

## THE ANNUAL QUALITY ASSURANCE REPORT (AQAR)

Name of the Institution : Coimbatore Institute of Management And Technology  
Vellimalaipattinam, Narasipuram Post,  
Thondamuthur via, Coimbatore - 641 109.

Year of the Report : 2013 - 2014

### Section – A

The plan of action chalked out by the IQAC in the year 2013 - 2014 towards quality enhancement and the outcome achieved by the end of the year.

| Sl. No | Action Plan  | Outcome Achieved   |
|--------|--|--|
| 1      | To apply for more number of major and minor research projects for UGC  | Applied for six minor research projects to UGC and granted with three projects.  |
| 2      | To apply for seminar and workshop proposals from AICTE and UGC         | Applied three seminar proposals from AICTE during 2012 – 13 and granted with two seminar grants for the year 2013 – 14.  |
| 3      | To encourage the students to participate in various management events. | Students have participated in various management events in colleges in and around Coimbatore. Students were also motivated to present papers in State level, National level and International seminars and conferences and they have presented papers and won laurels. |
| 4      | Organizing skills of the students to be improved                       | Through the students associations of MBA and MCA and through various clubs many seminars were organized by students. These helped the students to develop their organizing skills.   |

|   |   |  |
|---|---|--|
| 5 | Managerial skills and coordination ability to be instilled. | To augment the managerial skills and coordination ability a video documentary of Mrs. Vanitha Rangaraj, Chairman, Sharanalayam was prepared by final year MBA students and was released on 24.04.2013. Lot of activities are organized by the Horizon, the association of Management department and Netzone, the association of Computer Applications department. Students are assigned with various activities to kindle their inner strength and develop their skills and team spirit. |
| 6 | Placement Training  | The placement cell organises sessions on aptitude tests, mock interview sessions and the afternoon sessions are exclusively allotted to enhance the holistic development of the students. Training is also provided in CIMAT to develop the leadership quality, team spirit, among the student community to make them ready for employment and to meet the needs of the industry.  |

### **Section B**

#### **Activities Reflecting the Goals and Objectives of the Institution:**

- Conducting the programmes so as to develop the attitude of the students to enhance the aptitude and technical skills among the students.

- Encouraging faculty and students to participate and present articles in seminars / workshops conducted in and outside the campus.
- Encouraging the faculty members to publish research articles in reputed national and international journals.

### **Innovation in Curriculum Design and Transaction:**

As an autonomous institution, we have introduced new subjects in the upcoming sectors and areas of most importance like Supply Chain Management, Banking and Insurance, Tourism and Hotel Management etc. A detailed chart on the various papers offered is given in the Annexure B.

### **Inter - Disciplinary Programmes Started:**

Students of MBA are offered with a paper on “Cyber Security and Computer Applications in Management” and the students of MCA are offered with a paper on “Management Principles”.

### **Examination Reforms Implemented:**

As an autonomous institution, the question papers are set by the experts from the University other than Bharathiar University and the question papers are evaluated by the subject experts to check the quality and relevance. Only quality question papers are considered for the examination.

Students were given assignments in the topic of current relevance and they are made to search from the internet and field visits and submit the assignments. In order to improve the communication skills, presentation skills and managing skills of the students they were made to make presentations in the class, which is also considered for Continuous Assessment (CA). Three internal examinations are conducted and the two exams best of three were taken for Continuous Assessment (CA).

### **Faculty Qualified NET / SLET:**

| <b>Sl. No</b> | <b>Name of the Faculty</b> | <b>Designation</b>     | <b>Department</b> | <b>NET / SLET</b> |
|---------------|----------------------------|------------------------|-------------------|-------------------|
| 1             | Mr. N. Saravana Kumar      | Assistant<br>Professor | MBA               | NET               |

## Progress of Research and Development Cell

### *Major Research Projects Ongoing:*

| Sl.No | Title  | Principal Investigator | Amount Sanctioned |
|-------|--|------------------------|-------------------|
| 1     | The Impact of Micro - Finance by Commercial Banks on Economic Empowerment of Rural Poor in Coimbatore District | Dr. K. Ramamurthi      | 5,82,300          |
| 2     | The Effectiveness of Educational Loans Provided by Commercial Banks  | Dr. R. Geethalakshmi   | 5,87,300          |
| 3     | Identification of Embedded Mathematical Expression in Scanned Documents  | Dr. P. Krishnapriya    | 3,85,000          |

### *Minor Research Projects Ongoing:*

| Sl. No | Title   | Principal Investigator | Amount Sanctioned |
|--------|---|------------------------|-------------------|
| 1      | A study on brand Awareness for personal care products among women in rural areas of Coimbatore city | Ms. S. Suganya         | 85,000            |
| 2      | A study on emotional intelligence of Teachers in B-Schools in Coimbatore city                       | Ms. N. Sangeetha       | 75,000            |
| 3      | Intrusion detection in e-mail using data mining techniques  | Mr. P. Senthilkumar    | 85,000            |

### *Details of Ph.D awarded during the period:*

| Sl. No | Name         | Topic   | Guide             | Date of Completion |
|--------|--------------|---|-------------------|--------------------|
| 1      | Ms.J.Kavitha | Performance of Women Entrepreneurs in Micro Enterprise with Special Reference to Women Self Help Group (SHG) in Coimbatore District | Dr.P.Natarajan    | 09.05.2013         |
| 2      | Ms.R.Kavitha | A Study of Profitability, Solvency and Liquidity of Small and Medium Enterprises in Coimbatore District                             | Dr.K.A.Chinnaraju | 13.09.2013         |

|   |              |  |                   |            |
|---|--------------|--|-------------------|------------|
| 3 | Ms.N.Vanitha | Buying Behaviour of Customers of LIC and its Implication for Marketing of LIC Products | Dr.K.A.Chinnaraju | 19.09.2013 |
|---|--------------|--|-------------------|------------|

