

EVALUATIVE REPORT OF THE DEPARTMENT

1. Name of the Department & : **BBA–(Business Administration)**
its year of establishment **2002 – 03**

2. Names of Programmes/Courses offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)

Sl. No.	Name of Programme	Subject	Year of affiliation	No. of sections	Sanctioned strength	Total Student strength (2011-12)	Remarks
1.	B.B.A.	Management Studies	2002	04	230	565	I, II & III Year
2.	Certificate Course	Human Resource Management	2005-06	--	---	18	---

3. Interdisciplinary courses and departments involved

- In UG level, in **Part IV** interdisciplinary Courses like **Skill Based Elective** are offered in all the six semesters and **Non-Major Elective** in the final year as mandatory to all the students.
- In PG level, in the final year **Extra Disciplinary Courses** are offered mandatory to all the students.

4. Annual/ Semester/Choice Based Credit System:

Semester pattern with Choice Based Credit System

5. Participation of the department in the courses offered by other departments:

- Our department participates in the courses offered by other departments by extending Skill Based Elective and Non-Major Elective at UG level.

Mathematics, Computer Science, Economics, Commerce

Skill Based Courses – UG Level

- ❖ Organizing Business
- ❖ Business Ethics
- ❖ Stress Management
- ❖ Electronics Commerce [E-Commerce]
- ❖ Financial Services
- ❖ Internet Banking

Non Major Elective courses – UG Level

- ❖ Personnel Management
- ❖ International Business



6. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

SELF – FINANCE SECTION

Post	Sanctioned	Filled	Vacant
Asst. Professors	10	10	-

7. Faculty profile with name, qualification, designation, specialisation (D.Sc./D.Litt./ Ph.D./M.Phil., etc.)

Sl. No.	Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D. students guided in the last 4 years	Remarks
Aided Section:							
1.	Dr.G.Shanmugavelu	Ph.D.	Asso. Prof.	Banking & Finance	34 Years 4 Months	6	--
Self finance Section:							
2.	Mr.J.Anbu srinivasan	M.B.A., M.Phil.	Asst. Prof.	Marketing	5		Doing Ph.D.
3.	Mr.P.Sivakumar	M.B.A.,	Asst. Prof.	Finance	2		Doing Ph.D.
4.	A.Rajalakshmi	M.B.A., M.Phil.	Asst. Prof.	Finance	5		---
5.	Ms.R.Suguna	M.B.A.,	Asst. Prof.	Finance	4		Doing M.Phil.
6.	Ms.R.Elavarsi	M.B.A., M.Phil.	Asst. Prof.	Human Resource	3		---
7.	Ms.S.Manimegalai	M.B.A.	Asst. Prof.	Human Resource	2		Doing M.Phil.
8.	Mr.K.Paneerselvam	M.B.A.	Asst. Prof.	Human Resource	--		Doing M.Phil.
9.	Ms.B.Mala	M.B.A.	Asst. Prof.	Human Resource	--		Doing M.Phil.
10.	Mr.M.Anbu manikandan	M.B.A.	Asst. Prof.	Human Resource	--		Doing M.Phil.

8. Percentage of classes taken by temporary faculty – programme-wise information

Sl. No.	Programmes	Morning session	Evening session
1.	UG	40	40

9. Programme-wise Student Teacher Ratio

Sl. No.	Name of the programme	Student teacher ratio
1.	UG	25:1

10. Number of academic support staff (technical) and administrative staff: sanctioned and filled

Sl. No.	Staff	Sanctioned	Filled
1.	Technical	01	01
2.	Administrative	02	02



11. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise : ----

12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received : ----

13. Research facility / centre with

- **State recognition**

- * Research Facility is provided by guiding Ph.D. scholars in the department affiliated to Bharathidasan University, Trichirappalli.
- * The Director is a member of Doctoral Committees of other colleges and in the affiliated University.
- * Uplift the institute with global standard – Finance

- **National and International recognition**

- * The staff members have presented **Research Papers** in National, International Seminars, Conferences, Symposia, Workshops and published **Research Articles** in Journals.

