	Predicting the Trend of Product Categories in International Exhibitions	Smart Expos & Fairs (India) Private Ltd, Chennai - 600032	Dr. Girija T Asso. Prof. - MBA
74	188001076	RAHULRAJ A	A Study of Factors Influencing Buying Decision of Consumers of Branded	SSN School of Management Chennai - 603110	Mr. Raghuraman B Adj Faculty - MBA
75	188001077	RAMASAMY K	The Impact of High Performance Work Practices on Employee Engagement in select IT Companies at Chennai	SSN School of Management Chennai - 603110	Dr. Thiruvenkadam T Asso. Prof. - MBA
76	188001078	RANGEETHA S	A Study and Analysis on Consumer Perception on Dairy Products Consumption	Elastic Tree Markting Services Pvt Ltd, Chennai - 600034	Prof. Asokumar B Professor - MBA
77	188001079	RESHMA K B	A Study on Brand Extension of Water mate Into Shower Filter and to Build Awareness Through Online Communication Channels	Bluedeer Ventures Pvt Limited Chennai - 600016	Dr. Kavitha M Asst. Prof - MBA
78	188001080	REVATHI P L	A Comparative Analysis Using Financial Statements for Murugappa Morgan Thermal Ceramics Limited and Competitors	Murugappa Morgan Thermal Ceramics Limited Chennai	Prof. B Srinivasan Dean - MBA
79	188001081	RITTU GEORGE	Analysis of Quality of Assets for Securitization	SSN School of Management Chennai - 603110	Dr. Srinivas Gumparthiumparthi Professor - MBA
80	188001082	ROOBINI R	A Study on Improving the Sales of Geek Vacuum Cleaner on Online Platform through Various Communication Channels	Harkin Global Solutions Pvt Limited Chennai - 600016	Dr. Kavitha M Asst. Prof - MBA
81	188001083	RUBIYA P	A Study on the Effectiveness of Employee Referral Program in IT Companies	Larsen & Toubro Infotech Ltd Chennai	Dr. Thiruvenkadam T Asso. Prof. - MBA
82	188001084	RUSHINA JOHN	Perception of Employees towards Performance Management System	Annexmed Private Limited Chennai - 600042	Dr. Vijaya Mani Professor - MBA
83	188001085	SABATINI ROY B	Analysis of Factors Influencing online Newspapers Reading Behavior	Bennett, Coleman & Co Ltd Chennai - 600017	Dr. Srinivas Gumparthiumparthi Professor - MBA
84	188001086	SANDHIYA S	A Study on Understanding the Perception of South Indian Exhibitors Towards Tradeshows	Smart Expos & Fairs (India) Private Ltd, Chennai - 600032	Dr. Srinivas Gumparthiumparthi Professor - MBA
85	188001087	SANGEETHA L	A Study on Customer Awareness and Preference Towards Customized Jewelry	Scarlett Designs Salem	Mr. Raghuraman B Adj Faculty - MBA

86	188001088	SANTHOSH PACHAYEE A	Analysis of Employee Retention	Mahendra Rural Housing Finance Ltd Chennai - 600006	Dr. Vijaya Mani Professor - MBA
87	188001089	SATHISH KUMAR R	A Study on Brake Pad Sales of Rane Brake Lining Ltd with Specific Reference to Chennai Mechanics	Rane Brake Lining Limited Chennai - 600058	Dr. Girija T Asso. Prof. - MBA
88	188001090	SAVITHA B	Analysis of Loan Sales Process of Incred Financial Services in the Overseas Educaion Loan Sector	Incred Financial services Ltd Mumbai - 400051	Prof. Asokumar B Professor - MBA
89	188001091	SHABINA J B R	Analysis of Facebook Post of IN22 Labs in Relation to Engagement Impression and Reach	IN22 Labs Chennai	Dr. Kavitha M Asst. Prof - MBA
90	188001092	SHAHUL HAMEED A	A Study on Analysis of the Corporate Value Statement and ITS Congruence with Employees	Maarga Systems Private Ltd Chennai - 600015	Dr. Thiruvenkadam T Asso. Prof. - MBA
91	188001093	SHANMATHI S (24-03-1997)	Factors Influencing Omni channel Shopping Intention for Sports Goods	SSN School of Management Chennai - 603110	Dr. Sudarsan Jayasingh Asst. Prof. - MBA
92	188001094	SHANMATHI S (24-03-1996)	Perception of Customers Towards Products and Services of REPCO Bank	REPCO Bank Chennai - 600039	Dr. Sampath Kumar K Professor - MBA
93	188001095	SHANTHANU SRINIVASAN M K	Sales Forecast for the Medical Equipment's of Genworks in Tamil Nadu	Build HR Management Consultancy Pvt Ltd, Chennai - 600092	Dr. Vijaya Mani Professor - MBA
94	188001096	SHEETAL R B	Perception of Customers Towards Deposit Products of Canara Bank	Canara Bank Chennai - 600020	Dr. Sampath Kumar K Professor - MBA
95	188001097	SHINY JIM	Feasibility of Launching organic Brands in Personal Care and Food Category through Digital Commerce and Enhancing Sales of Brayden Blenders and Chopro Through Suitable Online Platforms	Harkin Global Solutions Pvt Limited Chennai - 600016	Dr. Kavitha M Asst. Prof - MBA
96	188001098	SHRADHA SUNDARESAN	Industry Analysis and Study on Relationship between Two hofstedes's Dimensions and online Purchase Attitude and Behavior	SRISATTVA Group Chennai	Dr. Kavitha M Asst. Prof - MBA
97	188001099	SHYAMSUNDAR C G	Investigation of Non-Compliance in Annex a Controls of ISO/IEC 27001 Standard Certification for IT companies and Qadit Systems and Solutions Pvt Ltd	Qadit Systems & Solutions (P) Ltd Chennai - 600017	Dr. Vani Haridasan Asso. Prof. - MBA
98	188001100	SINDUJA G	A Study on the Effectiveness of Training and Development	Allison Transmission India Pvt Ltd Oragadam, Kanchipuram	Dr. Thiruvenkadam T Asso. Prof. - MBA
99	188001101	SREENIVAS R	A Study on Social Media Usage by Real Estate Companies To create Customer Engagement	Elastic Tree Markting Services Pvt Ltd, Chennai - 600034	Prof. Asokumar B Professor - MBA
100	188001102	SRI PRIYA R	Customer Personal Development for Manufacturing Services	Hakuna Matata Solutions Pvt LTd Chennai - 600119	Prof. Asokumar B Professor - MBA
101	188001103	SRIJITH S	A Study on Understanding the Perception of North Indian Exhibitors towards Tradeshows	Smart Expos & Fairs (India) Private Ltd, Chennai - 600032	Dr. Srinivas Gumparthiumparthi Professor - MBA

102	188001104	SUBHASHINI R	A study on Employees Perception on HR Policies	ADP India Pvt Limited Chennai - 600032	Dr. Thiruvenkadam T Asso. Prof. - MBA
103	188001105	SUPPRIYA S G J	Fundamental Analysis of Retail Industry	SSN School of Management Chennai - 603110	Dr. Srinivas Gumparthiumparthi Professor - MBA
104	188001106	SUWETHA P	Analysis the Role of Influencer in Lead Conversion by Analyzing the Advertising Effectiveness on Youtube Platform for Geek Aire Products	Harkin Global Solutions Pvt Limited Chennai - 600016	Dr. Kavitha M Asst. Prof - MBA
105	188001107	SWATHI M	Developing a Social Media Strategy for AEPL	Aspiration Energy Pvt Limited Chennai - 600028	Mr. Raghuraman B Adj Faculty - MBA
106	188001108	VAIDEAGI P	Exploring the Major Factors Influencing the Choice of Institute to Pursue MBA	Info Edge India Ltd New Delhi	Dr. Hariharanath K Professor - MBA
107	188001109	VIDHYA B	Quality Improvement in IT Product Delivery	Congruent Solutions Pvt Ltd Chennai - 600032	Prof. Natarajan R MBA
108	188001110	VIGNESH R	Automation of Descriptive Analytics Dashboard & Inferential Study of Satisfaction Towards Job Analysis	Neeyamo Enterprises Solutions Pvt Ltd, Chennai - 600096	Dr. Thiruvenkadam T Asso. Prof. - MBA
109	188001111	VIJAY LOKKESH N	Consumer Decision Making in Selecting Laptop Using Analytical Hierarchy Process	SSN School of Management Chennai - 603110	Dr. Vani Haridasan Asso. Prof. - MBA
110	188001112	VIKGNESH B	Analyzing the Causes of Attrition	Fourth Dimension Technologies Pvt Ltd, Chennai -	Dr. Thiruvenkadam T Asso. Prof. - MBA
111	188001113	VIKRAM S	Comparison of the Mutual Funds in HDFC AMC < ,ICICI AMC, NIPPON India AMC and SBI AMC	HDFC Asset Management Company Limited, Mumbai - 400020	Mr. Anand V Raman SSNI
112	188001114	VISHALRAJ M	Analysis of Consumer Behavior Towards Newspaper Readership	Bennet, Coleman co Ltd Chennai - 600017	Dr. Srinivas Gumparthiumparthi Professor - MBA
113	188001115	VISHNU PRIYA A K	A Study to Find the Investment Pattern of Central Government Employees	HDFC Asset Management Company Limited, Mambai - 400020	Mr. Anand V Raman SSNI
114	188001116	VIVEK M	A Study on Brake Pad Sales of Rane Brake Lining Ltd with Specific Reference to Chennai Retailers	Rane Brake Lining Limited Chennai - 600058	Dr. Girija T Asso. Prof. - MBA
115	188001117	YAZHINI P M	A Study on the Organizational Buying process and Qualifying Prospects in Global Market for CRE Industry	Facilio Technology Solutions Pvt Ltd, Chennai - 600032	Prof. Asokumar B Professor - MBA
116	188001118	YOHITA D	A Study of Factors affecting the Work-Life Balance of Women Working from Home During the Lockdown	SSN School of Management Chennai - 603110	Dr. Vani Haridasan Asso. Prof. - MBA
117	188001119	YUVALAKSHMI P	Analysis of User Engagement Based on Tweet Forms	IN22 Labs Chennai	Dr. Kavitha M Asst. Prof - MBA

7.1.3. b. Study Tours

The visits to the industries by students will help them to understand the industry practices and give them an idea of "scale". Some of the learnings are listed below.

- Reliance Retail Industries provided an opportunity to see a large warehouse in operation. For many students, this is their first exposure to "scale"

- Intellect Design Arena has helped students to understand the role of design thinking as part of product development.

- Bhartiya International enabled students to see an actual manufacturing operation which, though labour intensive, needs to meet exacting international standards.

- Turbo energy gave an opportunity to see an engineering industry making several parts that go into automobiles.

Table 7.5 gives the details of the visits to companies by students.

Table 7.5 Study Tours

Sl. No	Year	Industry name	Number of students	Duration
1	2021-22	Intellect Dcesign	116	1day
2		YAZAKI	116	1 day
3	2019-20	Reliance Fresh Distribution Centre in Puzhal	120	1 day
4	2018-19	Reliance Fresh Distribution centre in Puzhal	120	1 day
5		Bhartiya International factory	120	1 day
6	2017-18	Reliance Fresh Distribution centre in Puzhal	120	1 day
7		Turbo Energy Ltd (TEL)	120	1 day
8		Intellect Design facility	60	1 day

7.1.3. c. Guest Lectures

SSN invites several industry professionals to address the students and bring in their experience to the classroom. Students largely benefit from such interactive sessions as it is a unique opportunity for them to understand the connect between concept and industry practice. The resources who visit campus are from diverse industries. Table 7.6 gives the details of the Guest Lectures.

Table 7.6 Guest Lectures

Year	Guest Speaker	Topic	Date
2021-22	Ravi Shankar S - (2007-09), Sales Director - Cloud+, Nordics, Cognizant	What Next - Discussions respect to specialization, job opportunities, effective utlization of MBA course time	12.06.2021
	Radhika Ravi - (2009-11), Diversity Program Manager APAC Student Programs, Amazon - Chennai/Bengaluru, India	Role of HR in industry and HR opportunites for MBA's	26.06.2021
	Praveen Raja - (2005-07), Principal Consultant, Atos	Role of MBA in digital era	04.07.2021
	Ramanathan Krishnan - (2008-10), Manager, Group Liquidity/Treasury reporting Standard Chartered - London, UK	Finance role in industry and opportunites for MBA's	10.07.2021
	Saranya Ramamurthy - (2012-14), Global Product Marketing , Mid-market & Enterprise	Types of marketing, various marketing roles for MBA's	17.07.2021
	Maria Selvam - (2014-16), TI Cycles, Murugappa Group	Branding and its significance. How to build oneself as a 'Saleable' brand?	24.07.2021
	Caroline Karunya - (2015-17), Senior executive - FS Presales, HCL Technologies - Chennai, India	Details on standard roles recruited by IT companies in SSN MBA - Business Analyst, PMO and Presales. and Placement related Q&A	24.10.2021
	Srinithi Ramesh - (2015-17), Senior Business Analyst, HCL Technologies - Chennai, India		
	Velmathi S - (2019-21), Management Trainee, HCL Technologies - Chennai, India		
	Ravi Shankar S - (2007-09), Sales Director - Cloud+, Nordics, Cognizant		
	Praveen Raja - (2005-07), Principal Consultant, Atos	Role of Alumni and Alumni association support	25.10.2021
	Radhika Ravi - (2009-11), Diversity Program Manager APAC Student Programs, Amazon - Chennai/Bengaluru, India		
	Akshaya Sona Sri - (2017-19), Lead Analyst, ZOHO Corporations		
	Harshini Haridass - (2019-21), Probationary Officer, Federal Bank		
	Ravi Shankar S - (2007-09), Client Partner, HCL Technologies - Oslo, Norway	MBA (2021 − 23) - Orientation session	
	Akshaya Sona - (2017-19), Analyst relations Lead, Zoho		26.10.2021
	Madhan - (2017-19), Assistant Manager- Inventory Operations , Blinkit		
	Mirun - (2017-19), Global Strategy and Product Management , BNY Mellon	How functional roles make up MBA? Orientation session - Prof. Natarajan and Alumni from functional areas	
	Thenkavi - (2015-17), Business Analyst, HCL Technologies		
	Bindhu - (2017-19), Tax Consultant, Deloitte		
	Chiitaranjan - (2017-19), HR Business Partner, TCS		
	Akshaya Sona - (2017-19), Analyst relations Lead, Zoho		
	Ashwins Kumar B - (2017-19), Segment HR, L&T ECC	Why MBA & Why SSN ? What MNCs expect from MBA holders	12.11.2021
	Ravi Shankar S - (2007-09), Sales Director - Cloud+, Nordics, Cognizant	Next 18 months in MBA life	13.11.2021
	Ganesh DG - (2003-05), Program Manager (Data and Analytics) at Citibank	An understanding towards IT Manager's job	04.12.2021
	Manikandan PT - (2003-05), Director , Wipro Ltd	Sales as a Career -An IT Perspective	11.12.2021
	Ravi Shankar S - (2007-09), Sales Director - Cloud+, Nordics, Cognizant	The drive to pursue a successful professional carreer	18.12.2021

Year	Speaker	Topic	Date
	Aswin S - (2010-12), Qube Cinemas		
	Jagan R - (2002-04), Global Account Executive - WW Sales GSI, Rubrik Inc	Opportunities in IT Sales and Marketing	27.12.2021
	Ravi Shankar S - (2007-09), Sales Director - Cloud+, Nordics, Cognizant	Resume and career building	06.05.2022
	Radhika Ravi - (2009-11), India Head Campus Hiring (WILP) , Wipro limited	Cross-functional opportunities in HR	28.05.2022
	Sangeeta Priyadarshini - (2009-11), Lead - Product Marketer, Zoho Corporations	SaaS Marketing - An overview	04.06.2022
	Athi Narayanan - (2011-13), Manager-Operations, Maruti Suzuki India Ltd	Scope of MBA in Operations	11.06.2022
2020- 21	Sri Vidhyaa , Strategic Account Manager	Certification in SAP	03-07-2021
	Sonali , SAP Delivery Head		
	Yogesh Gupta , SAP Consultant	Career Opportunities in SAP & How to Crack Dream Jobs in Today's Dynamic Digital Economy	10-07-2021
	Divya , RPA Business Analyst	Employability Factors - An IT Perspective	31-07-2021
	Manoharan , Principal Consultant & Senior General Manager		
	Rajat Ramesh , Global Product Manager	Do's and Don't's in a Resume	14-08-2021
	Shailesh Dhawla , Director - Product Strategy/Product Management	Essentials for an Interview	18-08-2021
	Swaroop Srinivas , CoFounder	Summer Internships - Overview and Corporate expectation	07-09-2021
	Nareshkumar , Manager	Importance Career assessments to succeed in Placements.	07-09-2021
	Richa Chopra , Head-Ad Sales	Creating an Impactful Resume	25-10-2021
	Rajeshwari , Head HR	Significance of Personality and building a Profile	25-10-2021
	George Christopher , Chief Technology Officer	What makes up an entrepreneur?	27-10-2021
	Sriram Rajagopal , Founder & Director	Role of MBAs in Industry	27-10-2021
	Shradha Salaria , Senior Manager	Focussed Approach to Cracking Interviews	28-10-2021
	Laxmi Naryanan , Senior VP & Delivery Head	Data Driven MBA	29-10-2021
	Lakshmi Narayanan , Executive Director	Dimensions in HR	11-12-2021
	Suresh Kumar G , Peepul & MacApp Studio	The idea of shaping up a Social Media Product	15-12-2021
	Santosh Krishnan , Dabur India	Building Strong Brands	18-12-2021
	Suresh Kumar , Info Edge India	What's in store for an MBA? An industry perspective	18-12-2021
	Sivarajah , NativeLead	Success Mantra for an Entrepreneur	27-12-2021
	Dr.Gopinath, Associate Professor Strategy & International Business	Globalization Trends	08.01.2022
	Venkatramani Suresh, Co-Founder & Chief Busiess Officer	Unfolding the secrets of building high performing teams in transforming healthcare.	14.02.2022
	Kuppulakshmi Krishnamoorthy, Global Head-Startups	How to Craft your Career Path!Look at Challenges as hidden Opportunities!!!!	05.03.2022
2019-20	Dr.Manu Vora Chairman and President, Business Excellence Inc., USA	Career Development Guidance (Online)	29.04.2020
	Ms. Monisha Mohan, Brand Manager, Titan Industries Ltd	NPD process for perfumes in Fastrack brand in Titan	25.04.2020
	Mr. Srinivas Pulavarti, Chief Investment Officer, Emory University	How University Funds are deployed to reap high returns?	18.02.2020
	Mr. Eregamani, Chief Transformation Officer MAPLE Tech Solutions Hosur.	Current Trends in Business Operations	14.02.2020
	Mr. Vinod V, Senior Principal, Infosys	IoT in Modern Management	13.02.2020
	Mr. Viswanath R, Sr. Vice President - Sales & Marketing, Butterfly Gandhimathi Appliances Ltd	Sales and Distribution Management	20.09.2019
	Mr. Prasad MSD, Director, Zoho Corporation	Industry expectations from MBA	06.09.2019

	Mr. Chandresekharan, Founding Member, Cognizant Technology Solutions	Opportunities for MBAs	06.09.2019
2018-19	V.M. Rajasekharan, Former CEO – ITC (Matches and Agarbathis Division)	Why ITC entered the Agarbathis Business	25.04.2019
	Mr. Maria Selvam T, Tube Investments	Tube Investments – Umbrella Branding	12.03.2019
	Mr. Ram Viswanathan, IBM Distinguished Engineer and CTO, Blockchain Services	Blockchain in Business	01.02.2019
	Mr. Sunil Varghese Mr. Apparao M R G	Bridge - The Ultimate Mind Game	09.10.2018
	Mr. Ravi V, Branch Manager, HDFC AMC	Mutual Funds	03.10.2018
	Mr. Ananth Balasundaram, Senior Vice President Vernails	Interaction – Industry Connect	27.08.2018
	Mr. Balaraman Jayaraman, Co-founder & President Congruent Solutions	Interaction – Industry Connect	27.08.2018

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

Industry professionals participate at various levels to drive the processes of learning.

7.1.4. a. Curriculum Development:

Mr. Kishore Chidambaram, Senior Manager, Cholamandalam MS General Insurance (also an alumnus), has been supporting the initiative of offering a finance specialization course exclusively designed by him. He is also a member of the Board of Studies.

The Institution has MOUs with the following organizations towards contributing to the educational program, internships and projects:

SI.NO	Organisation	MoU Sign Date	Scope	Validity Period
1	Madras Consulting Group, Chennai	23.01.2017	Training & Development, Projects and exchange of industry resources such as guest lectures. Participation in curriculum development.	5 Years
2	Build HR Management Consultants Pvt Ltd, Chennai	01.02.2017	Training & Development, Projects and exchange of industry resources such as guest lectures. Participation in curriculum development.	5 Years
3	Maintwiz Technologies Pvt Ltd, Chennai	14.07.2017	Training & Development, Projects and exchange of industry resources such as guest lectures.	5 Years
4	Bhartiya International, Chennai	25.02.2017	Training & Development, Projects and exchange of industry resources such as guest lectures.	5 Years
5	Precision Equipment (Chennai) Pvt Ltd, Chennai	15.12.2017	Training & Development, Projects and exchange of industry resources such as guest lectures.	5 Years

7.1.4. b. Contribution to Assignments:

In select courses, student teams meet managers in various companies to understand the practices and policies of the company. This was done in the courses pertaining to Human Resources Management and Sales & Distribution Management. These exercises are assignments in the respective courses. Table 7.7 gives the sample list of companies:

Table 7.7 Sample List of Companies

Congruent Solutions	Mahindra Home Finance	Secova	Maarga Systems	Amtex Systems	TCS
Chennai Metco	Thought Works	Tecnip	Value Global	Bhartiya International	Veritas Finance
Ameex Systems	Yes Bank	Bluedart Aviation	GRT Group	Mondelez	CG Power and Industial Solutions
Mobius	CavinKare	Madras Engineering Industries	CAMS	Kauvery Hospitals	Shell
CSB Bank	Sureti IMF	Otto Clothing Pvt. Ltd.	Allsec Technologies	Swiggy	Tally Solutions
Haldirams	Aspiration Energy	Mahindra Auto	Pidilite Industries		

7.1.4. c. Internships & projects:

All the company based internships will have a company guide and drive the student towards the identification of a business problem and a method to solve it. Research methodology is integrated with the help of faculty guide. This makes the company projects more intensive. The learning from internships is a life time skill for the student.

7.1.4. d. Admissions:

One of the panel members of the admissions panel is from industry. This brings in an outsider's view on assessment of students who participate in the admission process. The industry professional's role is to judge a student's capability in terms of abilities to acquire the necessary knowledge and skills for a MBA student. Our admissions policy and process helps to attract better quality of students and are directly linked to better quality outcomes.

7.1.5. Initiatives related to Industry including executive education, industry sponsored labs, and industry sponsorship of student activities (15)

7.1.5. a. Executive Education

The faculty of SSN School of Management are often invited by various training agencies and companies for executive education. The list of programs offered by our faculty is listed in Table 7.8.

Table 7.8: Executive Education

Sl.No	Date of conduct	Faculty	Organization	Title of the Program	No of Participants
1	12-05-2016 13-05-2016	Prof R. Natarajan	Maxwell Centre For Training & Development	2-day Training on Effective Purchasing Skills for Sundaram Fasteners Limited	21
2	21-Jul-16	Prof R. Natarajan	Maxwell Centre For Training & Development	Training on best practices in stores and inventory management	23
3	24-Apr-17	Prof R. Natarajan	Kemin Industries South Asia Pvt Ltd	Training on Best practices in warehousing	27
4	26-Jun-17	Prof R. Natarajan	Maxwell Centre For Training & Development	SCM Process - L&T, ECC.	12
5	21-Jul-17	Prof R. Natarajan	Maxwell Centre For Training & Development	Cost reduction in stores and inventory management	21
6	23-Sep-17	Prof R. Natarajan	Maxwell Centre For Training & Development	Cost Estimation - RFQ at Sundaram Fasteners	20
7	07-Jun-18	Prof R. Natarajan	Maxwell Centre For Training & Development	Costing and Budgeting - cost reduction through systemic approach	23
8	01-Jun-19	Prof R. Natarajan	Maxwell Centre For Training & Development	Inventory control and scheduling in multi-product environment - Same Deutz-Fahir India Pvt Ltd.	14
9	07.05.2022 & 08.05.2022	Prof R. Natarajan	Protechsoft Technologies Pvt. Ltd	MBO in Product Quality	30
10	14.05.2022 & 15.05.2022	Prof R. Natarajan	Protechsoft Technologies Pvt. Ltd	MBO in Operations	30

7.1.5. b. Industry sponsorship of student activities

MBA students of SSN School of Management establish good rapport with companies during the time of internship. They use this network to identify potential sponsorship opportunities. Few students are able to get industry sponsorship for some of the activities of student symposium in 2020, Daksha. The following companies are involved in the sponsorship activities of students.

1. Wafbytes
2. Fhysics
3. Antique Jewels
4. Dairy Day
5. Natesan Mahal
6. Pop Socket

263

7.1.6. Involvement of Industry professional as members of various academic bodies/board (10)

The following professionals are involved in the Board of Studies and Academic Council:

- Board of Studies: Mr. P S Suresh, CEO of Gala Group / Ramesh Flowers
- Academic Council: Mr. M R G Appa Rao, CEO, Idea Labs

7.1.6. a. Contemporary workshop/ Conclave involving Industry and Academia

- **Functional Area:** Human Resources Management
- **Title of the Program: HR Conclave – The Future of Work**
- **Date:** February 09, 2019
- **Participants:** HR heads from 20 companies, Faculty members and students of SSN School of Management.

Brief Proceedings:

The HR Conclave on the topic, "The Future of Work" in association with HR Shapers and organized by SSN School of Management, SSN College of Engineering was held on 9th Feb 2020 (Sunday) at ECE Seminar Hall, SSN College of Engineering Campus, Chennai. The inaugural session started at 9.30 am with lighting of "Kuthuvilakku", followed by an introduction of a 5 years old non-profit leading HR Association "HR Shapers" by the founder Mr. Ashish Gakrey. It was followed by a brief presentation about SSN Institutions by Prof. B. Srinivasan (Dean of SSN School of Management). There were two panels and the first panel discussion started with a great enthusiasm with five panel members and one moderator.

Table 7.9 Panel Discussions and Themes

Panel #	Theme	Speakers
1	Digital Transformation, Digital Disruption, Digital Workforce, AI, ML and Robot	• Jayanthi Anilkumar, Head HR - Standard Chartered Global Business Services. • Jyoti Naik, VP HR - MSC Tech India. • Uma Rao, VP HR - Ashok Leyland Ltd & Member Board of Directors at Gulf Ashley Motors Ltd. • Bikram K Nayak, Head HR - L&T Nx. • Pavithra Karthikeyan (Student from SSN School of Management). • Ashish Gakrey, Founder - HR Shapers (Moderator)

		● Kamal Vatnani, India Leader Culture & People Experience - Ensono LLP. ● Shankar Srinivaasan, Head HR - Heidelberg India. ● Srikanth Kalyanasundaram, DGM HR - John Cockerill. ● Amitrajit Ghosh, Head of Site HR - Dow Chemical International. ● Vivek Rao, AGM Employee Engagement and D&I – Ashok Leyland. ● Subashini R (Student from SSN School of Management). ● Ashish Gakrey, Founder - HR Shapers (Moderator).
	Diversity and inclusion, culture, values, ethics, employee work-life integration, engagement, experience, wellness, human biases replace by machine biases, climate changes, CSR	

Learnings: The students and faculty of SSN have been exposed to the latest happenings in HR field. The future of work has been the central theme of the discussions and students are exposed to the contemporary understanding of HR practice.

7.1.6. b. Workshops Organized

Table 7.10 gives the details of workshops conducted.

Table 7.10 Workshops

Year	Resource Person	Topic	Date
2021-22	Sri Vidhyaa, Dexler Information Solutions	Certification in SAP	03.07.2021
	Sonali, Cap Gemini		
	Yogesh Gupta, Robert Bosch	Career Opportunities in SAP & How to Crack Dream Jobs in Today's Dynamic Digital Economy	10.07.2021
	Divya, Phillips		
	Manoharan, TCS	Employability Factors - An IT Perspective	31.07.2021
	Rajat Ramesh, Buhler Group	Do's and Don't's in a Resume	14.08.2021
	Shailesh Dhawla, Oracle India Pvt Ltd	Essentials for an Interview	18.08.2021
	Swaroop Srinivas, Career Carve	Summer Internships - Overview and Corporate expectation	07.09.2021
	Nareshkumar, Aon CoCubes	Importnace Career assessments to succeed in Placements.	07.09.2021

	Richa Chopra, Disney Hotstar	Creating an Impactful Resume	25.10.2021
	Rajeshwari, Nippon Paints	Significance of Personality and building a Profile	25.10.2021
	George Christopher, MacApp Studio	What makes up an entrepreneur?	27.10.2021
	Sriram Rajagopal, Diamond Pick	Role of MBAs in Industry	27.10.2021
	Shradha Salaria, Kotak Mahindra Bank	Focussed Approach to Cracking Interviews	28.10.2021
	Laxmi Naryanan, Polestar Solutions	Data Driven MBA	29.10.2021
	Lakshmi Narayanan, Build HR	Dimensions in HR	11.12.2021
	Suresh Kumar G, Founder & CEO	The idea of shaping up a Socila Media Product	15.12.2021
	Santosh Krishnan, Regional Marketing Manager	Building Strong Brands	18.12.2021
	Suresh Kumar, Vice President Sales	What's in store for an MBA? An industry perspective	18.12.2021
	Sivarajah, Co-Founder & CEO	Success Mantra for an Entrenepeur	27.12.2021
	Dr.Gopinath, Associate Professor Strategy & International Business	Globalization Trends	08.01.2022
	Venkatramani Suresh, Co-Founder & Chief Busiess Officer	Unfolding the secrets of building high performing teams in transforming healthcare.	14.02.2022
	Kuppulakshmi Krishnamoorthy, Global Head- Startups	How to Craft your Career Path! Look at Challenges as hidden Opportunities!!!!	05.03.2022
2020-21	Ravi Shankar S, Client Partner HCL Technologies - Oslo, Norway	What Next - Discussions respect to specialization, job opportunities, effective utilization of MBA course time	12-06-2021
	Radhika Ravi, Diversity Program Manager APAC Student Programs Amazon - Chennai/Bengaluru, India	Role of HR in industry and HR opportunities for MBA's	26-06-2021
	Praveen Raja, Associate Director Marketing iOPEX Technologies - Chennai, India	Role of MBA in digital era	04-07-2021
	Ramanathan Krishnan, Manager, Group Liquidity/Treasury reporting Standard Chartered - London, UK	Finance role in industry and opportunities for MBA's	10-07-2021
	Yogesh Gupta, SAP GTS consultant, Robert Bosch engineering and business solutions pvt ltd	SAP Certification	10-07-2021
	Sri Divyalakshmi Gunasekaran, RPA Business Analyst Philips		
	Saranya Ramamurthy, Product Marketing Manager, Sales Enablement Lead Airmeet - Chennai, India + Advisor - HBR Advisory Council	Types of marketing, various marketing roles for MBA's	17-07-2021

	Maria Selvam , General Manager, Murugappa Groups	Brand Building	24-07-2021
	Aathi Narayanan , Manager - Operations Maruti Suzuki India Limited - Gurgaon, India	Operations role in automobile industry and operations opportunities for MBA's	25-09-2021
	Shambhavi S , Deloitte, Senior Tax Consultant	Success mantra to crack Deloitte selection process	29-09-2021
2019-20	Ms. Monisha Mohan, Brand Manager, Titan Industries Ltd	NPD process for perfumes in Fastrack brand in Titan	25.04.2020
	Mr. Eregamani, Chief Transformation Officer, MAPLE Tech Solutions, Hosur.	Current Trends in Business Operations	14.02.2020
	Mr. Vinod V, Senior Principal, Infosys	IoT in Modern Management	13.02.2020
2018-19	Dr. David Jawahar P, Xavier Institute of Management and Entrepreneurship	Workshop on Transactional Analysis	13.04.2019
	Mr. Arun Jain / Mr.Sathya, Intellect Design Arena	Workshop on Design Thinking	30.03.2019
	Dr. David Jawahar P, Xavier Institute of Management and Entrepreneurship	Workshop on Transactional Analysis	02.02.2019
	Mr. ShashankBansal, Ph.D. Scholar, IIT M	Workshop on Ratio Analysis	17.11.2018
	Mr. AmbiMoorthy, ZOHO Corporation	Workshop on Customer Relationship Management	06.09.2019
	Dr. Ravi Thilagan D J E, VP - HR, Financial Software & Systems (P)	Workshop on Management and Leadership	1.09.2018
	Mr. Raj Munuswamy, General Manager, CAMS	Workshop on Management and Leadership	28.08.2018
	Mr. Eregamani, Chief Transformation Officer MAPLE Tech Solutions, Hosur and Chennai	Introduction to TQM, IT Enabled Manufacturing	28.08.2022
	Mr. Ragesh K C, H R Advisor for FUSO Glass India Pvt Ltd	Workshop on Mind Mapping	17.03.2018
	Mr. R.R.Prasanth	Workshop on Self Leadership	10.02.2018
	Mr.C.K.Ashok Kumar, Dr. G P Rao, Spandan, Hyderabad	Workshop on Human Values	27.02.2018
	Dr.Senthamarai, Dr.Vasudevan, Institute of Analytics (USA)	Workshop on "Importance of Data Analytics in Business Development and Career Prospects	01.11.2017 & 06.11.2017
	AmbiMoorthy, Zoho	Workshop on CRM & Demonstration of Predictability Approach	02.08.2017

7.2 International Connect (40)

7.2.1 MoUs/Partnerships and its effective implementation (10)

We are in the process of working on International partnerships. Simultaneously we were exploring possibilities through the following Indian companies with whom we have MoUs, to reach out to entities outside India.