**Details of M.Phil awarded during the period:**

| Sl. No | Name             | Topic  | Guide               | Date of Completion |
|--------|------------------|--|---------------------|--------------------|
| 1      | Mr.K.Karupusamy  | Improving Performance and Survivable Guaranteed Wireless Mesh Networks Design.       | Mr.P.Senthil Kumar  | 11.01.2013         |
| 2      | Mr.P.Dineshkumar | Implementation on Object Recognition.  | Mr.P.Senthil Kumar  | 11.01.2013         |
| 3      | Ms.K.Tamilarasi  | Improved Qos Aware Dukstra's Shortest Path Routing Algorithms for Wireless Network.  | Mr.P.Senthil Kumar  | 11.01.2013         |
| 4      | Mr.C.Praveen     | Brand Loyalty on Health Beverages (Coimbatore District).                             | Dr.R.Geetha Lakshmi | 23.01.2013         |
| 5      | Ms.O.UshaRani    | Challenges & Opportunities for Women Entrepreneurs in Coimbatore District – A Study. | Dr.K.Ramamurthi     | 21.02.2013         |
| 6      | Ms.S.Soumya      | Work Life Balance Among Women Employees in BPO Sector(Coimbatore District)           | Dr.R.Geetha Lakshmi | 17.04.2013         |

**Faculty Members Newly Recruited:**

| Sl. No | Name                      | Designation         | Department |
|--------|---------------------------|---------------------|------------|
| 1      | Mr. Albert Paulin Micheal | Assistant Professor | MCA        |
| 2      | Mr. Pradeesh Hosea        | Assistant Professor | MCA        |

**Teaching – Non Teaching Staff Ratio:**

2:1

**Improvements in the Library Services:**

Since October 2012, 2187 books and 114 new CD's are added to the library to a worth of Rs. 4,50,000. Out of 2187 books, 1206 books are purchased for MBA Course and 900 books for MCA course and the remaining 81 self development books.

### **Courses in which student assessment of teachers is introduced and the action taken on student feedback.**

At the end of each semester feedback is collected from all the students about the performance of the teachers by means of a structured questionnaire as per the IQA norms. Their answers are graded on a five point scale. Then the average score is found for each question and those who score between 4.0 and 5.0 are considered good. Those faculty members who score below 4.0 are counseled for better performance and are motivated. Further the faculty members are deputed for FDP's conducted by other institutions apart from our own in-house FDP's.

### **Feedback from Stakeholders:**

Feedback from the parents, alumni and the HR personnel of companies visiting the institution are obtained about the various programmes conducted for the development of skills of students and about the curriculum that is offered. Any improvements suggested are followed sincerely and the changes in the curriculum suggested are sent to the Board of Studies (BOS) for consideration.

### **Computerization of Administration and the Process of Admissions and Examination Results, Issue of Certificates:**

All the functions of the institution administration including admissions are computerized. As an autonomous institution a separate software is installed to print all the certificates including Grade Sheets.

### **Increase in the Infrastructural Facilities:**

Nil

### **Technological Upgradation**

All the faculty members in the institution are provided with individual system that is connected through LAN. Each department is given with separate printers. All the classrooms are equipped with system, LCD and public address facilities with internet connection.

**Activities and Support of the Alumni Association:**

Alumni association meets twice in a year during October and on the date of graduation day. Since NAAC visit was there in the month of October 2012, alumni meet was arranged during that period itself. Graduation day was conducted during April 2013 and on the same day there was a meet. The suggestions given by the alumni regarding the subjects, that will be considered for revision in the syllabus after obtaining the opinion from the subject experts and industry experts. Also alumni members (one representative from each department) are included in the Board of Studies.

**Health Services:**

Awareness about various health hazards are educated for all the students. A part time Doctor visits the hostel periodically for attending the health problems if any. Two ambulance vans are also provided to move the students to the hospitals for giving immediate medical attention in case of emergency. Further First aid kits are available in the college and at both the hostels.

**Performance of Sports Activities:**

Being a PG institution, there is no separate hours given for the Sports during working days. But the students are encouraged after the class hours to organize and participate in various sports events of their interest through the Physical Director.

**Activities of the Grievance Redressal Cell:**

A separate grievance redressal cell is functioning that meets once in a month (preferably last Friday) to discuss on the problems if any and gives necessary counseling to the students and faculty. If there is any emergency issue in the middle of the month the members call for the meeting immediately to solve the issues.

**Placement Services Provided to the Students:**

An effective placement cell is functioning which ensures the regularity in conducting the training programmes and the members of the cell contacts various companies, appraise them of the various programmes conducted for the development of

the skill of the students and invite them to visit the campus for placements. In the academic year 2012 – 13 all the students are placed in the reputed companies. A detailed report is enclosed in the annexure C.

**Good Practices of the Institution:**

- At the time of admission, the strengths and interests of the students are analyzed through personal interviews and based on that they are guided to choose their specializations.
- After the completion of the first continuous internal assessment test, the students those who have problems in understanding subject like Accountancy and Quantitative Techniques are identified and special coaching is given.
- Class Committee Meeting (Six representatives per class) is conducted every month by the Principal to find out the problems faced by the students and necessary solution is attained.
- Every month mentor meeting (6 Students per faculty member) is conducted to find out the problems if any.
- 100 % students feedback on the faculty and subject is obtained at the end of each semester.
- Students (one student from each department) are included as representatives in the examination committee meeting.
- Placement Training Programmes are organized regularly for training the students for getting placements.

