

प्रज्ञानं ब्रह्म



Manipal

INSPIRED BY LIFE

# Annual Quality Assurance Report (AQAR)

**2014 -15**

## School of Management



Submitted to

**Manipal Academy of Higher Education**

Manipal 576104, Karnataka

# Vision

To be a pre-eminent B-School recognized for knowledge creation, dissemination and application.

# Mission

Achieving excellence through fostering a caring and inquisitive learning community, promoting quality research, and offering management consultations.

# Values

- Integrity
- Transparency
- Quality
- Teamwork
- Execution with passion
- Humane touch
- Professionalism

# Annual Quality Assurance Report (AQAR) in Accredited Institutions (Revised in October 2015)



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद्

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

*An Autonomous Institution of the University Grants Commission*

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, Bangalore - 560 072 India

# The Annual Quality Assurance Report (AQAR) of the IQAC

## Part – A

AQAR for the year

2014-15

### I. Details of the Institution

1.1 Name of the Institution

School of Management

1.2 Address Line 1

Near 9<sup>th</sup> Block

Address Line 2

MIT Campus

City/Town

MANIPAL, UDUPI DISTRICT

State

KARNATAKA

Pin Code

576104

Institution e-mail address

office.mim@manipal.edu

Contact Nos.

0820-2571924

Name of the Head of the Institution:

Dr. Raveendranath Nayak

Tel. No. with STD Code:

0820-2925311

Mobile:

9164623286

Name of the IQAC Co-ordinator:

Raveendra Rao K

Mobile:

IQAC e-mail address:

1.5 Website address:

Web-link of the AQAR:

For ex. <http://www.ladykeanecollege.edu.in/AQAR2012-13.doc>

### 1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 <sup>st</sup> Cycle	B+		2002	5 yrs
2	2 <sup>nd</sup> Cycle				
3	3 <sup>rd</sup> Cycle				
4	4 <sup>th</sup> Cycle				

1.7 Date of Establishment of IQAC : DD/MM/YYYY

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC (*for example AQAR 2010-11 submitted to NAAC on 12-10-2011*)

- i. AQAR \_\_\_\_\_ (DD/MM/YYYY)4
- ii. AQAR \_\_\_\_\_ (DD/MM/YYYY)
- iii. AQAR \_\_\_\_\_ (DD/MM/YYYY)
- iv. AQAR \_\_\_\_\_ (DD/MM/YYYY)

### 1.9 Institutional Status

University State  Central  Deemed  Private

Affiliated College Yes  No

Constituent College Yes  No

Autonomous college of UGC Yes  No

Regulatory Agency approved Institution Yes  No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education  Men  Women

Urban  Rural  Tribal

Financial Status Grant-in-aid  UGC 2(f)  UGC 12B

Grant-in-aid + Self Financing  Totally Self-financing

#### 1.10 Type of Faculty/Programme

Arts  Science  Commerce  Law  PEI (Phys Edu)

TEI (Edu)  Engineering  Health Science  Management

Others (Specify)

#### 1.11 Name of the Affiliating University (*for the Colleges*)

Manipal Academy of Higher Education

#### 1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University

University with Potential for Excellence  UGC-CPE

DST Star Scheme  UGC-CE

UGC-Special Assistance Programme  DST-FIST

UGC-Innovative PG programmes  Any other (*Specify*)

**2. IQAC Composition and Activities**

2.1 No. of Teachers

2.2 No. of Administrative/Technical staff

2.3 No. of students

2.4 No. of Management representatives

2.5 No. of Alumni

2.6 No. of any other stakeholder and  
community representatives

2.7 No. of Employers/ Industrialists

2.8 No. of other External Experts

2.9 Total No. of members

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders:

No. Faculty Non-Teaching Staff Students Alumni Others 2.12 Has IQAC received any funding from UGC during the year? Yes No 

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. International National State Institution Level 

(ii) Themes

2.14 Significant Activities and contributions made by IQAC

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year \*

Plan of Action	Achievements
Syllabus revision to incorporate Industry feedback	Changed the syllabus and approved by Board of Studies
Alumni meet for getting student feedback on program	Conducted Alumni meet

\* Attach the Academic Calendar of the year as Annexure.