1. Madras Consulting Group, Chennai
2. Build HR Management Consultants Pvt Ltd, Chennai
3. Maintwiz Technologies Pvt Ltd, Chennai
4. Bhartiya International, Chennai
5. Precision Equipment (Chennai) Pvt Ltd, Chennai
6. Global North Star Incs
7. Protech Technologies Pvt Ltd
8. Noveteur Electrical and Digital Systems pvt Ltd (Numeric ups)

7.2.2 Student Exchange Programs (10)

SSN School of Management has been a non-autonomous program under Anna University and there was no scope for student exchange program.

7.2.4 Collaborative Research Projects (10)

1. Research papers produced in association with several faculty members belonfing to management institutes. Details provided in papers published section.

The institution is located in a 250 acre campus which is shared with other institutions run by the same Trust. It is designed to provide an excellent ambience for academic activities. Great attention is paid to the environmental aspects in the campus such as greenery, water recycling and utilization of solar energy.

The MBA program is a completely residential program and the campus is ideally designed for a comfortable campus-life for students with all necessary infrastructure and facilities.

After class-hours interaction among students is a vital aspect of a management program and the campus facilitates this in every possible manner. The entire campus is Wi-Fi enabled to provide access to the internet 24/7 from anywhere.

The other facilities available in the campus are a bank counter, ATM and a food court apart from hostels and dining facilities.

8.1. Classrooms & Learning facilities (10)

(Availability of adequate, well-equipped classrooms to meet the curriculum requirements) (Availability of -learning facilities, utilization; initiatives to ensure students learning)

Table 8.1 Classrooms & Learning Facilities

Room Description	Usage	Shared/ Exclusive	Capacity/ Size (Sq.mt)
MBA FC 01 - 13	Faculty Cabins	Exclusive	174.72
MBA FC 14	Faculty Cabin	Exclusive	40
LECTURE HALL I	Class Room 1	Exclusive	108.12
LECTURE HALL II	Class Room 2	Exclusive	72.8
LECTURE HALL III	Class Room 3	Exclusive	90
LECTURE HALL IV	Class Room 4	Exclusive	90
LECTURE HALL V	Class Room 5	Exclusive	95.24
LECTURE HALL VI	Class Room 6	Exclusive	61.4
LECTURE HALL VII	Class Room 7	Exclusive	64.5

LECTURE HALL VIII	Class Room 8	Exclusive	64.5
Main Lab	MBA Main Lab	Exclusive	200
Discussion room	Discussions	Exclusive	102
SOM Building	UPS Room	Exclusive	29
SOM Lib	Library	Exclusive	315
SOM Lib	Xerox Room	Exclusive	10.2
SOM Building	Seminar Hall	Exclusive	170
SOM Building	Guest Lecturer Room	Exclusive	25
SOM Building	Office Room	Exclusive	25.5
SOM Building	Elective Class Room	Exclusive	33.64
SOM Building	Director's Cabin	Exclusive	30
SOM Building	Conference Hall	Exclusive	42
SOM Building	Dean's Room	Exclusive	24
SOM Building	Elective Class Room	Exclusive	17.5
SOM Building	Elective Class Room	Exclusive	33
SOM Building	Elective Class Room	Exclusive	33.4

All rooms are Wi-Fi enabled for accessing the internet and suitably furnished. Class rooms are equipped with laptops and LCD projectors. Seminar hall and conference room are equipped with LCD projector. Library has air-conditioned reading rooms.

8.2. Library (10) - *Hard and electronic*
Quality of learning resources (hard/soft)

- *Relevance of available learning resources including e-resources*
- *Accessibility to students*

The institution has a well-equipped library with books in the management discipline, general and fiction books, journals, magazines and newspapers. Desktops are available for students to access online resources as well. There are two air-conditioned reading rooms that students and faculty can use.

The library works for extended hours till 7.00 pm to facilitate maximum usage of the facilities.

Table 8.2 Reading Resources in the Library

S. No.	Title	2021-22
1	Total No. of Volumes	12850
3	Total number of DVDs	69
4	Total number of Journals / Magazines	53
5	Copies of text books issued to Students	3120

S. No.	Description	
1	**EBSCO Host Business Source Elite**	
	Full-Text Journals	520
	Full-Text Peer Reviewed Journals	516
	Full-Text Journals without Embargo	355
	Magazines	1819
	Trade Publications	1279
	Active Full-Text Journals indexed in Web of Science or Scopus	260
2	**EBSCO Host e-Book Management Elite**	
	Business & Management	1182
3	**Capitaline Plus (Online Database)**	
	Company Analysis (number of Companies)	35000+
	Unique Financial Data Items	2500
	Industry Specific Items	313s

8.3. IT Infrastructure (15)

(Availability of composite hardware, software, network resources and services required for the existence, operation and management of an institutions IT environment.)

The entire campus is Wi-Fi enabled to facilitate anywhere – anytime access to online resources including academic areas, hostels and most parts of the open area.

271

Table 8.3 - IT INFRASTRUCTURE

S.No	Description	Quantity
1	Desktops	101
2	Laptops	12
3	Printers and Scanners	7
4	LCD Projectors	8
5	Network Switches	7
6	Tableau Software	120 Nos

Table 8.4 - Computational Facilities

S. No.	Type	Available (with quantity No.)
1	Internet Bandwidth	Airtel - 410 Mbps & Vodafone - 410 Mbps Leased Line
2	Printers and Scanners	7 Nos (HP N/W Printer - 1, HP LaserJet - 4, HP 1008 -1, Scanner -1) {N/W - Faculty Block
4	Licensed software	Microsoft EES- Campus wide
5	Computer lab	Main Lab with 61 desktop computers
6	Number of Laptops	12 Nos (Faculty - 3, Class room -5, Main Lab -2, SSNCE Placement - 1, MBA Placement - 1)
7	Other systems	13 Nos: Library - 5 (1 Server, 4 Client), Faculty - 5, Office - 2 Seminar Hall - 1 No
8	Photocopier	Library -1

MAIN LAB		
S.No	Desktop Configuration	Quantity
1	Intel Core i5 2.8 Ghz, 4 GB RAM, 500 GB HDD,DVD-RW, HCL LED 18.5'W	22
2	HP Compaq Pro 6305 SFF AMD 3.2 Ghz,8GB DDR3,500GB HDD,DVD-RW,HP 18.5" Monitor	15
3	DELL Intel Core i5 3.2 Ghz,4GB DDR3 RAM,500 GB HDD,DVD RW,LED 20",USB - KB/MOUSE	19

4	HCL, Intel Pentium Core 2 Duo 2.93 Ghz, 2 GB RAM, 320 GB HDD, HCL LCD 18.5' W	1
5	HP 280 G4 MT Intel Core i5 3.00GHz 8GB RAM, 1 TB HDD HP LED 22" monitor	4
Total Desktop systems		61
DESKTOP - LH - 1 LAB		
1	HCL, Intel Pentium Core 2 Duo 2.93 Ghz, 2 GB RAM, 320 GB HDD, HCL LCD 18.5' W	20
2	Intel Core 2 Duo 1.8 Ghz, 2 GB RAM, 160 GB HDD, DVD-RW, HCL LCD 17'	4
Total		24
LAPTOP Configuration		
1	Laptop - HP A8 4500 M Quad core 500 GB HDD 4GB DDR3 RAM	1
2	HP New Laptop - Intel Core i5 - 8GB DDR3 RAM - 1TB HDD DVD RW	1
Total		2
Desktop & Laptop Total		**87**
SCANNERS & PRINTERS		
1	HP LaserJet 1020 Plus	1
2	Canon Scanner	1

OTHER LOCATIONS		
(Faculty, class rooms, office, library and seminar hall)		
S.No	**Desktop Configuration - Faculty**	**Quantity**
1	DELL Intel Core i5 3.2 Ghz,4GB DDR3 RAM,500 GB HDD,DVD RW,LED 20",USB - KB/MOUSE	4
2	HP 280 G4 MT Intel Core i5 3.00GHz 8GB RAM, 1 TB HDD HP LED 22" monitor	1
3	HP Interl Core I5 3.1 Ghz 16 GB DDR4 RAM, 512 GB SSD with 21.5 " FHD Monitor	3
Total		8
S.No	**Desktop Configuration - Seminar Hall , Library & Office**	**Quantity**
1	Intel Core i5 2.8 Ghz, 4 GB RAM, 500 GB HDD,DVD-RW, HCL LED 18.5'W	2
2	HP Interl Core I5 3.1 Ghz 16 GB DDR4 RAM, 512 GB SSD with 21.5 " FHD Monitor	4
3	DELL Intel Core i5 3.2 Ghz,4GB DDR3 RAM,500 GB HDD,DVD RW,LED 20",USB - KB/MOUSE	2
Total		8
LAPTOP Configuration		
1	Laptop - HP A8 4500 M Quad core 500 GB HDD 8GB DDR3 RAM	2
2	Laptop - HP A8 4500 M Quad core 500 GB HDD 4GB DDR3 RAM	3
3	HP - Probook 440 G8 Core i5 512GB SSD 8 GB RAM	2
4	HP - Intel Core i3 - 4GB RAB -500 GB HDD DVD RW 1 TB SSD	3
5	HP New Laptop - Intel Core i5 - 8GB DDR3 RAM - 1TB HDD DVD RW	2
Total		10
Desktop and Laptop Total		**28**

	PRINTERS	
	(Faculty, office and library)	
1	HP LaserJet 1020 Plus	3
2	HP laser Printer HP1008	1
3	HP LaserJet Professional P1606dn	1
	Total	**5**

Central IT Infrastructure:

The campus boasts of the best in class IT infrastructure. The School prepares students for the digital era with access to a wireless network (Wi-Fi) across the campus, in addition to traditional wired internet, intranet, mail access and Learning Management System (LMS).

The Wi-Fi network covers classrooms as well as common areas. This means that students can access online learning materials and resources whether they're relaxing on the lawns, participating in activities in the auditorium or sports complex, or back in their hostel room.

IT infrastructure has been widely spread across connecting campus with high-speed robust network. Our Computer network is built on CISCO switching platform with backbone running on 10-Gig at present. 2000+ IP enabled devices are connected to this fast network. Understanding the demands of faculty and students to use digital media for their research, teaching & learning process, Airtel - 410 Mbps & Vodafone - 410 Mbps Leased Line of internet bandwidth is made available through two major Internet service providers.

Over 667 WIFI access points are positioned across the campus to facilitate internet access to our students, faculty and guests while they are in the campus. Seamless internet access given to students through Hotspots and well planned WIFI network at Hostel rooms.

The comprehensive infrastructure includes 14 physical servers with 55.65 TB of storage for Private Cloud with 75 Virtual Machines implemented for the students to work with latest software anytime anywhere from any device. Our campus IT facility secured by implementing the best of the security solution from Palo Alto, McAfee, CISCO AMP and K7 which includes Next Generation firewall, Application firewall, Email Security, Advance Malware Protection, Endpoint Threat Protection, OpenDNS etc.

Network Security Devices

1. FIREWALL - FORTIGATE 1101E

2. FORTIANALYZER - ANALYZER 300F

Network Switches

1. CORE SWITCH - CATALYST 4500-X SERIES

2. ZONE SWITCH - CATALYST 2960-S SERIES 10G

3. CONTROLLER SWITCH - CATALYST 2960-S SERIES 10G

4. SERVER SWITCH - CATALYST 2960-S SERIES 10G

Wireless

1. CISCO CONTROLLER 1 - CISCO 4000 SERIES (MODEL 4404)

2. CISCO CONTROLLER 2 - CISCO 4000 SERIES (MODEL 4404)

3. CISCO CONTROLLER 3 - CISCO 5500 SERIES (MODEL 5508)

4. CISCO CONTROLLER 4 - CISCO 5520

5. HP CONTROLLER 1 - HP 850

6. HP CONTROLLER 2 - HP 850

Surveillance – Camera D8-7B08HQHI – K1

Servers and storage devices   - Rack Server

Virtualization - Docker Containers

Storage Devices – FAS 2240 NetApp 24 *450GB HDD, power cable * 2 nos, CARD 2 port 8GFC * 2 nos

Streaming Devices – Microsoft Teams / Panopto / Moodle

8.4. Learning Management System (10)

(Use of software application for the administration, documentation, tracking, reporting and delivery of electronic educational technology (also called e-learning) courses or training programs)

The Learning Management System (LMS) used by SSN School of Management is built on Moodle platform. Many of the features of Moodle are effectively leveraged for maximizing the learning outcomes. The syllabi, session plans and continuous assessment plans are included in the respective course pages. Learning and reading materials are uploaded regularly.

A screen shot of the LMS page is provided below:

Figure 8.1 - LMS

Moodle is also used for a variety of assessments including multiple choice and short answer questions.

The announcement feature is extensively used by most faculty members.

8.5. Hostel (10)

The program is compulsorily residential for all students. 100% of the students stay in the hostel. The School of Management provides hostels for girls and boys separately. The infrastructure of the hostels is very good and well maintained. The rooms are spacious and well-furnished. Stay in Hostels is comfortable, safe, inclusive and secure. Hostels in our campus are facilitating ground for everlasting friendship, opportunities for peer learning and also prepares students for transition to industry.

240 single rooms are provided in the hostel separately for boys and girls (240 students) with complete facilities including WIFI, restrooms, mess, consumable stores, etc., students' have the choice of Air-conditioned and Non-air-conditioned rooms and adequate number of rooms are available under both the category.

Living in campus is a life time experience for availing enduring benefits such as

1. Living with a diverse cultural background of students' community.
2. Developing interpersonal and communication skills (Life Skills)
3. Provides platform for exhibiting inherent talent of leadership and organizing activities.
4. Gets additional time to establish cordial relationship with faculty and staff members for intellectual interactions.
5. Students can showcase art and cultural talents in the informal groups.

Other Facilities:
1. Spacious Dining Halls
2. Recreation room with TV and indoor games (Chess Board, Carrom board, etc.)
3. Shuttle courts
4. Reading and discussion rooms

8.6. Sports Facility (10)

The campus has one of the best sports facilities among educational institutions. A world-class cricket ground, football fields, a flood lit basketball court and tennis courts are available for the students. Indoor facilities include basketball, badminton, table tennis, squash and separate gymnasia for girls and boys.

These facilities are made available by the Trust for all educational institutions run by it.

Indoor Sports Facilities

Table 8.5 – Indoor Sports Facility

S. No.	Description	No. Available	Area available in Sq.m.
1	Basketball	1	704.51
2	Squash	2	146.78
3	Table Tennis Hall	1	114.5
4	GYM (for men) with AC	1	114.5
5	GYM (for women) with AC	1	75.15
6	Badminton	2	280.2

Outdoor Sports Facilities

Table 8.6 – Outdoor Sports Facility

S. No.	Description	No. Available	Area available in Sq.m.
1	Basketball	2	1800
2	Football	1	7500
3	Volleyball	2	2304
4	Tennis (Synthetic court)	2	2176
5	Cricket (Turf wicket)	1	21132.57
6	Ball Badminton	1	414
7	Throw Ball	1	380
8	Athletics (400 m track)	1	18480

Qualified Staff members for the physical education department

1	Dr. P.Balaji (Director of Physical Education)
2	Mr. Nagendran (Physical Training Instructor)
3	Ms.U.Essakiammal (Physical Training Instructor)

Part time Coaches

1	Mr. Saravanan – Basketball
2	Mr. Gopi – Football
3	Mr. Krishnakumar – Gym

ARRAY OF TROPHIES WON BY THE STUDENTS

CRICKET GROUND

TENNIS COURT

TABLE TENNIS

INDOOR STADIUM
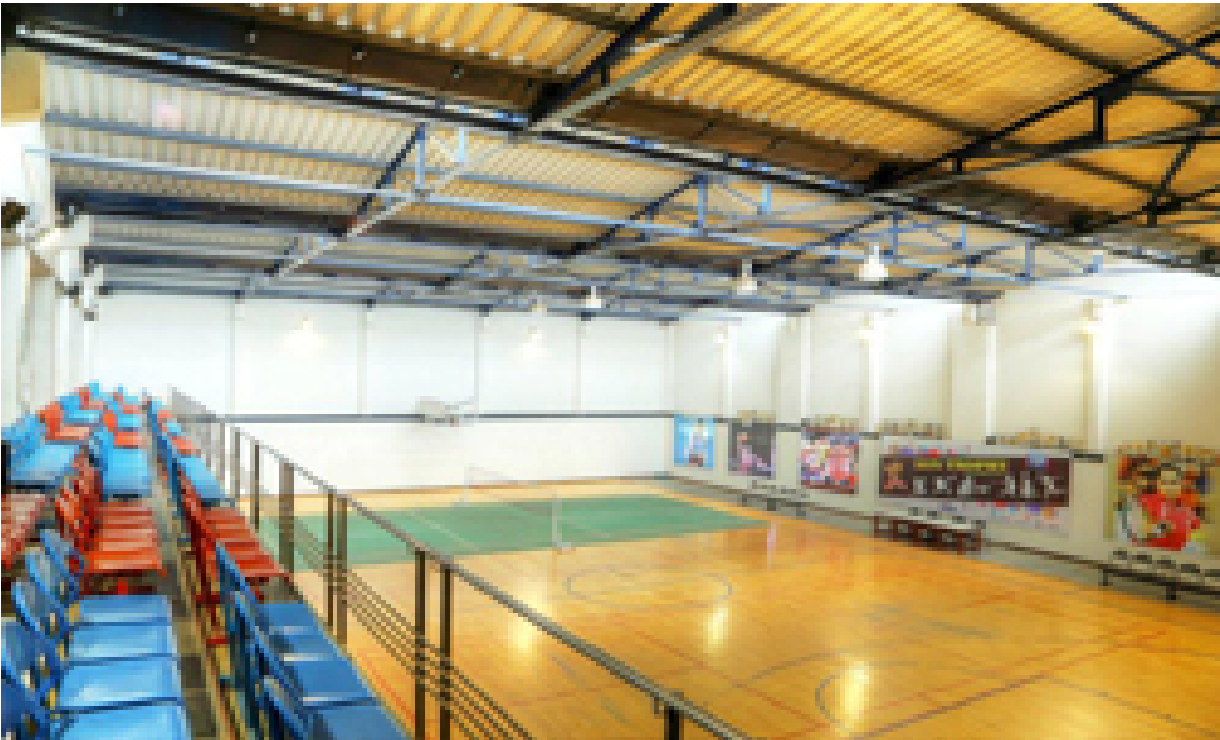
FOOTBALL STADIUM

FOOTBALL STADIUM

Sports quota

Given the need to balance sports & academics, SSN focuses on select games and sports like Athletics, Basketball, Badminton, Cricket, Chess, Table Tennis, Tennis and Squash Racket. Twenty-five seats (for all departments of the college) are reserved for the students who have represented the National and International level tournaments every year.

Sports Icons

The Institution has an admirable record, with students representing at National and International level events and the numbers have increase manifold and a few of the success stories is are indicated below:

- Indian Cricket All-rounder R. Ashwin, Commonwealth silver medalist, (2010)

- K. Shamini, (International Table Tennis player),

- S. Nitin (International Chess Master),

- Irfan Hussain (Srilankan open Tennis Champion 2011),

- K. Sriteja (Asian Junior Badminton Championship silver medalist 2010),

- R. S. Raja (National Youth Table Tennis Champion 2008) and Asian Junior gold medalist (2011& 2012)

- A. Anaka who is currently ranked world No.2 in junior Squash.

SSN Trophy

The SSN Trophy was introduced in the year 2003. The tournament was held at the state level amongst the Engineering colleges in Basketball, Badminton and Table Tennis which attracted good players from various engineering colleges of Tamil Nadu. What started as a state level event, has now grown into a National level

tournament and additional events such as Chess, squash and Tennis have been included, and it has attracted participant from across the nation. Attractive trophies, individual prices and cash award are given and celebrities have graced the event and names include Mr. John Wright (Former Indian Cricket Team Coach), Padmashri. Ramesh Krishnan (Tennis), Mr. Sharathkamal (Table Tennis), Ms. Rushmi Chakaravarthi (Tennis) and Shri. Robin Singh (Cricket) inaugurating the events.

8.7. Medical Facility (10)

- The institution is well-equipped to support the students and staff for any medical emergencies. There is a full-time doctor available in the campus.
- The institution has entered in to an arrangement (MoU) with Chettinad Hospitals for the treatment of students and staff 24x7. A nurse is available 24x7 for taking care of the students in the hostel and day scholars.
- The medical facility is equipped for any immediate care.
- A van is available 24x7 for transporting urgent cases to Chettinad Hospital or other Hospitals as per the need.
- Medical insurance is extended to the teaching faculty members and staff.
- Students are insured against accidents.

Alumni are important stakeholders in an educational institution. SSN has drawn up a process that connects alumni to institution through several initiatives.

A summary of the initiatives undertaken by the alumni of SSN School of Management is indicated in Table 9.1 along with the positive impact of such initiatives on overall ecosystem of learning.

Table 9.1 Initiatives by Alumni

Alumni Initiative	Impact
Involvement in Curriculum Development	Helps institution to get in touch with industry perspective, gives practical impetus to academics.
Alumni Portal – AlmaConnect	Connects all the alumni to institution and assists existing students to interact with alumni.
Mentors	Students will benefit in getting the insights into industry practices and advice on careers.
Mock Interviews	A simulated environment to improve skills and confidence. The gap analysis will help students to bridge the specific areas of improvement.
Value Added Courses	Some of the alumni helps in offering latest courses (e.g., digital marketing) which brings in more value addition to the students.
Internship Support	Alumni participation in internship support varies from engaging some students to participating in various surveys for the market studies.
Orientation for New Batch	Alumni participate in the orientation support during the batch inauguration. This will help to setting the expectations.

9.1. Alumni association (10)

(Duly formed and registered)

SSN Alumni association, a registered body, is working towards uniting the alumni on a single platform to share knowledge, experiences, views and opportunities among the alumnus and engaging them in effective ways to contribute to SSN-ites. Alumni association is common to all

Institutions run by the trust including SSN School of Management. Every year, the team innovates and executes several new events that either helps the students and alumni in discovering a path to shape their career. These events are the perfect mixture of nostalgic memories and shaping the present for the future.

Association office bearers (2018-2022)

- ❖ **President – Mr**. **Narendran Mohana Sundram** - Batch of 2002
  Electronics and Communication

  alumniassociationpresident@ssn.edu.in

- ❖ **Vice President – Ms. Nandini** - Batch of 2004
  Electronics and Communication

  alumnivicepresident@ssn.edu.in

- ❖ **Secretary – Ms. Vaishnavi V** - Batch of 2011
  Chemical Department

  alumnisecretary@ssn.edu.in

- ❖ **Treasurer – Mr. Srinivasan K** - Batch of 2010
  SSN School of Management

- ❖ **Joint Secretary – Ms. Harini Dhanasekar**- Batch of 2016
  Electrical and electronics engineering

  harinirdhanasekar@gmail.com

- ❖ **Joint Secreta**ry – **Mr. Madhivanan G** - Batch of 2012
  Mechanical Department

  mvanan798@gmail.com

The details of MBA students who were office bearers of the Association are:

- Mr. Bharathi Venu Prakash (Batch 2002-04) was the President of the Association during the period 2009-2011.

- Mr. Ravishankar S (Batch 2007-09) was the Secretary of the Association for the period 2011-2013 and the period 2018-2020.

- Mr. Srinivasan K (Batch 2008-10) is currently the Treasurer for the period 2020 to 2022.

Association office bearers (2022-2024)

- ❖ **Varun Venkata Krishnan (President) -** Batch of 2006
  Electronics and Communication

- ❖ **Ravi Shankar Shanmugam (Vice President) —** Batch of 2009
  SSN School of Management

- ❖ **Aswin Suresh (Secretary) -** Batch of 2012
  SSN School of Management

- ❖ **Harinee Muraleedharan (Treasurer) —** Batch of 2011
  Electical and Electronics Engineering

- ❖ **Sathish V (Joint Secretary) —** Batch of 2004
  Electronics and Communication

- ❖ **Suneesh (Joint Secretary) —** Batch of 2012
  Mechanical Engineering

9.2. Involvement of alumni (25)

(Alumni meet, visit to institution and interaction with students, involvement in curriculum development, project guidance, assistance in entrepreneurship, mentoring of students, assistance in placement, resources raised, etc.)

9.2.1 Involvement in Curriculum Development:

The following alumni participated in the formulation of POs and offered suggestions for the curriculum.

(Name, Batch, Current role, Current organization)

1. Mr. Kishore Chidambaram (2005-07), Sr Manager, Cholamandalam MS General Insurance
2. Mr. A. Palaniappan (2003-05), Founder Zencode Solutions Pvt Ltd
3. Mr. Neeb Praveen (2014-16), Founder, Aorta Digital Services Pvt Ltd
4. Mr. K. Srinivasan (2008-10), Assistant Vice President, Equitas Small Finance Bank Ltd

Mr. Kishore Chidambaram (2005-07) is a member of Board of Studies representing the Alumni.

Dr. A Thiruchelvi (2002-04) is Anna Univerisity Nominee for Board of Studies.

9.2.2 Meets and Events:

The grand alumni meet of all the departments of SSN, Tribute, will be held on the first Saturday of every year. Over 600 alumni take part in the reunion every year. They cherish their college memories with their friends and family by their side. They participate in various engagement activities like professional shows, Alumni wall, Photo-booth, Games among others. It also facilitates chapter-based alumni reunions.

Associate Social Hour (A- BASH)

Alumni F2F networking meet, which is organized during Tribute, is built with the primary objective of strengthening the SSN Alumni professional network across industries and boundaries benefiting the alumni community. Table 9.2 below gives the list of MBA alumni who participated in this event in 2020.

Key takeaways:

- A chance to network with the senior SSN alumni who are in prominent roles of the Fortune listed (Fortune100, 500, 1000) organizations.

- Understand various industry trends and explore opportunities across boundaries.

- Guidance on professional enablement for prospective career growth.

- Developing a personal and professional connect with alumni across branches, batches and industries.

Table 9.2 Participation of MBA Students in A-BASH

S.No	Name of the Alumni	Batch
2019		
1	Mr. Sollin Selvan M S	2014-16
2	Ms. Asha P	2009-11
3	Ms. Priyanka M	2016-18
4	Mr. John Vimal R	2015-17
5	Ms. Abhirami V	2013-15
6	Ms. Hemapriya Sukumar	2006-08
2020		
1	Ms. Rekha S	2008-10
2	Ms. Saranya Ramamurthy	2011-13
3	Mr. Arun Mathivanan	2016-18
4	Mr. Bevin Hariesh	2016-18
5	Mr. Giridara Gopal K	2016-18
6	Ms. Anjali A	2016-18
7	Ms. Subhashree Prabhkaran	2016-18
8	Ms. Swetha R	2016-18
9	Ms. Swathi R	2016-18

10	Ms. Priyanka M	2016-18
11	Mr. K. Srinivasan	2008-10
12	Mr. Hudson Paul	2015-17
13	Mr. Dinesh Kumar K	2016-18

List of Alumni of SSN School of Management who took part in Tribute 2020 is indicated in Table 9.3.

Table 9.3 Participation of MBA students in TRIBUTE 2020

S.No	Name of the Alumni	Batch
1	Mr. Sollin Selvan M S	2014-16
2	Mr. Guhan R	2012-14
3	Ms. Radhika R	2011-13
4	Ms. Sreenaga Vani S	2016-18
5	Ms. Sreenaga Gowri S	2016-18
6	Mr. Karthi Narayanan M	2013-15
7	Ms. Abhirami V	2013-15
8	Mr. Arun Mathivanan R	2016-18
9	Ms. Priyanka M	2016-18
10	Ms. Arthi Mahadevan	2002-04
11	Mr. John Vimal R	2015-17
12	Ms. Evance P	2016-18
13	Ms. Hemapriya Sukumar	2006-08
14	Mr. Vinod	2010-12
15	Mr. Hemanth Kumar R	2012-14
16	Mr. Kalyan C N	2015-17
17	Mr. Rahul Thiagarajan	2010-12
18	Ms. Asha P	2007-09
19	Mr. Srinivasan V P	2014-16
20	Mr. Srinivasan K	2008-10
21	Mr. Bevin Hariesh	2016-18
22	Mr. Dhaanesh Kumar N	2016-18

23	Mr. Dinesh Kumar K	2016-18
24	Mr. Prashanth Y	2015-17
25	Ms. Caroline Karunya M	2015-17
26	Mr. Harish Chaitanya K	2015-17
27	Mr. Harish N	2010-12
28	Mr. Ashwin S	2010-12
29	Mr. Jaishyam K	2013-15
30	Mr. Aravind N	2015-17
31	Ms. Priyanka S G	2016-18
32	Ms. Saranya Ramamurthy	2011-13
33	Mr. Vijai Govind K	2010-12
34	Mr. Vignesh S S	2008-10
35	Ms. Dwaraka Mukundan	2016-18
36	Ms. Roopashree T	2008-10
37	Ms. Roopini S	2008-10
38	Ms. Rekha S	2008-10
39	Mr. Balasubramaniyan P	2008-10
40	Mr. Sathish B	2015-17
41	Ms. Pradhipa Seenu	2015-17
42	Mr. Sriram C	2014-16
43	Ms. Saranya Ganeshan	2010-12
44	Mr. Chittaranjan S	2017-19
45	Mr. Hemanth Kumar R	2012-14
46	Ms. Priya P	2008-10
47	Ms. Iswarya Preethi	2012-14
48	Ms. Swetha R	2012-14
49	Ms. Srividhya S	2017-19
50	Ms. Anitha V	2017-19
51	Mr. Syed Mohamed Azizdin	2008-10
52	Ms. Subhashree Prabhkaran	2016-18
53	Mr. Gokul Shankar P S	2016-18

54	Ms. Aparnna G	2016-18
55	Ms. Divya S	2016-18
56	Ms. Nivya Asokan	2017-19
57	Ms. Akshaya Sona Sri V	2017-19
58	Ms. Anjali A	2016-18
59	Mr. Giridara Gopal K	2016-18
60	Mr. Mirun B	2017-19
61	Mr. Anantharaman K	2008-10
62	Mr. Parithi Ilamvazuthi S	2017-19
63	Ms. Pavithra S	2016-18
64	Mr. Ravi Shankar S	2007-09
65	Mr. Madhankumar D	2017-19
66	Mr. R.Siddharth	2016-18
67	Mr. Sankar T	2016-18
68	Mr. Selva Vignesh R	2017-19
69	Mr. AravinthRaj N	2017-19
70	Mr. Padmanabhan M	2017-19
71	Mr. Sharath Subramanian D	2017-19
72	Mr. Gousik A	2016-18
73	Mr. Dinesh Kumar S M	2017-19
74	Mr. Raghav K	2017-19
75	Mr. Winni Fred X	2017-19
76	Mr. Vinod John P	2017-19
77	Mr. Viswath Senon R S	2017-19
78	Mr. Arun Kumar R	2016-18
79	Ms. Swathi N	2014-16
80	Mr. Madhan Raj J	2014-16
81	Ms. Sheeba Taaj N	2012-14
82	Mr. Hudson Paul P	2015-17
83	Ms. Helen Naveena J	2015-17
84	Mr. Shankar D	2010-12

Tribute 2021 was held on 6 Jan 2021 on virtual mode. MBA Alumni turned out in large numbers. Some of the screenshots of the event are given below:
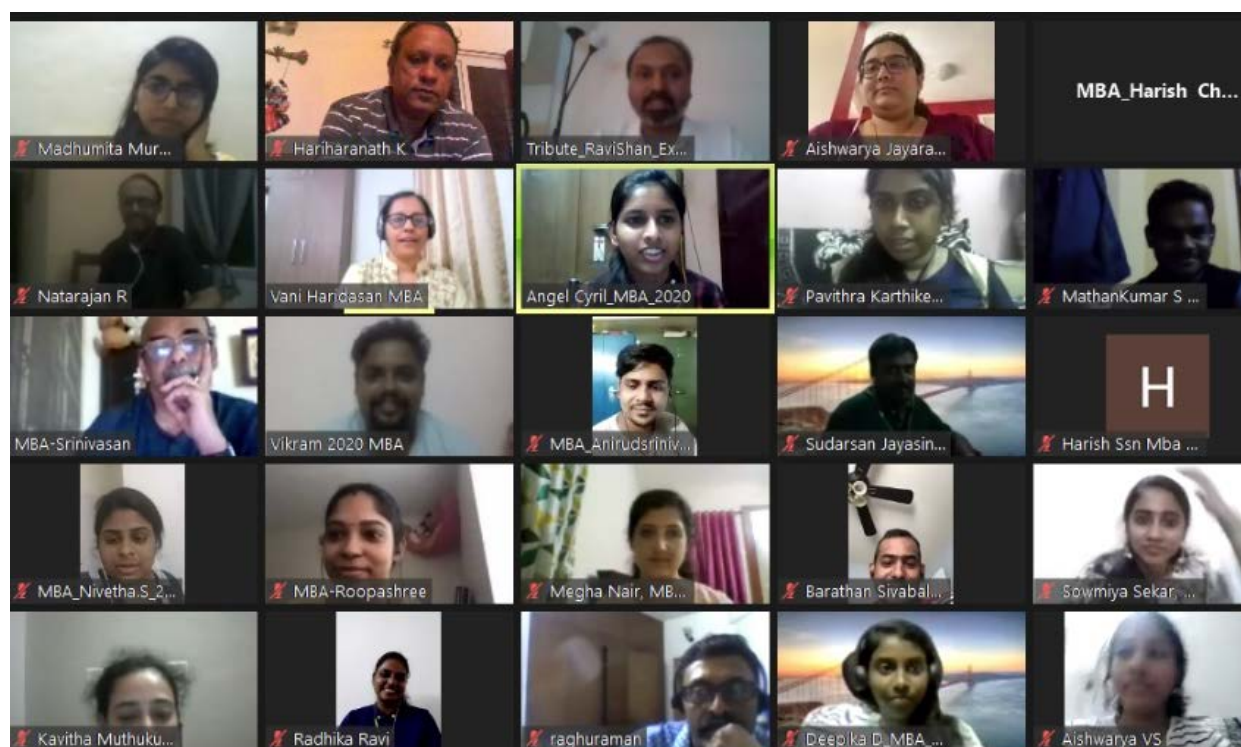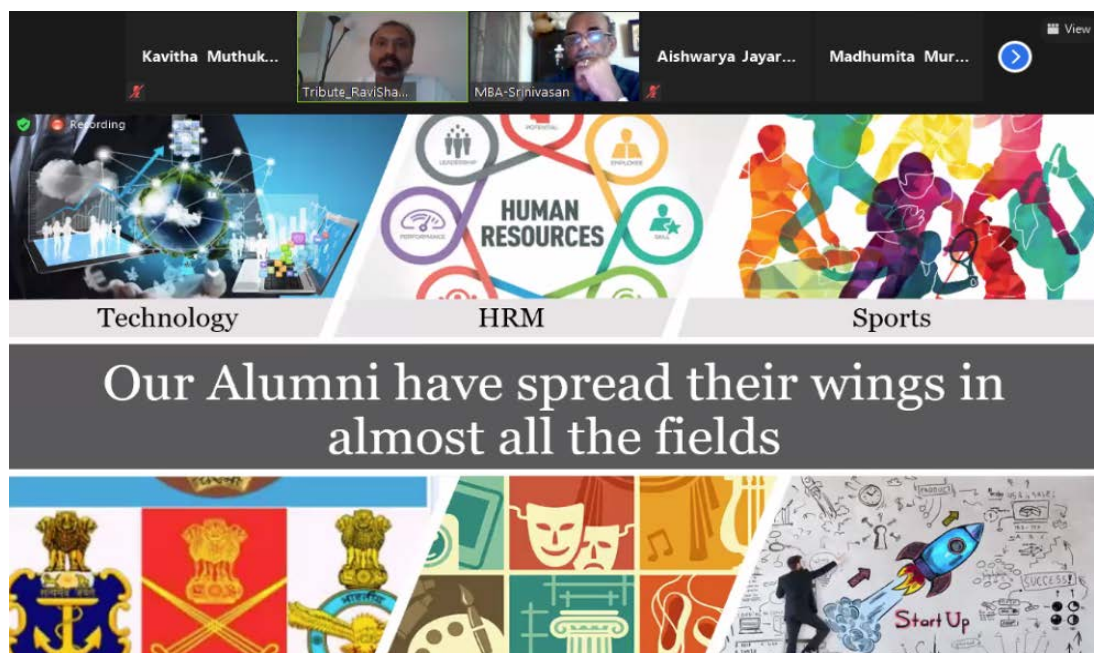
Tribute 2022 was held on 30 Apr 2022 on campus. List of Alumni of SSN School of Management who took part in Tribute 2020 is indicated in Table 9.4.