**Section C**

**Outcomes Achieved by the End of the Year**

The training given to the students has resulted in the end semester examinations and in the placements. (Details given in the annexure).



## **Section D**

### **Plans for the next Academic Year (2014 – 15)**

- To apply for more number of Major and Minor Research Projects with the UGC
- To apply for more seminar grants from the UGC and AICTE.
- To apply for NBA Accreditation
- To motivate and encourage faculty members on publication of research articles in leading journals and to participate in the FDP's, Seminars and Workshops organized by other institutions.
- To motivate the faculty members to undertake consultancy work.
- To enter into MOU with Foreign Universities for exchange of students and for Curriculum updations.

# **Coimbatore Institute of Management And Technology**

**Vellimalaipattinam, Narasipuram Post**

**Thondamuthur Via, Coimbatore - 641 109.**

## **Annexure – A**

### **Seminars and Workshops Organized**

- A workshop on Micro Analysis of Financial Statements was arranged for MBA students on 15.10.2012 by Mr. S. Chandrasekar, Managing Director, EMPOVER HR Solutions Pvt., Ltd, Bangaluru.
- Conducted aptitude test for final year MBA and MCA students on 20.10.2012 by TIME Institute, Coimbatore.
- A research circle meeting was organized for the research scholars on 20.10.2012. Prof. S. Kandhasamy delivered a special lecture on “Statistical tool” and conducted session on SPSS package.
- One day workshop was organized on “Compliance of Labour Laws” by Mr. S. Elangovan, Consultant & Retired Senior HR Manager, NTC Mills, Coimbatore on 11.02.2013.
- A guest lecture was organized on “Managerial Skill for a Better Career” for MBA students by Shri. D. Lakshmi Narayanan, Senior Process Executive, KGISL Ltd., on 20.02.2013.
- One day work shop was organized on “Hardware and Networking” for MCA students by Mr. S. Sugumar, Centre Head, CSC - Computer Education and Mr. Saravanaselvam, Trainer, CSC - Computer Education on 27.02.2013.
- A guest lecture was organized on "Overview of Share market" by Mr.R.Arunkumar, Business Development Manager, Yaazaa Infotech, Coimbatore for MBA students 30.07.2013.
- A seminar was organized on “Software testing tools and methodology” on 07.08.2013 for III MCA and II MCA students.

- A seminar was organized on "Software Testing Tools" by Mr.Sabarinathan and Dinakar, Poras Technologies India, Coimbatore on 14.08.2013.
- A multimedia seminar was organized on “Demo on 12 Multimedia packages” for MCA students by Mr.Sukumar, Head, Trainer, CSC Systems on 29.08.2103.
- A workshop on “Investment Planning for Young Investors” by Mr. K. Prabhakaran, SEBI Financial education trainer and Assistant Professor – MBA, RVS faculty of Management, Sulur was conducted for II MBA students on 07.08.2013.
- A seminar was organized on Business English by Mr. Samadhanam, Sales executive academics, Cambridge University press India Pvt.Ltd Chennai for MBA and MCA students on 26.09.2013.
- Entrepreneurship and Skill Development Programme was organized jointly with Entrepreneurship and Skill Development Centre Bharathiar School of Management and Entrepreneur Development, Coimbatore on 21.10.2013 and 22.10.2013.

#### **Association and Club Activities.**

- The students association of Management Studies and Research “Horizon” and Computer Application “Netzone” were inaugurated on 09.10.2012 by Venkatraman Ananthanarayanan, Vice President - IT Projects, Enterprise Business Solutions , AEGIS Limited
- The students association of Computer Application Netzone organized the Intercollegiate Technical Meet ICONOCLAST ‘2012 on 10.10.2012 and the program was inaugurated by Mr. C. S. Chandrasekhar, CEO, Minvelli Systems Pvt Ltd., Coimbatore.
- HR Club was inaugurated by Mr. Ramachandran, AGM, TVS Motor Company, Mr.Ganesan, L& T Ltd., Mr.Srinivasa Iyar from HR Conclave on 4.09.2013.
- MBA and MCA Students Associations “HORIZON” and “NETZONE” and the clubs were inaugurated by Shri.M.S.S.Varadan, Chairman, Om Consultants Pvt. Ltd, Bangalore on 12.09.2013.

### **Industrial Visits Organized**

- Students of I MBA visited “Siva Tea Factory”, Kothagiri on 17.10.2012
- Students of MBA visited outbound training program at “Break Through”, Bangaluru from 26.10.2012 – 28.10.2012
- An Industrial visit to M/s. Sakthi Sugars Ltd, Erode was arranged for II year MBA & MCA students on 16.03.2013.
- Final Year MBA Students were taken to Kannan Devan Tea Factory in Munnar on 24.09.2013.

### **Students Care Activities**

#### **Corporate Dossier**

- The students of II-MBA made individual presentations on various corporate on 5.02.2011, 11.03.2011 & 12.08.2012. Out of which 10 best presentations were selected and the final presentations to the I - MBA were made on 15.10.2012

#### **Video Release**

- Video documentary of Dr. Sathy P Viswanathan, Vice President, KG Design Services, Coimbatore was prepared by III MCA students and released on 05.10.2012.
- Video documentary of Mrs. Vanitha Rangaraj, Chairman, Sharanalayam was prepared by final MBA students and was released on 24.04.2013.

