



**POST GRADUATE DIPLOMA IN MANAGEMENT(PGDM)**

**SELF ASSESSMENT REPORT(SAR)**



**INTERNATIONAL INSTITUTE OF BUSINESS STUDY**  
75 Muthugadahalli, Jala Hobli, Begur, Bengaluru, Karnataka 562157

**SELF ASSESSMENT REPORT**

**[Assessment Period-2020 To 2024]**

**NBA SAR FOR POST GRADUATE COURSE**

**As per July-2017 Application ID: 9011-20-03-2024**

**Program Name: POST GRADUATE DIPLOMA IN MANAGEMENT**



INTERNATIONAL INSTITUTE OF BUSINESS STUDY

75 Muthugadahalli, Jala Hobli, Near International Airport,

Bengaluru, Karnataka 562157

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**PART- A: Institutional Information****1. Name and Address of the Institution:**

INTERNATIONAL INSTITUTE OF BUSINESS STUDY

# 75, Muthugadahalli, Jala Hobli, Near International Airport, Bengaluru, Karnataka 562157.

**2. Name and Address of the Affiliating University, if applicable:** (N/A)**3. Year of establishment of the Institution:** 2016**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:	

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:	

**6. Vision of the Institution:**

“To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”

**7. Mission of the Institution:**

M1. To encourage the students with modern education to bring economic emancipation and social transformation.

M2. To provide the resources and opportunities to create global leaders.

M3. To provide a holistic approach to prepare the students to grow personally, professionally, socially, and emotionally and to make them complete human beings.

M4. To redefine the student’s talents to make them successful entrepreneurs and responsible citizens.

M5. To develop great human beings with values and ethics.

**8. Details of all the programs offered by the institution:**

Sl. 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	PGDM (POST GRADUATE DIPLOMA IN MANAGEMENT)	2016	60	180	2021	YES	Applying first time
2	PGDM (MANAGEMENT)	2023	180	-	-	YES	Not eligible for accreditation

**9. Programs to be considered for Accreditation vide this application.**

S. No.	Program Name	Current Year Sanctioned Intake	Current year admitted nos.
1	PGDM (POST GRADUATE DIPLOMA IN MANAGEMENT)	180	180

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

i. Name: Dr. TRIPURANENI JAGGALAH

Designation: DIRECTOR

Mobile No: 9620062082

Email id: principal@iibsonline.com

ii. NBA coordinator, (if designated)

Name: Dr. M. KETHAN

Designation: Principal

Mobile No: 9502733317

Email id: dr.mkethan@iibsonline.com

**PART- B**  
**Criteria Summary**

<b>CriteriaNo.</b>	<b>Criteria</b>	<b>Mark/Weightage</b>	<b>Self- Assessment</b>
1	Vision, Mission & Program Educational Objectives	50	50
2	Governance, Leadership & Financial Resources	100	95
3	Program Outcomes & Course Outcomes	100	94
4	Curriculum & Learning Process	125	119
5	Student Quality and Performance	100	88
6	Faculty Attributes and Contributions	250	219
7	Industry & International Connect	100	90
8	Infrastructure	75	74
9	Alumni Performance and Connect	50	50
10	Continuous Improvement	50	48
<b>Total</b>		<b>1000</b>	<b>927</b>

<b>CRITERION 1</b>	<b>Vision, Mission &amp; Program Educational Objectives</b>	<b>50</b>
<b>SELF ASSESMENT MARKS</b>		<b>50</b>

### 1.1 Vision and Mission statements (5) (5)

“To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”

Core Values

- **Ethical Integrity**
- **Innovation**
- **Holistic Learning**
- **Nurturing Individual Growth**
- **Well-Roundedness**
- **Global Leadership**