Table 9.4 Participation of MBA students in TRIBUTE 2021

S.No	Name of the Alumni	Batch
1	Ms. Alagu	2018-20
2	Ms. Aishwarya V S	2018-20
3	Mr. Praveen Inbarajan	2010-12
4	Mr. Prem Shankar	2018-20
5	Mr. Hari Vijay	2018-20
6	Mr. Arun Prakash	2012-14
7	Mr. Madhankumar	2017-19
8	Mr. Rahulraj Anandaraj	2018-20
9	Mr. Vivek M	2018-20
10	Mr. Shyamsundar CG	2018-20
11	Mr. Sreenivas R	2018-20
12	Ms. Anjali Ashokan	2016-18
13	Ms. Aparnna G	2016-18
14	Ms. Megala M S	2017-19
15	Ms. Nithyalaxmi	2018-20
16	Ms. Divya S	2017-19
17	Ms. Mythily Umapathy	2017-19
18	Ms. Subashini	2018-20
19	Ms. Srinithi Ramesh	2015-17
20	Ms. Priyankha M	2017-19
21	Ms. Annie Jeswin	2017-19
22	Mr. Nikhil Sharath.S	2017-19
23	Ms. Haritha Sravani N	2019-21
24	Mr. Aswin	2010-12
25	Mr. Praveenkumar S	2018-20
26	Mr. Anirud Srinivas N P	2018-20
27	Mr. Aswin R	2017-19
28	Ms. Jenifer J	2017-19

29	Mr. MathanKumar S	2018-20
30	Ms. Srividhya S	2017-19
31	Mr. Chittaranjan	2017-19
32	Mr. Leo Sebastin	2019-21
33	Ms. Angel Cyril Y	2018-20
34	Mr. Madhan Raj	2014-6
35	Mr. Vikram	2018-20
36	Ms. Pareva Saini	2017-19
37	Mr. Praveen M	2018-20
38	Ms. Ajitha I	2017-19
39	Mr. Sabapathi B	2017-19
40	Ms. Srinirmala Brundavanam	2017-19
41	Ms. Pavitra	2017-19
42	Mr. Winni Fred	2017-19
43	Mr. Hariharan Elangovan	2019-21
44	Ms. Navina Ramesh	2017-19
45	Mr. Prasanth	2013-15

9.2.3 ALUMNI AVENUE:

A tree roots to million memories. At Alumni Avenue, alumni can own a tree in campus in the memory of their time spent at SSN. This green idea focuses on cherishing the evergreen memories of SSN Alumni. Tree will bear the name of the individual/group/batch and year of passing. The Life time maintenance fees for one tree is Rs.10,000.

MBA batch of 2014-16 contributed to this noble cause on 27 Oct 2018. A tree sapling was contributed by the entire batch of 111 alumni and 29 of them were present in the campus.

9.2.4 MOCK INTERVIEWS:

Mock interviews provide current program students with an opportunity to practice on interviewing skills in a simulated environment. Our alumni are actively involved in conducting mock interviews as they strongly believe that a mock interview provides the interviewee both an opportunity to practice and prepare for an interview.

The details of mock interviews conducted by our alumni over the years are given in Table 9.5.

TABLE 9.5 Mock interviews conducted by alumni

Date	Name of Alumni	No. of Students
2016-17		
20 Aug 2016	Ms Pon Madhuri P (2009-11) Manager, HR, TCS	12
20 Aug 2016	Mr. Ravishankar (2007-09) Team Lead, ITIS Telecom, TCS	12

3 Sep 2016	Mr. Benito (2007-09) Asst.Manager-HR, HTC Global Services	11
14 Sep 2016	Ms.Rajalakshmi CV (2004-06) Sr.Manager-HR, Intellect Design	7
17 Sep 2016	Ms.Subhashini	7
24 Sep 2016	Ms.Subhashini	12
2017-18		
26 July 2017	Mr. Ravishankar (2007-09) Team Lead, ITIS Telecom, TCS	8
26 July 2017	Mr. Benito (2007-09) Asst.Manager-HR, HTC Global Services	8
27 July 2017	Mr. Ravishankar (2007-09) Team Lead, ITIS Telecom, TCS	6
28 July 2017	Ms.Pallavi Pandey P (2009-11) Asst. Manager, Williams Lea Tag	6
2018-19		
11 Aug 2018	Ms.Aishwarya Jayaraman (2007-09) Sr.Program Manager, Artspire	7
11 Aug 2018	Mr.Badri Rajagopal (2008-10) Sr.Analyst,Beroe Inc	7
18 Aug 2018	Ms.Anupama (2003-05) Manager-Operations, Shell	6
18 Aug 2018	Mr.Aswin S (2010-12) Sr.Manager, Qube Cinema	6
18 Aug 2018	Mr.Praveen Inbarajan (2010-12) Head-Digital Marketing, Codum Technologies	6
18 Aug 2018	Ms.Madhumitha J (2002-04)	6
25 Aug 2018	Mr.Aswin S (2010-12) Sr.Manager, Qube Cinema	6
25 Aug 2018	Mr.Satish R (2015-17)	6
8 Sep 2018	Mr.Benito (2007-09) Asst.Manager-HR, HTC Global Services	6

8 Sep 2018	Mr.Ravishankar (2007-09) Team Lead, ITIS Telecom, TCS	6
2019-20		
19 Sep 2020	Mr.Ravi Shankar S (2007-09) Client Partner, HCL Technologies	3
19 Sep and 20 Sep 2020	Ms. Gitanjali N (2008-10) Sr.Manager, Business Development, English India	4
19 Sep 2020	Mr. Srinivasan R (2008-10) Sr.Manager, Equitas Bank	2
19 Sep 2020	Mr. Vidhya Shankar T Manager – Marketing, TCS, UK	2
19 Sep 2020	Ms. Swetha K (2008-10)	2
19 Sep 2020	Ms. Saranya Ramamurthy (2011-13) Marketing Manager, Airmeet	2
20 Sep 2020	Ms. Vinothini R (2007-09) Sr. Manager-HR, TechMahindra	2
4 Oct 2020	Ms.Hema Priya S (2006-08) Sr.Manager-HR, Shell	3
10 Oct 2020	Mr.Aswin S (2010-12) Sr.Manager, Qube Cinema	2
2021-22		
31 Oct 2021	Mr. Krishnan Gopalakrishnan (2007-09) Zonal Manager, ACC Limited	2
31 Oct 2021	Ms. Sridevi P (2008-10) AVP-HR,CredAvenue	3
30 Oct and 31 Oct 2021	Mr. Gokul S (2014-16) Financial Analyst, TCS	9
30 Oct and 31 Oct 2021	Mr. Praveen Inbarajan (2010-12) Associate Product Manager, Mr.Cooper	2
30 Oct and 31 Oct 2021	Mr. Ramanathan Krishnan (2008-10) Manager, Standard Chartered, UK	8
30 Oct and 31 Oct 2021	Mr. Ravi Shankar S (2007-09) Client Partner, HCL Technologies	6

11 and 15 Nov 2021	Ms. Saranya Ramamurthy (2011-13) Lead-Global Product Marketing, Freshworks	4
11,12 and 14 Nov 2021	Ms. Sheeba Taaj (2012-14) HR- Diversity and Inclusion, Infinite Computer Solutions Ltd.	6
13 Nov and 14 Nov 2021	Mr. Ravi Shankar S (2007-09) Client Partner, HCL Technologies	4

SAMPLE FEEDBACK ON MOCK INTERVIEWS:

SSN SCHOOL OF MANAGEMENT:

Mock Interview feedback form

Name of Student   : Giridara Gopal   Date of Interview: 26- Aug-2017
Name of Interviewer : Benito Mithu

First Impression (Entry, greeting, handshake etc.)	Good
Presentability (suitable in appearance, dress, manners, etc.)	Good
Resume quality (neatness, errors, brevity, completeness)	Standard
About oneself	1. Good Introduction 2. Mistakes made.
Concepts & application (Knowledge) (Please record questions asked)	1. What are various kind of Influences which affects consumer behaviour? 2. Explain Service marketing 3. What is false advertising? 4. What is FIFO? Good in concepts.
Ability to engage the Interviewer	Good
Articulation skills	Clear
Communication skills	Good communication skills. Assertive.
Overall Confidence level	Good
Suggestions for Improvement	1. Needs to be assertive.
Overall rating (on a 5 point scale)	4

Questions asked.

1. Tell me about your work experience
2. What is your ambition?
3. Why should we hire you?
4. How do you rate yourself in this interview?

Mentoring – Asha.

Signature of Interviewer

299

SSN SCHOOL OF MANAGEMENT:

Mock Interview feedback form

Name of Student   : Yasar Arafath   Date of Interview: 3-Sep-16

Name of Interviewer   : Benito Mithu

First Impression (Entry, greeting, handshake etc.)	Good
Presentability (suitable in appearance, dress, manners, etc.)	Good. Pleasing manners.
Resume quality (neatness, errors, brevity, completeness)	Standard
About oneself	1. Starts with UG. Ideally should start with PG 2. About hobby – bike riding
Concepts & application (Knowledge) (Please record questions asked)	1. When asked about the most important concept, candidate mentioned IRR but unable to explain the concept clearly. 2. Depreciation: Explained the concept. 3. Three golden rules of accounting: Explained the concept satisfactorily.
Ability to engage the Interviewer	Needs Improvement.
Articulation skills	Needs Improvement.
Communication skills	Needs Improvement.
Overall Confidence level	Needs Improvement.
Suggestions for Improvement	1. Needs to practice more. For eg: Candidate talked about stock trading. But doesn't know today's BSE Sensex. 2. Why should we hire you? Satisfactory answer
Overall rating (on a 5 point scale)	3

Questions asked.
1. Strengths & weakness
2. Example of Team work
3. Why should we hire you?

SSN SCHOOL OF MANAGEMENT:

Mock Interview feedback form

Name of Student : Gousik. A   Date of interview: 26/08/17

Name of interviewer : Ravi Shankar. S

First impression (Entry, greeting, handshake etc.)	Fair
Presentability (suitable in appearance, dress, manners, etc.)	Good
Resume quality (neatness, errors, brevity, completeness)	Fair - Need to improve, feedback shared
About oneself	Not good - Need to improve - Have given feedback
Concepts & application (Knowledge) (Please record questions asked)	Fair -
Ability to engage the interviewer	Fair
Articulation skills	Fair
Communication skills	Fair
Overall Confidence level	Less in Confidence.
Suggestions for improvement	& Subject knowledge Clarity of thought Articulation
Overall rating (on a 5 point scale)	1. 75 / 5

Mentor : SSA APl

SSN SCHOOL OF MANAGEMENT:

Mock Interview feedback form

Name of Student : JAYA PRAKASH S   Date of interview: 26/01/17

Name of interviewer : Ravi Sundar

First impression (Entry, greeting, handshake etc.)	Good
Presentability (suitable in appearance, dress, manners, etc.)	Fair - Need to improve
Resume quality (neatness, errors, brevity, completeness)	Good
About oneself	Fair – Need to improve
Concepts & application (Knowledge) (Please record questions asked)	More Generic → Storytelling without facts
Ability to engage the interviewer	Good
Articulation skills	Fair
Communication skills	Good
Overall Confidence level	Good
Suggestions for improvement	Understanding of concepts Better articulation
Overall rating (on a 5 point scale)	2.75 / 5

Mentor: Dr. Sithuanya Sayanann.

Signature of Interviewer

Feedback

Anupriya G D <2k15anupriya.gd@somca.ssn.edu.in>   21 August 2016 at 21:19
To: "Srinivasan B." <srinivasanb@ssn.edu.in>

Dear Sir

As far as my interview is concerned i had a chance to speak on internship & my UG accomplishments. Ms.Pon Madhuri has given enough oppurtunity to express myself to her. On the whole i understood how importance are the basics for interviews and i will conentrate more on brushing up the basics.

Feedback

Aravind N <2k15aravind.n@somca.ssn.edu.in>   21 August 2016 at 21:58
To: "Srinivasan B." <srinivasanb@ssn.edu.in>

Sir,

It was a great experience. We understood where we stood. Recommendations given by Mr. Ravishankar are very helpful.

Thanks and Regards,
Aravind N

Feedback

Dhilani S <2k15dhilani.s@somca.ssn.edu.in>   21 August 2016 at 23:38
To: "Srinivasan B." <srinivasanb@ssn.edu.in>

Dear Sir,

The mock interview was very useful.It has helped me to know where I stand , and how best I can improve myself further. It has also helped me to understand how to tackle situation questions and how to make the interviewer interested in the topic by giving real life examples etc...The tips given by our Alumni has also given me more insights and confidence for attending an interview in the future.I feel everybody should face an mock interview before sitting for a real one. Thank You for the opportunity.

Yours Sincerely,
Dhilani Sundersekar.

9.2.5 Contribution to scholarships

Alumni of SSN School of Management contribute to the scholarship offered by the Institution. Table 9.6 shows the list of alumni who contributed to Alumni Scholarship.

Table 9.6 Contributors to the scholarship

Donor Name	Amount Donated (Rs.)	Year of Contribution
Mr. Prabaharan B (2007-09)	12000	2017-18
Mr. Ravi Shankar S (2007-09)	2000	2017-18
Mr. Karthikeyan PL (2013-15)	2000	2017-18
MBA Batch (2015-17)	32900	2017-18
Mr. Radhaakrishnan K V (2007-09)	2000	2018-19
Ms. Anjanaa Santhanam (2011-13)	2000	2018-19
Mr. Ravi Shankar S (2007-09))	2000	2018-19
Ms. Shailaja (2015-17)	500	2018-19
Mr. Prabaharan B (2007-09)	12000	2018-19
Mr. Ravi Shankar S (2007-09)	10000	2019-20
Mr. Prabaharan B (2007-09)	9000	2019-20
Mr. Ravi Shankar S (2007-09)	10000	2020-21

9.2.6 Orientation program for First Year Students

Every year, when a fresh batch of students is inducted, they undergo an orientation program. Alumni are invited to interact with the freshers. Details of Alumni who interacted with freshers on the orientation day are given below:

Freshers' Orientation 2016: 29th August 2016

- Mr. Dinesh (2002- 2004)
- Mr. Ravishankar S (2007-2009)
- Ms. Pon Madhuri P (2009-2011)
- Ms. Mymoon Shifaya A (2011-2013)
- Ms. Maria Selvam T (2014-2016)
- Mr. Kishore S (2014-2016)
- Mr. Sollinselvan M(2014 -2016)

Freshers' Orientation 2017: 31 August 2017

- Mr. Ravishankar S(2007-2009)
- Ms. Mymoon Shifaya A (2011-2013)
- Mr. Sollinselvan M (2014 -2016)

Freshers' Orientation: 27th August 2018

- Mr. Harish Chaitanya K (2015-17)
- Mr. Ravi Shankar S (2007-09)
- Mr. Anand Subramanian (2006-08)

Freshers' Orientation 2019: 6th Sep 2019

- Mr. Maria Selvam T (2014-16)
- Mr. Smithun N (2005-07)
- Mr. K.Srinivasan (2008-10)
- Ms. Geethanjali S(2010-12)

Freshers' Orientation 2020:
- Mr. Ravishankar S(2007-2009)
- Chandini S(2018-20)
- Hemavardhini V(2018-20)
- Reshma K B(2018-20)

Freshers' Orientation 2021: 25 Oct 2021
- Mr. Ravishankar S(2007-2009)
- Mr. Praveen Raja(2005-07)
- Ms. Radhika Ravi(2009-11)
- Ms. Akshaya Sona Sri(2017-19)
- Ms. Harshini Haridass(2018-20)

- Mr.Aswin Kumar(2017-19)
- Mr. Madhan(2017-19)
- Mr. Mirun(2017-19)
- Ms. Thenkavi(2015-17)
- Ms. Bindhu(2017-19)
- Ms. Chiitaranjan(2017-19)
- Ms.Iniya(2014-16)

9.2.7 Mentoring by Alumni

The Alumni Mentor Program was an initiative by a voluntary group of alumni with the objective of having some informal relationships with students and assisting them with their personal and professional development. Interested students were linked to alumni for informal mentoring. Table 9.7 shows the list of alumni who mentored students during a particular year.

The student / alumni could initiate the interaction by giving a brief background of each other at their mutually convenient time. The students were briefed about the dos and don'ts where the student should not

- Raise any issues regarding academics
- Seek internship / placement opportunities on an individual basis

This was an opportunity for students to get advice regarding professional and personal improvement.

Table 9.7 Alumni Mentors

S.No	Name	Batch	No. of students to mentor	Contact details	
				Mob	Email
1	Ms. Madhumitha J	2002-04	5	9840961846	j.madhumitha@gmail.com
2	Ms. Vijayalakshmi H	2002-04	3	9840822715	viji.hs@gmail.com
3	Dhinesh S	2002-04	5	9840701992	dinesh.s3@hp.com
4	Mr. Prashanth Jayaprakash	2002-04	3	9740161992	prashant56in@me.com
5	Ms. Aishwarya Jayaraman	2007-09	5	9884264353	aishu2011@gmail.com
6	Ms. Radha N	2007-09	3	9840306016	rradha6@gmail.com
7	Mr. Benito M	2007-09	3	8754481013	benito.mithu@gmail.com

8	Mr. Ravi Shankar S	2007-09	5	7708791166	ravi.shan84@gmail.com
9	Ms. Gitanjali J	2008-10	5	7708558664	gitanjali17@gmail.com
10	Mr. Vidhya Shankar S	2008-10	5	9486112154	shankarintech@gmail.com
11	Mr. Badri Rajagopal K	2008-10	5	9840163161	badri06@gmail.com
12	Ms. Ponmadhuri P	2009-11	5	8754544097	pons.edward@gmail.com
13	Ms. Radhika Ravi	2009-11	5	9841679332	radz786@gmail.com
14	Mr. Ashwin H	2010-12	5	9994785730	aswinsmails@gmail.com

9.2.8 Participation in Online Surveys for Final Semester Projects

During the lockdown of Covid 19 pandemic, the final year students faced challenges in data collection for their final semester project. That is when our alumni came forward to give their responses for questionnaires. Around 107 expressed willingness to participate in surveys.

Alumni assistance in final semester MBA projects

* Required

1. Email *

    _____

2. Name *

    _____

3. Batch *
    Mark only one oval.

    ◯ 2017-19
    ◯ 2016-18
    ◯ 2015-17
    ◯ 2014-16
    ◯ 2013-15
    ◯ 2012-14
    ◯ 2011-13
    ◯ 2010-12
    ◯ 2009-11
    ◯ 2008-10
    ◯ 2007-09
    ◯ 2006-08
    ◯ 2005-07
    ◯ 2004-06
    ◯ 2003-05

4. Willingness to participate / assist *

Mark only one oval.

⬭ Yes
⬭ No

Batch

107 responses
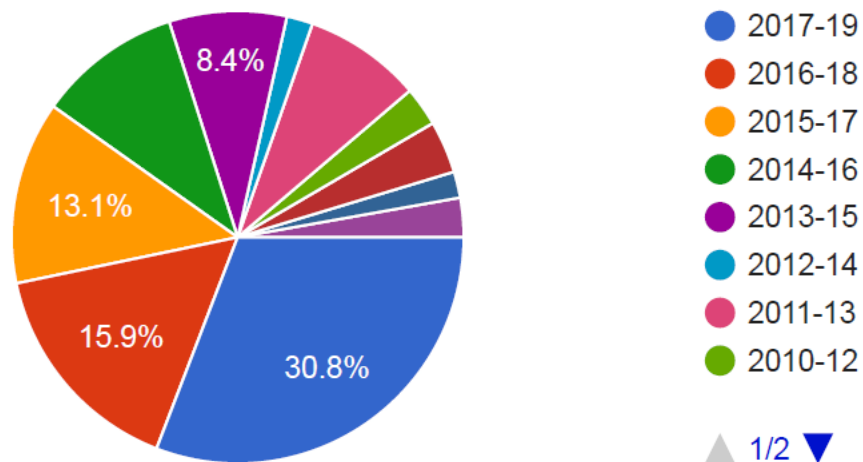
Perception of customers towards products and services of Canara Bank

10 responses

Publish analytics

Name

10 responses

RAMNISANTH B

Ashwin Kumar B

Joshua

Prabhatyadavcs@gmail.com

Shiva

Jithendar

Swithin Immanuel Jebasingh

Rakshith Shetty

Bhuvanesh

Age

10 responses

- Below 20 yrs
- 21-30 yrs
- 31-40 yrs
- 41-50 yrs
- Above 50 yrs

100%

Gender

10 responses

- Male
- Female

80%

20%
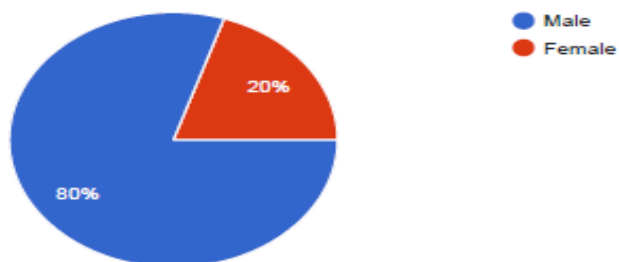
Occupation

10 responses

- Self employment
- Salaried
- Professional
- Student
- Business man
- Farmer
- Others

30%

20%

50%
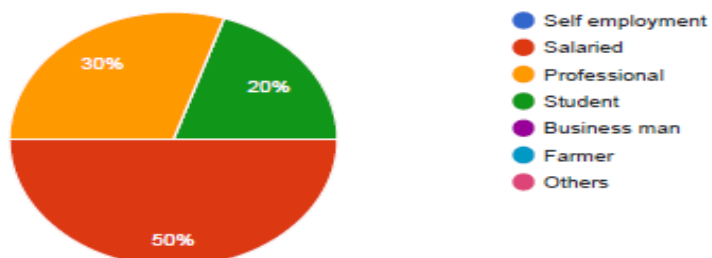
Monthly income

10 responses

- ● Below 10,000
- ● 10,000-20,000
- ● 20,000-40,000
- ● 40,000-60,000
- ● above 60,000

30%
20%
10%
40%
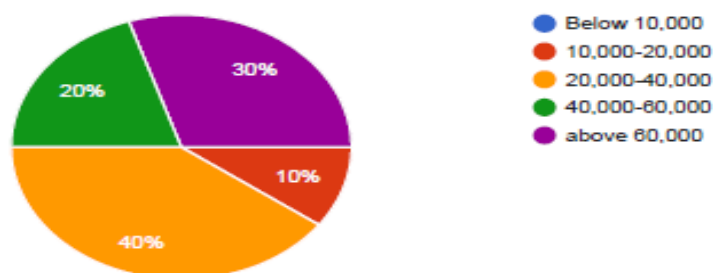
Your usage status

10 responses

- ● first time user
- ● less than 1 year
- ● 1-5 years
- ● 5-10 years
- ● more than 10 years

40%
10%
10%
40%
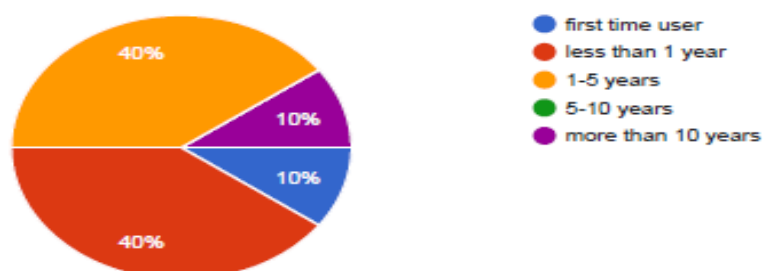
Which type of product you have availed from Canara Bank?

10 responses

Saving bank account	10 (100%)
Current account	0 (0%)
Debit Card	2 (20%)
Pension	0 (0%)
PPF account	0 (0%)
RD/FD/KD (DEPOSITS)	0 (0%)
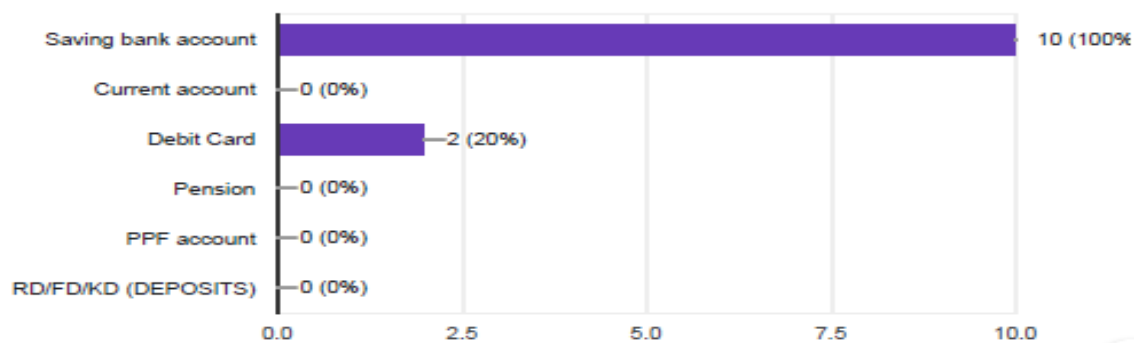
Why did you choose Canara bank for the above mentioned product?

10 responses

Category	Value
reputation	3 (30%)
convenience	2 (20%)
interest rate	0 (0%)
quick service delivery	0 (0%)
friends/family	6 (60%)
just by chance	0 (0%)
others	0 (0%)
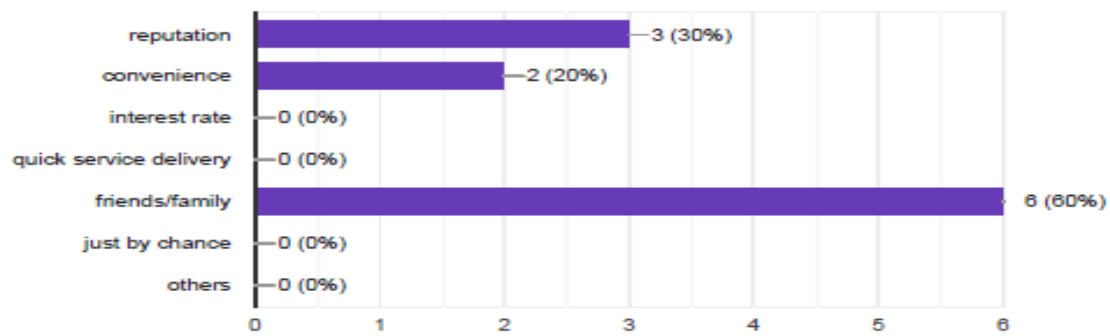
What is your perception about the documentation and procedural formalities at the bank?

10 responses

- Highly cumbersome
- Lengthy
- Normal
- Reasonable
- Very Reasonable

30%
40%
10%
20%
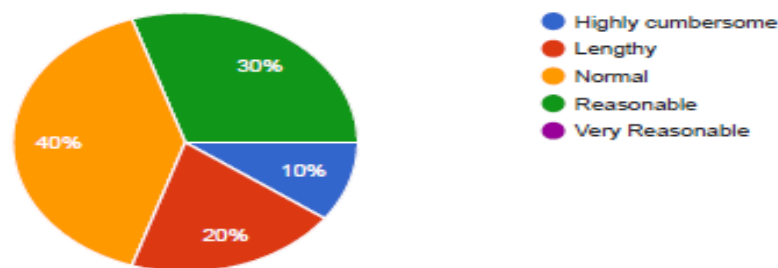
Are you aware of all the deposit products available in Canara Bank ?

10 responses

- Yes
- Maybe
- No

30%
50%
20%
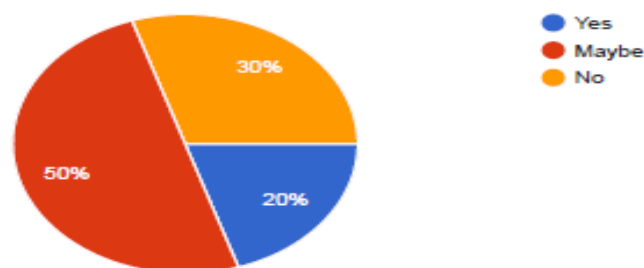
9.2.9 Course on Digital Marketing

Mr. Neeb Praveen conducted a course on Digital Marketing in 2020 for the MBA batch of 2019-21. His company also offered internships in the area of digital marketing. 20 students got placed in the area of digital marketing. Table 9.8 gives the details of the placements in digital marketing.

Table 9.8 Students Placed in Digital Marketing

SI.No	Name	Selected Company Name	Designation
1	Abilin P	Ameex Technologies	Digital Solutions Analyst
2	Akshaya M P	Ameex Technologies	Resource Management Analyst
3	Aravinth R	Ramco Systeme	Associate Business Analyst
4	Beulah Betzy	Neeyamo	Solutions Design
5	Bhuvaneshwari N	Beroe Inc	Analyst
6	Dharani K	Socgen	Analyst
7	Dharsini R	Ameex Technologies	Digital Solutions Analyst
8	Geethanchali R R	Beroe Inc	Analyst
9	Gopinath G	Socgen	Analyst
10	Harine K	Neeyamo	Solutions Design
11	Kishore Kumar S	No Paper Forms	Product Specialist
12	Roshani J K	Neeyamo	Solutions Design
13	Sankari Devi R	Socgen	Analyst
14	Sathya Narayanan K L	Ameex Technologies	Resource Management Analyst
15	Shruthi K	Neeyamo	Solutions Design
16	Sivadarsan M	Ameex Technologies	Resource Management Analyst
17	Subasri T	Ameex Technologies	Digital Solutions Analyst
18	Swetha J	Ramco Systeme	Associate Business Analyst
19	Viknesh Kumar S	Ameex Technologies	Resource Management Analyst
20	Vishruthi K	Neeyamo	Solutions Design

9.2.10 Entrepreneurs

Table 9.9 shows the list of alumni of SSN School of Management who have started enterprises of their own.

Table 9.9 Entrepreneurs among alumni

S.No	Name	Batch	Company
1	Mr. Palaniappan A	2003-05	ZenCode Solutions Pvt Ltd
2	Mr. Bharathi Venu Prakash	2002-04	TechnomaX Systems DWC LLC
3	Mr. Dhanush Mathan	2006-08	Murugan Water Purifiers, Nutwin, Kavins Technologies, Dharangs Aquatech Pvt Ltd.
4	Dr. Poorani T	2005-07	Happiness & Success Academy
5	Mr. Neeb Praveen	2014-16	Aorta Digital services
6	Mr. Sre Thiagarajan	2015-17	Thiyagarajan Enterprises, Trichy
7	Mr. Kaaviya	2015-17	Wassairy Bakes, Salem
8	Mr. John Vimal	2015-17	DFF Textiles, Coimbatore
9	Mr. Vignesh Sethupathy	2008-10	SNS Hi-Tech Engineers, TIPCO
10	Mr. Shivkumar R G	2016-18	Elegant RB Foods
11	Mr. Ulagappan	2016-18	Sara Leathers
12	Mr. Vighnesh.M	2016-18	MVM Fire Pro Solutions
13	Ms. Raajashri Ramesh	2016-18	Shrisha Boutique

9.2.11 Involvement in students' symposium (Daksha)

The quiz program of Daksha is a leading attraction in the event. It evokes a strong response from MBA students across many B-Schools.

This initiative had been led by our alumnus, Mr. Vivek Venugopalan, AVP, Yes Bank, Mumbai over the past many years.

9.3. Methodology to connect with Alumni and its implementation (15)
(Alumni portal, database, alumni meet, frequency of meets, alumni chapters, newsletter)

TRIBUTE:

This has been described earlier under 9.2.2. Meets and Events. As indicated there, the alumni of the SSN School of Management participate in good numbers. This is an opportunity for them to re-connect with the Institution and meet other who completed the program.