#### **Students Participation in outside Institutions**

- Students of I MBA participated in the Inter collegiate Business Quiz, “Brainblaze” organized by the department of Management Studies and Research, CIET on 18.10.2012.
- Students of MCA participated in an Intercollegiate meet “Oritech – Tech Festive 2012” organized by Velammal College of Engineering, Madurai on 12.10.2012.

- Mr. R. Ramasubbu and Mr. M. Sivakumar of I MBA participated in Dumb Charades and won first prize in the Intercollegiate Cultural Fest “CREDISE 13” organized by Sree Narayana Guru College on 2.2.2013.
- Students of I MBA have participated in an Intercollegiate Cultural Fest “CREDISE’13” organised by Sree Narayana Guru College on 2.2.2013.
- Students of I MBA have participated in the Student Management Day Celebrations of CMA held at RVS Institute of Management on 9.2.2013
- Mr. V. Sreemadhu, Ms. P. Srividhya, Mr. Abul Fazul and Mr. H. Santhosh of II MBA have secured first prize in the Best Management event and have been awarded with a cash prize of Rs.3000 in “EXEMPLAR’13” an Intercollegiate Management meet held at Hindusthan College of Arts & Science on 13.3.2013.
- Mr. A. Dinesh Kumar, Mr. S. Pradeep and Mr. A. Magesh Kumar of II MBA have secured first prize in the Finance Game event and have been awarded with a cash prize of Rs.3000 in “EXEMPLAR’13” an Intercollegiate Management meet held at Hindusthan College of Arts & Science on 13.3.2013.
- Students of II MBA have participated in “EXEMPLAR’13” an Intercollegiate Management meet held at Hindusthan College of Arts & Science on 13.3.2013
- Students of I MBA have participated in “Stratagem’13”, an intercollegiate meet organized by G.R.D. Academy of Management on 15.3.2013.
- Mr. B. Prem Kumar and Mr. M. Vigneshwaran of II MBA have presented a paper and have won the best paper award in the International conference on “Sustainable inclusive growth in the global scenario – issues and challenges “ organized by Adaikalamatha Institute of Management Thanjavore on 28.09.2013.

### **Other Activities**

- Fresher’s day for the students of I MBA & I MCA was organized on 19.10.2012
- Communicative English Exercise and videography session was arranged for MCA students on 26.02.2013.

- A course on Diploma programme in 2D and 3D Animation was organized in association with Campus Images for MCA students from 19.08.2013 to 26.08.2013.
- A course on Diploma programme in 2D and 3D Animation was organized in association with Campus Images for MBA students from 02.09.2013 to 20.09.2013 .
- A Videography session was organized for MBA students on 23.07.2013.
- Teachers day was celebrated on 5.09.2013.
- The Freshers welcome party was organized on 16.09.2013.

### Faculty Publications and Paper Presentations

|                                   |   |
|-----------------------------------|---|
| <b>Mr. K. T. Vijayakarhikeyan</b> | Published a paper entitled “Performance of selected Private Sector Banks in India” in the CIMAT Journal of Research Issue - 2 March 2013.   |
| <b>Ms. P. Nalini</b>              | Attended Tenth Bi- Annual conference on Entrepreneurship and presented a paper on “Green Entrepreneurship need for the hour” in EDII Ahamedabad from 20.02.2013 to 22.02.2013   |
| <b>Prof. K. Kumar</b>             | Attended 12 <sup>th</sup> International conference at Clarks Amar, in Jaipur organized by Rajasthan Development Association and Rajasthan chamber of commerce and industry, Khadi Sarva Vishwa Vidhyalaya, Gujarat, on “Global contemporary issues, innovation and future challenges in business, IT and management” from 5.01.2013 and 6.01.2013. Presented a paper on “An explorative study of problem and prospects of women in perusal of Entrepreneurship in Coimbatore District”. |
| <b>Mr. R. Benjohnson</b>          | Presented a paper on “Cloud Computing in Libraries” at the National Conference held at Sardar Vallabhai Patel Institute of Textile and Management on 21.12.2012.  |

### FDP / Workshop Attended by the Faculty

|                          |   |
|--------------------------|---|
| <b>Mr. R. Benjohnson</b> | <p>Attended the pre placement talk AEE BEE Institute of Communicative English on 18.01.2013.</p> <p>Attended Project Genesis- An initiative (CSR) of Infosys BPO Limited Mysore on “Global skills Enhancement” conducted from 3.01.2013 to 12.01.2013 an initiative taken for training the trainers on analytical skills and language enhancement of PG students.</p> <p>Attended an International seminar on “Cyber Security” held at Bharathiar University on 09.03.2013.</p> <p>Attended a two-day Faculty development program on “Personality Development” in PSGR Krishnammal College for Women, Peelamedu, Coimbatore on 13.08.13 and 14.08.13</p> <p>Attended a seminar on “Multimedia softwares “ by CSC Computer Education ,Cbe on 14.08.2013.</p> |
| <b>Mrs. P. Nalini</b>    | <p>Participated in State level conference on “Establishment of Entrepreneurship development cell in higher education institutions in Tamilnadu” on 21.12.2012 held at Chennai.</p>  |
| <b>Mr. R. Sriram</b>     | <p>Attended Project Genesis- An initiative (CSR) of Infosys BPO Limited Mysore on “Global skills Enhancement” conducted from 3.01.2013 to 12.01.2013 an initiative taken for training the trainers on analytical skills and language enhancement of PG students</p> <p>Participated in Infosys project GENESIS – Review meeting held at the Department of Extension and Career Guidance Bharathiar University, Coimbatore on 30.07.2013.</p> <p>Attended two day Faculty Development Programme on "Personality Development" at PSGR Krishnammal College for Women, Coimbatore on 13.08.2013 to 14.08.2013..</p>   |