1. **Inculcate Ethical Values:** This emphasizes the importance of instilling ethical principles and moral values in individuals. The IIBS aims to go beyond academic achievements and focuses on developing a strong sense of ethics, integrity, and social responsibility among our students.
2. **Provide Innovative, Holistic Learning Experiences:** Our institution is committed to deliver education that goes beyond traditional methods. "Innovation" suggests a commitment to staying current with educational trends and employing creative teaching and learning methods. "Holistic" implies a well-rounded approach that considers not only academic knowledge but also personal development, emotional intelligence, and practical skills.
3. **Nurture Individuals into Well-Rounded Human Beings:** The goal of IIBS is to foster the overall development of our students. This includes intellectual growth, emotional well-being, physical health, and social skills. IIBS aims to produce graduates who are not only academically proficient but also capable, adaptable, and balanced individuals.
4. **Equipping them to become Influential Global Leaders:** The ultimate objective is to prepare our students for leadership roles on a global scale. This involves providing the skills, knowledge, and mindset necessary for our graduates to make a positive impact on a broader stage. "Influential global leaders" suggests that the IIBS institution envisions its alumni contributions significantly to various fields on an international level.

It reflects our commitment to education that goes beyond traditional academic pursuits.



It emphasizes the importance of ethics, innovation, and holistic development, with the aim of producing individuals who can positively influence and lead on a global scale. The educational philosophy of IBS is to prioritize not only academic excellence but also the development of character and leadership skills in students.

## **MISSION**

M1. To encourage the students with modern education to bring economic emancipation and Social transformation.

M2. To provide the resources and opportunities to create global leaders.

M3. To provide a holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them complete human being.

M4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.

M5. To develop great human beings with values and ethics.

### **1. To encourage the students with modern education to bring economic emancipation and social transformation:**

IBS is committed to providing a contemporary and relevant education. The term "modern education" implies an emphasis on up-to-date knowledge and skills that are applicable in the current economic and social context. The goal of IBS is not just academic achievement but also to empower students to play a role in bringing about positive changes in both the economic and social spheres. Economic emancipation refers to freeing individuals from economic constraints, possibly by imparting skills that enhance employability or promote entrepreneurship. Social transformation indicates a desire to contribute to positive changes in society.

### **2. To provide the resources and opportunities to create global leaders.**

IBS offers more than just academic instruction to the students. It indicates a focus on providing resources and opportunities beyond the classroom that contribute to the development of leadership skills. The term "global leaders" suggests an intention to prepare students for leadership roles on an international scale. This may involve exposure to global perspectives, international experiences, and leadership development programs, aiming to produce the graduates of IBS capable of navigating the complexities of a globalized world.

### **9 3. To provide a holistic approach to prepare the students to grow personally, professionally, socially, and emotionally and to make them a complete human being:**

IIBS emphasizes a comprehensive and well-rounded education. The term "holistic approach" indicates a commitment to addressing various dimensions of our student's development. Beyond academic and professional growth, our institution aims to foster personal, social, and emotional development. The goal of IIBS is to produce individuals who are not only successful in their careers but also well-adjusted and emotionally intelligent, contributing to their overall well-being.

**4. To redefine the student's talents to make them successful entrepreneurs and responsible citizens:**

IIBS is committed to identifying and developing each student's unique talents. Our focus on entrepreneurship indicates a desire to instill an entrepreneurial mindset, potentially fostering innovation and the ability to create and manage businesses. Simultaneously, our Institute emphasis on responsible citizenship highlights the institution's aim to produce graduates who are not only successful in their individual pursuits but also contribute positively to their communities and society at large.

**5. To develop great human beings with values and ethics:**

Our institution aims to go beyond academic achievements and skill acquisition to cultivate values and ethics in our students. The term "great human beings" suggests an aspiration to develop individuals who contribute positively to humanity, embodying ethical principles and social responsibility.

Our mission statements collectively portray a commitment by the International Institute of Business Study to provide a contemporary and comprehensive education, that goes beyond traditional academic boundaries. The IIBS aims at shaping students into not only successful professionals but also socially responsible, ethically grounded, and well-rounded individuals capable of contributing to the broader economic and social contexts.

**1.2 PEOs statements (5) (5)**

The purpose of program education objective's (PEOs) to groom students into proficient professional managers & entrepreneurs with an ability to learn and acclimatize themselves to the national and global corporate environment, a direction towards achieving maintaining high ethical standards. Competence to work effectively and efficiently both individually and in a team. We at IIBS, align the curriculum implementation and teaching-learning pedagogy as per the PEO's mentioned in IIBS syllabus using Bloom's Taxonomy, Rubrics, CO-PO mapping and measuring, etc.,

After few years of graduation, the graduates will:

<b>PEO 1</b>	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
<b>PEO 2</b>	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
<b>PEO 3</b>	Engage in lifelong learning and pursue higher Study and carry out research to understand the development in management and allied areas.