ALMA CONNECT

AlmaConnect is an online social media platform to connect, network & leverage the private alumni network. AlmaConnect updates the happenings of alumni and enables interaction among them.

Few features of this online platform are listed below:

- Get Job referrals and Post Job openings
- Discover people nearby
- Post updates
- Refresh memories
- Member directory
- Manage events
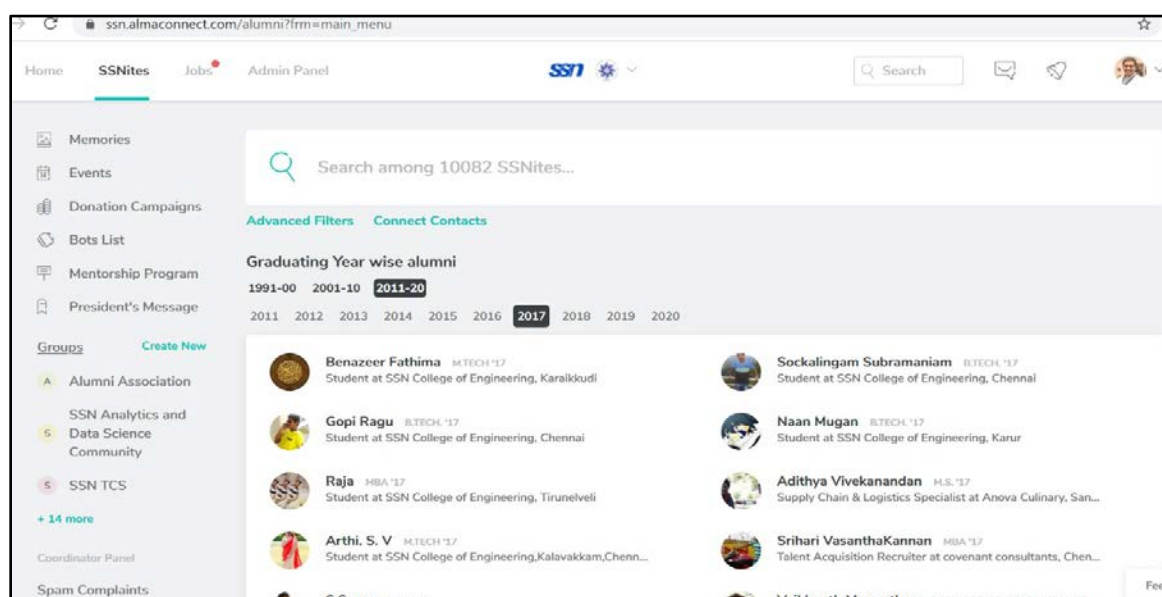
Alumni represent the brand equity of the institution. The strong brand that SSN enjoys is due to the alumni working in various industries and the word-of-mouth initiatives. It has resulted in creating more opportunities for the existing students.

ALUMNI TALK SERIES

Alumni talk series is a one of the finest ways for the current students to connect with the alumni. The primary purpose of the talk series is to understand and get tips on how to handle the campus life and also to understand the expectations from the industry. Some talk series also focused on the latest happenings in different domains. The details of the alumni talk series are given in Table 9.10

Table 9.10 Alumni Talk Series

No.	Date	Title	Name	Batch	Current role & Org
1	12 Jun 21	What Next - Discussions respect to specialization, job opportunities, effective utilization of MBA course time	Mr. Ravi Shankar S	2007-09	Client Partner HCL Technologies - Oslo, Norway
2	26 Jun 21	Role of HR in industry and HR opportunities for MBA's	Ms. Radhika Ravi	2009-11	Diversity Program Manager APAC Student Programs Amazon - Chennai/Bengaluru, India
3	4 Jul 21	Role of MBA in digital era	Mr. Praveen Raja	2005-07	Associate Director Marketing iOPEX Technologies - Chennai, India
4	10 Jul 21	Finance role in industry and opportunities for MBA's	Mr.Ramanathan Krishnan	2008-10	Manager, Group Liquidity/Treasury reporting Standard Chartered - London, UK
5	17 Jul 21	Types of marketing, various marketing roles for MBA's	Ms.Saranya Ramamurthy	2012-14	Product Marketing Manager, Sales Enablement Lead Airmeet - Chennai, India + Advisor - HBR Advisory Council
6	24 Jul 21	Branding and its significance. How to build oneself as a 'Saleable' brand?	Mr. Maria Selvam	2014-16	TI Cycles, Murugappa Group
7	26 Oct 2021	How functional roles make up MBA?	Mr. Aswin Kumar Ms. Akshaya Sona Mr. Madhan Mr. Mirun Ms. Thenkavi Ms.Bindhu Mr. Chiitaranjan Ms. Iniya	2015-17	HCL, Deloiite, FlipKart
8	12 Nov 2021	Why MBA & Why SSN? What MNCs expect from MBA holders	Mr. Ashwins Kumar B	2017-19	Segment HR, L&T ECC
9	4 Dec 2021	An understanding towards IT Manager's job	Mr. Ganesh DG	2003-05	Program Manager (Data and Analytics) at Citibank
10	11 Dec 2021	Sales as a Career -An IT Perspective	Mr. Manikandan PT	2003-05	Director, Wipro Ltd
12	28 Dec2021	Alumni Interaction	Mr. Ravi Shankar S	2007-09	Client Partner HCL Technologies - Oslo, Norway
13	22 Dec 2021	Alumni Interaction	Mr. Jagan R	2002-04	Rubrik
14	28 May 2022	Cross-functional opportunities in HR	Ms. Radhika Ravi	2009-11	India Head Campus Hiring (WILP), Wipro
15	4 June 2022	SaaS Marketing - An Overview	Ms. Sangeetha Priyadarshini	2013-15	Lead Product Marketer- Zoho Desk, DCo-founder- Storytellers Tribe
16	11 June 2022	Scope of MBA in Operations	Mr. Athi Narayanan	2011-13	Manager-Operations, Maruti Suzuki India Ltd.

CRITERION 10	Continuous Improvement	50

10.1. Actions taken based on the results of evaluation of each of the POs (20)

(Identify the areas of weaknesses in the program based on the analysis of evaluation of POs attainment levels. Measures identified and implemented to improve POs attainment levels for the assessment years including curriculum intervention, pedagogical initiatives, support system improvements, etc.

Actions taken to be mentioned here.)

The program outcomes are defined as follows:

PO1 - Domain Knowledge

Demonstrate a familiarity and understanding of principles and concepts in management

PO2 - Business Environment Knowledge

Demonstrate knowledge of contemporary issues that have an impact on the business and industry

PO3 - Critical Thinking and Problem-Solving Skills

Apply the relevant knowledge gained to read situations, analyze, and solve business problems

PO4 - Communication Skills

Ability to communicate effectively, to achieve organizational and individual goals

PO5 -Team Skills

Work in teams of diverse people to meet organizational goals

PO6 - Leadership Skills

Demonstrate leadership skills appropriate for managerial roles in organizations

PO7 - Ethical Orientation

Identify and appreciate the ethical issues in management decision area

PO8 - Lifelong Learning

Ability to pursue lifelong learning

The table 10.1 shows the program attainment for all courses for the batch 2018-20.

Table 10.1 Program Outcome Attainment (Batch 2018-20)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	2.00	2.00	2.00	2.00				2.00
	PBA1102	Statistics for Managerial decisions	2.30	2.30	2.40	1.80				2.30
	PBA1103	Organizational Behaviour	2.20	2.33	2.20	2.20			1.80	2.20
	PBA1104	Accounting for Management	1.80	1.80	1.80	1.80			1.80	1.80
	PBA1105	Legal Aspects of Business	2.07	1.80	2.28					2.07
	PBA1106	Principles of Management	2.50	2.36	2.80	2.40	2.07	2.20	3.00	2.50
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			3.00	3.00	3.00		3.00
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 2	PBA1201	Marketing Management	1.65	1.68	1.70	1.70	1.80	1.80	1.80	1.74
	PBA1202	Human Resource Management	2.60	2.70	2.60	2.66	3.00	3.00		2.60
	PBA1203	Financial Management	2.36	2.50	2.50	2.36			2.36	2.36
	PBA1204	Operations Management	2.30	1.80	2.60	2.30				2.30
	PBA1205	Business Research Methods	2.93	2.91	2.94	2.93	2.90	2.80	3.00	2.93
	PBA1206	Business Information Systems	2.83	2.80	2.89	2.83	3.00	3.00	3.00	2.83
	PBA1207	Applied Operations Research	2.70	2.70	2.67	2.87				2.70
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					3.00
	PBA1215	Managerial Communications II*	3.00			3.00	3.00	3.00		3.00
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 3	PBA1301	Strategic Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1321	Advertising and Public Relations	2.28	2.20	2.40	2.28	2.60	2.60	2.20	2.28
	PBA1322	Consumer Behaviour	2.20	2.10	2.28	2.10			3.00	2.20
	PBA1323	Customer Relationship Management	2.70	2.64	2.70	2.70	2.90	2.80	2.60	2.70
	PBA1324	Sales and Distribution Management	2.87	2.84	2.84	2.84	3.00	3.00	2.60	2.87

	Code	Course								
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1326	Strategic Brand Management	2.93	2.87	2.92	2.94	3.00	3.00	2.90	2.93
	PBA1327	Banking Services Management	2.87	2.80	2.80	2.80	2.84	2.80	3.00	2.87
	PBA1328	Corporate Finance	2.60	2.53	2.70	2.60			3.00	2.60
	PBA1329	Financial Statement Analysis	1.80	1.80	1.80	1.80	1.80			1.80
	PBA1331	Industrial Relations and Labour Laws	2.33	2.36	2.00	2.33	2.20			2.33
	PBA1332	Organizational Theory, Design and Development	2.60	2.60	2.60	2.60	2.73	3.00	2.60	2.70
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00				3.00
	PBA1334	Supply Chain and Logistics Management	2.87	2.87	2.87	2.80	2.80	2.80		2.87
	PBA1335	Total Quality Management	2.73	2.73	2.76	2.70	2.60	2.70	2.60	2.73
	PBA1336	Services Operations Management	2.25	2.27	2.27	2.20	2.20	2.20	2.40	2.27
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1425	Security Analysis and Portfolio Management	2.84	2.92	2.84	2.84			3.00	2.84
	PBA1428	Training and Development	3.00		3.00	3.00				3.00
	PBA1429	Project Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average PO Attainment			2.65	2.59	2.65	2.64	2.76	2.83	2.72	2.65

The table 10.2 shows the program attainment for all courses for the batch 2019-21.

Table 10.2 Program Outcome Attainment (Batch 2019-21)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00	3.00	3.00				3.00
	PBA1102	Statistics for Managerial decisions	2.70	2.52	2.60	3.00				2.70
	PBA1103	Organizational Behaviour	2.28	2.28	2.44	2.33	3.00	3.00	2.60	2.60
	PBA1104	Accounting for Management	2.60	2.40	2.60	2.49	1.80	2.80	2.40	2.49
	PBA1105	Legal Aspects of Business	3.00	3.00	3.00					3.00
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			1.56	3.00	3.00		3.00
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00		3.00	3.00	3.00	3.00		3.00
Sem 2	PBA1201	Marketing Management	2.70	2.80	2.80	2.90	3.00	3.00	3.00	2.89
	PBA1202	Human Resource Management	3.00	3.00	3.00	3.00	3.00	3.00		3.00
	PBA1203	Financial Management	2.52	2.7	2.7	2.52			2.52	2.52
	PBA1204	Operations Management	2.52	2.7	2.7	2.52				
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1206	Business Information Systems	2.93	3.00	2.84	2.93	3.00	3.00	3.00	2.93
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00				3.00
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					3.00
	PBA1215	Managerial Communications II*				1.67	3.00	1.50		
	VBA0201	Seminar II	2.50	2.50	3.00	2.50	3.00	3.00	2.50	2.50
Sem 3	PBA1301	Strategic Management	2.84	2.60	2.73	2.84	2.84	2.84	2.73	2.84
	PBA1316	Summer Internship	2.84	2.80	2.90	2.84	3.00	3.00	2.87	2.84
	PBA1321	Advertising and Public Relations	2.84	2.80	2.90	2.84	3.00	3.00	2.87	2.84
	PBA1322	Consumer Behaviour	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1323	Customer Relationship Management								

	PBA1324	Sales and Distribution Management								
	PBA1325	Services Marketing	2.76	2.40	2.60	2.76	2.76	2.76	2.60	2.76
	PBA1326	Strategic Brand Management	3	3	3	3	3	3	3	3
	PBA1327	Banking Services Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1328	Corporate Finance	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1329	Financial Statement Analysis	0.90	1.20	0.90	0.87	0.80			0.90
	PBA1331	Industrial Relations and Labour Laws	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1333	Strategic Human Resource Management	3.00	3.00	3.00	3.00				3.00
	PBA1334	Supply Chain and Logistics Management	3.00	3.00	3.00	3.00				3.00
	PBA1335	Total Quality Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1336	Services Operations Management	2.90	2.87	2.87	3.00	3.00	3.00	2.60	2.90
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1425	Security Analysis and Portfolio Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1428	Training and Development	3.00	3.00	3.00	3.00				
	PBA1429	Project Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average PO Attainment			2.86	2.84	2.87	2.81	2.87	2.93	2.87	2.87

The table 10.3 shows the program attainment for all courses for the batch 2020-22.

Table 10.3 Program Outcome Attainment (Batch 2020-22)

Semester	Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
Sem 1	PBA1101	Economic Analysis for Business	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1102	Statistics for Managerial decisions	3.00	3.00	3.00	3.00				3.00
	PBA1103	Organizational Behaviour	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1104	Accounting for Management	2.57	2.67	2.47	3.00			3.00	2.57
	PBA1105	Legal Aspects of Business	2.47	2.60	2.68					2.47
	PBA1106	Principles of Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1111	Data Analysis I (Lab)	3.00	3.00	3.00	3.00				3.00
	PBA1115	Managerial Communications I*	3.00			2.60	3.00	3.00		2.60
	VBA0101	Indian Business Environment	3.00			3.00	3.00	3.00		3.00
	VBA0102	Seminar I	3.00		3.00	3.00	3.00	3.00		3.00
Sem 2	PBA1201	Marketing Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1202	Human Resource Management	3.00	3.00	3.00	3.00	3.00	3.00	0.00	3.00
	PBA1203	Financial Management	3.00	3.00	3.00	3.00			3.00	3.00
	PBA1204	Operations Management	3.00	3.00	3.00	3.00				
	PBA1205	Business Research Methods	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1206	Business Information Systems	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1207	Applied Operations Research	3.00	3.00	3.00	3.00	3.00			3.00
	PBA1211	Data Analysis II (Lab)	3.00	3.00	3.00					
	PBA1215	Managerial Communications II*			3.00	3.00	3.00	3.00	3.00	3.00
	VBA0201	Seminar II	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 3	PBA1301	Strategic Management	2.68	3.00	3.00	2.68	2.68	2.68	3.00	2.68
	PBA1316	Summer Internship	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1321	Advertising and Public Relations	2.68	2.70	2.70	2.68	2.80	2.80	2.60	2.68
	PBA1322	Consumer Behaviour	2.73	2.70	3.00	2.70			3.00	2.73
	PBA1323	Customer Relationship Management	2.50	2.52	2.50	2.50	2.60	2.80	2.60	2.50

	PBA1324	Sales and Distribution Management	3.00	2.00	3.00	3.00	3.00	3.00		3.00
	PBA1325	Services Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1326	Strategic Brand Management	2.87	3.00	2.84	2.88	3.00	3.00	2.90	2.87
	PBA1327	Banking Services Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1328	Corporate Finance	2.36	2.42	2.40	2.36			3.00	2.36
	PBA1329	Financial Statement Analysis	2.40	2.00	2.00	2.00	1.96	2.00	2.80	2.40
	PBA1331	Industrial Relations and Labour Laws	2.07	2.04	2.00	2.07	2.20			2.07
	PBA1332	Organizational Theory, Design and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1333	Strategic Human Resource Management	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80
	PBA1334	Supply Chain and Logistics Management	2.87	2.80	2.80	2.80	2.84	2.80	3.00	2.87
	PBA1335	Total Quality Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1336	Services Operations Management	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Sem 4	PBA1418	Final Semester Project	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1421	International Marketing	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1422	Retail Management	3.00	3.00	3.00	3.00	3.00	3.00		3.00
	PBA1425	Security Analysis and Portfolio Management	2.52	2.60	2.52	2.57	2.33	2.47	2.60	2.60
	PBA1428	Training and Development	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
	PBA1429	Project Management	3.00	2.40	2.40	3.00	3.00	3.00	1.80	1.80
Average PO Attainment			2.85	2.80	2.83	2.84	2.85	2.88	2.77	2.80

Attainment of program outcomes for the batches 2018-20, 2019-21 and 2020-22 is given in tables 10.4, 10.7 and 10.10. The target for attainment was raised to 2.5 out of 3 in view of the autonomous nature of the program.

Table 10.4 PO attainment for batch 2018-20 using direct assessments

2018-20		
	DA	Gap
PO1	2.65	0.35
PO2	2.59	0.41
PO3	2.65	0.35
PO4	2.64	0.36
PO5	2.76	0.24
PO6	2.83	0.17
PO7	2.72	0.28
PO8	2.65	0.35
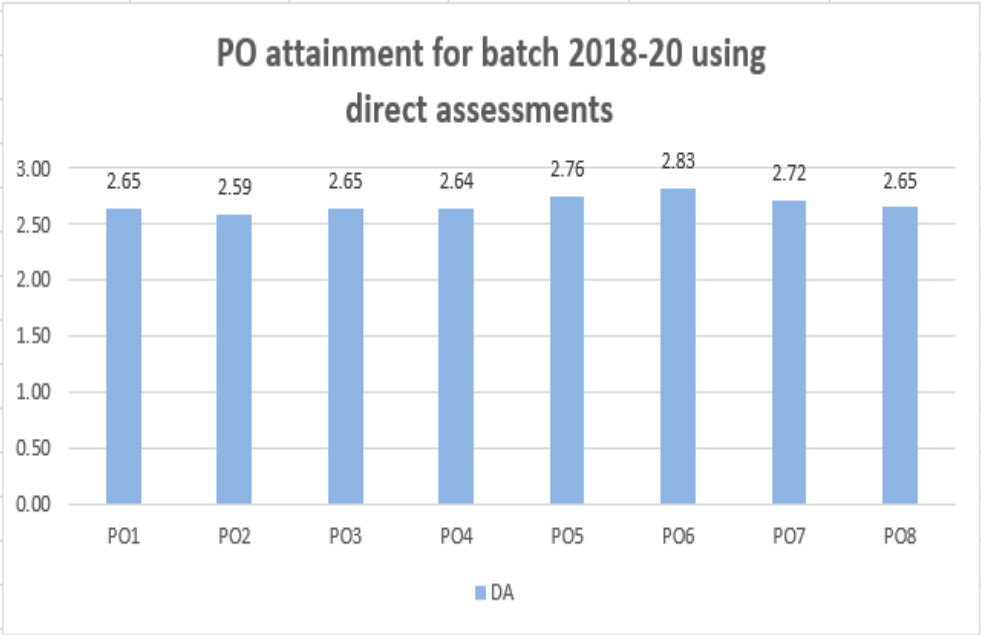
Figure 10.1 PO attainment for batch 2018-20 using direct assessments

Table 10.5 PO attainment for the batch 2018-20 using direct and indirect assessment

Program Outcome	Direct Assessment				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	Semester								
	1	2	3	4					
PO1 - Domain Knowledge	2.49	2.64	2.65	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
PO2 - Business Environment Knowledge	2.32	2.57	2.62	2.94	2.59	3.00	2.67	0.33	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.44	2.66	2.64	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
PO4 - Communication Skills	2.47	2.63	2.63	2.94	2.64	3.00	2.71	0.29	Continuous Improvement
PO5 -Team Skills	2.77	2.78	2.69	2.95	2.76	3.00	2.81	0.19	Continuous Improvement
PO6 - Leadership Skills	2.80	2.77	2.83	2.95	2.83	3.00	2.86	0.14	Continuous Improvement
PO7 - Ethical Orientation	2.40	2.63	2.76	2.96	2.72	3.00	2.78	0.22	Continuous Improvement
PO8 - Lifelong Learning	2.49	2.65	2.66	2.94	2.65	3.00	2.72	0.28	Continuous Improvement
Overall Average PO Attained	2.52	2.66	2.68	2.95	2.69	3.00	2.75		

Figure 10.2 PO attainment for the batch 2018-20 using direct and indirect assessment

Various measures are continuously taken to sustain the attainment of program outcomes. Table 10.5 lists these.

Table 10.6 Steps taken to sustain attainment of Program Outcomes (autonomous batch 2018-20)

PO#	PO Description	Action plan
1	Domain knowledge	Validate current electives with industry. Review course outcomes in the next revision.
2	Business environment knowledge	Include contemporary issues and developments in each course.
3	Critical thinking and problem solving skills	Workshop on critical thinking skills. Introduce critical thinking orientation in all courses. Include problem-solving case studies in courses.
4	Communicate effectively	Introduce non-curricular activities to build communication skills. Encourage more students to participate in events.
5	Team skills	Introduce non-curricular activities to enhance team-working skills. Continue group assignments and projects.
6	Leadership skills	Continue group assignments and projects. Conduct leadership development programs. Focussed case studies on leadership in related courses.
7	Ethical orientation	Include ethics as a part of curriculum in the next change of curriculum.
8	Lifelong learning	Identify limited number of self-study topics in selected courses. Encourage general reading through club activities.

Table 10.7 PO attainment for batch 2019-21 using direct assessments

| 2019-21		
Program Outcome	DA	Gap
PO1	2.88	0.12
PO2	2.85	0.15
PO3	2.89	0.11
PO4	2.81	0.19
PO5	2.89	0.11
PO6	2.91	0.09
PO7	2.83	0.17
PO8	2.89	0.11
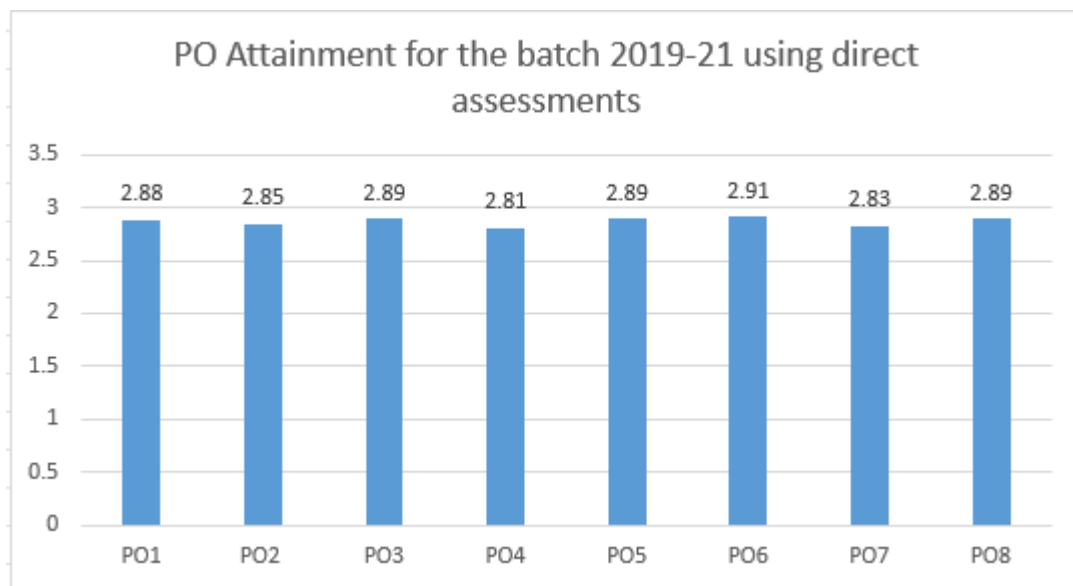
Figure 10.3 PO attainment for batch 2019-21 using direct assessments

Table 10.8 PO attainment for the batch 2019-21 using direct and indirect assessment

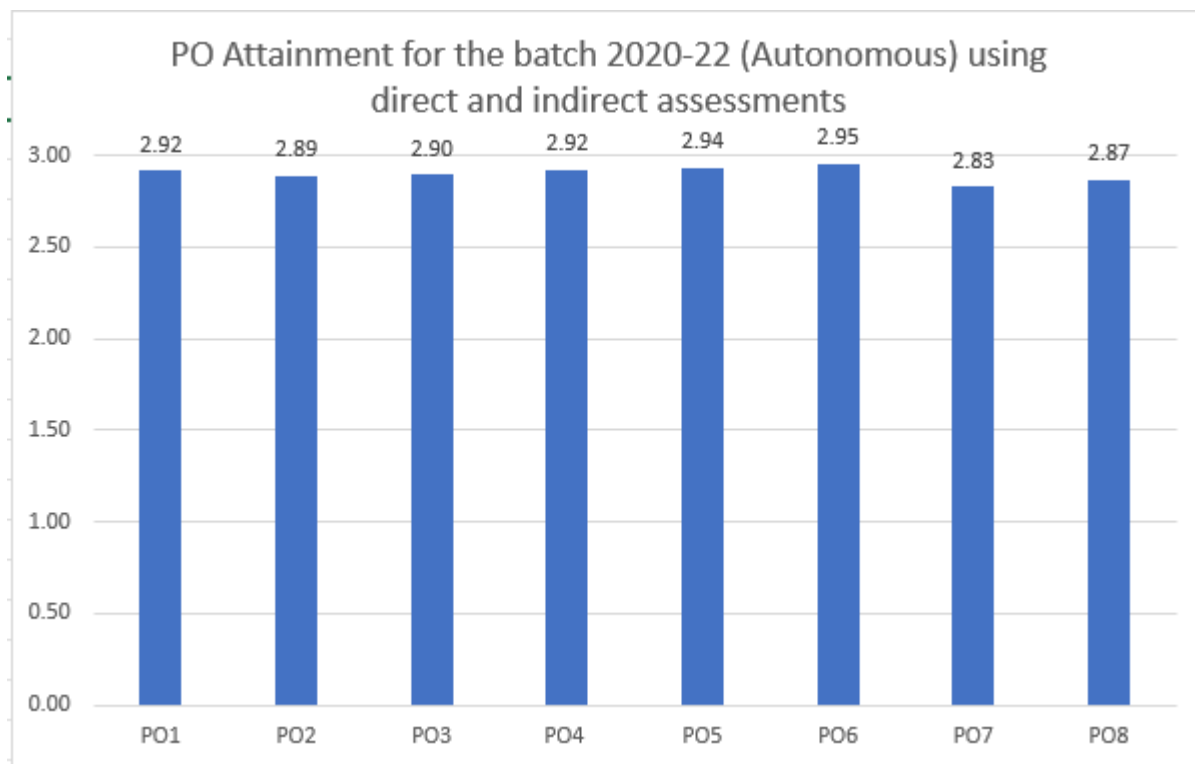| Program Outcome	Direct Assessment				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	Semester								
	1	2	3	4					
PO1 - Domain Knowledge	2.86	2.85	2.83	3.00	2.88	3	2.91	0.09	Continuous Improvement
PO2 - Business Environment Knowledge	2.74	2.87	2.80	3.00	2.85	3	2.88	0.12	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.83	2.92	2.82	3.00	2.89	3	2.91	0.09	Continuous Improvement
PO4 - Communication Skills	2.71	2.72	2.83	3.00	2.81	3	2.85	0.15	Continuous Improvement
PO5 -Team Skills	2.80	2.97	2.80	3.00	2.89	3	2.91	0.09	Continuous Improvement
PO6 - Leadership Skills	2.97	2.72	2.96	3.00	2.91	3	2.93	0.07	Continuous Improvement
PO7 - Ethical Orientation	2.67	2.75	2.90	3.00	2.83	3	2.86	0.14	Continuous Improvement
PO8 - Lifelong Learning	2.88	2.85	2.82	3.00	2.89	3	2.91	0.09	Continuous Improvement
Overall Average PO Attained	2.81	2.83	2.85	3.00	2.87	3.00	2.90		

Figure 10.4 PO attainment for the batch 2019-21 using direct and indirect assessment

Various measures are continuously taken to sustain the attainment of program outcomes. Table 10.8 lists these.

Table 10.9 Steps taken to sustain attainment of Program Outcomes batch 2019-21

PO#	PO Description	Action plan
1	Domain knowledge	In 2018-20, the domain knowledge attainment was 2.72 and it has increased to 2.91 in 2019-21. All the IV semester subjects contribute to the PO 1 – Domain knowledge. In all the courses the domain knowledge was explained in depth and more questions were asked to address the issue to increase the attainment. The course outcomes and delivery plans have been revised under new Regulations 2021. The electives basket has been revised for all the specialisations and core courses keeping the industry relevance. A new specialisation, Business Analytics, will be offered from 2021 Batch reflecting the industry trends. Courses like Business Analysis which were earlier offered as VACs have been brought into II semester cross-functional electives to enhance the specific knowledge in the areas required by companies. A deep domain knowledge opportunity is provided to the students in the form of industry offered VACs (Supply Chain Analytics). Few more VACs will be offered for 2022 Batch.
2	Business environment knowledge	In 2018-20, the business environment knowledge was 2.67, the attainment has been increased to 2.88 in 2019-21. In most of the courses which contribute to PO 2, more contemporary examples were included in the courses and more emphasis was given on those examples to link to industry knowledge. Apart from this, there are VAC like Seminar, where the application of industry knowledge has been enhanced by allotting specific sessions for newspaper reading. Students are

		encouraged to engage in discussing these articles and creating an opportunity to understand the business environment in which companies are operating. In R 2021, more courses are linked to PO 2 to improve the attainment by adding more contemporary examples.
3	Critical thinking and problem-solving skills	In 2018-20, PO 3 attainment was 2.72, whereas in 2019-21 the attainment has been increased to 2.91. Workshop on critical thinking skills. Introduce critical thinking orientation in all courses. Include problem-solving case studies in courses. Use data analysis courses to enhance data driven decision making for solving business problems. In few subjects written case assessments was conducted, where cases are given, and questions are asked to enhance their problem-solving skills. In Principles of Management, trained students to identify types of plans through case studies. Enabling students to identify and relate to concepts of organization structure from organization charts. Develop critical understanding distinguishing between different organization structures.
4	Communicate effectively	The attainment in 2018-20 was 2.71 and it has been increased to 2.85 in 2019-21. Even it was pandemic situation, encouraged students to participate in more external events. They were motivated to participate in MMA students' convention events like debate, business plan. This is the convention where all over India top class B schools participate. In few courses like Business Research Methods, Strategic Management, Brand Management group project work was assigned to the students to enable their communication skills. In courses like Human Resource Management and Sales & Distribution Management company projects were assigned to enhance their interaction with corporates. More alumni programs like group discussion, interaction with alumni, interaction with corporates is also continuously done to enhance the communication skills of the students effectively. Formation of various clubs and consistently conducting the sessions. To improve the gap various clubs have been formulated for the 2020-21 & 2021-23 batches to focus more on their communication skills.
5	Team skills	The attainment level in 2018-20 was 2.81 and it has been increased to 2.91. Introduced non-curricular activities to enhance team-working skills such as involvement in placement activities, internship activities and managing visits of alumni and industry professional. Students are involved in organising departmental activities such as inaugural functions, workshops, etc., In many courses, group assignments, group projects, interaction with corporates in groups are introduced and asked to work in teams to understand the peer pressure in teams and how to develop their team building skills. Continue group assignments and projects.
6	Leadership skills	In 2018-20 the attainment level was 2.86 and in 2019-21 it was 2.93. Continue group assignments and projects. Conduct leadership development programs. Focussed case studies on leadership in related courses. Students were asked to coordinate in the department events like guest lecture, placement activities, and inaugural functions to enhance their leadership skills. Students are formed into various groups for handling placements and internships.

7	Ethical orientation	The attainment level was 2.78 in 2018-20, and it was 2.86 in 2019-21. In few courses (refer table 10.1 and 10.2), ethics is being is handled as a part of the course. Also, include ethics as a part of curriculum R 2021. Business Ethics has been brought into the II semester course work from batch 2021-23.
8	Lifelong learning	In 2018-20 the attainment level was 2.72 and it was 2.91 in 2019-21. Pandemic situation was utilised effectively, few subjects were conducted in flip classes, and self-study topics was given. Identified limited number of self-study topics in selected courses. Encourage general reading through club activities. Case studies of specific business situations will provide the skills for assessment of the business environment. This approach will help them to understand the industry in which they operate.