|                                  |   |
|----------------------------------|---|
| <b>Mr. Albert Paulin Michael</b> | Attended one day work shop on gaming industry conducted by Campus Image at Hindustan college, Coimbatore on 20.02.2013 .  |
| <b>Mr. Pradeesh Hosea</b>        | <p>Attended the UGC sponsored National Seminar on “Computational Intelligence” at Avinashilingam University, MTP Road, Coimbatore on 21.02.2013 to 22.02.2013.</p> <p>Attended an International seminar on “Cyber Security” held at Bharathiar University on 09.03.2013.</p>                                  |
| <b>Dr. P. Krishna Priya</b>      | <p>Attended a seminar titled “Software testing tools and methodology” by 4SS Software Solutions on 7.08.2013.</p> <p>Inaugurated the association of Computer science department and delivered the inaugural address at Kongu Arts and Science College, Erode on the topic “Green computing” on 19.07.2013</p> |

#### **Mega Activities at CIMAT:**

- An Intercollegiate Management Meet ICONOCLAST 2012 was conducted on 10.10.2012 .More than 100 students from 20 colleges participated in the event.
- “Sandhai 2013” - two day marketing mela was inaugurated by Mr. N. Krishna Kumar, CEO of Akash Advertisers, Coimbatore on 28.02.2013.

#### **Achievements of CIMAT (B-School Ranking)**

- CIMAT has achieved 89<sup>th</sup> rank in the overall rank of Private B-Schools and 4<sup>th</sup> in Group RANK in the **GHRDC - CSR, B - SCHOOL** survey 2013 in the month of October 2013.
- CIMAT is ranked 'A2 ' by “**The Journal of AIMA – All India Management Association**” among the top Business Management Colleges, published in the month of October 2013, volume 52, Issue 10.



## **Annexure – B**

A list on various paper offered by the institution other than the core papers are given below. All the papers are of current importance. The papers are divided into specialization and sectoral streams. Each student is required to select one specialization and one sector (2 papers each) in a semester.

### ELECTIVES FOR III SEMESTER (MBA)

| Course Code                  | Course                                   | Credits |
|------------------------------|--|---------|
| <b>SPECIALIZATION STREAM</b> |  |         |
| <b>FINANCE STREAM</b>        |  |         |
| 13MB3E01                     | Equity Research and Portfolio Management | 4       |
| 13MB3E02                     | Financial Services                       | 4       |
| 13MB3E03                     | Risk management and Insurance            | 4       |
| 13MB3E04                     | International financial Management       | 4       |
| 13MB3E05                     | Strategic cost Management                | 4       |
| 13MB3E06                     | Working capital Management               | 4       |
| <b>HUMAN RESOURCE STREAM</b> |  |         |
| 13MB3E07                     | Human Resource Development               | 4       |
| 13MB3E08                     | Organisational Development               | 4       |
| 13MB3E09                     | Organizational Change and Intervention   | 4       |
| 13MB3E10                     | Business Leadership                      | 4       |
| 13MB3E11                     | Performance Management                   | 4       |
| 13MB3E12                     | Advanced Industrial Psychology           | 4       |
| 13MB3E13                     | Training and Development                 | 4       |
| <b>MARKETING STREAM</b>      |  |         |
| 13MB3E14                     | Advertising and Promotional Management   | 4       |
| 13MB3E15                     | Sales and Distribution Management        | 4       |
| 13MB3E16                     | Services Marketing                       | 4       |
| 13MB3E17                     | Export Management                        | 4       |
| 13MB3E18                     | Consumer Behavior                        | 4       |
| 13MB3E19                     | Brand Management                         | 4       |
| 13MB3E20                     | Social Media Marketing                   | 4       |
| <b>SYSTEMS STREAM</b>        |  |         |
| 13MB3E21                     | System Analysis And Design               | 4       |
| 13MB3E22                     | Software Project Management              | 4       |
| 13MB3E23                     | Electronic Commerce                      | 4       |
| 13MB3E24                     | Data warehousing and Mining              | 4       |
| 13MB3E25                     | E_Marketing                              | 4       |
| 13MB3E26                     | Enterprise Resource Planning             | 4       |