### **1.3 Dissemination among Stakeholders (10) (10)**

The Vision, Mission and PEOs of the Institution has a critical importance and its dissemination among all the stakeholders serves multiple vital purposes contributing to the overall communication, transparency, and credibility of our International Institute of Business Study.

This proactive communication serves as a cornerstone for fostering a shared understanding, building a sense of community, and aligning the stakeholders to be involved towards common goals.

**Management:** The dissemination of Vision, Mission and PEO's have been helped in ensuring that management decisions are in line with the institute's Mission, PEO's and long-term Vision.

**Governing Board Members:** It enabled the board members to provide strategic oversight and guidance in accordance with the long-term vision of the IIBS and helped them to hold the institution accountable for achieving its stated objectives and mission.

**Faculty:** It guides the faculty in curriculum development, ensuring that courses align with the educational objectives and mission of the IIBS also enhanced the faculty's understanding of the institute's teaching philosophy, fostering a cohesive and purpose-driven approach in education.

**Support Staff:** It created a sense of unity among support staff by helping them understand how their roles contribute to the broader mission and objectives of the IIBS. It gave the motivation and job satisfaction as support staff could see the bigger picture of their contributions to the success of IIBS.

**Students:** It stated the clear expectations for students regarding the educational experience, values, and skills they are expected to acquire during their academic journey.

**Employers:** It demonstrates how the IIBS aligns with industry needs, making it easier for employers to identify potential talent also offered them insights into the educational objectives, allowing them to assess the quality and relevance of the education provided by IIBS.

**Industry:** This helped to create the collaboration opportunities between the IIBS and industry by showcasing shared values, goals, and the production of PGDM graduates with industry-relevant skills. Encouraged the industry to actively participate in achieving the educational objectives by providing input, support, and potential collaborations.

**Alumni:** It fostered alumni loyalty and support by showcasing the continued success and impact of the IIBS which created a sense of pride as an alumnus.

The efforts to disseminate the Vision and Mission and PEOs of the Institution have been and are carried out in the following ways.

<b>Electronic Documents</b>	<b>Electronic Media</b>	<b>Display Board</b>	
Placement Brochure	Institution Website	Chairman's Boardroom	Faculty Rooms
Student Handbook	Display Monitors at Campus	Directors Cabin	Entry at Ground Floor
	Recruitment Flyers	Library & Computer Lab	Principal Cabin
		First & Second Floor	Classrooms

#### Student Handbook

- All PGDM Students and parents.

#### Placement Brochure

- Employers, students and Alumni.

#### Institution website

- For all Stakeholders.

#### Display Monitors at Campus

- Students, Faculties, Non Teaching Staff and all Visitors.

#### Recruitment Flyers

- All Employers.

#### Display Boards on Prime Locations

- Students, Parents, Employees, Management, Governing board members and all visitors.

- Student Handbook are given to all students at the beginning in the orientation program and we IIBS are orienting the students and parents about the Vision and Mission and PEO's of the academic year so that they are clearly informed about the Vision, Mission Statements and PEO's of the Institution.
- Placement Brochure is circulated among the companies to highlight the essence of Vision and Mission for corporates, alumni and students.
- Publication of Vision and Mission on Institution Website helps all our stakeholders to know about the Institution and its aims and activities.
- Display Monitors at Campus used for conveying the Vision Mission and PEO's for students, Teaching, Non-teaching Staff and visitors.
- Recruitment Flyers are sent to the recruiters for official invitation emails by placement team which helps them to know the Vision and Mission of the Institute.
- Vision, Mission and PEO's are Displayed on Boards on Prime Locations and classrooms.

#### **1.4 Formulation process (15) (15)**

IIBS established its vision and mission statements through a consultative process involving the stakeholders (students, alumni, parents, professional bodies, faculty, industry, and management) considering the scope for growth of the Institute and future societal requirements.

Formulating vision and mission statements was a pivotal process that shaped the identity, direction, and purpose of our Institution. Vision and Mission statements serve as beacons, guiding the collective efforts of stakeholders toward a common vision of success. In the context of IIBS, the crafting of these statements involves a dynamic and inclusive approach, bringing together faculty, administrators, students, alumni, and industry partners to co-create a Vision and Mission statements that defines the institution's essence.