Table 10.10 PO attainment for batch 2020-22 using direct assessments

2020-22		
Program Outcome	**Direct Assessment**	**Gap**
PO1	2.90	0.08
PO2	2.86	0.11
PO3	2.87	0.10
PO4	2.90	0.08
PO5	2.92	0.06
PO6	2.94	0.05
PO7	2.79	0.17
PO8	2.84	0.13
Overall Average PO Attained	2.88	
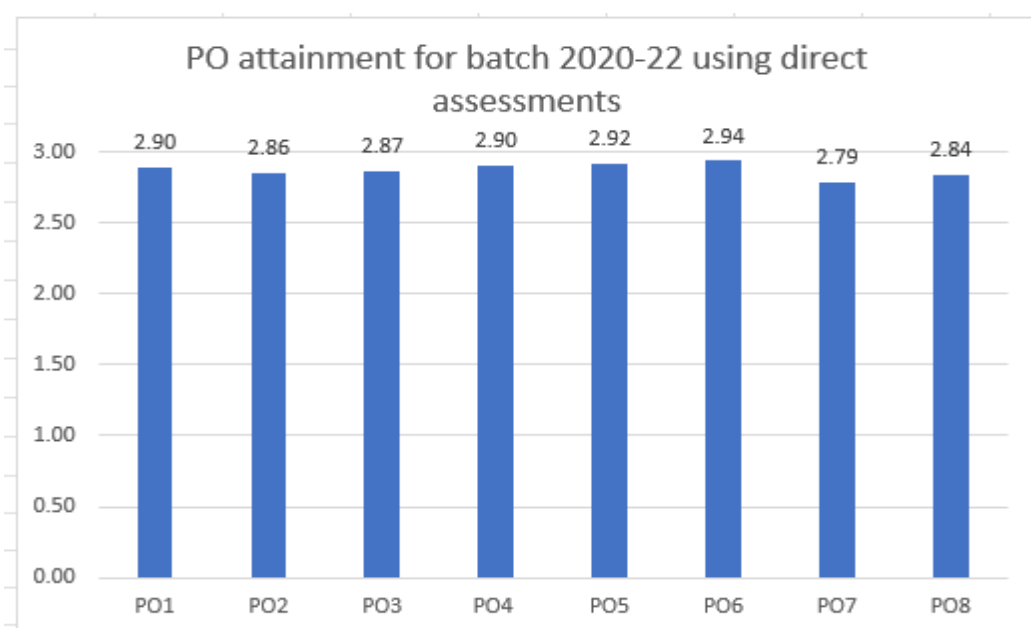
Figure 10.5 PO attainment for batch 2020-22 using direct assessments

Table 10.11 PO attainment for the batch 2020-22 using direct and indirect assessment

Program Outcome	Direct Assessment				Direct Assessment (DA)	Indirect Assessment (IA)	Total of DA (80%) and IA (20 %)	Gap	Action Plan
	Semester								
	1	2	3	4					
PO1 - Domain Knowledge	2.90	3.00	2.76	2.92	2.90	3	2.92	0.08	Continuous Improvement
PO2 - Business Environment Knowledge	2.90	3.00	2.70	2.83	2.86	3	2.89	0.11	Continuous Improvement
PO3 - Critical Thinking and Problem Solving Skills	2.89	3.00	2.77	2.82	2.87	3	2.90	0.10	Continuous Improvement
PO4 - Communication Skills	2.96	3.00	2.73	2.93	2.90	3	2.92	0.08	Continuous Improvement
PO5 -Team Skills	3.00	3.00	2.79	2.89	2.92	3	2.94	0.06	Continuous Improvement
PO6 - Leadership Skills	3.00	3.00	2.85	2.91	2.94	3	2.95	0.05	Continuous Improvement
PO7 - Ethical Orientation	3.00	2.57	2.90	2.68	2.79	3	2.83	0.17	Continuous Improvement
PO8 - Lifelong Learning	2.86	3.00	2.76	2.73	2.84	3	2.87	0.13	Continuous Improvement
Overall Average PO Attained	2.94	2.95	2.78	2.84	2.88	3.00	2.90		

Figure 10.6 PO attainment for the batch 2020-22 using direct and indirect assessment

Various measures are continuously taken to sustain the attainment of program outcomes. Table 10.11 lists these.

Table 10.12 Steps taken to sustain attainment of Program Outcomes batch 2020-22

PO#	PO Description	Action plan
1	Domain knowledge	In 2019-21, the domain knowledge attainment was 2.91 and it has been slightly increased to 2.92 in 2020-22. All the IV semester subjects contribute to the PO 1 – Domain knowledge. In all the courses the domain knowledge is important for the management students. Domain knowledge was dealt in depth and in all assessments more questions were asked to address the issue to increase the attainment. The course outcomes and delivery plans have been revised under new Regulations 2021. The electives basket has been revised for all the specialisations and core courses keeping the industry relevance. A new specialisation, Business Analytics, will be offered from 2021 Batch reflecting the industry trends. The basic understanding of management courses are important for their placement perspective also.
2	Business environment knowledge	In 2019-21, the business environment knowledge was 2.88, the attainment has been increased to 2.89 in 2020-22. There seems to be consistency in attaining the outcomes. In most of the courses which contribute to PO 2, more contemporary examples were included in the courses and more emphasis was given on those examples to link to industry knowledge. The contemporary knowledge is important for management students to link their subject knowledge with the latest trends happening in the industry. Trying to cope with more case studies related to the industry developments. Apart from this, there are VAC like Seminar, where the application of industry knowledge has

3	Critical thinking and problem-solving skills	been enhanced by allotting specific sessions for newspaper reading. Students are encouraged to engage in discussing these articles and creating an opportunity to understand the business environment in which companies are operating. In R 2021, more courses are linked to PO 2 to improve the attainment by adding more contemporary examples.
		In 2019-21, PO 3 attainment was 2.91, whereas in 2020-22 the attainment is 2.90. Most of the courses have been linked with case studies and problem-solving skills to improve their critical thinking process. More workshops will be conducted to increase this skill. Introduce critical thinking orientation in all courses. Include problem-solving case studies in courses. Use data analysis courses to enhance data driven decision making for solving business problems. In few subjects written case assessments was conducted, where cases are given, and questions are asked to enhance their problem-solving skills. In Principles of Management, trained students to identify types of plans through case studies. Enabling students to identify and relate to concepts of organization structure from organization charts. Develop critical understanding distinguishing between different organization structures.
4	Communicate effectively	The attainment in 2019-21 was 2.85 and it has been increased to 2.92 in 2020-22. Even it was pandemic situation, encouraged students to participate in more external events. They were motivated to participate in MMA students' convention events like debate, business plan. This is the convention where all over India top class B schools participate. In few courses like Business Research Methods, Strategic Management, Brand Management group project work was assigned to the students to enable their communication skills. In courses like Human Resource Management and Sales & Distribution Management company projects were assigned to enhance their interaction with corporates. More alumni programs like group discussion, interaction with alumni, interaction with corporates is also continuously done to enhance the communication skills of the students effectively. Formation of various clubs and consistently conducting the sessions. To improve the gap various clubs have been formulated for the 2020-21 & 2021-23 batches to focus more on their communication skills.
5	Team skills	The attainment level in 2019-21 was 2.91 and it has been increased to 2.94 in 2020-22. Trying to increase more group activities in most of the subjects to enhance their team building skill which will enable their skill better. Students are also given opportunity to work in many committes as a team like ALCOM, PLACECOM etc. Many club activities are also introduced to enhance their skill. Introduced non-curricular activities to enhance team-working skills such as involvement in placement activities, internship activities and managing visits of alumni and industry professional. Students are involved in organising departmental activities such as inaugural functions, workshops, etc., In many courses, group assignments, group projects, interaction with corporates in groups are introduced and asked to work in teams to understand the peer pressure in teams and how to develop their team building skills. Continue group assignments and projects.
6	Leadership skills	In 2019-21 the attainment level was 2.94 and in 2020-22 it was 2.95. Students are also given opportunity to work in many committes as a team like ALCOM, PLACECOM etc. which will build their leadership skills also. Many conferences, workshops are being conducted in the department and students are asked to coordinate and improve their leadership skill.

		Continue group assignments and projects. Conduct leadership development programs. Focussed case studies on leadership in related courses.
		Students were asked to coordinate in the department events like guest lecture, placement activities, and inaugural functions to enhance their leadership skills.
		Students are formed into various groups for handling placements and internships.
7	Ethical orientation	The attainment level was 2.79 in 2019-21, and it was 2.83 in 2020-22.
		In few courses (refer table 10.1 and 10.2), ethics is being handled as a part of the course.
		Also, include ethics as a part of curriculum R 2021.
		Many of the courses syallbus include ethics but questions are nor asked in the assessments. Make sure to ask questions to attain the outcome.
		Business Ethics has been brought into the II semester course work from batch 2021-23 as a part of new regulation 2021.
8	Lifelong learning	In 2019-21 the attainment level was 2.84 and it was 2.87 in 2020-22.
		Subject knowledge which they gain in this program should be lifelong learning throughout their career.
		Pandemic situation was utilised effectively, few subjects were conducted in flip classes, and self-study topics was given.
		Identified limited number of self-study topics in selected courses. Encourage general reading through club activities.
		Case studies of specific business situations will provide the skills for assessment of the business environment. This approach will help them to understand the industry in which they operate.

10.2. Academic Audit and actions taken thereof during the period of Assessment (10)

Course files:

All faculty members maintain a course file for each course handled. These are periodically reviewed by the Director / Dean.

Class committee:

A class committee is formed in the first few weeks of the students joining the program. The purpose of this forum is explained to the students and a list of interested students drawn up. A list of eight students per class of sixty is drawn up to ensure representations across gender, UG background and academic track record. The committee meets the Dean/Director twice in a semester and all academic issues discussed. The MBA program is a residential one and hence non-academic issues are also brought up in the meetings.

The sample copy is attached in the figure

Class committee meeting for First years students _2.20 P.M seminar hall_ today
5 messages

Girija T <girijat@ssn.edu.in>
To: MBA Faculty SSN <mba.faculty@ssn.edu.in>

Sat, Dec 11, 2021 at 9:08 AM

Dear All,

The class committee meeting for I semester students will happen from 2.00 to 3.00P.M in Seminar hall today.

Faculties handling class for First year are requested to **join the meeting at 2.20 P.M.** in seminar hall.
Thanks & Regards

Dr.Girija.T
Associate Professor,
SSN School of Management,
OMR, Kalavakkam.
Chennai, Tamilnadu, India.
+919994016556.

SSN SCHOOL OF MANAGEMENT

MINUTES OF THE CLASS COMMITTEE MEETING

Date:	Dec. 11, 2021
Time:	2.00 pm
For:	I year students(Batch 2021-2023)

Participants: Students Representative and Class committee members

Participants	Sec	Signature
Dinesh .T	A	
Abirami M	A	
Abirami R	A	
Asphia Khan.A	A	
Akshayaa V S	A	
Madhumitha S	A	
Franny Mary Joseph F	A	
Ezhil Maran R S	A	
Divya Dharshini B (Class Representative)	A	
Manoj Kiran.K (Class Representative)	A	
Manojkumar S	B	Leave
Merlin Reji P	B	
Moshikraj.S	B	
Pravishka.K	B	
Siraj Nisha B	B	
Srikrishnaa.S	B	Absent
Sushmitha. K	B	
Vignesh .U	B	
Vetrivelan J B (Class Representative)	B	
Tanisha.K (Class Representative)	B	

Faculty Participants	Signature
Dr. K. Hariharanath, Director	
Dr. T. Girija, Associate Professor, Coordinator	
Dr. Srinivas Gumparthi, Professor	
Dr. K. Sampath Kumar, Professor	
Prof. Natarajan,	
Dr. Vani Haridasan, Associate Professor	
Dr. T. Thiruvenkadam, Associate Professor	
Dr. M. Kavitha, Asst. Professor	(On leave)
Dr. Sudarsan Jayasingh, Asst. Professor	(On leave)
Mr. Raghuraman, Asst. Professor	Leave
Mr. Anandaraman, Asst. Professor	On duty

MINUTES

Academic issues:

1. MS for Business Law needs to be updated.

Administrative issues:

1. Festival holidays to be informed in advance so that they can plan their travel.
2. Academic related class activity to be planned within 3.30P.M. It was responded that the reason for lighter sessions in between is to make academic sessions effective. The practice will be continued and will be expanded. Students are advised to use the intermittent sessions for group work/ library.
3. Speaker and mike issues in LH 3 and 4.
4. Wall mounted and the ceiling fans making noise. Maintenance team to review.
5. Seminar hall steps need to be marked with alert.
6. First Aid box availability in office and availability of materials.
7. LH 4 laptop functionality needs to be reviewed.
8. White Boards need to be cleaned on alternative days. Stationary related to white boards must be available in the classroom.
9. Library systems have some issues. However they are being replaced as per the replacement plan.
10. Course-wise academic issues are requested for. Students are happy with the delivery of academics.

All the issues are being addressed and an action plan has been set up to bring the improvements.

Dr. K. Hariharanath,
Director

Dr. T. Girija,
Associate Professor, Co,ordinator

Figure 10.7 Minutes of Class Committee Meeting

Question papers for internal assessments:

These are discussed with the Dean / Director and reviewed prior to the administration of the tests. The quality of the question papers are checked for difficulty levels and coverage of COs.

Performance Assessment Committee:

This is a review mechanism to assess the outcomes in different courses at the end of every semester. This is a joint review mechanism with the faculty for the course. It identifies gaps in course outcomes in different courses, reasons for the gaps and records the action / steps to be taken when the course is offered again. This committee reviews achievement of Program Outcomes when the final semester is completed for a batch of students.

335

External audit:

2018-19

This was undertaken on 5th August 2019, after completion of one year of being granted autonomy by Director of another reputed institution. A sample of courses was audited. This practice is to be continued periodically.

The suggestions given in during the audit are:

a. Reduce the number of course outcomes and make them a little more generic
b. Introduce practical application exercises
c. Improve the framing of rubrics for practical courses and project work

These suggestions are being reviewed and are under implementation.

Figure 10.8 External Audit Report (2018-19)

Audit findings and suggestions are implemented in the courses where the possibility of introducing case studies and scope for application questions exists.

2019-20

This was undertaken on 29th October 2020, after completion of one year of being granted autonomy by Director of another reputed institution. A sample of courses was audited. This practice is to be continued periodically.

The suggestions given in during the audit are:

a. All documents and records are available in e-copy format with faculty and supported with back-up (for the subject Economic Analysis of Business)

b. Knowledge level in the question paper can be included (Sample: Economic Analysis of Business)

c. Session with topic coverage can be made available along with lesson plan (Sample: Economic Analysis of Business).

10. Any curricular gap identified is addressed adequately? (If Yes, Please specify)

Yes [✓] No [ ]

11. Whether the Rubrics framed for practical courses / Project work are based on the stakeholders inputs?

Yes [✓] No [ ]

12. Whether COs for lab courses/project work are updated/refined (Skill/affective domain) regularly?

Yes [✓] No [ ]

Subject : 1. Economic Analysis of Business
        2. Accounting for Management
        3. Corporate Finance
Audited by: 4. Financial Management
        5. Data Analysis - I   6. Project

(Dr. C. Vinoth Kumar)
Signature with Name

Date of audit: 29. 10. 2020

Department	:	MBA			
Programme	:	MBA			
Academic Year	:	2019-20	Semester	:	Odd / Even

CONSOLIDATED EXTERNAL ACADEMIC AUDIT REPORT

Observations: (Best Practices & Description of Gaps)

(a) All documents and records are available in e-copy format with faculty and supported with back-up. (for the subject Economic Analysis of Business)

(b) Rubrics framed for project evaluation are well established and maintained (Internship and end semester project)

(c) Weak students are identified and classes were taken (subject: Accounts for Management)

Recommendations: (to bring improvement)

(a) knowledge level in the question paper can be included. (sample: Economic Analysis of Business)

(b) session wise topic coverage can be made available along with lesson plan. (sample: Economic Analysis of Business)

Signature of the Auditor
Name: Dr. C. Vinoth Kumar
Affiliation: AsP /ECE, SSNCE

Signature of the HOD
29/10/2020.

Figure 10.9 External Audit Report (2019-20)

SSN	Department:	Academic Year: 2021 – 2022	External Audit: IQAC

Sri Sivasubramaniya Nadar College of Engineering, Kalavakkam

Academic Audit Form

Department Information		
Name of the Department	SSN SCHOOL OF MANAGEMENT	
No.of Full time permanent Faculty	15	
No.of Guest faculty	14	
Academic Programmes in the	UG	—
Department	PG	MBA
Student Strength	UG	—
Programwise	PG	240
No.of PhD Students	FT	—
	PT	—
Name, designation and affiliation of the External Expert	DR. Y. PRASANNA KUMARI IQAC COORDINATOR, PROF-IT RAJALAKSHMI ENGINEERING COLLEGE THANDALAM, CHENNAI	
Signature of the External Expert		

- The External Expert can grade each parameter with points 1,2,3,4 or 5 based on assessment.
- Wherever applicable, ratings may be based on the data available for the last three academic years.

SSNCE External Academic Audit
Ratings (5 - Excellent, 4 - Very Good, 3 - Good, 2 - Average, 1 - Not Satisfactory)

Criterion 1 - Curricular Aspects

Key Indicators	Scope of Audit	Rating 1	2	3	4	5
1.1 Curriculum Design and Development	Curricula developed have relevance to the local/ national / regional/global developmental needs				✓	
	Adequacy of syllabus revision carried out					✓
	Number of courses having focus on employability/ entrepreneurship/ skill development					✓
1.2 Academic Flexibility	Number of new courses introduced to the total number of courses in each program					✓
	Implementation of Choice Based Credit System (CBCS) / elective courses					✓
1.3 Curriculum Enrichment	Courses relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics in the Curriculum				✓	
	Number of value-added courses imparting transferable and life skills					✓
	Percentage of Students enrolment in the value-added courses					✓
	Percentage of students undertaking field projects / internships					✓
1.4 Feedback System	System of receiving feedback from 1) Students, 2) Teachers, 3) Employers, 4) Alumni 5) Parents, for design and review of syllabus				✓	
	System of Feedback collection, analysis and action taken				✓	

Observations & Suggestions:

Observation :-
curriculum updated to cater to the demands
of the day in keeping employability & skills of students high.
Industry & Experts participation has high
impact in adding value to courses

Suggestions :-
A change sheet, comparing old syllabus Vs
updated or revised syllabus can be prepared.
Inference & Recommendation sheet in each
Course file can to be included.

Department:		Academic Year: 2021 – 2022	External Audit: IQAC

Criterion 2: Teaching- Learning and Evaluation

Key Indicators	Scope of Audit	Rating				
		1	2	3	4	5
2.1 Student Enrolment and Profile	Percentage of students in the department from other States				✓	
	Demand Ratio for the available seats.					✓
	Percentage of seats filled as per the applicable reservation policy.					✓
2.2 Catering to Student Diversity	Department assesses the learning levels of the students and organises special programs					✓
	Evidence of mentoring process and System to ensure motivation of slow learners					✓
	Student - Full time teacher ratio.					✓
	Percentage of differently abled students (Divyangjan) on roll.				✓	
2.3 Teaching-Learning Process	Preparation of course files and adherence to Teaching plans by the faculty members				✓	
	Adoptation of Student centric teaching methods, such as experiential learning, participative learning and problem solving methods					✓
	Use of Learning Management Systems (LMS) and timely availability of COs / Course Plan / Lecture Notes / PPTs etc.					✓
	Ratio of students to mentors for academic and stress related issues					✓
2.4 Teacher Profile and Quality	Percentage of full time faculty against sanctioned posts					✓
	Percentage of full time faculty with Ph.D.					✓
	Teaching experience of full time teachers in number of years					✓
	Percentage of teachers received awards, recognition, fellowships at State, National, International level		✓			
	Percentage of full time teachers from other States					✓
2.5 Evaluation Process and Reforms	Department ensures fairness in the evaluation of answer scripts					✓
	Question Paper explores all the elements of Blooms Taxonomy in assessment.					✓
	Evaluation of the performance is in accordance with the course objectives.					✓
	System for student complaints/grievances about evaluation					✓
	Automation of Examination process					✓
2.6 Student Performance and Learning Outcomes	POs, PSOs and COs for all Programmes offered by the department are stated and displayed, communicated to teachers and students				✓	
	Attainment of program outcomes, program specific outcomes and course outcomes are computed for the different batches.				✓	

SSNCE   External Academic Audit

Ratings (5 - Excellent, 4 - Very Good, 3 - Good, 2 - Average, 1 - Not Satisfactory)

	CO-PO attainment is computed and the gap analysis is performed for the courses of the department				✓	
	Availability of semester-wise result analysis for all the batches and average pass percentage					✓
2.7 Student satisfaction Survey	Student satisfaction survey report regarding teaching learning process.					✓

Observations & Suggestions:

1. PO attainment can be done separately for each specialization which will help us identify remedial activities for each specialization.

2. Teachers can identify & apply for National & International awards.

Key Indicators	Scope of Audit	1	2	3	4	5
3.1 Promotion of Research and Facilities	Policy for promotion of research within the department.				✓	
	Use of SSN internal funding for research.				✓	
	Number of teachers awarded international fellowship for advanced studies/research during the last five years.			✓		
	Central facilities within the department for research.					✓
3.2 Resource Mobilization for Research	Grants received through research projects sponsored by the government and nongovernment sources.				✓	
	Percentage of teachers recognised as research guides			✓		
	Number of research projects per teacher funded by government and non-government agencies			✓		
3.3 Innovation Ecosystem	Participation of the department in the ecosystem for innovations and incubation centres of the institution.	✓				
	Workshops/seminars conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices.					✓
	Number of awards for innovation won by teachers/ research scholars/students during the last five years.	✓				
	Number of start-ups incubated on campus from the department.	✓				
3.4 Research Publications and Awards	Publications follows the stated Code of Ethics and efforts of the department to check malpractices and plagiarism in Research					✓
	Details about placement, higher education, and entrepreneurs are available?					✓
	Number of Research Guides in the Department			✓		
	Number of Ph.D.s awarded NA	✓				
	Number of research papers published in the WOS/Scopus Journals				✓	
	Bibliometrics of the publications during the last five years based on average citation index				✓	
	Number of books and chapters in edited volumes published			✓		
	Number of Patents published/awarded NIL	✓				
	Recognition of teachers who receive state, national and international recognition/awards NIL	✓				
3.5 Consultancy	Institution has a policy on consultancy including revenue sharing between the institution and the faculty					✓
	Revenue generated from consultancy and corporate training					✓

SSNCE External Academic Audit

Ratings (5 - Excellent, 4 - Very Good, 3 - Good, 2 - Average, 1 - Not Satisfactory)

	Scope of Audit	1	2	3	4	5
3.6 Extension Activities	Participation in extension activities in the neighbourhood community in sensitising students to social issues and holistic development			✓		
	Participation in extension and outreach programs such as Swachh Bharat etc.,in collaboration with industry, community and NGOs through NSS/NCC/Red cross/YRC etc.			✓		
	Awards and recognition received for extension activities from Government /recognised bodies NA					
3.7 Collaboration	Collaborative activities for research, faculty exchange, Student exchange per year N) ✓					
	Linkages with institutions/industries for internship, on the- job training, project work, sharing of research facilities etc.				✓	
	Functional MoUs with other Institutions, Industries, corporate houses etc.				✓	

Observations & Suggestions:

1. Incubation & start-ups to be promoted

2. Awareness on Patent filing can be intensified and support to be provided for faculty & students.

3. Collaborative activities for research, faculty & student exchange to be initiated.

Criterion 4: Infrastructure and Learning Resources

Key Indicators	Scope of Audit	1	2	3	4	5
4.1 Physical Facilities	Adequacy of facilities for teaching — learning, viz., classrooms, laboratories, computing equipment, etc.					✓
	Promotion cultural activities and yoga					✓
	Adequacy of classrooms and seminar halls with ICT — enabled facilities such as smart class, LMS, etc.					✓
	Department Budget allocation for infrastructure augmentation.					✓
4.2 Library as a Learning Resource	Library Automated using Integrated Library Management System (ILMS)					✓
	Availability of remote access to e-resources of the library					✓
	Percentage per day usage of library by teachers and students of the Department					✓
4.3 IT Infrastructure	Frequency of updates of IT facilities including WI-FI					✓
	Student - Computer ratio in the department					✓
	Available bandwidth of internet connection 2 GBPS					✓

Observations & Suggestions:

Excellent process flow in budget preparation and utilization.

Good utilization of library facility

Library usage encouraged by extended working hours.

Criterion 5: Student Support and Progression						
Key Indicators (KIs)	**Scope of Audit**	1	2	3	4	5
5.1 Student Support	Average percentage of students benefited by scholarships provided by the Government and by the Institution	✓				
	Number of capability enhancement schemes such as 1. Guidance for competitive examinations, 2. Career Counselling, 3. Softskill development, 4. Remedial coaching 5. Language lab, 6. Bridge courses etc.,				✓	
5.2 Student Progression	Average percentage of placement of outgoing students					✓
	Percentage of student progression to higher education and as entrepreneurs (previous graduating batch) NA					
	Students qualifying in state/ national/ international level examinations during the last five years NA	✓				
	Evidences of student participation in Professional societies/chapters					✓
5.3 Student Participation and Activities	Number of awards/medals for outstanding performance in sports/cultural activities at national/international level NIL	✓				
	Presence of an active Student Council & representation of students on academic & administrative bodies/committees of the institution					✓
5.4 Alumni Engagement	The Alumni contributes significantly to the development of the Department					✓
	Frequency of Alumni Association meetings held ANNUAL					✓

Observations & Suggestions:

1. PO Attainment calculation can also be done for each specialization separately to identify Specific remedial measures, to each of them.

2. Collaborative Exchange prgms to be initiated

3. No. of students availing scholarships is less than 10%. Need to create awareness + motivate them to apply

4. Media centre supporting Editing for video lectures can be set up.

5. Faculty awards + recognition from National & International agencies to be initiated.

Overall Assessment

Strengths of the Department

1. Regularly updated & Improvised curriculum
2. Involvement of Industry Expert in every course
3. Qualification (PhD) of dept faculty (more than 95%)

Weaknesses of the Department

1. Awards & Medal to students for cultural & sports at National & International level.
2. Collaborative Initiatives for student & faculty Exchange
3. Patents – NIL.
4. Incubation & Innovation -activities NIL.

Best practices followed by the Department

1. Bottom-up approach in Budget preparation & Utilization
2. One Alumni lecture every week to mentor Students
3. Library timings & facilities

Overall Report and Recommendations for Improvement

Department is performing very good with respect to curriculum, teaching & learning and student enhancement activities.

Signature of the External Expert

DR. V. PRASANNA KUMARI
IQAC COORDINATOR, PROF ET
RAJALAKSHMI ENGINEERING COLLEGE

SSNCE   External Academic Audit
Ratings (5 - Excellent, 4 - Very Good, 3 - Good, 2 - Average, 1 - Not Satisfactory)

Figure 10.10 External Audit Report (2020-21)

IQAC:

SSN School of Management is in the process of forming an Internal Quality Assurance Cell. The constitution of this cell and the responsibilities will be defined.

Some of the other steps being taken to improve the quality of the program:

- Continuous tracking of CO attainment during the course of the semester.
- Framing more detailed objectives and rubrics for different types of assessment and projects.

ACADEMIC AUDIT

Date of audit: 29.10.2020

Department	:	MBA	Academic Year	:	2019 – 2020 (Odd/Even)
Name of the Programme	:	MBA			

Part-A
(to be done for atleast six courses for UG Programme and two courses for PG Programme)

1. Whether COs / Course plan / lecture notes / Handouts / PPTs / Unit Summary etc., for the entire content is made timely available in LMS?

    Yes ✓   No ☐   Partially ☐

2. Whether the Blooms taxonomy level of the CO appropriately matches the level of the question paper?

    Yes ☐   No ✓   Partially ☐   *knowledge level is not mapped to the questions.*

3. Does the system ensure fairness in the evaluation of answer scrips? (Answer Key & scheme of Evaluation should be made available)

    Yes ✓   No ☐   Partially ☐

4. Whether all the faculty members have prepared the course file as per the directions of HoD / Principal?

    Yes ✓   No ☐   Partially ☐

Part-B (to be done for the entire Department/Programme)

5. Is there a system to ensure motivation of slow learners by the mentors?

    Yes ✓   No ☐   Partially ☐

6. Are the assessment tools used for computation of the CO & PO attainment adequate?

    Yes ✓   No ☐

7. Are there measures taken to compensate for the gaps identified from the PO attainment?

    Yes ✓   No ☐

8. Whether, any Innovative Teaching – Learning / Active Learning Methods adopted ? (If Yes, Please specify)

    Yes ✓   No ☐

9. Whether the reports and followups are implemented and communicated with IQAC?

    Yes ✓   No ☐

SSNCE   Academic Audit

10. Any curricular gap identified is addressed adequately? (If Yes, Please specify)

    Yes ✓   No ☐

11. Whether the Rubrics framed for practical courses / Project work are based on the stakeholders inputs?

    Yes ✓   No ☐

12. Whether COs for lab courses/project work are updated/refined (Skill/affective domain) regularly?

    Yes ✓   No ☐

    Subjects : 1. Economic Analysis of Business
    2. Accounting for Management
    3. Corporate finance
    4. Financial Management
    5. Data Analysis – I   6. Project

    Audited by:
    (Dr. C. Vinoth kumar)
    Signature with Name

348

SSN

Date of audit: 29. 10. 2020

Department	:	MBA		
Programme	:	MBA		
Academic Year	:	2019–20	Semester	: Odd / Even

CONSOLIDATED EXTERNAL ACADEMIC AUDIT REPORT

Observations: (Best Practices & Description of Gaps)

(a) All documents and records are available in e-copy format with faculty and supported with back-up. (for the subject Economic Analysis of Business)

(b) Rubrics formed for project evaluation are well established and maintained (Internship and end semester project)

(c) Weak students are identified and classes were taken (Subject: Accounts for Management)

Recommendations: (to bring improvement)

(a) Knowledge level in the question paper can be included. (Sample: Economic Analysis of Business)

(b) Session wise topic coverage can be made available along with lesson plan. (Sample: Economic Analysis of Business)

Signature of the Auditor
Name: Dr. C. Vinoth Kumar
Affiliation: AsP / ECE, SSNCE

Signature of the HOD
29/10/2020.

Figure 10.11 IQAC – Academic Audit (2019-20)

2020-21 – Internal Audit:

| Department | : | MBA | Academic Year | : | 2020 – 2021 (Odd/Even) |
| Programme | : | MBA | | | |

ACADEMIC AUDIT REPORT

Observations: (Best Practices & Description of Gaps)

1. Based on the involvement/response of the students in class, weightage is given in internal marks. For student participation, 4 marks has been allotted. This will encourage student's involvement in class. This practice is done both manually (Accounting for management) and via automatic generation (Business statistics).

2. 'slip test' file is also maintained in the course file.

3. Conduction of special classes for students who have failed in University Exams.

4. 3 FDP's have been conducted- input & output of the process were framed accordingly.

5. Yearly targets are available in the department. All course files are maintained as per the quality manual & SOP by all the faculty members.

Recommendations: (to bring improvement)   NIL

Signature (Auditor I)

Signature (Auditor 2)

For IQAC

Name: Dr. Julie Charles .   G. ANANDHA BABU

SSNCE   Academic Audit Report

CHECKLIST USED FOR INTERNAL QUALITY AUDIT

AUDIT DATE **27/08/2021** AUDIT TIME: **11.00 a.m**

AUDIT DURATION **4 hrs**

AUDITOR NAME **Dr. Julie Charles & Dr. G. AnandhaBabu**

AUDIT AREA: Department HOD's **MBA** DISCUSSED WITH: **Prof. K. Hariharanath**
Prof. Srinivas Gumparthi
Prof. K. Sampath kumar

SI No.	Requirements	Yes	No	N/A	Evidence observed/Remarks/Findings/Concern
1	What are the processes under the ownership of the HOD? *Director*				All processes are under the Director
2	What are the input and output to and from these processess and how are they related as per the quality manual & SOP's				Teaching- learning process observed for all courses 3 FDPs conducted } I/o of all process are related as per SOP
3	What does your manual tell about corrective/preventive actions to be taken with regard to these processes?				Corrective preventive action is in scope of the manual.
4	Is your QM and SOP's and Role handbooks user friendly?	✓			
5	Has the department drafted a simpler overview of the processess relevant to it indicating the input output flows, its procedure and the records/document that result from it	✓			
6	Whether appointment orders are available for all the staff members of the department?	✓			
7	Is there any procedure adopted to introduce new staff to the system prevailing in the department.	✓			Procedure given in SOP is maintained
8	Are QMS documents available in the department?	✓			
9	Does the vision/mission of the department tie with that of the organisation	✓			
10	What is the short term goal of the department?				yearly targets available in dept.
11	Has the department achieved the objectives?	✓			
12	Whather HOD has made plans to achieve the quality objectives?	✓			
13	Whether master list of documents/records have been updated.	✓			
14	Has the workload for each staff been assigned	✓			
15	Is the man-power available in the department sufficient as per norms?	✓			
16	Whether training needs have been identified?	✓			
17	Does the HOD have approved syllabus copies for the subjects to be handled?	✓			
18	Is the approved time-table copy available in the department	✓			
19	Is departmental time-table available in the department?	✓			
20	Are approved lesson plans, question banks, notes of lessons etc available ?	✓			
21	What are the preventive actions planned in the case of theory and practical classes?	✓			
22	Is there any proof for the same?	✓			weak students special class is conducted & results improved (For the courses Accounting for management & Business statistics)
23	What are the corrective actions planned in the case of theory and practical classes?			✗	
24	Has root cause analysis been done in the case of those that require corrective action?	✓			Proof available
25	Is there any proof for the same?	✓			

23) ✗. counselling given to students,
Conduction of special classes for
students who failed in University Exams.

26	Has question papers been reviewed and adequate answer keys been prepared	✓			
27	Is lesson plan available for lab session?	✓			
28	Are skilled values available for lab sessions?	✓			
29	Are result analysis available on all the subjects handled by the staff.	✓			
30	Is there any record for the monitoring of the staff?	✓			
31	Is there complaint/suggestion book where feedback from the students are recorded?	✓			
32	Have all the requirements of the lab sessions been identified?	✓			
33	Has the budget been made and submitted for evaluation?	✓			
34	Have quotations been obtained and comparitive statements put up?	✓			
35	Are vendor evaluation forms been prepared?	✓			
36	Are purchase orders available?	✓			
37	Are incoming material verified ?	✓			
38	Are the calibration and servicing needs identified?	✓			Not applicable – calibration
39	Are the materials after servicing been verified?	✓			
40	Are calibration documents/records available?	✓			Not applicable – calibration
41	Are stock verifications performed periodically?	✓			
42	Have non-conforming materials been segregated?	✓			
43	Is quality achieved recorded and compared with the plan?	✓			
44	Do the plans and acheivement show continual improvement?	✓			

Name & signature of Auditor:

Dr. Julie Charles

MBA Department goals.

SSN School of Management, Kalavakkam – 603 110

Achievement of objectives for the Academic Year 2019-20

&

Objectives for the Academic Year 2020-21

Date:28.10.2020

1. Achieve the following results in academics as reflected by the University results:

   a. Overall pass percentage in each semester

	Target for 2019-20	Achievement for / 2019-20	Target for 2020-21
Sem I	80 %	79%*	80%
Sem II	80%	100%	80%
Sem III	80%	94.1%	80%
Sem IV	90%	100%	90%

   * Arrear exams not held

   b. Average GPA in each semester

Target for 2019-20	Achievement for 2019-20	Target for 2020-21
6.50	Sem I : 7.09	6.5

352

6.50	Sem II : 7.87	6.5
6.50	Sem III: 7.79	6.5
8.50	Sem IV: 8.16	8.5

2. Research publications by faculty and students in each academic year.

Target for 2019-20	Achievement for 2019-20	Target for 2020-21
10	8	10

3. **Overall student development:**

   a. **Industry readiness** through adequate training that leads to a placement of 80% of eligible students.

   b. **Improve competitive skills** among students through encouragement to participate in external events in other institutions and organizations.

   c. **Guest lectures** in relevant and contemporary areas

   d. **Improve social consciousness** among students through activities of the Rotaract Club.