| <b>SECTORAL STREAM</b>                            |  |   |
|---|--|---|
| <b>INVESTMENT BANKING STREAM</b>                  |  |   |
| 13MB3E27  | Behavioral Finance                         | 4 |
| 13MB3E28  | Bonds, Derivatives and Commodities Market  | 4 |
| 13MB3E29  | Investment and Finance in India            | 4 |
| <b>BANKING AND INSURANCE STREAM</b>               |  |   |
| 13MB3E30  | Bank Management                            | 4 |
| 13MB3E31  | Insurance laws and regulations             | 4 |
| 13MB3E32  | Actuarial Management                       | 4 |
| <b>HOSPITAL AND HEALTH CARE MANAGEMENT STREAM</b> |  |   |
| 13MB3E33  | Hospital and health care Management        | 4 |
| 13MB3E34  | Hospital planning , design and maintenance | 4 |
| 13MB3E35  | Legal and ethical issues in hospitals      | 4 |
| <b>TOURISM AND HOTEL MANAGEMENT STREAM</b>        |  |   |
| 13MB3E36  | Hotel Information system                   | 4 |
| 13MB3E37  | Tourism concepts and principles            | 4 |
| 13MB3E38  | Hotel and resort Management                | 4 |
| <b>RETAIL MANAGEMENT STREAM</b>                   |  |   |
| 11MB3E39  | Retail Management                          | 4 |
| 11MB3E40  | Mall Management                            | 4 |
| <b>AVIATION MANAGEMENT STREAM</b>                 |  |   |
| 13MB3E41  | Airport Planning and Management            | 4 |
| 13MB3E42  | Aviation Management                        | 4 |
| <b>SUPPLY CHAIN MANAGEMENT STREAM</b>             |  |   |
| 13MB3E43  | Supply chain Management                    | 4 |
| 13MB3E44  | Transportation and Warehousing             | 4 |

### ELECTIVES FOR IV SEMESTER (MBA)

| Course Code                  | Course  | Credits |
|------------------------------|---|---------|
| <b>SPECIALIZATION STREAM</b> |   |         |
| <b>FINANCE STREAM</b>        |   |         |
| 13MB4E01                     | Financial Econometrics                                  | 4       |
| 13MB4E02                     | Investment Management                                   | 4       |
| 13MB4E03                     | Project Management                                      | 4       |
| 13MB4E04                     | Mergers, Acquisitions and Restructuring                 | 4       |
| 13MB4E05                     | Corporate Valuation and Taxation                        | 4       |
| 13MB4E06                     | Foreign Exchange Management                             | 4       |
| <b>HUMAN RESOURCE STREAM</b> |   |         |
| 13MB4E07                     | Labour Welfare and Industrial Relations                 | 4       |
| 13MB4E08                     | Industrial Relations Management and Labour Legislations | 4       |
| 13MB4E09                     | Talent Management                                       | 4       |
| 13MB4E10                     | International Human Resource Management                 | 4       |
| 13MB4E11                     | Collective Bargaining and Negotiations Management       | 4       |
| 13MB4E12                     | Labour Welfare and Welfare Legislations                 | 4       |
| 13MB4E13                     | Managing Interpersonal Effectiveness                    | 4       |
| 13MB4E14                     | Coaching, Counselling and Mentoring                     | 4       |
| <b>MARKETING STREAM</b>      |   |         |
| 13MB4E15                     | Rural Marketing   | 4       |
| 13MB4E16                     | Retail Management                                       | 4       |
| 13MB4E17                     | Event management  | 4       |
| 13MB4E18                     | New Product Development                                 | 4       |
| 13MB4E19                     | Marketing Research                                      | 4       |
| 13MB4E20                     | International Marketing                                 | 4       |
| 13MB4E21                     | Customer Relationship Management                        | 4       |
| <b>SYSTEMS STREAM</b>        |   |         |
| 13MB4E22                     | Software Quality Management                             | 4       |
| 13MB4E23                     | Decision support System                                 | 4       |
| 13MB4E24                     | Knowledge Management System                             | 4       |
| 13MB4E25                     | E-Business  | 4       |
| 13MB4E26                     | Relational database Management                          | 4       |
| 13MB4E27                     | Multimedia application in business                      | 4       |

| <b>SECTORAL STREAM</b>                            |   |   |
|---|---|---|
| <b>INVESTMENT BANKING STREAM</b>                  |   |   |
| 13MB4E28  | Fund Management                           | 4 |
| 13MB4E29  | Wealth Management                         | 4 |
| 13MB4E30  | Real Estate Management                    | 4 |
| <b>BANKING AND INSURANCE STREAM</b>               |   |   |
| 13MB4E31  | E-Banking                                 | 4 |
| 13MB4E32  | Principles of Insurance                   | 4 |
| <b>HOSPITAL AND HEALTH CARE MANAGEMENT STREAM</b> |   |   |
| 13MB4E33  | Hospital Information System               | 4 |
| 13MB4E34  | Public Health System and Health Insurance | 4 |
| 13MB4E35  | Hospital Operations Management            | 4 |
| 13MB4E36  | International Health Management           | 4 |
| <b>TOURISM AND HOTEL MANAGEMENT STREAM</b>        |   |   |
| 13MB4E37  | Eco-tourism                               | 4 |
| 13MB4E38  | Hospitality Management                    | 4 |
| 13MB4E39  | Travel Management                         | 4 |
| <b>RETAIL MANAGEMENT STREAM</b>                   |   |   |
| 13MB4E40  | Direct and Network Marketing              | 4 |
| 13MB4E41  | Retail Operations, Systems and Inventory  | 4 |
| 13MB4E42  | Retail Planning                           | 4 |
| <b>AVIATION MANAGEMENT STREAM</b>                 |   |   |
| 13MB4E43  | Aviation Operations Management            | 4 |
| 13MB4E44  | Aviation Carrier Operations               | 4 |
| 13MB4E45  | Airline Route Planning Management         | 4 |
| <b>SUPPLY CHAIN MANAGEMENT STREAM</b>             |   |   |
| 13MB4E46  | Logistics and Supply Chain Management     | 4 |
| 13MB4E47  | Inventory Management                      | 4 |