2.15 Whether the AQAR was placed in statutory body      Yes       No

Management       Syndicate       Any other body

Provide the details of the action taken

AQAR is submitted to Quality Department of University
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## Part – B

### Criterion – I

#### I. Curricular Aspects

##### 1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	1	NIL	NIL	NIL
PG	2	NIL	NIL	NIL
UG	2	NIL	NIL	NIL
PG Diploma	01	NIL	NIL	NIL
Advanced Diploma	NIL	NIL	NIL	NIL
Diploma	NIL	NIL	NIL	NIL
Certificate	01	NIL	NIL	NIL
Others	01	NIL	NIL	NIL
<b>Total</b>	04	NIL	NIL	NIL
Interdisciplinary	NIL	NIL	NIL	NIL
Innovative	NIL	NIL	NIL	NIL

✓

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	DOC - Semester
Trimester	01
Annual	NIL

1.3 Feedback from stakeholders\* Alumni  Parents  Employers  Students   
(On all aspects)

Mode of feedback : Online  Manual  Co-operating schools (for PEI)

*\*Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

All courses updated incorporating feedback from Alumni and Employers.

1.5 Any new Department/Centre introduced during the year. If yes, give details.

Dr. TMA Pai Char for Social Entrepreneurship

## Criterion – II

### 2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
20 + 18	11 + 17	07 + NIL	02 + 1	NIL

2.2 No. of permanent faculty with Ph.D.

07 + 01

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
11+4	NIL + 01	07	NIL	02	NIL	NA	NA	20	NIL

2.4 No. of Guest and Visiting faculty and Temporary faculty

NIL + 05

06

NIL

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	NIL	01	NIL
Presented papers	12 + 13	NIL + 01	NIL
Resource Persons	NIL	02	NIL

2.6 Innovative processes adopted by the institution in Teaching and Learning:

Online course management software used by all faculty members. Online cases from Harward Publishers purchased, Paraphrasing workshop conducted for all students.

2.7 Total No. of actual teaching days during this academic year

190 / 214

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

Online MCQ using Moodle  
DOC – Double Valuation

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

06 + 07

18

NIL

2.10 Average percentage of attendance of students

95 / 75%

2.11 Course/Programme wise  
distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
MBA	120	50	30	5	5	9

COMMERCE – Students Appeared **115** Passed **80** Above 60% **80 Students**

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :

Lesson planning, online attendance system, and Audits

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	NIL
UGC – Faculty Improvement Programme	NIL
HRD programmes	NIL
Orientation programmes	02 + 01
Faculty exchange programme	01
Staff training conducted by the university	05
Staff training conducted by other institutions	01 + 07
Summer / Winter schools, Workshops, etc.	03
Others	01

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	8 + 04	NIL	NIL	NIL
Technical Staff	02 + 01	NIL	NIL	NIL

## Criterion – III

### 3. Research, Consultancy and Extension

#### 3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Research committee conducts/guides faculty for presentation and publications. Faculty sent for various research workshops conducted by other Institutes.

#### 3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	NIL	NIL	NIL	NIL
Outlay in Rs. Lakhs	NIL	NIL	NIL	NIL

#### 3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	1 (EDI)	NIL	NIL	NIL
Outlay in Rs. Lakhs	60,000	NIL	60,000	YES

#### 3.4 Details on research publications

	International	National	Others
Peer Review Journals	35 + 26	17 + 04	NIL
Non-Peer Review Journals	NIL	NIL	NIL
e-Journals	NIL	NIL	NIL
Conference proceedings	8 + 08	NIL + 01	NIL

#### 3.5 Details on Impact factor of publications:

Range  Average  h-index  Nos. in SCOPUS

#### 3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	NIL	NIL	NIL	NIL
Minor Projects	NIL	NIL	NIL	NIL
Interdisciplinary Projects	NIL	NIL	NIL	NIL
Industry sponsored	NIL	NIL	NIL	NIL
Projects sponsored by the University/ College	NIL	NIL	NIL	NIL

Students research projects <i>(other than compulsory by the University)</i>	NIL	NIL	NIL	NIL
Any other(Specify)	NIL	NIL	NIL	NIL
Total	NIL	NIL	NIL	NIL

3.7 No. of books published i) With ISBN No.  Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP  CAS  DST-FIST   
DPE  DBT Scheme/funds

3.9 For colleges Autonomy  CPE  DBT Star Scheme   
INSPIRE  CE  Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences

organized by the Institution

Level	International	National	State	University	College
Number	01 + 01	NIL	NIL	NIL	NIL
Sponsoring agencies	Syndicate Bank and Corporation Bank	NIL	NIL	NIL	NIL

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International  National  Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs :

From Funding agency  From Management of University/College

Total

Type of Patent	Number	
National	Applied	NIL
	Granted	NIL

3.16 No. of patents received this year

International	Applied	NIL
	Granted	NIL
Commercialised	Applied	NIL
	Granted	NIL

3.17 No. of research awards/ recognitions received by faculty and research fellows  
Of the institute in the year

Total	International	National	State	University	Dist	College
NIL	NIL	NIL	NIL	NIL	NIL	NIL