4. **Faculty Development:** Faculty members to be deputed for attending short-term courses as part of quality improvement every year.

Target for 2019-20	Achievement for 2019-20	Target for 2020-21
10	19	10

*Including workshops

Prof. B.Srinivasan, Dean

STUDENT PARTICIPATION - DONE MANUALLY

Sl.No	Student Name									
1	Aarthi M	8.12	14.12	1, 29.12	20.12, 9.1, 13.1,					
2	Adhithya C	12.12, 11.12, 23.12, 30.12, 9.1,								
3	Ahamed Aarun Raseth S	2.12, 21.12, 23.12, 30.12, 9.1,								
4	Aishwarya K	22, 22.12, 28.12, 30.12, 9.1, 13.1,								
5	Aiswarya P	9.12, 22.12, 30.12, 6.1, 9.1, 7.1,								
6	Ajay Krishna K	12.12, 9.12, 22.12, 28.12, 30.12, 9.1								
7	Ajay R S	12.12, 21.12, 23.12, 29.12, 5.1, 9.1,								
8	Akshara R	12.12	9.12	14.12	19.12, 22.12, 23.12, 28.12, 30.12, 6.1, 9.1, 12.1, 13.1, 19.1,					
9	Akshaya R S	12.12, 16.12, 22.12, 28.12, 30.12, 3.1, 5.1, 9.1, 23.1,								
10	Akshey Kumar T	12.12, 22.12, 30.12, 6.1, 9.1, 12.1, 27.1,								
11	Amiirtha Varshini S	12.12, 22.12, 23.12, 30.12, 6.1,								
12	Anandh G	12.12, 22.12, 30.12, 6.1, 9.1, 11.1,								
13	Anbu Manikandan B	22.12, 22.12, 30.12, 13.1, 9.1,								
14	Anirudh T S	12.12, 16.12, 23.12, 30.12, 9.1,								
15	Anitha G	9.12, 16.12, 30.12, 6.1, 9.1, 13.1,								
16	Ann Flavia S	8.12, 21.12, 23.12, 28.12, 9.1, 19.1, 27.1,								
17	Annie Steffigraf S	8.12, 22.12, 28.12, 30.12, 9.1, 13.1, 22.1,								
18	Anudheepthi V	12.12, 22.12, 28.12, 6.1, 9.1, 19.1,								
19	Arthi S	8.12, 22.12, 28.12, 6.1, 9.1, 12.1, 23.1,								
20	Bragadeeshwaran J	9.12, 22.12, 30.12, 6.1, 13.1, 30.1,								
21	Cecil Tom Yaharsh P	8.12, 22.12, 23.12, 6.1, 9.1, 19.1,								
22	Christopher Paulson G	12.12, 16.12, 28.12, 3.12, 30.12, 6.1, 9.1, 19.1,								
23	Darshini D	12.12, 16.12, 21.12, 28.12, 6.1, 9.1, 12.1, 21.1, 20.1, 30.1,								
24	Dhanalakshmi A	12.12, 22.12, 28.12, 6.1, 9.1, 30.1,								
25	Dhanalakshmi S	12.12, 12.12, 22.12, 28.12, 30.12, 6.1, 5.1, 9.1, 11.1, 10.1, 19.1,								
26	Dharun Krishna M A	12.12, 15.12, 28.12, 6.1, 9.1, 13.1, 19.1,								
27	Dhivyasaraswathi S	9.12, 16.12, 23.12, 30.12, 5.1, 6.1, 9.1, 11.1, 13.1, 19.1,								
28	Dinesh Kumar S	22.12, 16.12, 28.12, 6.1, 9.1, 12.1, 19.1,								
29	Divya S	12.12, 22.12, 28.12, 6.1, 9.1, 12.1, 19.1,								
30	Dolly Joy Kirubha V	8.12, 16.12, 28.12, 28.12, 5.1, 9.1, 19.1, 30.1,								
31	Gautam Chandar T K	9.12, 16.12, 28.12, 9.1, 13.1, 19.1, 30.1,								
32	Gayathri K	9.12, 23.12, 29.12, 30.12, 6.1, 9.1, 13.1, 25.1, 30.1,								
33	Gayatri V	9.12, 16.12, 30.12, 6.1, 9.1, 11.1, 18.1, 30.1,								
34	Gokulakrishnan B	8.12, 15.12, 19.12, 22.12, 28.12, 30.12, 6.1, 9.1, 12.1, 13.1, 18.1, 19.1,								
35	Gokulavarshini M	12.12, 15.12, 22.12, 30.12, 6.1, 9.1, 19.1,								
36	Harini Athithya M	12.12, 22.12, 28.12, 30.12, 6.1, 9.1, 19.1,								
37	Harini V	12.12, 16.12, 22.12, 30.12, 6.1, 9.1, 19.1,								
38	Hemavathy G	8.12, 14.12, 19.12, 22.12, 23.12, 29.12, 5.1, 7.1, 9.1, 16.1, 30.1,								
39	Indhu R	9.12, 16.12, 19.12, 28.12, 9.1, 11.1, 13.1,								
40	Iswariya R	16.12, 16.12, 19.12, 28.12, 30.12, 9.1, 19.1, 30.1,								
41	Jaisree S	9.12, 22.12, 29.12, 30.12, 6.1, 9.1, 13.1,								
42	Janetta Isaac	12.12, 16.12, 28.12, 30.12, 9.1, 11.1, 19.1, 27.1,								
43	Jaya Bharathi K	12.12, 22.12, 28.12, 30.12, 6.1, 13.1, 19.1,								
44	Jayasri D	9.12, 22.12, 28.12, 30.12, 9.1, 19.1,								
45	Jeevaa K	9.12, 22.12, 28.12, 30.12, 6.1, 9.1, 19.1,								

Best Practices Sample 2

STUDENT PARTICIPATION GUIDELINES — Automatically generated

Class Participation guidelines for HBR Reviews:

We are currently following 1 point for one-time involvement in the class. For HBR reviews, the class participation will be as per the below guidelines:

1. As soon as a group completes presentation, 10-minute time will be allowed for discussions about the various issues that correspond to the presentation.
2. The discussions will earn the reward in the form of class participation points.
   - Specific questions to the group/ member -1 point will be earned by the student who asks the question.
   - Specific answers given by group member – 1 point will be earned by the group member who answers the question.
   - Adding more viewpoints – 2 points will be awarded for adding additional views for the points being discussed as part of presentations.
   - Engaging discussions – 5 points will be awarded for engaging with multiple views, multiple perspectives and multiple students on the same point.
3. The method of registering the points remain the same (through the link circulated in chat box).
4. Faculty member will announce the points for each student based on the above pattern and student has to register the class participation.
5. The objective of this exercise is to increase engagement levels and interpersonal communication abilities.

Figure 10.12 Audit Report (2020-21)

10.3 Improvement in Placement, Higher Studies and Entrepreneurship (10)

Assessment is based on improvement in:

- Placement: number, quality placement, core industry, pay packages etc.

- Higher studies: admissions for pursuing Ph.D in premier institutions

- Entrepreneurs

Placements:

The MBA is a terminal program where graduating students opt for a career. The only option for higher education is a PhD which some of them may aspire to do at a later stage in life.

Various initiatives have been taken in the past to improve the placement of students. Some of these are listed below:

1. Regular placement training is done by an outside expert agency every year. The training covers areas of aptitude skills, resume building, group discussion and facing interviews.

2. Concept based tests in each subject area were conducted, followed by explanation.

3. Concept-connect sessions were conducted based on articles in business magazines.

355

4. Training programs were conducted on Business Analysis, Data Analytics, Digital Marketing and Data Visualization by experts.

5. Mock interviews are conducted by alumni.

6. A module was conducted on Business Marketing for one batch of students.

7. The students are encouraged to take up certifications offered by NISM.

The placement statistics for the last five years are indicated in table 10.9 and 10.10. They show a consistency in the number of students placed and an improvement in the salary levels offered to the students. More importantly, the recruiters are reputed companies who offer good career paths to the students.

Table 10.9 Placement statistics for the batches 2015-17, 2016-18, 2017-19, 2018-20 and 2019-21

Details	2015-17	2016-18	2017-19	2018-20	2019-21	2020-22
No. of Companies shown interest	47	54	52	51	56	58
No. of Companies recruited	28	41	38	28	32	29
Batch Strength	113	111	114	117	116	114
No. of students Registered	111	104	109	108	109	112
Total Number of Students placed	102	93	101	97	101	107
Highest Salary (Rs. Lacs p.a.)	6.33	6.63	6.9	8.5	9.0	10
Average Salary (Rs. Lacs p.a.)	4.52	4.56	4.73	5.2	5.5	6.36
Median Salary (Rs. Lacs p.a.)	4.4	4.5	4.75	4.75	4.75	5.8
Minimum Salary (Rs. Lacs p.a.)	2.52	3	3.16	3.5	4.0	4.5

Table 10.10 Progression of salary levels offered to students

Salary (Rupees)	2015-17	2016-18	2017-19	2018-20	2019-21	2020-22
6 Lakhs & Above Offers	6	12	10	23	10	74
4- 6Lakhs Offers	71	59	78	68	91	33
3-4 Lakhs Offers	25	22	13	6	0	0
Total	102	93	101	97	101	107

It can be inferred from the above tables 10.7 and 10.8 that enough opportunities are created for students to get placed. At the end of the formal process of placement, there are a few students who remain unplaced because of specific role preferences and locational constraints. Most of these unplaced students get opportunities outside on their own.

The above table indicates the progressive nature of salaries for MBA graduates from school. The school has adjusted to the changing environment conditions (due to COVID) and is able to create a good rapport with industry and help students to gain these opportunities. This data also indicates the wide acceptability of graduates from School.

We have also made a conscious effort of developing industry demanded skill courses in the form of Value-Added Courses (VACs) and these are largely delivered by industry resources. The VACs that come under this category are Business Applications of Cloud, Operative and Supply Chain Analytics, and Design Thinking.

Entrepreneurship:

Over the years, graduates from SSN School of Management have started their own ventures. Details of such ventures over the last three years are:

1. Shre Thiyagarajan (2015-17) – Annamalai Paper Stores & Thiyagarajan Enterprises - http://iso19.in/
2. Kaaviya M (2015-17) - Wassairy Bakes
3. Mr.Shivkumar.R.G (2016-18) - Elegant RB Foods – https://elegantfoods.com/
4. Ulagappan. M (2016-18) - Sara Leathers - http://www.saraleathers.com/
5. Vighnesh.M (2016 -18) – MVM Fire Pro Solutions
6. Yashika Katuru (2016-18) – Family Construction Business

10.4 **Improvement in the quality of students admitted to the program (10)**

SSN School of Management has a well-drafted admissions policy that will be fine-tuned year on year based on the learnings. The objective of such fine tuning is to support the enhancement of quality of admissions.

The School attracts large number of applications and is one of the preferred institutions in Tamil Nadu and is always listed as top institution in the minds of students.

Admissions to the SSN School of Management are made in two streams. Fifty percent of the seats are filled in through the Management Quota and the balance are under the Government Quota.

The following few points indicate our relentless journey in improving the quality of students admitted into the program.

Government Quota:

The admission under the Government Quota is done through a centralized counselling process. Candidates with TANCET scores are only considered. They are ranked on the basis of their TANCET score and allotted seats based on their preferences and availability of seats. Most of the seats of SSN School of Management get taken up in the first day. By end of second day, all seats are taken up in most of the categories. This is an indication that SSN School of Management is a preferred institution among students aspiring to do MBA program.

Table 10.10 Vacancy position in counselling process for the admission at end of Day 2

AY	GQ intake	OC	BC	BCM	MBC	SC	SCA	ST	Vacancy
2016-17	60	0	0	0	0	1	2	1	4
2017-18	60	0	0	0	1	5	1	1	8
2018-19	60	0	0	0	0	0	1	1	2
2019-20	60	0	0	1	0	0	0	0	1

The AY 2020-21 admissions to government quota are done through online web options and all the 60 seats are allotted.

The AY 2021-22 and 2022-23 also had the online web options and all the seats were filled in the first round of the allotment. The GQ cut-offs for the batches 2021-23 and 2022-24 indicates that students in top 3-4 percentile secured admission.

This data demonstrates the preference of applicants towards SSN.

Management Quota:

SSN School of Management's attracts good quality students for admissions under the management quota.

The key aspects that are emphasized during the process of admissions are listed below:

Academic Eligibility: A very consistent academic record across X, XII and UG is emphasized.

Admission Test Eligibility: The cut-off scores for all India admission tests/ state level tests are well defined.

Applicants are short-listed initially based on the academic and admission test eligibility followed by a 3-step selection process. The selection process includes admission test, group discussion and personal interview.

The below mentioned figure 10.13 indicates the expanded admissions base in terms of volume of applications.
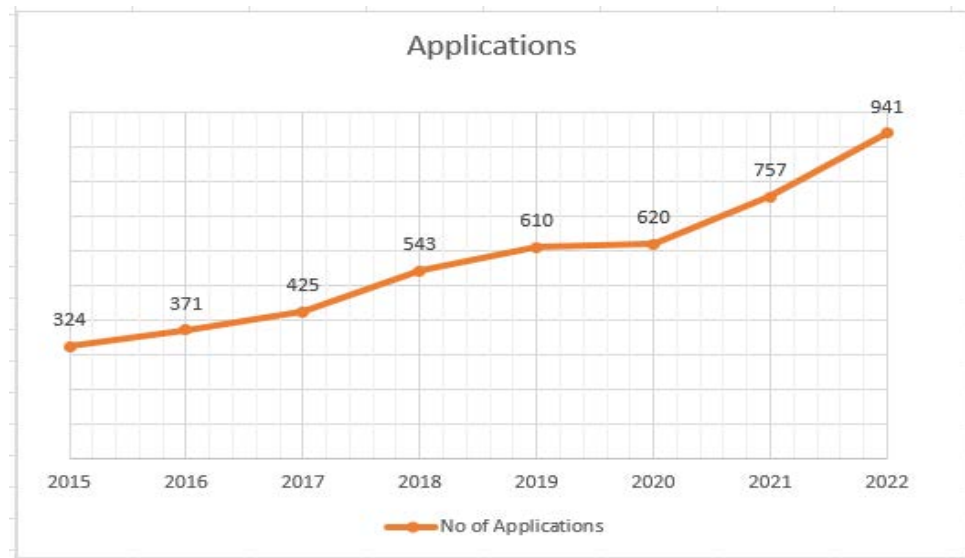
Figure 10.13 Applications received during 2015 - 2022 period

The MBA program attracts a good number of applications from female candidates. Close to 60% of applications received every year correspond to female applicants. The gender equation represents a good indicative parameter that ensures the quality of batch. An equal representation of female applicants is a strong factor that emphasize on equality of education to women. For the years 2019 and 2020, 60% of the applications received are from women.

The YoY growth of applications (MQ) is 20% for the years 2021-22 and 2022-23. which indicates a good increase in the pool of applicants. As the pool size increased, the quality of selection also increased.

The below figure 10.14 provides insight into the growing female applications in MBA program. The graph indicates good gender diversity and hence the progressive nature of the school.
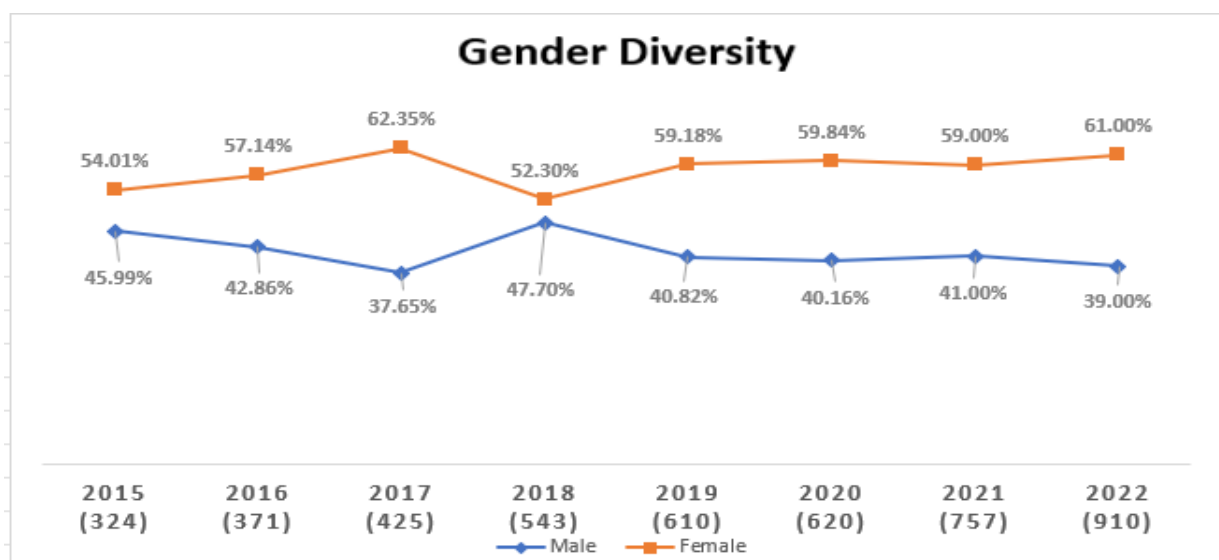
Figure 10.14 Indication of Gender Diversity

The next significant factor that indicates the quality of batch is the consistent growth in non-engineering background applications. For the year 2020, the non-engineering applicants' proportion is as high as 60%. There is a significant jump of 40% in this type of applications from 2018 to 2020. The last two years data indicate a rising trend of non-engineering graduates forming part of the MBA Program. This adds rich diversity to the classroom environment.

Figure 10.15 indicates the trend of attracting non-engineering applicants.
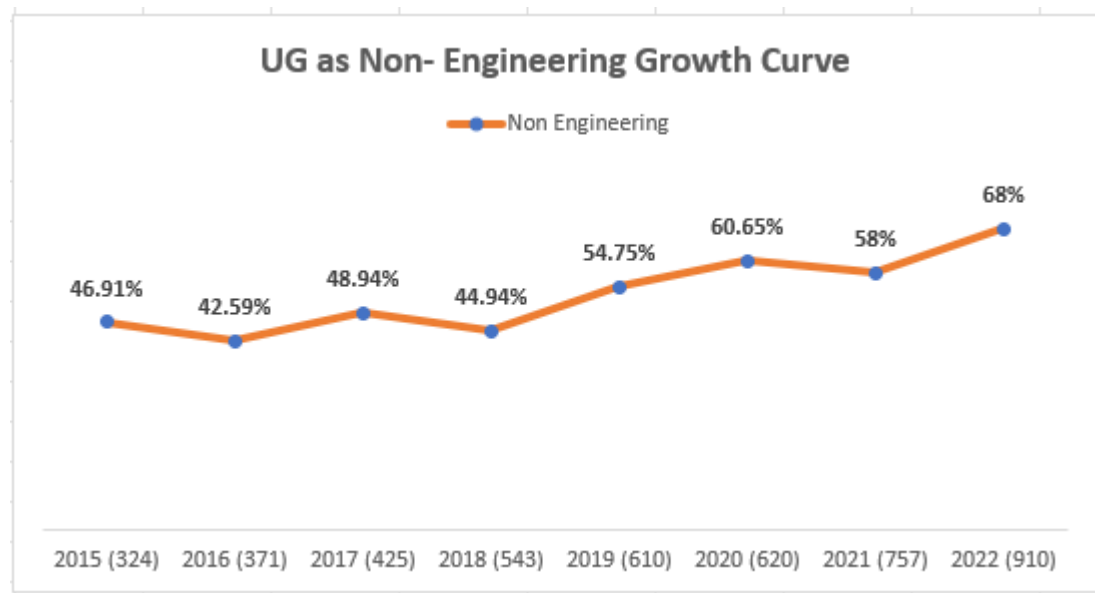
Fig 10.15 Increasing diversity in UG background

The admission process at SSN School of Management attracts candidates with work experience. These candidates generally write any of the All India admission tests like CAT/XAT/MAT and apply to us. We attract close to 20% of applications with work experience of more than 12 months.

Irrespective of the nature of admissions (GQ or MQ), the cut-offs at SSN School of Management are maintained at the desired level. The minimum threshold cut-off is defined for each of the admission tests as mentioned below and all the admitted students are above the cut-off. This indicates the quality of students that we admit to the program. The table 10.10 provides the cut-offs for both GQ and MQ admissions at SSN School of Management.

Table 10.11 Cut-offs for GQ and MQ

	CAT	MAT	CMAT	XAT	TANCET (MQ/ GQ)
Measure	Percentile	Percentile	Percentile	Percentile	Marks/ percentiles
Cut-off fixed	60	80	60	60	Varies, but generally high and in top 20 percentile

The admissions policy has sufficient flexibility where exceptions could be drawn in a select few cases (sports/ extracurricular/ projects/ any other significant achievements) and admission is granted.

One area that is identified for future improvement is in respect of applications from states other than Tamil Nadu. Currently we attract about 7-9% of students from other states. As part of continuous effort, we have made the improvements to the program to attract the applicants from other states and the results will bear the fruit in near future.

Thus, it can be concluded that the School increasingly attracts good quality applicants. The processes are being further streamlined to ensure good quality applications are always registered for admissions.

PART C – DECLARATION BY THE INSTITUTION

I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines in force as on date and the institute shall fully abide by them.

It is submitted that information provided in this Self-Assessment Report is factually correct. I understand and agree that an appropriate disciplinary action against the institute will be initiated by the NBA in case any false statement/information is observed during pre-visit, visit, post and subsequent to grand of accreditation.

Date : 14.11.2022

Place : Chennai

Signature & Name

Head of the Institution with seal

Dr. HARIHARANATH K
DIRECTOR
SSN SCHOOL OF MANAGEMENT
KALAVAKKAM - 603 110.

Annexure I

Program Outcomes (Batch 2017-19)

1. Ability to apply the business acumen gained in practice.
2. Ability to understand and solve managerial issues.
3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.
4. Ability to upgrade their professional and managerial skills in their workplace.
5. Ability to explore and reflect about managerial challenges, develop informed managerial decisions in a dynamically unstable environment.
6. Ability to take up challenging assignments.
7. Ability to understand one's own ability to set achievable targets and complete them.
8. Ability to pursue lifelong learning.
9. To have a fulfilling business career.

Program Outcomes (Batch 2018-20)

PO1 -Domain Knowledge

Demonstrate a familiarity and understanding of principles and concepts in management.

PO2 -Business Environment Knowledge

Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

PO3 - Critical Thinking and Problem Solving Skills

Apply the relevant knowledge gained to read situations, analyze and solve business problems.

PO4 - Communication Skills

Ability to communicate effectively, to achieve organizational and individual goals.

PO5 - Team Skills

Work in teams of diverse people to meet organizational goals.

PO6 - Leadership Skills

Demonstrate leadership skills appropriate for managerial roles in organizations.

PO7 - Ethical Orientation

Identify and appreciate the ethical issues in management decision area.

PO8 - Lifelong Learning

Ability to pursue lifelong learning.

Annexure – II
2021 - 22

Name of the Faculty Member	Qualification			Association with the institution	Designation	Date on which Designated as Professor / Associate Professor	Date of Joining the Institution	Department	Specialization	Academic Research			Currently Associated (Y/N) Date of Leaving (In case Currently Associated is ("No")	Nature of Association (Regular / Contract)	DOR
	Degree (highest degree)	University	Year of attaining higher qualification							Research Paper publications	Ph.D. Guidance	Faculty Receiving Ph.D. during the Assessment years			
Dr. Hariharanath K	Ph.D.	SK University,	2002	Part Time	Professor	16.01.2014	16.01.2014	MBA	Marketing				Yes	Regular	
Dr. Srinivas Gumparthi	Ph.D.	Alagappa University	2011	Part Time	Professor	01.10.2012	03.07.2000	MBA	Finance	1	2		Yes	Regular	
Dr. Sampath Kumar K	Ph.D.	Alagappa University	2009	Part Time	Professor	01.06.2011	01.06.2011	MBA	Finance	1			Yes	Regular	
Mr.Natarajan R	PGDM	IIM, Bangalore	1985	Regular	Professor	02.02.2015	02.02.2015	MBA	Operations				Yes	Regular	
Mr. Thiruvenkadam T	Ph.D.	Bharathiyar University	2013	Part Time	Associate Prof	01.10.2013	01.06.2011	MBA	Marketing & Human Resource	1	2		Yes	Regular	
Ms. VaniHaridasan	Ph.D.	SRM University	2013	Part Time	Associate Prof	01.04.2013	05.04.2006	MBA	Operations & Systems	2			Yes	Regular	

Name	Qualification	University	Year	Nature	Designation	Date 1	Date 2	Degree	Specialization	Exp			Associated	Type	
Dr. Girija T	Ph.D.	Bharathiar University	2014	Part Time	Associate Prof	01.10.2015	02.07.2014	MBA	Marketing & Finance	**1**			**Yes**	**Regular**	
Dr. Kavitha Muthukumaran	Ph.D.	AMET University	2014	Part Time	Asst. Prof	20.06.2011	20.06.2011	MBA	Finance	**3**			**Yes**	**Regular**	
Mr. SudarsanJayasingh	Ph.D.	VIT	2017	Part Time	Asst. Prof	11.06.2012	11.06.2012	MBA	Marketing & Systems	**1**			**Yes**	**Regular**	
Dr. Theerthana P	Ph.D.	Anna University	2021	Regular	Asst. Prof	06.01.2022	06.01.2022	MBA	Marketing & Finance	**0**			**Yes**	**Regular**	
Dr. Kirubaharan B	Ph.D.	Anna University	2021	Regular	Asst. Prof	31.01.2022	31.01.2022	MBA	Marketing	**2**			**Yes**	**Regular**	
Dr. Sriji E S	Ph.D	Anna University	2018	Regular	Asst. Prof	01.03.2022	01.03.2022	MBA	OB	**1**			**Yes**	**Regular**	
Mr.Raghuraman.B	PGDM	IIM Bangalore	1995	Regular	Asst. Prof	27.07.2018	27.07.2018	MBA	Marketing				Yes	Contract	
Mr. Anand V Raman	MBA	University of Mysore	2015	Regular	Associate Professor	04.01.2021	04.01.2021	MBA	HR & Marketing				Yes	Regular	

Annexures to SAR

Annexure No.	Particulars	Page No.
1.1	Minutes of the Meeting with external stakeholders	236
3.1	Exit Survey Form (2017 – 19)	237
3.2	Exit Survey Form (2018 – 20)	238
4.1	University Calendar for the Batch 2017 - 19	241
4.2	Minutes of the Board of Studies Meeting	242
4.3	Extracts from the Minutes of the Academic Council Meeting	248
4.4	Extracts from the Minutes of the Meeting of Governing Body	251
4.5	Feedback by Recruiters	254
4.6	Snapshot of the LMS page	256
4.7	Students Feedback Form	258
4.8	List of Continuous Assessment Methods and Objectives	259
4.9	Sample list of Assignments and the Course Outcomes	260
4.10	Request to companies for Summer Internship	270
4.11	Brief to students regarding Summer Internship	272
4.12	Feedback from companies about students in their Summer Internships	276
4.13	Request to Companies for Final Semester Project	282
4.14	Brief to Students regarding Final Semester Project	285

Annexure 1.1

Minutes of the Meeting with external stakeholders

SSN SCHOOL OF MANAGEMENT

(SSN COLLEGE OF ENGINEERING)
Approved by AICTE, New Delhi and Affiliated to Anna University
Rajiv Gandhi Salai (OMR), Kalavakkam - 603 110, TN, India.
Tel: +91 44 27469700
www.som.ssn.edu.in

Administrative Office: 211/95, V.M. Street, Mylapore, Chennai - 600 004, TN, India.
Telefax: +91 44 24982656, 24986474

MINUTES OF THE MEETING TO RECOMMEND PROGRAM EDUCATIONAL OBJECTIVES:

A meeting was held on 3rd March 2018 with invitees from the industry and alumni to recommend a set of Program Educational Objectives for School of Management. PEOs describe the career and professional accomplishments of the graduates of SSN School of Management after about five to six years. It was explained to the participants that these give a direction to the Institution's efforts in terms of getting the graduates ready for the future.

After considerable deliberation, the following statements were finalized and recommended for adoption as Program Educational Objectives by SSN School of Management. These are applicable in any sphere of activity that the graduates may embark upon.

1. Develop professional competence to become successful managers and entrepreneurs.
2. Handle diverse opportunities that arise due to changing environment.
3. Become problem solvers by acquiring the knowledge and thinking skills necessary on a continuous basis.
4. Work in teams and assume leadership roles during the career.
5. Be socially sensitive and ethically conscious citizens actively contributing to the country.

Shanker Goplakrishnan, President
Madras Consulting Group,
Chennai

NJ.Lakshminarayanan, Executive Director
BuildHR Management Consultants,
Chennai

Balaji Subramanian, Director
Maintwiz Technologies Private Limited,
Chennai

P.Sivasamy, AGM - HR
Bhartiya International Limited,
Chennai

E.Arun Mugilan, Director
Precision Equipments (Chennai) Private Limited,
Chennai

A.Palaniappan, Founder,
Zencode Solutions (Alumnus-batch 2003-05)

K.Srinivasan, National Credit Manager,
Bank Bazaar (Alumnus of batch 2008-10)

Prof B.Srinivasan
SSN School of Management

ssn

Annexure 3.1
Exit Survey (2017-19)

MBA 2018-20 - Your perception on Program Outcomes

We have a set of outcomes that the MBA program is designed to achieve.

The intended outcomes are listed below. Please give your feedback on the extent to which you think we have achieved the program outcomes. We are seeking your feedback based on your own experience and opinion.

Students are one of the very important stakeholders in the program and we are keen to get your feedback. Please take a little time and think back when recording your response. Needless to mention, this feedback is very valuable to us.

* Required

1. Email address *

    _____

2. Student Name *

    _____

Kindly mark your opinion about the following program outcomes.

For each outcome, indicate the score on a 5-point scale where
5 is fully met
4 is significantly met
3 is partly met
2 is slightly met
1 is not met

3. PO1 - Domain Knowledge *

    Demonstrate familiarity and understanding of principles and concepts in management.

    Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

4. **PO2 - Business Environment Knowledge ***

Demonstrate knowledge of contemporary issues that have an impact on the business and industry.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

5. **PO3 - Critical Thinking and Problem Solving Skills ***

Apply the relevant knowledge gained to read situations, analyze and solve business problems.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

6. **PO4 - Communication Skills ***

Ability to communicate effectively, to achieve organizational and individual goals.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

7. **PO5 –Team Skills ***

Work in teams of diverse people to meet organizational goals.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

8. PO6 – Leadership Skills *

Demonstrate leadership skills appropriate for managerial roles in organizations.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

9. PO7 – Ethical Orientation *

Identify and appreciate the ethical issues in management decision area.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

10. PO8 – Lifelong Learning *

Ability to pursue lifelong learning.

Mark only one oval.

	1	2	3	4	5	
Not Met	◯	◯	◯	◯	◯	Fully Met

Annexure 4.1

University Calendar for the Batch 2017-19

ANNA UNIVERSITY:: CHENNAI- 600 025
ACADEMIC AND ASSESSMENT SCHEDULE

December 2017 – June 2018 - Even Semester
ALL UG / PG (Full Time / Part Time)

S.No	Event	Date / Period
1.	Commencement of Even Semester	18-12-2017
2.	Last date for Registration of Electives	03-01-2018
3.	Publication of End semester Exam Time Table	22.01.2018
4.	Conduct of 1st assessment test	05-02-2018 – 10-02-2018
5.	Last date for 1st assessment Mark Entry	20-02-2018
6.	Conduct of 2nd assessment test	02-03-2018 – 08-03-2018
7.	Last date for 2nd assessment Mark Entry	19-03-2018
8.	Last day for Payment of Examination Fees	15-03-2018
9.	Conduct of 3rd assessment test	28-03-2018 – 05-04-2018
10.	Last date for 3rd assessment Mark Entry	12-04-2018
11.	Last working day	10-04-2018
12.	Issue of Hall Tickets	11-04-2018
13.	Conduct of Practical Examinations	12-04-2018
14.	Conduct of End Semester Examinations	23-04-2018
15.	Summer vacation	From End of Exam date up to 01-07-2018
16.	Commencement of classes for ODD semester	02-07-2018(Tentative)

Assessment Schedule for the Academic session of
December 2017 – June 2018 - Even Semester

Report. No	Report Period	Test Period	Web Portal Entry Period
1.	18-12-2017 – 12-01-2018	No Test	17-01-2018 – 24-01-2018
2.	17-01-2018 – 13-02-2018	05-02-2018 – 10-02-2018	13-02-2018 – 20-02-2018
3.	14-02-2018 – 12-03-2018	02-03-2018 – 08-03-2018	12-03-2018 – 19-03-2018
4.	13-03-2018 – 10-04-2018	28-03-2018 – 05-04-2018	10-04-2018 – 12-04-2018

23/12/17

CONTROLLER OF EXAMINATIONS

Annexure 4.2

Minutes of the Board of Studies Meeting

(The affiliation to Anna University is common with the SSN College of Engineering. Hence the name of SSN College of Engineering in the minutes. This Board is exclusive for the MBA program.)

SSN/R2018/MBA/BoS-MoM/01

SSN

SSN College of Engineering
(An Autonomous Institution, Affiliated to Anna University, Chennai)
Kalavakkam 603 110

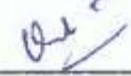### Minutes of Meeting for Board of Studies (First Meeting) of MBA Program

Date: July 06, 2018   Time: 10.00 am   Venue: SSN – MBA Department, Conference Hall.