14. Publications:

- * **Number of papers published in peer reviewed journals (national/international)**

Sl. No.	Year of Publication	No. of papers Published	
		National	International
1.	2009 - 2010	01	-
2.	2010 – 2011	03	02
3.	2011 – 2012	01	04

- * Monographs : Nil
- * Chapter(s) in Books : Nil
- * Editing Books : Nil
- * Books with ISBN numbers with details of publishers : Nil
- * Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) : Nil
- * Citation Index – range / average : Nil
- * SNIP : Nil
- * SJR : Nil
- * Impact factor – range / average : Nil
- * h-index : Nil

15. Details of patents and income generated : ----

16. Areas of consultancy and income generated : ----



17. Faculty recharging strategies

Papers presented in Seminars

Sl. No.	Year	No. of Papers Presented	
		National	International
1.	2007 – 2008	04	--
2.	2008 – 2009	01	--
3.	2009 – 2010	06	--
4.	2010 – 2011	04	--
5.	2011 – 2012	10	04

18. Student projects

- percentage of students who have done in-house projects including inter-departmental

Sl. No.	Year of study	Percentage of students who have done	
		in-house projects	in collaboration with industries / institutes
1.	2007-08	60	40
2.	2008-09	65	35
3.	2009-10	60	40
4.	2010-11	72	28
5.	2011-12	70	30

19. Awards / recognitions received at the national and international level by

- Faculty, Doctoral / post doctoral fellows : ----
- Students:
 - G.Suganthi, R.Surya and S.Vijayapriya have got I prize in Quiz Competition conducted by Election Committee at Thiruvarur
 - R.Sathishkumar and N.Mahalingam, I prize in Quiz Competition conducted by ARJ College, Mannargudi.

20. Seminars/ Conferences/Workshops organized and the source of funding (national/ international) with details of outstanding participants, if any. : ----

21. Student profile course-wise:

UG Programmes

Year of study	Applications received	Selected		Pass percentage
		Male	Female	
2007-08	82	47	23	78
2008-09	123	52	54	77
2009-10	279	95	75	98
2010-11	294	144	82	76
2011-12	311	88	85	89

Certificate Course

Year of study	Applications received	Selected	Pass percentage
2007-08	12	12	100
2008-09	15	15	100
2009-10	13	13	100
2010-11	16	16	100
2011-12	18	18	100



22. Diversity of students

Name of the Course (refer question no. 2)	% of students from the College	% of students from the State	% of students from other States	% of students from other countries
B.B.A.	--	100	--	--

23. How many students have cleared Civil Services, Defence Services, NET, SLET, GATE and any other competitive examinations? : ----

24. Student progression

Student progression	Percentage against enrolled
UG to PG	60
PG to M.Phil.	--
PG to Ph.D.	--
Ph.D. to Post-Doctoral	--
Employed	
• Campus selection	40
• Other than campus recruitment	45
Entrepreneurs	15

25. Diversity of staff

Percentage of faculty who are graduates	
of the same parent university	80
from other universities within the State	20
from other universities from other States	---

26. Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the assessment period. : ----

27. Present details about infrastructural facilities

- a) Library** : General Library : **2,036**
- Titles 1000
Volume 6143
International Journal 12
National journal 24
E-journal (J-gate) 1
- b) Internet facilities for staff and students** : Internet facility is available in the department for staff and students.
PC 90
Ratio 1:1
Printers 02
- c) Total number of class rooms** : 12
- d) Class rooms with ICT facility** : 02
- e) Students' laboratories** : ---
- f) Research laboratories** : ---



28. Number of students of the department getting financial assistance from College.

Year	UG	
	Management Financial Assistance	Government Financial Assistance
2007-08	18	175
2008-09	35	115
2009-10	50	401
2010-11	80	420
2011-12	50	490

29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.

Yes, the need assessment exercise is undertaken before the development of new programmes. By analyzing the need base and analogically comparing with neighbouring colleges, the new programmes are planned and developed. At a developed stage, additional sections are also started on need base.

30. Does the department obtain feedback from

a) Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?

- Students were evaluated on the basis of their skill and ability to understand. The suggestions given by staff members were thoroughly discussed and accordingly some changes e.g. screen based teaching, online test, students' interaction, students' participation in the competitive programmes conducted by other business schools are implemented.

b) Students on staff, curriculum as well as teaching-learning-evaluation and what is the response of the department to the same?

- Students' feedback on staff received after every semester is taken into consideration and remedial measures are taken immediately by the Principal through IQAC and Senior staff members.

c) Alumni and employers on the programmes and what is the response of the department to the same?

- Yes, the suggestions are given by alumni are taken into consideration by their representation in the Board of Studies.