3.18 No. of faculty from the Institution  
who are Ph. D. Guides  
and students registered under them

8+1

3+8

3.19 No. of Ph.D. awarded by faculty from the Institution

NIL

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF NIL

SRF NIL

Project Fellows NIL

Any other

NIL

3.21 No. of students Participated in NSS events:

University level NA

State level NA

National level NA

International level NA

3.22 No. of students participated in NCC events:

University level NA

State level NA

National level NA

International level NA

3.23 No. of Awards won in NSS:

University level NA

State level NA

National level NA

International level NA

3.24 No. of Awards won in NCC:

University level	<input type="text" value="NA"/>	State level	<input type="text" value="NA"/>
National level	<input type="text" value="NA"/>	International level	<input type="text" value="NA"/>

3.25 No. of Extension activities organized

University forum	<input type="text" value="NIL"/>	College forum	<input type="text" value="02"/>		
NCC	<input type="text" value="NA"/>	NSS	<input type="text" value="NA"/>	Any other	<input type="text" value="NA"/>

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

Blood donation Camp, Lakeside cleaning & Visit to orphanage and old age homes.



## Criterion – IV

### 4. Infrastructure and Learning Resources

#### 4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	1543.93	NIL	University	1543.93
Class rooms	545.72	NIL	University	545.72
Laboratories	77.86	NIL	University	77.86
Seminar Halls	NIL	NIL	University	0
No. of important equipments purchased ( $\geq$ 1-0 lakh) during the current year.	NIL	NIL	NA	0
Value of the equipment purchased during the year (Rs. in Lakhs)	NIL	4	University	4
Others	NIL	NIL	NA	0

#### 4.2 Computerization of administration and library

Student Information System Implemented for all student data, Library has facility for access of Digital subscriptions.

#### 4.3 Library services:

	Existing		Newly added(2014-15)		Total	
	No.	Value	No.	Value	No.	Value
Text Books	14,374	52,12,815=00	813	6,75,079=00	15,187	58,57,894
Journals	17	39,500			17	39,500
Digital Database	4	42,47,696=00	4+2	26,01,357=00	6	68,49,053=00
<b>Total</b>						

#### 4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	68 + 72	60 + 64	68 + 72	NA	60	4 + 4	02	20 + 02
Added	NIL	NIL	NIL	NIL	NIL	NIL	NIL	NIL
Total	68 + 72	60 + 64	68 + 72	NA	60	4 + 4	02	20 + 02

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

Office staff trained in MS Office and SIS software
--

4.6 Amount spent on maintenance in lakhs :

i) ICT	5.58
ii) Campus Infrastructure and facilities	NA
iii) Equipments	NA
iv) Others	NA
<b>Total :</b>	5.58

## Criterion – V

### 5. Student Support and Progression

#### 5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Learning Management System introduced for all courses, Student counsellor allotted for every student.

#### 5.2 Efforts made by the institution for tracking the progression

Regular Internal Audits, Management Review Meetings for discussing program issues.

#### 5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
142	120 + 49	03 + 03	NIL

#### (b) No. of students outside the state

38 + 88

#### (c) No. of international students

03+18

Men	No	%	Women	No	%
	77+103	64+72		43+39	35.8+28

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total

Demand ratio

Dropout %

#### 5.4 Details of student support mechanism for coaching for competitive examinations (If any)

NA

No. of students beneficiaries

NA

### 5.5 No. of students qualified in these examinations

NET	<input type="text" value="1"/>	SET/SLET	<input type="text" value="NIL"/>	GATE	<input type="text" value="NIL"/>	CAT	<input type="text" value="NIL"/>
IAS/IPS etc	<input type="text" value="1"/>	State PSC	<input type="text" value="NIL"/>	UPSC	<input type="text" value="NIL"/>	Others	<input type="text" value="NIL"/>

### 5.6 Details of student counselling and career guidance

Student counsellor is available at Institute and at University.  
Mentoring by faculty for career advancement.  
Entrepreneurship Development Cell assists students interested in new ventures.

No. of students benefitted

### 5.7 Details of campus placement

<i>On campus</i>		<i>Off Campus</i>	
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
27 + 07	96 + 48	76 + 40	10 + 02

### 5.8 Details of gender sensitization programmes

Gender Sensitization program conducted at Institute for Students and staff.