The following are the members of Board of Studies:

Name	Company & Designation	Representation
Prof. B. Srinivasan	Dean, MBA Program, SSN	Chairman
Dr.V. Gopal	Professor, IIM, Tiruchirapally	Institution Academic Expert
Prof. Prakash Sai	Professor & Head, Department of Management Studies, IIT Madras	Institution Academic Expert
Dr. Bala Subramanian	Vice-President, IFMR Chennai	Institution Academic Expert
Dr. R. Magesh	Associate Professor, Department of Management Studies, Anna University, Chennai	University Nominee
Dr. G. Kannabiran (SkyPE)	Professor, Department of Management Studies, NIT, Tiruchirapally.	Institution Academic Expert
Mr. Kishore Chidambaram	Senior Manager (Inv) Cholamandalam MS General Insurance	Alumnus Representative
Dr. Srinivas G	Professor, MBA Department, SSN	Faculty Members, MBA Department, SSN
Dr. Vijaya Mani	Professor, MBA Department	
Dr. Sampath Kumar K	Professor, MBA Department	
Prof. B. Asokumar	Professor, MBA Department	
Dr. K. Hariharanath	Professor, MBA Department	
Dr. Vani Haridasan	Associate Professor, MBA Department	
Dr. T. Thiruvenkadam	Associate Professor, MBA Department	
Dr. T. Girija	Associate Professor, MBA Department	
Dr. M. Kavitha	Assistant Professor, MBA Department	
Dr. Sudarsan Jayasingh	Assistant Professor, MBA Department	
Mr. M. Srikanth	Assistant Professor, MBA Department	

SSN College of Engineering

(An Autonomous Institution, Affiliated to Anna University, Chennai)
Kalavakkam 603 110

1. To consider the proposed regulations 2018 for the MBA programme to be offered under autonomous status with effect from the academic year 2018 – 2019 onwards.

   The proposed regulations 2018 have been tabled and approved. Few important discussion points about regulations:

   a. Board of studies members discussed the mandatory 85% attendance requirement for writing the end-semester exam. This was agreed upon.

2. To consider and approve the proposed curricula for the semesters I to IV and syllabi of I and II semesters for the MBA programme to be offered under autonomous status (Regulations 2018) with effect from the academic year 2018 – 2019 onwards.

   The proposed curricula for semester I to IV and syllabi for I and II for the MBA program with effect from the academic year 2018-19 are tabled and approved.

   Few key points discussed are:

   a. The courses Managerial Communications and Indian Business Environment will have only continuous assessments without any end-semester exam.
   b. Seminar courses will only be qualitatively graded and will appear in the Grade Sheet. There will be no pass/fail in this. They will not carry any credits.
   c. Prof. Magesh suggested that seminar courses can have a panel of faculty evaluating the course instead of single faculty. The suggestion has been accepted.
   d. Prof. Kannabiran suggested that the content of proposed Data Analysis I and II be interchanged. It was concluded that since Data Analysis II deals with statistics, it is better to have this after the statistics course is completed in Semester I. This will be reviewed for the next academic year.
   e. Board members agreed that the course "Principles of Management" will be continued and stressed the importance of how it is taught.
   f. Prof. Kannabiran suggested that the emphasis could be laid on 'selling skills' as part of seminar courses. It was agreed that this will considered for the future revisions.
   g. Mr. Kishore suggested adding oratory and debating skills as part of Managerial Communication course to develop skills of persuasion. It will be incorporated.

3. Other items, if any, with the permission of the Chairman of the Board of Studies.

   a. Electives will be worked out in detail and will be presented in the next board of studies meeting.
   b. Options for specialization and electives to be offered based on market demand.
   c. Prof. Gopal and Prof. Bala Subramanian suggested that alumni can be involved in briefing students about opportunities in different functional areas.
   d. Board also suggested offering digital marketing/ social media as one of the electives in marketing specialization. It was also recognized that getting resources to teach this will be a challenge.

The meeting concluded with the Chairman thanking all the members for their valuable contributions in the first board of studies meeting.

SSN College of Engineering

(An Autonomous Institution, Affiliated to Anna University, Chennai)

Kalavakkam 603 110

Minutes of Meeting for Board of Studies (First Meeting) of MBA Program

Date: July 06, 2018

Time: 10.00 am

Venue: SSN – MBA Department, Conference Hall.

Signatures

Name	Company & Designation	Representation	Signature
Prof. B. Srinivasan	Dean, MBA Program, Chennai	Chairman	
Dr.V. Gopal	Professor, IIM, Tiruchirapally	Institution Academic Expert	
Prof. Prakash Sai L	Professor & Head, Department of Management Studies, IIT Madras	Institution Academic Expert	
Dr. Bala Subramanian	Vice-President, IFMR, Chennai	Institution Academic Expert	
Dr. R. Magesh	Associate Professor, Department of Management Studies, Anna University, Chennai	University Nominee	
Dr. G. Kannabiran SKYPE	Professor, Department of Management Studies, NIT, Tiruchirapally.	Institution Academic Expert	
Mr. Kishore Chidambaram	Senior Manager (Inv) Cholamandalam MS General Insurance	Alumnus Representative	
Dr. Srinivas G	Professor, MBA Department, SSN		
Dr. Vijaya Mani	Professor, MBA Department		
Dr. Sampath Kumar K	Professor, MBA Department		

Prof. B. Asokumar	Professor, MBA Department	Faculty Members, MBA Department, SSN College of Engineering	
Dr. K. Hariharanath	Professor, MBA Department		
Dr. Vani Haridasan	Associate Professor, MBA Department		
Dr. T. Thiruvenkadam	Associate Professor, MBA Department		
Dr. T. Girija	Associate Professor, MBA Department		
Dr. M. Kavitha	Assistant Professor, MBA Department		
Dr. Sudarsan Jayasingh	Assistant Professor, MBA Department		
Mr. M. Srikanth	Assistant Professor, MBA Department, Chennai		
Mr. M. Srikanth	Assistant Professor, MBA Department, Chennai		

Srinivasan B, <srinivasanb@ssn.edu.in>

Minutes of the BoS meeting on 29th April 2019

V Gopal <vgopal@iimtrichy.ac.in>   2 May 2019 at 20:42
To: "Srinivasan B." <srinivasanb@ssn.edu.in>

I have made my remarks in upper case. My apologies. I am OK with other items.

V. Gopal

On Tuesday, 30 April 2019, Srinivasan B. <srinivasanb@ssn.edu.in> wrote:

We are forwarding the points discussed during the meeting. A few points however needs to be clarified. This regarding the
tutorial sessions for Statistics course. We have specified in our Regulations that tutorial sessions will be held for weak students
and these will not be counted towards the number of sessions mentioned in the curriculum. As regards Microsoft Excel, we have
a separate course is being done in the first semester. And we have a course in II semester when SPSS is taught for all the
statistical concepts in semester I. Henceforth, we will incorporate usage of excel for statistical analysis also in the second
semester course. We will make the changes in the syllabi as suggested BY the members.

We request your concurrence for the following points as a reply to this mail.

With regards
Srinivasan

Minutes of the BoS meeting held on 29th April 2019:

1. To consider the proposed revisions to the regulations 2018 (to be called regulations 2019) for the MBA programme to be offered under autonomous status with effect from the academic year 2019 – 2020 onwards.

The proposed revisions for regulations 2018 (regulations 2019) have been tabled and approved. Few important discussion points about regulations:

    a. Other areas such as changes in continuous assessment can be discussed.
    b. A request can be made to the Academic Council for introduction of new electives with approval of Board of Studies members BY CIRCULAR RESOLUTION, IF NEED BE.

2. To consider and approve the syllabi for III and IV semesters for the MBA programme (2018-20) to be offered under autonomous status (Regulations 2018) for the academic year 2019 – 2020. The specializations and syllabi are approved.

The proposed curricula revisions for semester I and II for the MBA program (2019-21) under Regulations 2019 with effect from the academic year 2019-20 are tabled and approved.

Few key points discussed are:

    a. Electives to be offered in the format of 4 (marketing) + 4 (second specialization) for 2018-20 batch.

SSN School of Management   377

b. BoS suggested that more electives can be offered in future subject to feasibility such as minimum enrolment and availability of resources. This would also be required from the NBA perspective.

c. BoS members advised that specializations and electives must reflect the opportunities available in the industry.

d. BoS members approved the offering of two NISM certifications in-lieu of an elective in finance specialization. The issue of mapping the marks in the certification to grades is to be resolved. The other operational issues need to be resolved.

e. They also advised that other online courses can be considered in future after examining the content of these courses. It was also suggested that one online course can be made mandatory for each specialization in due course after finalizing the methodology of assessments and grading.

f. The following non-credit courses can be offered in the coming academic year:

- Digital Marketing
- Data Analytics
- Business Ethics

g. Business Ethics can be incorporated as a credit course (2 credits) for the forthcoming batch by seeking an approval in the Academic Council for change in the curriculum.

h. It was suggested that we examine the possibility of offering certifications in Six Sigma and Project Management to enhance the employability of students. It was pointed out Anna University offers a certification in Six Sigma.

i. Syllabus revisions: The following were approved:

o Tutorial sessions can be incorporated for Statistics for Management. It can be explored if the course can be taught with MS Excel alongside.

o Unit titles need to be incorporated in the modified syllabus for Marketing Management.

o Legal aspects of business: Units can be reorganized. The title "Other Miscellaneous Acts" can be substituted with "Other Laws governing business functions"

The meeting concluded with the Chairman thanking all the members for their valuable contributions in the meeting.

[Quoted text hidden]

--
Prof V. Gopal
Professor of finance and accounting
Indian Institute if Management Tiruchirappalli
Pudukkottai Highway
Chinna Suriyur Village
Tiruchirappalli 620024
TAMIL NADU
INDIA
vgopal@iimtrichy.ac.in
+917418364031
+91 431 2505015

SSN School of Management   378

Annexure 4.3

Extract from the Academic Council Meeting held on 14th July 2018

(The affiliation to Anna University is common with the SSN College of Engineering. Hence the Academic Council is for both SSN College of Engineering and SSN School of Management.)

SSN COLLEGE OF ENGINEERING, KALAVAKKAM
(Autonomous Institution Affiliated to Anna University, Chennai)

MINUTES OF THE 1st ACADEMIC COUNCIL MEETING

Date: 14th July 2018, Saturday   Time: 10.30 a.m.

Venue : ECE Seminar Hall, SSNCE

The following members attended the meeting:

Sl. No.	Name and Address	Designation
1.	Dr. S. Salivahanan Principal SSN College of Engineering	Chairman
2.	Dr. T. Thyagarajan, Professor, Department of Instrumentation Engineering, MIT Campus, Anna University, Chrompet, Chennai – 600044	Member
3.	Dr. Kurian Joseph, Professor, Centre for Environmental Studies, Department of Civil Engineering, CEG Campus, Anna University, Chennai-600025	
4.	Dr. P. Vijayaraju, Professor, Dept. of Mathematics, CEG Campus, Anna University, Chennai-600025	
5.	Mr. S. Kanappan Vice-President, L & T, Chennai No.6/22, Roma Street Ambal Nagar, Porur, Chennai - 600116	Member
6.	Mr. A. Ayyakannu, Former Director, Board of Apprenticeship Training, Plot No.9-B, Anusha Street, VGN Avenue, Mugappair East, Chennai – 600 037	
7.	Dr. S. Muttan Professor & Head Dept. of ECE, CEG Campus Anna University, Chennai-600025	
8.	Dr. V. Kamaraj, Prof. & Head, EEE	Member
9.	Dr. S. Radha, Prof. & Head, ECE	
10.	Dr. Chitra Babu, Prof. & Head, CSE	
11.	Dr. T. Nagarajan, Prof. & Head, IT	
12.	Dr. R. Parthiban, Prof. & Head, Chemical	

1

13.	Dr. A. Kavitha, Prof. & Head, BME	
14.	Dr. VE. Annamalai, Prof. & Head, Mechanical	
15.	Dr. S. Ramanagopal, Prof. & Head, Civil	
16.	Prof. B. Srinivasan, Director & Head, MBA	
17.	Dr. S. Narasimman, Prof. & Head, Mathematics	
18.	Dr. A. Rajalakshmi, Prof. & Head, Physics	
19.	Dr. V.S. Gayathri, Prof. & Head, Chemistry	
20.	Dr. S. Thiruvenkataswami, Prof. & Head, English	
21.	Dr. A. Jawahar, Professor, ECE	Member
22.	Dr. P. Srechari, Professor, Civil	
23.	Dr. P. Venugopal, Asso. Professor, Mathematics	
24.	Dr. N. Naliusamy, Professor, Mechanical	Member Secretary

Dr. S.Salivahanan, Principal, SSNCE, chaired the meeting and welcomed all the members to the first academic council meeting. He introduced the external expert members of the academic council. The agenda and points discussed are listed below.

Agenda for the meeting:

1. To consider and approve the Regulations 2018 (R2018) of UG and PG degree programs to be offered from the Academic Year 2018-19 onwards.
2. To consider and approve the curriculum and syllabi of first year UG courses to be offered from the Academic Year 2018-19 onwards (R2018).
3. To consider and approve the curriculum and syllabi of first year PG courses to be offered from the Academic Year 2018-19 onwards (R2018).
4. Other items, if any, with the permission of the Chairman of the Academic Council.

2

Suggestions for MBA regulations

- Maximum Course duration must be 4 years in line with other PG programs.
- Information is to be provided on credit allocation and method of evaluation for summer internship.
- Project work should be included in the curriculum.
- Inclusion of the subject "Data Analytics" is appreciated.
- Attendance requirement has to be maintained as 75% instead of 85%.
- Rubrics must be developed for evaluation of internships.
- Appropriate rubrics shall be formulated for evaluation of internships and shall be informed in advance to the students in consultation with all the stakeholders and the MCC at the begining of the semester .

Heads of the Departments

Sl. No.	Name and Address	Designation	Signature
11.	Dr. V. Kamaraj, Prof. & Head, EEE	Member	
12.	Dr. S. Radha, Prof. & Head, ECE		
13.	Dr. Chitra Babu, Prof. & Head, CSE		
14.	Dr. T. Nagarajan, Prof. & Head, IT		
15.	Dr. R. Parthiban, Prof. & Head, Chemical		
16.	Dr. A. Kavitha, Prof. & Head, BME		
17.	Dr. VE. Annamalai, Prof. & Head, Mechanical		
18.	Dr. S. Ramanagopal, Prof. & Head, Civil		
19.	Prof. B. Srinivasan, Director & Head, MBA		
20.	Dr. S. Narasimman, Prof. & Head, Mathematics		
21.	Dr. A. Rajalakshmi, Prof. & Head, Physics		
22.	Dr. V.S. Gayathri, Prof. & Head, Chemistry		
23.	Dr. S. Thiruvenkataswami, Prof. & Head, English		

Senior Faculty of the Institution

Sl. No.	Name and Address	Designation	Signature
24.	Dr. A. Jawahar, Professor, ECE	Member	
25.	Dr. P. Sreehari, Professor, Civil		
26.	Dr. K. Murugesan, Asso. Professor, EEE		
27.	Dr. P. Venugopal, Asso. Professor, Mathematics		

Faculty Nominated by the Principal

Sl. No.	Name and Address	Designation	Signature
28.	Dr. N. Nallusamy, Professor, Mechanical	Member Secretary	

11

Annexure 4.4

Extracts from the Minutes of the Meeting of the Governing Body

(The affiliation to Anna University is common with the SSN College of Engineering. Hence the Governing Body is for both SSN College of Engineering and SSN School of Management.)

SSN COLLEGE OF ENGINEERING, KALAVAKKAM - 603110
(Autonomous Institution Affiliated to Anna University, Chennai)

MINUTES OF THE 1st GOVERNING BODY MEETING

Date: 11th August 2018, Saturday   Time: 10.30 a.m.

Venue : Conference Hall, Administration Block, SSNCE

The following members attended the meeting:

Sl. No.	Name and Designation	Role
1.	Mrs. Kala Vijayakumar, President, SSN Institutions	Chairperson
2.	Dr. N. Selvakumar, Professor, Department of Textile Technology, A C Tech. Campus, Anna University	Members
3.	Dr. R. Rudramurthy, Principal, PSG College of Technology, Coimbatore	
4.	Dr. P. Thamarai, Principal, Government College of Technology, Coimbatore	
5.	Dr. B. Ventkatraman, Outstanding Scientist, Director, Health Safety and Environmental Group, IGCAR, Kalpakkam	
6.	Prof. B. Srinivasan, Dean, School of Management	
7.	Dr. Sunita Nair, Professor, Department of Chemistry, SSN CE	
8.	Dr. S. Salivahanan, Principal, SSN CE	Ex-Officio
9.	Dr. S. Narasimhan, CoE, SSN CE	
10.	Mr. Amit Tyagi, Associate Director – Marketing, SSN CE	Invitees
11.	Mr. Ganesh Prasad, HoC & F, SSN CE	

Mrs. Kala Vijayakumar, President, SSN chaired the meeting and welcomed all the members and the invitees to the first Governing Body meeting. Post this all the members introduced themselves. The agenda and points discussed are listed below:

Agenda for the meeting:

1. Overview of the institution
2. Towards Autonomy

1

   a. Board of Studies
   b. Academic Council
3. To approve the Regulations 2018
4. To approve the Curricula and Syllabi
5. Other items, if any, with the permission of the Chairperson

Points Discussed:

Mr. Amit Tyagi presented the Overview of the Institution to the members of the Board of Governing Body. As a part of the overview, the financial budget and actual statements of FY-2017-18 were presented to the Board members. The Budget for the financial year 2018-19 was approved by the board.

Points Discussed on Autonomy:

Dr. S. Salivahanan, Principal, presented the salient points of the regulations and curricula. Dr. N. Selvakumar clarified on the financial autonomy for the departments to procure research equipment faster. It was clarified by Dr. S. Salivahanan that a dedicated Purchase Department is functioning to speed up the process of procurement of equipment, and the turn around time for the same is less than 2 months.

Regarding Board of Studies:

Dr. Rudramurthy suggested that student voice could be incorporated in the curriculum formation in an official manner by including current students in sub-committees of Board of Studies. He suggested that industry participation in Board of Studies should be increased. More industry people could be invited as Special Invitees. Also, he added that Special Invitees from industries could be mentioned as such in the Board of Studies of MBA.

Dr. N. Selvakumar suggested that S&H could have experts from the Research Bodies on their Board of Studies and they could be included as Special Invitees as well.

Regulations:

Dr. Rudramurthy strongly suggested that Regulations should not be changed in less than 4 years to maintain stability and to avoid confusion.

Dr. B. Venkatraman felt that 50 : 50 for internal assessments and end semester practical examinations is better as a student who performs better in the internals will also perform well in end semester examinations.

Dr. P. Thamarai felt that it is better to get started with 50 : 50 for internals and end semesters and over the years, it could evolve to 75 : 25.

Both Dr. Rudramurthy and Dr. P. Thamarai felt that three sets of question papers is a big task.

Dr. Rudramurthy felt that an element of uncertainty can be introduced by randomly deciding which subjects will have internal or external question papers closer to the exams. He felt that in general, the quality of external question papers was not very good, and hence, it is

2

important to have a robust audit system. Scrutiny of question papers is also very important and a few questions could be changed before exams. Also, he suggested that exams should be tough to make students learn, and hence, quality of question papers is important. He advised us not to have question banks as they lack the human touch.

Curriculum:

Dr. N. Selvakumar sought clarification on the Open Electives for the M.E./M.Tech curriculum and mentioned that Open Electives for PG should be different from those of UG. It is a matter of debate whether it is required for PG at all, and they should be spelt out clearly in regulations. He added that Skill Development Courses can be prescribed as Audit Courses.

Dr. P. Thamarai pointed out that same courses in different branches had different credits, and at the institutional level, credits should not differ for same content.

Dr. N. Selvakumar suggested that it should be clearly mentioned that students go for internship at the end of the sixth semester, and it will be graded in the seventh semester to avoid confusion.

The curricula and the syllabi were approved by the Governing Body, and it was mentioned that all changes suggested are to be reflected after the approval of the Academic Council or passed by the Standing Committee and ratified by the Academic Council in the next meeting.

The Principal thanked all the members for their suggestions and mentioned that he looked forward to their continued involvement.

3

Annexure 4.5

Feedback by Recruiters

Knowledge and understanding levels in their respective domains of work

- Excellent — 27%
- Good — 70%
- Neutral — 3%

Ability to understand situations, think critically and suggest solutions

- Excellent — 30%
- Good — 57%
- Neutral — 13%

Ability to communicate with their peers and superiors in spoken and written form

- Excellent — 30%
- Good — 60%
- Neutral — 10%

Ability to work in teams to meet organization's objectives

- Excellent — 37%
- Good — 63%

Demonstrate leadership skills when called for by a situation

- Excellent — 7%
- Good — 63%
- Neutral — 27%
- Not Evaluated — 3%

Acting ethically and within the norms and culture of the organization

- Excellent — 50%
- Good — 47%
- Not Evaluated — 3%

Ability to learn new and unfamiliar areas

- Excellent — 47%
- Good — 40%
- Neutral — 13%

Demonstrates an awareness and understanding of the external environment of the organization

- Excellent — 23%
- Good — 54%
- Neutral — 23%

Takes initiative and works in a proactive manner to finding new solutions

- Excellent — 34%
- Good — 43%
- Neutral — 23%

Annexure 4.6

Snapshot of the LMS Page

Students Feedback Form

Course Feedback - MBA

Batch :

Semester:

Month & Year:

Code / Course:

Faculty: -

(Please Mark the appropriate square with a clear √ tick mark)

Rating	Excellent	V.Good	Good	Fair	Poor
	5	4	3	2	1
Communication: Is clear in communication and setting expectations					
Engagement					
- Holds the attention of the class					
- Generates class participation					
Knowledge Dissemination					
- Explains concepts effectively with relevant examples					
- Effectively uses cases to improve learning					
- Does Justice to entire syllabus					
Time Utilization					
- Starts classes in time and uses class time effectively					
- Returns test papers on time and provides clarifications					
Motivates students to do well					
Fair and impartial to students					

Any other remarks:

Annexure 4.8

List of Continuous Assessment Methods and Objectives

Assessment type	Methodology	Objectives
Class test / weekly test / quiz	A written test of duration 30 to 60 minutes decided by the faculty, either online or offline.	Track the understanding of students.
Slip test	A short 5 minute written test on topics discussed in the current or previous session.	To check attention levels and recall of topics discussed
Cycle test	Fixed in the calendar. Written test of 90 minutes duration. Twice in a semester. Predetermined format of question paper.	Test knowledge at different levels. Questions mapped to course outcomes.
Class participation	A small weightage in some courses. Faculty decides including this. Participation recorded by faculty or by collecting cards.	To keep the class active, check comprehension and improve articulation skills.
Individual presentation	Student reads, summarizes and presents. Reading can be within the course or in adjoining areas.	Explore. Summarize. Present. Articulate.
Mini-project	Incorporated into some courses. Done in groups. And presentation based on the decision of the faculty.	Application of concepts into practice and report writing..
Group presentation	Presentation on selected topics or on a mini-project.	Team-working skills and opportunity to lead.
Company practice	Students plan and meet a manager in a company and conduct an interview on the company's policies and practices.	Relating concepts to actual practice and vice-versa.
Case Analysis (individual)	A case is selected and students are given time for preparation.	Critical and analytical thinking. Problem solving.
Case Analysis (group)	A case is selected and students are given time for preparation.	Team working, critical and analytical thinking. Problem solving
Assignment – written (individual)	Faculty assigns the assignment problem. Gain knowledge from multiple sources.	To test higher levels of learning beyond what is possible in a written test.
Assignment – written (group)	Faculty assigns the assignment problem Gain knowledge from multiple sources.	To test higher levels of learning beyond a written test.
Viva	For projects and internships after the report is made. And, in some instances, on an assignment.	Ability to connect concepts. Articulation skills.
Written case analysis	Equivalent to an open book exam. Case circulated in advance. Questions posed in the class and submission during the class.	Application of concepts.

Brand audit report - Brand inventory report - Brand exploratory report
Quality circle activity
QC report

Annexure 4.9

Sample list of Assignments and Course Outcomes

FACULTY NAME: Prof: R. Natarajan				
Subject	**Academic Year**	**Nature of Assignment**	**Evaluation Rubrics**	**Course outcome link**
Total Quality Management PBA1335	2018-19	**Title: Group Assignment** on **TQM Exemplary organization**. • Each group (consisting of 4 to 5 students) is assigned an organization for study. Reference materials/web links are given to support in the preparations. • Each **group** <u>submits</u> a PPT (no more than 6 slides) and <u>presents</u> on the TQM journey of the organization with primary focus on application of TQM practices highlighting with examples wherever possible and the benefits derived. • It is expected that the students gain critical understanding of the TQM practices.	Content – 15 Marks Format & Presentation – 10 Marks Total: **25 Marks** Weightage in internals: **5/40**	CO1 & CO2

FACULTY NAME : Dr.Kavitha Muthukumaran				
Subject	**Academic Year**	**Nature of Assignment**	**Evaluation Rubrics**	**Course outcome link**
Business Research Methods (PB1205)	2018-19	**Title: Mini research Project** • Students were made into a group of 5 members. • They were asked to identify and define a problem. • They had to apply the research methodology concepts to the problem identified and provide suggestions. • Presentations were held at different phases and then a research report was submitted.	Objectives & Literature Study – 20 Marks Methodology & Questionnaire- 30 Marks Data Analysis & Report- 50 Marks Weightage in internals: **8/40**	CO6
FACULTY NAME : Dr.T.Thiruvenkadam				
Subject	**Academic Year**	**Nature of Assignment**	**Evaluation Rubrics**	**Course outcome link**
Human Resource Management PBA1202	2018-19	**Title: Company practice** • Students will be divided into small groups of 5 and they are being asked to meet the HR managers of selected companies and interview them. • Through this process they will relate the theory to practice and understand the various HR practices followed by the companies.	Contents Marks 2.5, Delivery Marks 2.5 Total: 5 **Marks**	CO3

			Weightage in internals: **5** /40	
		• After the interview students need to do a presentation in the classroom so that whatever they have learned is disseminated across the class.		

FACULTY: Dr.Vani Haridasan

Subject	Batch	Nature of Assignment	Evaluation Rubrics	Course outcome link
Supply Chain and Logistics Management PBA 1334	2019-20	Title: Assignments – Analysis of an industry vertical • Each group was assigned a topic on an industry vertical. • They were required to work on the underlying issue(s) on the topic and address the issue(s) connecting as many concepts learned in the course. • There was a submission of the report. • Viva was conducted to evaluate on the understanding of the topic, articulation of the issues mentioned in the assigned	**Part I: Assignment** – Written Understanding of the topic- 2 marks Approach – 4 Marks Concept Connect + Value Addition – 6 Marks Part II: Assignment – Viva Understanding of the topic- 2 marks Articulation of issues h – 4 Marks Application of concepts – 6 Marks Total : 24 Marks Weightage in internals: 4 /40	CO2

FACULTY: Raghuraman.B

Subject	Batch	Nature of Assignment	Evaluation Rubrics	Course outcome link
Sales & Distribution Management PBA1324	2019-21	**Title: Group Assignment** on Sales Manager Interview. • Each group (consisting of 4 to 5 students) has to identify, get an appointment, and **meet online** with an experienced sales manager. **They have to convince him/her to a video recording of the interview.** They have to discuss with him/her various aspects (distribution system, territory management, incentives, information systems, 'how to be good in sales', sales process etc.). A template of questions is provided to students. This has to be used by students to engage the interviewee.is assigned an organization for study. • Students to submit the video recording of the interview. • It is expected that students understand from a practicing Sales Manager the various aspects of his/her job, will get to understand the processes, challenges and an insight into the present and future trends.	4 marks out of 40. Based on interview	CO3

FACULTY NAME: Dr.Sudarsan Jayasingh

Subject	Batch	Nature of Assignment	Evaluation Rubrics	Course outcome link
Strategic Brand Management PBA1326	2019-21	**Title:Brand Audit Report** A team of 4-5 students will conduct an in-depth examination of a brand to assess its sources of brand equity and then suggest ways to improve and leverage brand equity. **Brand Audit Oral Presentation** **Class Participation**	Inventory – 2 Exploratory -3 Report and final report – 4 **Total 9 marks** 3 Marks Presentation **Weightage in internals 4/40 Marks**	CO6 CO 6 CO 1, CO 2, CO 3, CO 4, CO 5
Business Information System PBA1206	2018-19	**Title:Group Project** • The project involves the analysis and design of an information system of an organization that is interested to use a new information system or enhancing its current computer-based system **Group Video Presentation** • Each group will need to prepare 10-15 minutes video presentation	Report Marking - Introduction – (2) - System Analysis (1) - Proposed System (4) - System Implementation (1) Total marks = 8 **Weightage in internals 4/40 Marks**	CO7 CO 1, CO 4, CO CO 5, CO 6
Strategic Brand PBA1326	2019-20	**Title:Brand Audit Report** • A team of 4-5 students will conduct an in-depth examination of a brand	Inventory – 2 Exploratory -3 Report and final report – 4	CO 6

			Total 9 marks 3 Marks Presentation **Weightage in internals 4/40 Marks**	CO 6
		to assess its sources of brand equity and then suggest ways to improve and leverage brand equity. **Brand Audit Oral Presentation Class Participation**		
				CO 1, CO 2, CO 3, CO 4, CO 5

FACULTY: Prof.Asokumar.B

Subject	Batch	Nature of Assignment	Evaluation Rubrics	Course outcome link
Marketing Management BA5207	**2017-2019**	**Title: Group Project** • Students need to identify the components of Market planning; for the assigned topic identify the information requirements and sources, prepare the plan document as per the format given in the text book and submit at three stages of 4 weeks interval. • Before submission at every stage, they are supposed to meet the course Faculty and explain the work done and seek guidance if they are facing any challenges. • During discussion with Faculty each of the team member is asked to explain.	Originality Working in a group Analysis Understanding of planning document components and process Quality of report Grades **Weightage in internals 4/40 Marks**	CO5

		Title: Individual assignment Each student is given a context. Topic of theory input is common. Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context. Eg:Customer acquisition methods and the practices adopted by Asian Paints.	Expression of theory content Presentation of evidences collected for the context **Weightage in internals 4/40 Marks**	CO4&CO5
Customer Relationship Management BA5003	2017-2019	**Title: Individual assignment** • Each student is given a context. Topic of theory input is common. • Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context. • Eg:Customer acquisition methods and the practices adopted by Asian Paints.	Expression of theory content Presentation of evidences collected for the context **Weightage in internals 4/40 Marks**	CO4 &CO5
Marketing Management PB1201	**2018-2020**	**Title: Group Project** • Students need to identify the components of Market planning; for the assigned topic identify the information requirements and sources, prepare the plan document as per the format given in the text book and submit at three stages of 4 weeks interval. • Before submission at every stage, they are supposed to meet the course Faculty and explain the work	Originality Working in a group Analysis Understanding of planning document components and process Quality of report	CO5 & CO 6

		done and seek guidance if they are facing any challenges. • During discussion with Faculty each of the team member is asked to explain.	Weightage in internals 4/40 Marks	
		• **Title: Individual assignment** Each Each student is given a context. Topic of theory input is common. • Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context. Eg: Customer acquisition methods and the practices adopted by	Expression of theory content Presentation of evidences collected for the context Weightage in internals 4/40 Marks	CO4&CO5
Customer Relationship Management PB1323	2018-2020	• **Title: Individual assignment** Each Each student is given a context. Topic of theory input is common. • Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context. Eg: Customer acquisition methods and the practices adopted by	Expression of theory content Presentation of evidences collected for the context Weightage in internals 4/40 Marks	CO4&CO5

| Marketing Management PB1201 | 2019-2021 | **Title: Group Project**
• Students need to identify the components of Market planning; for the assigned topic identify the information requirements and sources, prepare the plan document as per the format given in the text book and submit at three stages of 4 weeks interval.
• Before submission at every stage, they are supposed to meet the course Faculty and explain the work done and seek guidance if they are facing any challenges.
• During discussion with Faculty each of the team member is asked to explain. | Originality
Working in a group
Analysis
Understanding of planning document components and process
Quality of report

Weightage in internals 4/40 Marks s | CO5&CO 6 |
| | | • **Title: Individual assignment** Each Each student is given a context. Topic of theory input is common.
• Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context.
Eg:Customer acquisition methods and the practices adopted byspecified context. Eg:Customer acquisition methods and the practices adopted by Asian Paints. | Expression of theory content
Presentation of evidences collected for the context

Weightage in internals 4/40 Marks | CO4&CO5 |

Customer Relationship Management PB1323	2019-2021	• **Title: Individual assignment** Each Each student is given a context. Topic of theory input is common. • Students are supposed to go through the theory content and obtain / collect suitable evidence from the market for the specified context. Eg:Customer acquisition methods and the practices adopted by	Expression of theory content Presentation of evidences collected for the context Weightage in internals 4/40 Marks	CO4&CO5

Annexure 4.10

Request to companies for Summer Internship

SEEKING SUMMER INTERNSHIPS
(2019)

Request from
SSN School of Management

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields. They give employers the opportunity to guide and evaluate talent.