31. List the distinguished alumni of the department (maximum 10)

Sl. No.	Name of the Alumni	Designation	Place
1.	P.Ramesh	H.R. Officer	Canada
2.	R.Ramkumar	Handball Player	South Africa
3.	K.Mukilan	SBI	Bangalore
4.	R.Sasidharan	Finance Officer	Chennai
5.	P.Sivakumar	H.R. Officer	Singapore
6.	T.Thamarai selvi	City Union Bank	Kumbakonam
7.	P.Sivakumar	Assistant Professor	A.V.V.M. Sri Pushpam College. Poondi
8.	K.Panneerselvam	Assistant Professor	A.V.V.M. Sri Pushpam College. Poondi
9.	P.Mala	Assistant Professor	A.V.V.M. Sri Pushpam College. Poondi
10.	P.Rameshkumar	Finance Department	M.K. Metal Training Company, Chennai

32. Give details of student enrichment programmes (special lectures/ workshops / seminar) with external experts.

- Department Seminars at UG, PG and M.Phil. levels are conducted once in a semester
- Special Lectures with external experts are arranged periodically.

Sl. No.	Seminar Date	Seminar Title	Invited Talk
1.	10.03.2010	Management meet	K. Thulasiah Vandayar
2.	20.03.2011	Management meet	Dr.P.Manokaran, Principal, Bishop Heber College, Trichy
3.	12.03.2012	Crisis – Management	P.Kaliyamoorthy, IPS (Retd.), Trichy
4.	22.03.2012	Management meet	Vachachari Regional Manager, IOB.

33. List the teaching methods adopted by the faculty for different programmes.

Sl. No.	Programme	Teaching Methods Adopted
1.	UG	Chalk-Talk Method, Classroom Interaction, Cassettes, Diagrams, Slide Projectors, LCD, Guest Lectures, Seminars, Library hours allotment and supply of Study Materials.

34. How does the department ensure that programme objectives are constantly met and learning outcomes monitored?

Through result & Counselling



35. Highlight the participation of students and faculty in extension activities.

Participation in Extension Activities is mandatory for all UG students as Part–V of studies. In Extension Activities we offer NSS, NCC, YRC, etc.

Participation of faculty in Extension Activities

Sl. No.	Name of the Faculty	Name of the Extension Activity Participated
i.	Dr.G.Shanmugavelu	NSS Programme officer

36. Give details of “beyond syllabus scholarly activities” of the department.

- ☞ Soft Skill Timing Programme
- ☞ Group discussion
- ☞ Industrial Visit.
- ☞ Inplant Training Programme

37. State whether the programme/ department is accredited/ graded by other agencies. Give details.: Nil

38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department

Strengths:

- i. Dedicated faculty.
- ii. Coaching for rural students.
- iii. Necessary support from management.
- iv. Basic infrastructure facilities
- v. Campus interview
- vi. Opportunities to students to expose their abilities.

Weaknesses:

- i. Students from very interior rural villages.
- ii. Economically and socially weak.
- iii. Agriculture background.
- iv. Most of the students belong to I graduate category.

Opportunities:

- i. The institute may grow gradually because of its location and feeding
- ii. To start international trade oriented courses.
- iii. Great opportunities for the students in the global business activities.
- iv. Chances for providing part time employment to the students because of the shift system.
- v. Train the students in the field of share broking business.



Challenges:

- i. Mushroom growth of business school affects its popularity.
- ii. Corporate are located far away places.
- iii. Technological changes.
- iv. Competitions from city students.

39. Future plans of the department.

- i. To Enter into **MoU** with corporate for giving multi folded opportunities.
- ii. To bring many companies for conducting campus interview.
- iii. To give inplant training programme in leading industries.
- iv. To infuse more moral and ethical values in the minds of the students.
- v. To inculcate intensive soft skill training programme to the students.

Achievements of the Department:

- ☞ Produced more than **2000 B.B.A. graduates** (men and women) rural area.
- ☞ Facilitate the students to pursue MBA and other oriented courses after completing BBA
- ☞ Conducted **Management Meets** every year to train the students in the field of marketing, finance and Human relations.
- ☞ **Academicians, corporate and soft skill trainers** were invited for giving guest lecture programme and management training programme to the students.
- ☞ BBA students won many prizes in the competitions held at other institutions
- ☞ Providing all the essential requirements to compare and strengthened.
- ☞ Special care provided to improve English Communication skill.
- ☞ Secured part time job to the students who are doing B.B.A.