For IIBS, the significance of these statements lies in their ability to guide strategic decision-making, foster a shared sense of purpose among faculty and students, attract like-minded collaborators, and distinguish the institution in a competitive educational landscape. Well-crafted vision and mission statements align individuals and resources toward common goals, creating a cohesive and impactful organizational culture.

### **The Collaborative Approach of Formulation**

The process of formulating vision and mission statements at IIBS was inherently collaborative. Recognizing that a diverse range of perspectives enriches the outcome, the institution engaged in workshops, brainstorming sessions, and design thinking exercises. Students, alumni, parents, professional bodies, faculty, industry, and management all the stakeholders actively participated in shaping these statements, ensuring that their expertise contributes to the academic and institutional identity.

This collaborative approach not only captured the collective wisdom of the community but also fostered a sense of ownership among stakeholders. Faculty members, with their deep understanding of educational dynamics, played a crucial role in articulating values, refining language, and ensuring that the statements authentically represent the essence of IIBS.

### **The Formulation Process**

The journey to articulate the vision and mission of IIBS Institute began with forming a Vision, Mission and PEO's Formulation Committee.

<b>VISION, MISSION and PEO's Formulation Committee</b>	
<b>Name of the Faculty</b>	<b>Designation</b>
Dr. Tripuraneni Jaggaiah	Director of IIBS
Dr. Samiya Mubeen	Co-Ordinator
Mr. N.S.R.Murthy	Member
Mr. Kuldeep Sharma	Member

#### **Step 1: Identifying Core Values:**

This formulating committee delved into a comprehensive discussion to identify the core values that will serve as the foundation for IIBS. These values included Ethical Integrity, Innovation, Holistic Learning, Nurturing Individual growth, Well-Roundedness and global leadership. Through consensus-building exercises, the committee refined these values, creating a shared understanding of the principles that would guide the institution.

#### **Step 2: Determining the Vision, Mission and PEO's Statements:**

After identifying the core values of IIBS, the Formulating committee determined the tentative Vision Mission and PEO's Statements.

**Board of Study Meeting 2020 (09-03-2020)**

Following are the members of BOS.

SL.NO	NAME	DESIGNATION IN THE COMMITTEE
1	Dr. Tripuraneni Jaggaiah	Chairperson
2	Dr. Samiya Mubeen	Principal (Member)
3	Prof. Padmini	External expert
4	Dr. Chakrapani Gopal	External expert
5	Dr. Mahesh Pavan	External expert
6	Dr. Chetan Bajaj	Industry expert
7	S.V. Jatti	Industry expert
8	Mr. Ravi Kumar VR	Industry expert
9	Mr. Raghvendra	Industry expert
10	Mr. Ashwini Gautam	Industry expert
11	Mr. Dandu VamsiKrishna	Alumni
12	Mrs. Kusum Kumari	Alumni
13	Mr. Anurag Sharma	Student
14	Mr. Anshuman Gohain	Student
15	Dr. Suganya	Internal expert
16	Dr. Chaitra	Internal expert
17	Dr. Krishna Kumari	Internal expert
18	Dr. Anil Kumar	Internal expert

**Step 3: Presentation and Discussion of the Vision and mission statements and PEO's**

Following Vision and Mission and program Educational Objectives were presented in the BOS Meeting.

**VISION:**

Vision 1: To develop global leaders by Innovative Management Education to perform globally.

Vision 2: To be innovative and acquire holistic learning experiences empowering individuals to

embrace a dynamic and ever-evolving business world, fostering creativity and adaptability.

Vision 3: To attain global leadership qualities, preparing students to navigate diverse cultures and complexities with a broader perspective.

Vision 4: To develop the students as Global citizens, Entrepreneurial mindset & Leadership excellence by providing Innovation, research & high-quality management Education.

Vision 5: To nurture skills, a well-rounded human being, emphasizing the development of character, emotional intelligence, and a sense of social responsibility.