## ELECTIVES FOR MCA

| <b>SPECIALISATION STREAM</b> |   |   |
|------------------------------|---|---|
| <b>MULTIMEDIA</b>            |   |   |
| 13MCE11                      | Digital Character Designing                 | 4 |
| 13MCE12                      | Vector & Raster Designing                   | 4 |
| 13MCE13                      | Gaming for the Web                          | 4 |
| 13MCE14                      | Web Information Systems                     | 4 |
| <b>NETWORKS</b>              |   |   |
| 13MCE21                      | TCP / IP Internetworking                    | 4 |
| 13MCE22                      | Mobile Communication                        | 4 |
| 13MCE23                      | Cryptography and network security           | 4 |
| 13MCE24                      | PC Hardware Concepts                        | 4 |
| <b>WEB TECHNOLOGY</b>        |   |   |
| 13MCE31                      | Service Oriented Architecture               | 4 |
| 13MCE32                      | Advanced Web Technology                     | 4 |
| 13MCE33                      | IT Infrastructure Management                | 4 |
| 13MCE34                      | Middleware Technologies                     | 4 |
| <b>EMBEDDED SYSTEMS</b>      |   |   |
| 13MCE41                      | Design and Analysis of Real Time Algorithms | 4 |
| 13MCE42                      | Formal Foundations of VLSI design           | 4 |
| 13MCE43                      | Embedded System                             | 4 |
| 13MCE44                      | Industrial Robotics and Expert Systems      | 4 |

**Annexure – C**

**Placement Activities**

**List of students placed (2012 – 2013)**

| <b>S.No</b> | <b>Student Name</b>   | <b>Company</b>                    | <b>Designation</b>   | <b>Salary</b>                                | <b>Location</b>          |
|-------------|---|-----------------------------------|--|--|--------------------------|
| 1           | Ananadha<br>Ganesan. M<br>Arunkumar. M<br>Mageshkumar. A<br>Pradeep.S                               | MPF Advisory<br>India Pvt Limited | Business Consultant  | 204000/- p.a                                 | Chennai                  |
| 2           | Harsha Hareendran<br>Mageshkumar. A<br>Nandhakumar. L   | Blue Lotus                        | Project Coordinator<br>Trainee<br>Project Coordinator          | 240000/- p.a<br>180000/- p.a<br>240000/- p.a | Chennai                  |
| 3           | Karthik. T  | Reliance HR<br>Services           | Marketing Executive  | 201600/- p.a                                 | Chennai                  |
| 4           | Kumar.U   | Fun Dreamz                        | Business Executive   | 180000/- p.a                                 | Bangalore                |
| 5           | Abul Fazul. A<br>Loganathan. T. M<br>Shakthivel. T. S<br>Srinivasan. S<br>Manish Noah<br>Bavithra.P | Launch Pad LLC                    | Business Development<br>Officer<br>Training and<br>Development | 2,01,600 p.a<br>2,04,000 p.a                 | Coimbatore<br>Coimbatore |
| 6           | Abul Fazul. A<br>Puliyuran. V   | Indian School of<br>Business      | Team Leader  | 1,44,000 p.a                                 | Coimbatore               |

|   |   |  |                              |              |            |
|---|---|--|------------------------------|--------------|------------|
| 7 | Alina Vincent<br>Parokaran  | Aee Bee Institute of<br>Communicative<br>English | Team Leader                  | 1,44,000 p.a | Kochin     |
|   | Anand. S<br>Bejoy K.J<br>Mohanraj. A<br>Manojkumar. G<br>Neethu. K. S<br>Nirmal. Y  |  | Faculty & Trainee            | 1,12,000 p.a | Coimbatore |
|   | Tharani. T  |  | Team Leader                  | 1,44,000 p.a | Coimbatore |
| 8 | Alina Vincent<br>Parokaran<br>Sakthivel. S<br>Sivarajan. S  | Data Logics                                      | Assistant Manager            | 2,40,000 p.a | Chennai    |
| 9 | Mariviswanathan. A<br>Loganathan. T. M<br>Kanagaraj. K<br>Balaji. D<br>Dhivyabharathi. M<br>Janani. A<br>Puliyuran. V<br>Pandikannan. V<br>Parameswari. G<br>Nithya. T<br>Senthilkumar. M<br>Vidya Vikasini<br>Prasanthkumar. S<br>Yuvashree. G<br>Suresh Arun<br>Revathi. A<br>Padmanaban. P | Procon Advisory                                  | Trainee Financial<br>Analyst | 1,80,000 p.a | Coimbatore |



|    |  |                             |                      |              |                      |
|----|--|-----------------------------|----------------------|--------------|----------------------|
| 10 | Balamurugan. R<br>Benowillbur. J<br>Harishankar. S<br>Janarthanan -<br>Janakiram<br>Karthik. T<br>Krishnakumar. V<br>Muthuraj. K<br>Prathap. S<br>Padmanaban. P<br>Rajasudhakar. P<br>Saravanaprabhu. S<br>Senthilkumar. V | Sundaram Finance            | Investment Director  | 1,44,000 p.a | Across<br>Tamil Nadu |
| 11 | Mageshkumar. A<br>Anandha Ganesan<br>Marimuthu. T  | Kotak Securities<br>Limited | Associate Executive  | 2,50,000 p.a | Across<br>Tamil Nadu |
| 12 | Manoj Kumar. M<br>Anand. S<br>Javith. K<br>Saravana Prabhu. S<br>Dinesh Kumar. A<br>Padmanaban. P<br>Balaji. D<br>Kanagaraj. K<br>Senthil Kumar. V<br>Harishankar. S<br>Parameswari. G<br>Pratheesh. G                     | HDFC Life<br>Insurance      | Business Executive   | 1,80,000 p.a | Across<br>Tamil Nadu |
| 13 | Ashokumar. V<br>Shankar. D<br>Isamozhi. M  | C-Cubed Solution<br>Pvt Ltd | TSR                  | 1,20,000 p.a | Coimbatore           |
| 14 | Shivarajan. S<br>Shakthivel. T. S  | ICICI Securities            | Relationship Manager | 2,50,000 p.a | Coimbatore           |