### 5.9 Students Activities

#### 5.9.1 No. of students participated in Sports, Games and other events

State/ University level  National level  International level

No. of students participated in cultural events

State/ University level  National level  International level

#### 5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports: State/ University level  National level  International level

Cultural: State/ University level  National level  International level

### 5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	78 + 69	51,75,601 + 16,67,673
Financial support from government	NIL	NIL
Financial support from other sources	NIL	NIL
Number of students who received International/ National recognitions	NIL	NIL

### 5.11 Student organised / initiatives

Fairs : State/ University level  National level  International level

Exhibition: State/ University level  National level  International level

5.12 No. of social initiatives undertaken by the students

5.13 Major grievances of students (if any) redressed: \_\_NIL\_\_

## Criterion – VI

### **6. Governance, Leadership and Management**

6.1 State the Vision and Mission of the institution

Quality Policy: School of Management recognizes the students and their parents as its esteemed customers. The institute is committed to provide Quality Management education in order to enhance customer satisfaction and thereby meeting the expectations of the corporate world

6.2 Does the Institution has a management Information System

Yes

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Feedback from guests from Industry, Alumni, Board of Studies, and Employers

6.3.2 Teaching and Learning

Learning Management System adopted  
Online quizzes, Skype guest talks, industry academia interface for practical knowledge

6.3.3 Examination and Evaluation

Moodle based quizzes/Tests  
Plagiarism check using software for assignments/projects

6.3.4 Research and Development

Faculty sponsored for Paper presentations at International conferences/FDPs/Workshops/Seminars

6.3.5 Library, ICT and physical infrastructure / instrumentation

New online databases added, given access in computer lab as well at Library.

6.3.6 Human Resource Management

FDPs, Outbound training programs, Personality Development workshops, Training for non-teaching staff in communication, computers.

6.3.7 Faculty and Staff recruitment

New method of selection designed and adopted

6.3.8 Industry Interaction / Collaboration

Guest talks by industry experts and Skype lectures by experts in different subjects

6.3.9 Admission of Students

New selection methodology adopted using online marks entry for candidates during admission interviews

6.4 Welfare schemes	Teaching	Recreation room, refrigerator, coffee maker provided	for
	Non teaching	Recreation room, refrigerator, coffee maker provided	
	Students	Rest room for students	

6.5 Total corpus fund generated NIL

6.6 Whether annual financial audit has been done    Yes     No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	Yes	Yes	Yes
Administrative	Yes	Yes	Yes	Yes

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes      Yes  No

For PG Programmes      Yes  No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

Online Evaluation System.  
Double Evaluation System.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

NA

6.11 Activities and support from the Alumni Association

Alumni involved in admission process, curriculum revision and Placements

6.12 Activities and support from the Parent – Teacher Association

NA

6.13 Development programmes for support staff

Training in computer skills, English language conducted

6.14 Initiatives taken by the institution to make the campus eco-friendly

Usage of online attendance, google docs and LMS for paper usage reduction



## Criterion – VII

### 7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

New online database (Capital line) procured for research in economics and finance. Knowledge Centre – Depositories of various articles. Learning Management System implemented for all courses.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Reduction of paper usage by 5% achieved  
International Conference conducted.

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

Scheduled quality audits  
Plagiarism checking using software for student projects

***\*Provide the details in annexure (annexure need to be numbered as i, ii,iii)***

7.4 Contribution to environmental awareness / protection

15 hrs input given by environmental scientist for students  
Mock fire drill for all students and staff  
Reduction of paper usage

7.5 Whether environmental audit was conducted? Yes  No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Strengths: Young faculty members  
Faculty members with doctoral qualifications  
Brand name of University  
Good industry contacts  
Infrastructure Analysis  
Weakness: No industry experience for our intake  
Placement due to location disadvantage  
Lack of diversity in student cohort  
Opportunities: Increasing demand for MBA graduates  
Possibilities of introducing new areas of specialization  
International collaborations through Manipal University  
Increased student intake  
Build reputation through NBA and international accreditation  
Challenges: Intense competition due to increasing number of MBA colleges  
Reduced median salary for fresh MBAs  
Increased competition for public research funding

**8. Plans of institution for next year**

International collaborations  
MBA in Global Business  
NBA Accreditation for MBA

Name :Raveendra Rao K

Name Dr. Raveendranath Nayak

\_\_\_\_\_  
*Signature of the Coordinator, IQAC*

\_\_\_\_\_  
*Signature of the Chairperson, IQAC*



## **Achievements and Recognitions**

- 25<sup>th</sup> rank among Private B Schools in South Zone in the reputed 'The Week-Hansa Best B School ranking.
- 6th Rank in the “Ranking of top B-Schools of excellence” and the 13th Rank in the “Ranking of the private B-Schools in Karnataka” in the CSR-JHRDC B-School Survey 2015 conducted by the prestigious 'Competition Success Review.