**MISSION:**

- M1. To provide learning opportunities to uplift under privileged students.
- M2. To encourage the students with modern education to bring economic emancipation and social transformation.
- M3. To provide the resources and opportunities to create global leaders.
- M4. To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally to make complete human being.
- M5. To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
- M6. To create great human beings with values and ethics.

**PROGRAM EDUCATIONAL OBJECTIVES**

1. Provides excellent academic environment that ensure students can exhibit high levels of critical thinking, creativity, accountability, teamwork, and leadership in careers
2. Employ entrepreneurial and long-term learning traits to achieve professional success.
3. Exhibit a high degree of skills required to comprehend the global business environment and to assimilate updated information.
4. To uphold moral, ethical, and social norms in both personal and professional lives

**Academic Council Meeting: 12/3/2020****Following are the members of the Academic Council:**

SL.NO	NAME	DESIGNATION IN THE COMMITTEE
1	Dr. Tripuraneni Jaggaiah	Chairperson
2	Dr. Samiya Mubeen	Principal (Member)
3	Prof. Padmini	External expert
4	Dr. Chakrapani Gopal	External expert
5	Dr. Mahesh Pavan	External expert
6	Dr. Chetan Bajaj	Industry expert
7	Mr. S.V. Jatti	Industry expert
8	Mr. Dandu Vamsi Krishna	Alumni
9	Mrs. Kusum Kumari	Alumni
10	Dr. Suganya	Internal expert
11	Dr. Chaitra	Internal expert
12	Dr. Krishna Kumari	Internal expert
13	Dr. Anil Kumar	Internal expert



**Step 4: Feedback and Refinement:**

The Academic Council meeting members provided their feedback and suggestions on the Vision, Mission Statements and Program Educational Objectives for refinement.

Following Feedback & Suggestions were given:

1. Modified and shortlisted two Vision Statements and suggested to redefine it.
  - *“To cultivate ethical values entrepreneurial mindset that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”*
  - *“To cultivate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”*
2. First mission statement should be cancelled, the verb “create” should be replaced with the word “develop” for sixth mission statement. Remaining mission statements will be finalized after finalization of the Vision statement.
3. Program Educational Objectives should be refined completely.

**Governing Council Meeting 2020 16/3/2020 (Meeting No. 1)****Meeting held on March 16, 2020.**

The primary objective of this agenda was to assess and ensure alignment between the vision, mission statements and PEO's and the overall strategic goals of our organization. This review was helpful to provide an opportunity for the Board to engage in a thoughtful discussion, offer insights, and contribute to the refinement of the Vision, Mission and PEO's guiding principles.

Sl.No	Name of the Member	Designation
1	Dr. Jay Prakash	Chairman (Chairperson)
2	Mrs. Gunjan	Trustee Member
3	Dr. Tripuraneni Jaggaiah	Director (Member)
4	Dr. Samiya Mubeen	Principal (Member)
4	Mr. Maheswar Reddy	Member
5	Prof. NSR Murthy	Member
6	Prof. Kuldeep Sharma	Member
7	Prof. H Prabhakar	COE (Member)
8	Prof. Chaitra V H	Member
9	Dr. Chetan Bajaj	Member
10	Mr. S.V. Jatti	Member
11	Mr. Ravi Kumar VR	Member
12	Mr. Raghvendra	Member
13	Mr. Ashwini Gautam	Member

### **Step 5: Approving the Vision Statement**

The two Vision statements were modified in the previous BOS Meeting. Stakeholders suggested redefine the two statements and develop the Vision Statement. The following Vision statement has been presented in the meeting.

*“To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”*

This statement was reviewed and discussed. After a long thoughtful discussion, the Governing Council meeting committee approved the above final Vision statement.

### **Step 6: Approving the Mission Statement**

The Mission statements were redefined as per the feedback and suggestions given by stakeholders in BOS meeting dated on 13<sup>th</sup> Feb 2019. This involved articulating the purpose, goals, and distinctive features of IIBS Institute. The mission statement emerged as a concise declaration that communicates the institute's commitment to education, research, and societal impact.

**M1.** To encourage the students with modern education to bring economic emancipation and social transformation.

**M2.** To provide the resources and opportunities to create global leaders.

**M3.** To provide a holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.

**M4.** To redefine the student's talents to make them successful entrepreneurs and responsible citizens.

**M5.** To develop great human beings with values and ethics.

The Mission statements were reviewed and refined to reflect the institution's commitment to excellence, innovation, and inclusivity with the alignment of Vision statement.