|    |  |                     |                      |              |            |
|----|--|---------------------|----------------------|--------------|------------|
| 14 | Akshay A. Pai<br>Revathi. A<br>Bhavathra   | Get Set GO          | Management Trainee   | 1,00,000 p.a | Coimbatore |
| 15 | Shivarajan. S<br>Manishnoah  | Sterling Holidays   | Executive- Sales     | 2,27,777 p.a | Chennai    |
| 16 | Neethu. K. S.<br>Revathi. P<br>Vidya Vikasini. C.V<br>Abul Fazul. A<br>Ashwani. O. P<br>Kanagaraj. K<br>Manoj Kumar. T. M.<br>Janarthanan Janakiram<br>Harishankar. R. S<br>Mariviswanathan. A<br>Esakki Raja. A. P<br>Prathap. S<br>Dhinakaran. S<br>Subburaj. M<br>Kathirvel. S<br>Beno Willbur. J<br>Rajagopal. G<br>Yuvashree. G<br>Nithiya. S<br>Revathi. A<br>Suresh Arun. S<br>Pradeep. S<br>Tharani. T<br>Senthil Kumar. V | Tokyo Info Solution | Relationship Manager | 2,50,000 p.a | Chennai    |
| 17 | Vidya Vikashni<br>Kumar. P   | HCL Services Ltd    | Analyst              | 1,50,000 p.a | Coimbatore |

### List of On Campus Placement Organized

| S.No | Date Visited | Name of the Company                        | Location   | No. of Participating Colleges | No of Participants | No. Placed |
|------|--------------|--|------------|-------------------------------|--------------------|------------|
| 1    | 18/10/2012   | IDBI Federal Life Insurance                | Coimbatore | 2                             | 75                 | 2          |
| 2    | 30/10/2012   | Launch Pad                                 | Coimbatore | 2                             | 65                 | 6          |
| 3    | 28/12/2012   | Data logics                                | Chennai    | 2                             |                    | 3          |
| 4    | 04/01/2013   | Blue lotus IPR confidential.( on campus)   | Chennai    | 2                             |                    | 3          |
| 5    | 09/01/2013   | Sundaram Direct                            | Coimbatore | 2                             | 28                 | 14         |
| 6    | 09/01/2013   | Kotak Securities                           | Coimbatore | 2                             | 39                 | 3          |
| 7    | 11/01/2013   | Exterro                                    | Coimbatore | 2                             | 20                 |            |
| 8    | 18/01/2013   | Aee Bee Institute of communicative English | Across TN  | 2                             | 8                  | 7          |
| 9    | 22/01/2013   | Indian School of Business                  | Coimbatore | 2                             | 60                 | 2          |
| 10   | 06/02/2013   | Procon Advisory Limited                    | Coimbatore | 2                             | 41                 | 16         |
| 11   | 12/02/2013   | CSS Corporation H& H Pharamaceutics        | Bangalore  | 15                            | 250                | 5          |
| 12   | 14/02/2013   | Zoho Technologies                          | Chennai    | 5                             | 350                |            |
| 13   | 16/02/2013   | Get it Info Solution                       | Coimbatore | 2                             | 110                | 8          |

|    |            |                           |                  |   |     |    |
|----|------------|---------------------------|------------------|---|-----|----|
| 14 | 18/02/2013 | Adithya Trading Solutions | Chennai          | 3 | 110 | 8  |
| 15 | 20/02/2013 | HDFC Bank                 | Coimbatore       | 3 | 48  | 13 |
| 16 | 24/02/2013 | Sterling Resort           | Chennai          | 5 | 38  | 2  |
| 17 | 26/02/2013 | HDFC Life                 | Across Tamilnadu | 2 | 83  | 13 |

### List of Off Campus Placement Organized

| Sl.No | Date Visited | Name of the Company        | No. of Students Attended | Venue                     | Result |
|-------|--------------|----------------------------|--------------------------|---------------------------|--------|
| 1     | 22/09/2012   | Reliance HR Services       | 32                       | NGP College               | 1      |
| 2     | 6/10/2012    | Jaro Educations            | 15                       | STC                       | 8      |
| 3     | 12/10/2012   | Fundreamz                  | 13                       | SVS                       | 1      |
| 4     | 05/11/2012   | Cbazaar                    | 15                       | PPG                       |        |
| 5     | 19/11/2012   | Tokyo InfoTech solutions   | 8                        |                           | 2      |
| 6     | 2/12/2012    | FACE                       | 6                        |                           |        |
| 7     | 2/12/2012    | Berger Paints              | 2                        |                           | 1      |
| 8     | 1/12/2012    | CAG VAK                    | 11                       |                           | 1      |
| 9     | 23/12/2012   | MPF Advisory India Pvt ltd | 6                        | DJ Acdamy                 | 4      |
| 10    | 18/1/2013    | Grolier Inc                | 14                       | Sri Narayana Guru college | 5      |
| 11    | 23/1/2013    | ICICI Securities           | 32                       | Sri Narayana Guru College | 2      |
| 12    | 02/02/2013   | Job fair                   | 32                       | SASI B-School             | 2      |