About the Institution

- A part of SSN, founded by Dr. Shiv Nadar

- NAAC Accredited with A+ grade

- Successful track record of 19 years

- Students placed in reputed companies

- Now, an autonomous MBA program under Anna University

Summer Internship

- The first batch with 8-week summer internship
- Part of the academic curriculum
- Period of internship – June/July 2019
- Students would have completed their first year
- Specialization to be offered in second year
  - Marketing
  - Finance
  - Human Resources
  - Operations
- Diversity in student body
  - Freshers and experienced
  - Male and female
  - Engineering, B.Com and other backgrounds

Core Courses in I Year

Semester I
- Organizational Behavior
- Economic Analysis for Business
- Statistics for Managerial Decisions
- Accounting for Management
- Principles of Management
- Legal Aspects of Business
- Managerial Communication

Semester II
- Marketing Management
- Human Resources Management
- Financial Management
- Operations Management
- Operations Research
- Business Research Methods
- Managerial Communication

Non-credit
- Indian Business Environment
- Seminar

Engagement model

- Full time engagement
- At your location / in the field
- Regular working hours
- Assigned task/s
- Company person as a point-of-contact
- Nominal stipend, if possible
- Submit report to you at end of internship
- Internship certificate on completion

Possible Avenues of Engagement
(Illustrative list)

- Field work & surveys
- Process study and improvements
- HR operations and activities
- Inventory analysis
- Budgeting and planning
- Working capital analysis
- Competitor analysis
- Manufacturing operations

Task and Project Based

7

Our role

- Monitoring performance
- Remote guidance by faculty member
- Preferably, one face-to-face meeting
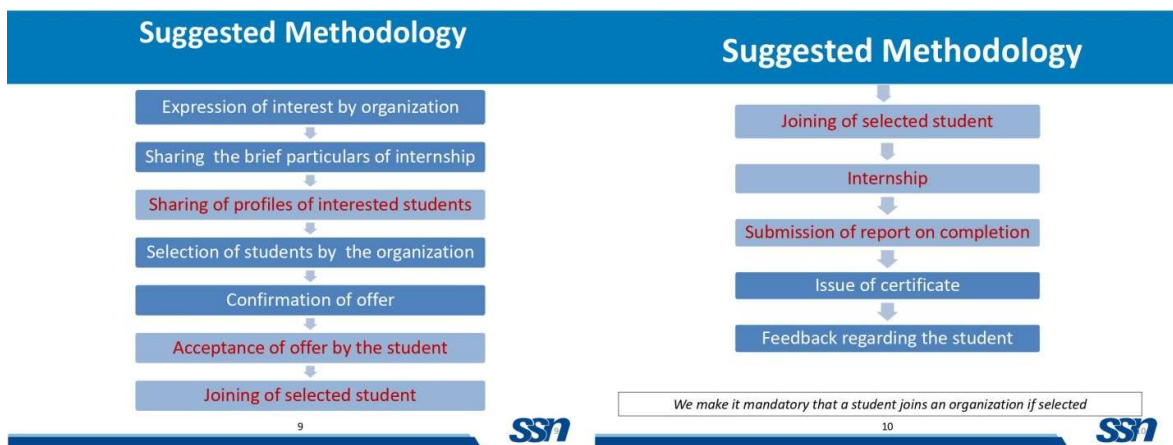- Evaluation of internship report
- Assigning grades that carry credits

8

Suggested Methodology

Expression of interest by organization

Sharing the brief particulars of internship

Sharing of profiles of interested students

Selection of students by the organization

Confirmation of offer

Acceptance of offer by the student

Joining of selected student

9

Suggested Methodology

Joining of selected student

Internship

Submission of report on completion

Issue of certificate

Feedback regarding the student

We make it mandatory that a student joins an organization if selected

10

Particulars of Internship
(Required for circulation)

- Broad functional area of engagement
- Location during internship period
- Work – days of week and timings
- Transport facilities *(if provided)*
- Stipend *(if provided)*

We will share these details students prior to shortlisting interested candidates

11

Thank You

12

Annexure 4.11

Brief to Students Regarding Summer Internship

SUMMER INTERNSHIP

Learn, Do and Earn

What is an internship?

An **"internship"** is an opportunity offered by a company to students, called **"interns"**, to work at a firm for a fixed, limited period of time. **Interns** last for any length of time between one week and 12 months.

And it is a part of our curriculum.

Three types of people

- Those who make things happen !
- Those who watch things happen !
- Those who wonder what happened !

One of these can describe your Summer Internship. You can choose which category you wish to fall into!

First……

- For many
  - First exposure to world of business
  - First opportunity to observe how companies work
  - First opportunity to interact with "new" people
  - First opportunity to gain some practical experience
- But it is a short engagement
- And ….time flies

Getting Started

- Familiarize yourself with the company
  - Website
  - Annual reports
  - Industry reports
  - Recent news
- Report on time and meet your company guide

Learn

- Just a sample list
  - Get deeper exposure to functional areas
  - How an organization is structured
  - How different departments interact
  - How time is structured for different activities
  - How meetings are conducted
  - How teams work
  - Connect your learning with what you see

Learn

- Just a sample list
  - Markets & competition
  - How decisions are made

What you might be doing

- Routine responsibilities
- A problem/s to solve
- Observe and make a report

- Research project

- Try to take up a project or formulate one
- Along with your other tasks

Dos

- Maintain professional standards
  - Punctuality, attire, neatness
- Show a genuine eagerness to learn
- Build relationships
- Try identify a "problem" and seek answers
- Visit all departments
- Exhibit good values

Dos

- Contact faculty guide for advice
- Make out a plan within one week
- Weekly report
- **Maintain a internship diary**
- Introspect daily
- Get a good completion certificate

Don'ts

- Get carried away by the "Academics is not important" syndrome
- Waste your time and that of others
- Shirk work
- Take "leave"
- Misuse this as an extended holiday

Earn

- A good name
- Relationships
- Referrals
- Network

- A PPO

Branding Opportunity !

- Leave a positive impression about you
- Enhance the Institution's image
- Make them want you to come back
- Open their mind to recruitment

Outcome

- A Internship Report (within 15 days)
- A presentation (to start after 7 days)
- Grading for credits

Industry Information

- Origin & evolution
- Size, growth, industry structure, major players
- Porter's 5 forces in operation
- Challenges and opportunities

Company Information

- Mission & Vision
- Company demographics, competition
- Products, services, segments, market share
- Organizational structure & comments
- A brief SWOT
- Financials in brief (if available)

Report

- Professional Practice
  - An summary of your training / internship
  - Objectives you set yourself
  - Industry background
  - Company information
  - Details of the activities / responsibilities
  - Learning in the project
  - Summary
  - An abstract of your log of learning

Report

- Research Project
  - Industry & company background
  - Need for study
  - A brief literature study
  - Research objectives
  - Research methodology
  - Analysis of data
  - Conclusions & recommendations
  - An abstract of your log of learning

Report

- Must be hard bound
- 30 typed pages (Single space) on A4 size paper.
- Text in Ariel Font 12
- Certificate from company

**Think !
How you will justify your internship
to yourself.**

Annexure 4.12

Feedback from Companies about Students in their Summer Internships

FEEDBACK FROM COMPANIES ON SUMMER INTERNSHIP (Batch 2018-20)

Sl.No	Name of the student	Company Name	Feedback
1.	Abinaya R	Casa Grand	She is adaptable and a quick learner with a self motivated mindset
2.	Abirami Sankaranarayanan	Sri Vishnu Shankar Mill	Very interested to learn new techniques
3.	Aishwarya R	Preethi Appliances	Eager to learn
4.	Akanya N	First Steps Babywear	Over all, A good candidate having Great analyzing skills
5.	Akshai M	Xuberence	Akshai needs to be holistically aware of the work that he has been assigned. Being restricted to the set of tasks given will lead to stagnation.
6.	Akshaya L	Times of India	She should understand what company expects from her before throwing an idea or starting a conversation. She is a quick learner and adaptable. She often motivates herself. She maintains a good rapo with the team while working.
7.	Akshitha N	In22	Quick Learner, Strong analytical skills
8.	Alagu A N	Aorta	Very inquisitive. Had the urge to learn to new concepts in Digital Marketing.
9.	Alan B George	In22	Good sense of ownership and willingness to learn. Need to do a lot of reading and learning
10.	Angel Cyril Y	Xuberence	Need to believe in her own potential. Lack of confidence created a barrier. Overall, a good performer.
11.	Anirud Srinivas N P	Aorta	Very keen in learning new things. Has an extremely good content writing skill.
12.	Aravind Balaji S	Flinto	Awesome and excellent student and future professional
13.	Arjun V Anand	Ultramarine	Completed task as expected. Shown curious interest to learn and do the work.
14.	Arokia Joyce A	Flinto	Bright resource in analytics
15.	Arun Thamil Murthy A	Butterfly	He is very good in work and we assign any work he easily adopted and done the work
16.	Boopesh M	Fleetguard	Quick Learner

17.	Chandhini S	Congruent Solutions	Chandini has good subject knowledge and dedicated person. She needs more exposure.
18.	Deepasree P	Amararaja	Deepasree has good learning attitude and have command on understanding the concepts and implement the same. She has done a decent good job in executing the assigned work and was really helpful for developing learning and development calendar for 2 wheeler plant. I wish her all the best in her career journey.
19.	Deepika D	Maarga Systems	Deepika is self motivated; her overall contribution on tasks assigned during the span of internship was good.
20.	Deepika T	In22	Committed towards work and good reasoning skills
21.	Elizabeth M Thomas	ESAF	Performance was satisfactory
22.	Evangline E K	TNPL	A humble, attentive and proactive intern candidate with maximum caliber to showcase her efficacy.
23.	Frederic Lourdu Raja S	Air India	Mr Frederic has a very good attitude while working with me and colleagues cohesively. He was able to complete certain tasks on time given to him. He was also very active in giving suggestions and regularly providing feedback which has helped us in correcting certain pricing issues.
24.	Gautam G	Sundaram Fastners	Good understanding and learnability.
25.	Gunapati Mounica	Lateshipment	Great having her around. Excited to learn new trends in marketing.
26.	Hari Vijay S	Supreme Industries	The way Mr. Hari Vijay S was brought the concept to the lime light to enhance the work cultural in GEMBA was improved our over performance and we was very satisfied with his concept.
27.	Harini Lakshmi M S	Tube Investments	Harini is a good Intern who has supported my team in recruitment activities. I always suggest them to look your Internship as opportunity for an employment.
28.	Harish R	Aorta	A fast learner. Was able to grasp the digital marketing concepts easily. Was frequently asking questions which showed the urge of Harish to learn more and learn concepts effectively.
29.	Harshitha A	Ashok Notebooks	Focused and hardworking
30.	Hemanthkumar P	TCS	Shown great interest in learning. Willing to take up challenges. Excellent Student
31.	Hemavardhini V	Wabag	Dependable, Learnability is high.

32.	Jana Sankari N	IIFL	Miss Jana Sankari is a self motivated person with aspirations to learn more in financial world. She is very eager to learn Financial planning and analysis. She has shown interest in stock market and concepts such as futures and options. She has learnt the basics of Trading.
33.	Joanna David	Wabag	Cheerful and willing to learn
34.	Kevin Keerthana C P	Moreind automation	Her performance during the period was good. We wish him every success in life
35.	Laran Priyankha J	Roots India	Good Attitude
36.	Laxmi Priya V	Social Eagle	Very Dedicated and has the mindset to learn. She has put in genuine efforts and never hesitates to get clarified with questions.
37.	Laya Kanyaa B	J K Fenner	Very calm and quick pickup student.
38.	Mani Uthra P	Cholamandalam Finance	Mani Uthra has a very confident personality. She was a quick learner and was always curious to know more.
39.	Mathan Kumar S	Ezone	Mathan has been open minded, enthusiastic and ready to learn whatever tasks that has been assigned.
40.	Mohamed Dhalha A	Butterfly	Good
41.	Naadhiya Begum A R	Xuberence	Very focused and dedicated towards work. Should make efforts to grow more through initiatives at work.
42.	Nandhini V	Visteon	She has all the traits of becoming a successful HR professional. She has a good learning aptitude and applies thought to her deliverable. I am sure that she will be an asset to any organisation
43.	Naveenkumar B	ITC	Naveen Kumar was very serious about roles assign to him and dedication level was also good.
44.	Nishanth Raj D	SPIC	Exhibiting good initiative to lean the Financial Concepts relating to the Industry.
45.	Nithyalaxmi R	Ramco	Eager to learn new processes and functions.
46.	Nivetha B	Lucas Indian Service Ltd.	The student has exhibited high level of commitment and involvement. With minimal guidance, she could understand and complete the job entrusted to her.
47.	Nivetha S	BPCL	Sincere, intuitive, aspirant student; needs focus on bold communication & presentation skills. Quite knowledgeable & good grasping power.

48.	Pavithira S	Dalmia Cements	Good Performer
49.	Pavithra Karthikeyan	Chennai Metco	Quick learner, Grasping power is high. Attitude also good. Her communication and thoughts to improve a company are very well suits for management roles.
50.	Pown Krishnan B	MakeMyTrip	Hardworking and effective
51.	Pradeepa S	Central Cooperative Bank	Very good
52.	Praveen Kumar S	ITC	His involvement and efforts was appreciable. He suggested goods process related improvements.
53.	Praveen S	BHEL	A sincere aspiring student- perhaps a probable bright star with professional acumen is in the offing. With his quick-learning abilities and execution, he will accomplish the tasks entrusted to him in time. Best Wishes for a bright future and career.
54.	Prem Shankar D	Turbo Energy	Dedicated and sincere student, excellent commitment and willing to take challenges
55.	Priyadharshini G	SAIL	Very Good and always Eager to work
56.	Priyanka B	Trivent Systems	Exceptional and Brilliant student
57.	Rahulraj A	Chaikanth	Focus and perseverance.
58.	Ramasamy K	Pixel 2 Print Pvt Ltd	Talented student, he has Ability to survive & adopt in new technology and he has a bright future in HR field.
59.	Rangeetha S	Sundaram Clayton	Very Much interest ware house activity and also System learning (physically see the activities)
60.	Reshma K B	Elastic Tree	Hardworking, always eager to learn and meticulous in her work
61.	Revathi P L	K7 Computing Pvt Ltd.	Very proactive and organized
62.	Rittu George	Hedge Funds Finance	Very good student, self made, wonderful experiance. quick learner
63.	Roobini R	Congruent Solutions	Roobini has good learnability quotient and dedicated student. She should show more interest in people engagement
64.	Rubiya P	Eastern Condiments	Good potential to learn about the HR practices
65.	Sangeetha L	Elastic tree	Confident, outspoken, hardworking and good team player
66.	Santhosh Pachayee A	JSW	We have observed during the project period that she has high potential to learn new concepts and

			implement the same. Also, she has been sincere in executing her project work.
67.	Sathish Kumar R	Maintwiz	Communications & interpersonal skills can be strengthened
68.	Savitha B	Ashok Leyland	Very receptive and eager to learn
69.	Shahul Hameed A	CRISIL	Shahul exhibits good aptitude and attitude. He is willing to learn and tries to give his best to the task provided.
70.	Shanmathi Selvakumar	Nenmak	Was very attentive and keen in learning and was good in interacting with team a good team player
71.	Shanmathi Sivanesan	Repco Home Finance	Good
72.	Shanthanu Srinivasan M K	MakeMyTrip	Quick Learner
73.	Sheetal R B	Canara Bank	Excellent. Keen in observation.
74.	Shiny Jim	SPIC	The student has good attitude, attentive and has more learning potential. Able to grasp and deliver the results.
75.	Shyamsundar C G	Brakes India	Was able to understand the basic concepts in the internship duration and regular hand on may be need to get expertise in those areas.
76.	Sinduja G	IP Rings	Knowledgeable. Willing to learn and quick in grasping the subject.
77.	Sreenivas R	Bhawan Cybertech	Very keen in learning the HR functions. Works in proactive manner. Expecting him for more internships here
78.	Sri Priya R	Chaikanth	Smart, focused and result oriented
79.	Srijith S	MakeMyTrip	Disciplined
80.	Subhashini R	TCS	Was very open minded & was willing to learn.
81.	Suppriya S G J	Lambodara Textiles	Dynamic
82.	Suwetha P	Aorta	She was handling the social media marketing project for Aorta and she did her job well. Her Instagram contest for Friendship day helped us improve our Brand Awareness.
83.	Vaideagi P	Trivent Systems	Hard worker of course she worked beyond the 8 hour shift without compromising quality and efficiency
84.	Vidhya B	Secova	She did all of the tasks asked of her and more. She felt comfortable enough to trust her instincts and handled many situations which alleviated much of our work load.

			We were all very impressed by her ability to assess the work and get things accomplished in a short work day. Our department trusted her to deal with our artists and the promoters on her own, and she always delivered above and beyond. I expected (Student) to come in each day and know exactly what had to get done. She also did this with ease and was great about updating me, asked intelligent questions and picked everything up very quickly, which was the biggest advantage. She surpassed all expectations and really ran with everything we handed to her.
85.	Vignesh R	Valeo	He has learnt the art of cold calling and he is excited to do many things
86.	Vijay Lokkesh N	Safe Express	Pro active individual and requires less supervision
87.	Vikgnesh B	Fashion Point	Good student
88.	Vikram S	ITC	Did decent field work and did good word attaining the primary objective. Could have done better in analytical part. Expected outcome was not attained.
89.	Vishalraj M	Social Eagle	He is go getter. Needs to be intimated about what to be done. He will go places
90.	Vishnu Priya A K	Ultramarine	She is brilliant and understands the concepts thoroughly and works towards that. The quality of work was extremely good. Though she is a student, her knowledge on marketing is amazing like an experienced person. She has bright future and we wish her all success.
91.	Yazhini P M	Facilio	Yazhini was a quick learner and has an eye for detail. She was able to research extensively and delivers on short notice.
92.	Yohita D	HI-Tech Arai	She is understandable and Punctual
93.	Yuvalakshmi P	Trivent Systems	Good

Annexure 4.13

Request to Companies for Final Semester Project

SSN SCHOOL OF MANAGEMENT

-0-

Seeking Project-Internship opportunities for final year MBA students

-1-

THE PROJECT INTERNSHIP

- The project-internship is part of the final semester of MBA program.
- It is a part of the curriculum and is assigned credits
- The project-internship is carried out on a full-time basis
- Should ideally address a real time issue in the organization
  (For example)
  - What is the current situation?
  - Identify reasons for the current situation.
  - What should be the future situation?
  - What needs to be done?
- Preferably involving primary data collection
- Must follow a research methodology

-2-

THE PROJECT INTERNSHIP

It also aims to provide an opportunity for the students to apply their knowledge to the benefit of the organization.

A win-win situation for the student and the organization.

-3-

PROCESS & OUTCOME

Process:

- The student works under the guidance of a company person
- The student is also assigned to a faculty guide to review the progress
- To meet both company's requirement and academic requirement

Outcome:

- Project report to be shared with the company
- Final valuation and a viva-voce by a panel of examiners.

-4-

DURATION OF PROJECT INTERNSHIP

- Duration : 12 weeks
- Start date* : 23rd Feb / 2nd March 2020 till 16th/ 23rd May 2020
- End date* : 16th/ 23rd May 2020
- Interim breaks required:
  - Course work : 5 days (Fridays)
  - Project review in campus : 5 days (Saturdays)
  - Placement interviews@ : 5 days (as per dates of interview)

* *Will be informed closer to the dates*
@ *If student not already placed*

-5-

DOCUMENTATION FROM COMPANY

• A confirmation letter offering Project-Internship with details of functional area, name & contact details of the company guide.

• Project completion certificate that student has done an internship for 12weeks and has completed the project.

• A feedback on the performance of the student

CURRICULUM
(Core)

SEMESTER I	SEMESTER II
Economic Analysis for Business	Marketing Management
Statistics for Managerial decisions	Financial Management
Organizational Behavior	Operations Management
Accounting for Management	Human Resource Management
Legal Aspects of Business	Applied Operations Research
Principles of Management	Business Information Systems
Indian Business Environment	Business Research Methods
Managerial Communications I	Managerial Communications II
Data Analysis I (MS Excel)	Data Analysis II (SPSS)
Seminar I	Seminar II

SEMESTER III & IV
Strategic Management
8 electives
Research Project

CURRICULUM
(Electives)

MARKETING (any four)
Sales & Distribution Management
Customer Relationship Management
Consumer Behavior
Services Marketing
Brand Management
Advertising & Public Relations
Retail Management
International Marketing

Finance	HRM	OPERATIONS
Financial Statement Analysis	Strategic HRM	Supply Chain & Logistics
Corporate Finance	Labor Legislations & IR	Services Operations Management
Banking Services	Org Theory, Design & Dev	Total Quality Management
Security Analysis & Portfolio Management	Training & Development	Project Management

---

CERTIFICATE COURSE

Business Analysis

30-hour course offered by Fhyzics Business Consultants P Limited, an accredited training partner of BCS.
Content aligned to Foundation Certification by BCS.

• What is Business Analysis?	• Defining the Solution
• The Competencies of a Business Analyst	• Making a Business and Financial Case
• Strategy Analysis	• Establishing the Requirements
• The Business Analysis Process Model	• Documenting and Managing Requirements
• Investigation Techniques	• Modelling Requirements
• Stakeholder Analysis and Management	• Delivering the Requirements
• Modelling Business Processes	• Delivering the Business Solution.

CERTIFICATE COURSES
Data Analytics:

An intensive 45-hour program to learn methods and techniques involved in data analytics and machine learning. The course will cover:

• Introduction to R programming
  R data structures, programming concepts, Statistics, graphics and analytics models using R.
• Exploratory Data Analysis and Visualization
  Data summarization and visualization, treatment of missing values and outliers. Correlations, confidence intervals. Data partitioning.
• Supervised Machine Learning Techniques
  Classification using Logistic Regression, decision trees and neural networks. Business applications.
• Unsupervised Machine Learning Techniques
  Automatic Cluster detection. Market Basket Analysis. Case studies in segmentation & association.
• Time Series Analysis
  Forecasting using Time series decomposition. Measuring forecast accuracy. Smoothing techniques.
  Box-Jenkins (ARIMA) methodology.
This course will be an appropriate mix of theoretical concepts and hands-on practical sessions using Excel and R platforms.

PROJECTS DONE IN THE PAST

(Illustrative list)

• Market Perception of Health Insurance Products
• Measuring the Effectiveness of Lead Generation Through Digital Marketing
• Market Perception Towards Motor Vehicle Insurance Products
• Vendor Rating
• Customer Experience at retail stores for air conditioners
• Effectiveness of Credit Authorization process
• Analysis of Blue Collared Employees Motivation and Satisfaction
• Perception of Borrowers Towards Housing Loan
• Improvement in Adherence to Delivery Schedule
• Influence of Emotional Intelligence on Occupational Stress
• Impact of Organization Culture on Job Satisfaction and Retention of Employees
• Improving Manpower Utilization in Inbound Process
• Improvement in Quality Process in ITES
• Commercialization of Milk Adulteration Detection System in South India
• Method Study in Queue Management Using ITIL Framework
• Multiple Selective Inventory Control
• Reduction in Truck Turn Around Time in Outbound Logistics

STIPEND & EXPENSES

The Company may pay a nominal stipend.
All travel and out-of-pocket expenses to be met by company.

PAST INTERNSHIP BY THIS BATCH

- All students have undertaken a 8-week summer internship after Year 1
- An opportunity to experience corporate environment
- Companies from different sectors, both established and start-ups
- Students were assigned serious responsibilities to add value
- Excellent feedback received on students' performance

SUMMER INTERNSHIP COMPANIES

Air India	Dalmia Cements	JSW	Siemens Gamesa
Amararaja	Eastern Condiments	K7 Computing Pvt Ltd.	Social Eagle
Aorta	Elastic Tree	L&T ECC	SPIC
Ashok Leyland	ESAF	Lambodara Textiles	Sri Vishnu Shankar Mill
Ashok Notebooks	Ezone	Lateshipment	Sundaram Clayton
Aster DM healthcare	Facilio	Lucas Indian Service Ltd.	Supreme Industries
Atomberg Tech	Fashion point	Maarga Systems	TAFE
Bhawan Cybertech	First Steps Babywear	Maintwiz	TCS
BHEL	Fleetguard	MakeMyTrip	The Hindu
BPCL	Flinto	Moreind automation	Times of India
Brakes India	Fortune-In	Nenmak	TNPL
Butterfly	GSK	Olympia Tech Park	Trivent Systems
Canara Bank	Hi-Tech Arai	Pixel 2Print PvtLtd	Tube Investments
Casa Grand	Home First Finance	Preethi Appliances	Turbo Energy
Chaikanth	IIFL	Ramco	TVS Tyres
Chenai Metco	In22	Repco Home Finance	Ultramarine
Cholamandalam Finance	IP Rings	Roots India	Valeo
CommuniTree	Isuzu	Safe Express	Visteon
Congruent Solutions	ITC	SAIL	Wabag
CRISIL	J K Fenner	SECOVA	Xuberence

Internship Company feedback about students

Adaptable and a quick learner with a self motivated mindset.	A humble, attentive and proactive intern candidate with maximum caliber to showcase her efficacy.
Very inquisitive. Had the urge to learn to new concepts in Digital Marketing.	Has a very confident personality. Was a quick learner and was always curious to know more.
Intern was handling the social media marketing project and did the job well. Intern's Instagram contest for Friendship day helped us improve our Brand Awareness.	A self motivated person with aspirations to learn more in financial world. Very eager to learn Financial planning and analysis. Has shown interest in stock market and concepts such as futures and options.
Good Intern who has supported my team in recruitment activities. I always suggest them to look your Internship as opportunity for an employment.	Intern has all the traits of becoming a successful HR professional. She has a good learning aptitude and applies thought to her deliverable. I am sure that she will be an asset to any organization.

Internship Company feedback about students

Talented student, he has Ability to survive & adopt in new technology and he has a bright future in HR field.	We have observed during the project period that he has high potential to learn new concepts and implement the same. Also, he has been sincere in executing his project work.
Has good learnability quotient and dedicated student. She should show more interest in people engagement	Hard worker of course she worked beyond the 8 hour shift without compromising quality and efficiency.
She felt comfortable enough to trust her instincts and handled many situations which alleviated much of our work load.	Our department trusted him to deal with our artists and the promoters on her own, and he always delivered above and beyond.
She has done a decent good job in executing the assigned work and was really helpful for developing learning and development calendar for 2 wheeler plant.	He was able to complete certain tasks on time given to him. He was also very active in giving suggestions and regularly providing feedback which has helped us in correcting certain pricing issues.

Thank You

www.som.ssn.edu.in

Annexure 4.14

Brief to Students Regarding Final Semester Project

SSN SCHOOL OF MANAGEMENT

GUIDELINES FOR IV SEMESTER PROJECT

MBA 2018-20

Background

The final semester project is an integral part of the curriculum and also contributes to building the brand of the Institution. Well conceived and completed projects will speak for the quality of the institution as well as the students. It is also a measure of the students' understanding of concepts and their application towards solving real-world business problems. Students should preferably do their projects in business organizations.

Major milestones of a project (to be read in conjunction with annexure B)

- Finalization of the company and submission of the confirmation letter
- Identifying possible projects. Finalizing project area in consultation with the company guide and faculty guide.
- Completing Industry, competitor and company analysis to give a context to the project. (though reported only at the time of presentation I as per annexure B at the end of the 5 weeks)
- Complete definition of the problem / need, scope of the project. This will lead to the Project Title.
- Chalking out a project plan
- Literature study for in depth knowledge in the area of study, secondary information and data
- Setting research objectives
- Finalizing the research methodology and the questionnaire (if primary research is to be done)
- Collection of secondary data and primary data, wherever applicable
- Analysis of data, interpreting the results, drawing conclusions and making recommendations
- Preparation and submission of the project report

Submission of confirmation letter

On starting the project, a letter of confirmation must be obtained from the company and submitted to the Institution (Refer **Annexure A** at the end of this note). This letter must be in the letter head of and contain details of the company guide with details such as designation, telephone number and email id. The letter must also state the broad area in which the project will be done. This confirmation letter is to be handed to the Project Coordinator during the first visit to the campus for review. A scanned copy of this letter can be sent it in advance to by email to mbaprojects2020@somca.ssn.edu.in.

Project Registration

The project registration form needs to be filled when the students come to the campus for the first meeting / presentation and handed over to the Project Coordinator after the approval of the faculty guide. The Project Coordinator for this year will be Dr.K.Hariharanath. Registration forms will be available with Ms.Mahalakshmi.

Faculty Guide

Every student will be attached to a faculty member who will guide the student in the project. It is advisable that the student is in regular touch with the Guide by email / phone or in person as mutually agreed upon. Valid suggestions / corrections provided by the guide must duly be considered and incorporated in the project at appropriate stages, provided there are no objections for the same from the company. *Wilful disregard of this might result in the withdrawal of the guide*.

Project Definition/ Defining the Research Problem

It is advisable that the definition of the project/ research problem is done in consultation with the faculty guide to ensure sufficient scope and depth for the study. A well-defined Project Title will be the outcome of a proper definition. Where more than one student is undergoing internship in the same company, each student's project must be different from that of the others.

Progress of project

There will be periodic reviews as specified in the project work schedule which includes presentations to a panel of faculty members. Students are advised to come fully prepared to optimally utilize the opportunities during reviews. Suggestions and feedback given by the panel can be debated upon, but once accepted by the student, must be incorporated in the project. Willful disregard by students might result in the project not getting approved by the panel.

Students will make a presentation to the guide/ panel of Faculty members at the following stages of the project:

Reporting I (3 weeks) Business problem /need identification, scope
Reporting II and presentation I (5 weeks) Literature review, research objectives, research methodology, tentative questionnaire (questionnaire finalization to be done offline)
Reporting III (7 weeks) Review of data collection
Reporting IV (9 weeks) Review of data collection, progress of tabulation and preview of analysis
Reporting V and Presentation II (11 weeks) Analysis, interpretation and conclusions, recommendations

The above reviews will be as per the schedule given. Other interim interactions can take place at a mutually convenient date & time to be decided between the faculty guide and the students.

Timelines (Important dates)

The project work schedule is given in **Annexure B.** Dates for reviews and presentations have already been fixed. Students must keep the company informed about the leave of absence for attending the reviews and presentations along with coursework. Absence from these reviews and presentations will not be acceptable. Exceptions need prior approval of the faculty guide.

Final approval of the project

The panel of faculty members will approve the project presentation in its final form, provided it is found to be complete in all respects, adequate in rigor and the presentations are of acceptable quality. Prior to this, the Faculty Guide must approve the final project presentation.

Project Report

This must be prepared as per the guidelines prescribed by the Institution (Refer **Annexure E** at the end of this note). The report must incorporate all suggestions made by the faculty guide and the panel of faculty members (once agreed upon) and the report should be free of language or spelling mistakes. The final report will have to be approved by the faculty guide and the Head of the Department.

Project duration

The project internship must be for a minimum period of 12 weeks as mandated by the Regulations.

Project Completion Certificate

A certificate must be obtained from the company after the completion of the project (Refer **Annexure C** at the end of this note). This certificate must be on the company letter head and signed by the Company Guide and clearly state the:

1. Duration of the project and
2. Title of the project

This certificate must separately be obtained by each student, even in instances where multiple students do their internship in the same company.

Survey for Data Collection (primary data)

All filled out questionnaires (record of interviews in case of in-depth study), if primary data is involved, must be available with the students during reviews, presentations and the viva-voce. These must have a section to capture the details of respondents such as name, phone number and email address.

Online surveys can be resorted to only when the target respondents are dispersed across cities or if the company provides a data set with email id's. This needs to be specifically approved by the faculty guide. A printout of the questionnaire and proof of online responses with email id's and other details must be available during reviews, presentations and the viva-voce.

Miscellaneous Points

The following points relating to project coordination, monitoring and review shall be taken note of:

- Communication

  Pertaining to the project: To faculty guide

  Pertaining to schedule   : To faculty guide and to mbaprojects2020@somca.ssn.edu.in

- Project review record available with the Faculty Guide must be updated by the student and signed after every interaction. (Formats available with Ms.Mahalakshmi.)

- All presentations must be approved by the Faculty Guide before it is presented to the Panel Members. It is necessary that the presentations are sent to the faculty guide at least 3 days earlier.

- Students must incorporate the suggestions made by the Faculty Guide during the reviews.

- Students who are absent for the presentations, without obtaining the permission of Faculty Guide will lose marks allotted for the respective presentation.

- Students must keep the organization informed in advance about their absence due to reviews, presentations and meetings.

Annexures

Annexure A: Format of the project confirmation letter from the company
Annexure B: Timelines
Annexure C: Format of the project completion certificate from the company
Annexure D: Project Review Record
Annexure E: Guidelines for preparation of Project Report

ANNEXURE A

Project confirmation letter from the company

(Company Letter Head)

TO WHOMSOEVER IT MAY CONCERN

This is to certify that _____ (Name of the Student), a final year MBA student of SSN School of Management (SSN College of Engineering) will be pursuing his / her final semester project in the area of …………………..in our company during the period from_____ to _____, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration.

Name of the Company :

Guide Contact Number :

Email id (official) :

Company Guide Signature & Seal

ANNEXURE B

Project Work Schedule 2020

Date	Schedule
24.02.2020	Commencement of project. Reporting at Company
28.02.2020	Email of confirmation letter from company
29.02.2020	Finalization of project area and scope in consultation with Faculty guide (With concurrence of company).
13.03.2020 14.03.2020	**Reporting I (3 weeks)** Business problem / need identification, scope
27.03.2020 28.03.2020	**Reporting II & Presentation 1 (5 weeks)** Literature review, research objectives, research methodology, tentative questionnaire (questionnaire finalization to be done offline) Industry, company and competition analysis (final form to be incorporated in the project report) (preliminary draft to be exchanged by mail)
10.04.2020 11.04.2020	**Reporting III (7 weeks)** Review of data collection
24.04.2020 25.04.2020	**Reporting IV (9 weeks)** Review of data collection, progress of tabulation & preview of analysis
08.05.2020 09.05.2020	**Reporting V and Presentation II (11 weeks)** Analysis, interpretation and conclusions, recommendations
16.05.2020	Submission of rough draft of Project Report Get completion certificate (12 weeks)
01.06.2020 (tentative)	Submission of Final Project Report
05.06.2020 (tentative)	Viva-voce examination

- Students need to be in <u>continuous touch</u> with the faculty guide to progress the project.
- Presentation files need to be sent in advance to the faculty guides.
- Literature review should not be limited to copying the abstract. A summary of learning and relevance and value to the project must be highlighted in Presentation I and II.

- Citation of literature must be as per format prescribed.
- If in the opinion of the faculty guide, additional / interim presentation(s) or additional stay in campus is required to complete the work are required, students would need to adhere to the process given by the faculty guide.

ANNEXURE C

Project Completion Certificate format

(Company Letter Head)

Date:

TO WHOMSOEVER IT MAY CONCERN

This is to certify that (Name _____) (Reg. No_____) final year MBA student of SSN School of Management (SSN College of Engineering) has successfully completed his / her project titled _____ in our company during the period from _____ to _____ .

We wish him / her all the best in all his / her future endeavours.

Company Guide Signature & Seal