### **Step 7: Approving the Program Educational Objectives:**

Program Educational Objectives were completely reframed as per the inputs given by the stakeholders. Following PEO's were presented to Governing Council Committee

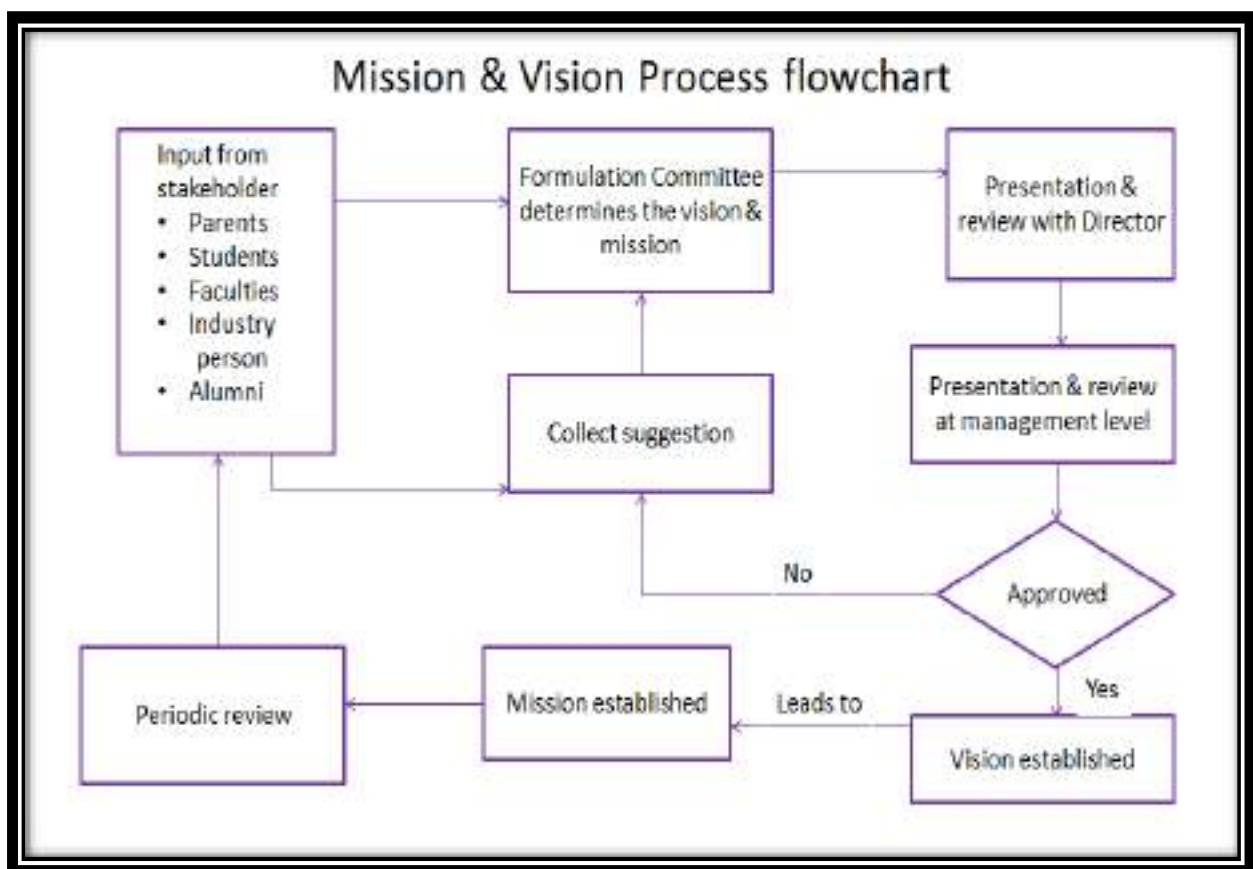
A few years after graduation, the graduates will:

**PEO1.** Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.

**PEO 2:** Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.

**PEO 3:** Engage in lifelong learning and pursue higher Study and carryout research to understand the development in management and allied areas.

The governing council committee finalized and approved the above institution's vision, mission, and program educational objectives, ensuring alignment with its core values and strategic direction.



**Figure 1.4.1 Formulation Process of Vision and Mission**

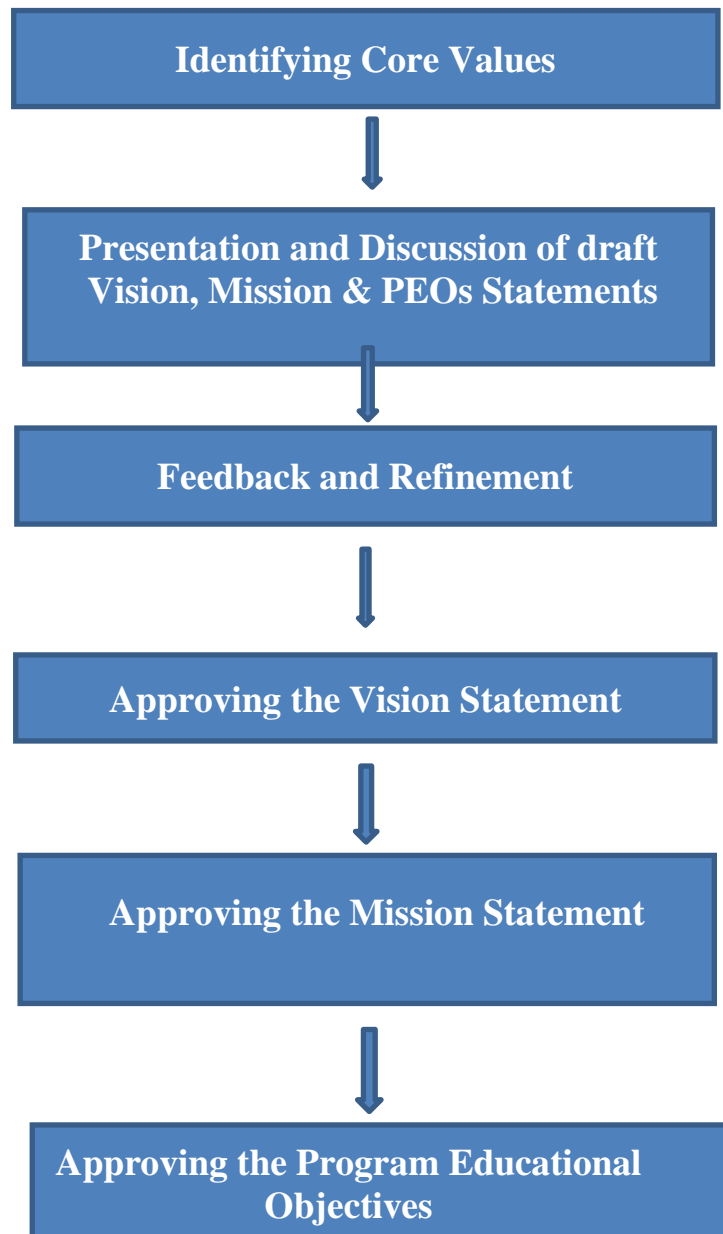


Figure 1.4.2 Formulation Process of Program Educational Objectives

### 1.5. Consistency of PEOs with the Mission (15) 15

#### Program Educational Objectives Statements (PEOs)

After few years of graduation, the graduates will:

Academic Year 2020-2023	
PEO 1	Work effectively in diverse teams, demonstrating strong interpersonal skills and the ability to collaborate to achieve common goals as a member or to lead a team.
PEO 2	Achieve career advancement in the chosen field, taking different roles as a professional in multidisciplinary environment and provide sustainable solutions for the upliftment of society.
PEO 3	Engage in lifelong learning and pursue higher studies and carryout research to understand the development in management and allied areas.

**Mission**

Mission Statements	
M1	To encourage the students with modern education to bring economic emancipation and social transformation.
M2	To provide the resources and opportunities to create global leaders.
M3	To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
M4	To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
M5	To develop great human beings with values and ethics.

**Consistency of PEO's with Mission Elements**

	M1	M2	M3	M4	M5
PEO 1	Moderate	High	Moderate	High	High
PEO 2	High	High	High	Moderate	High
PEO 3	Moderate	High	High	Moderate	Moderate

**Justification:**

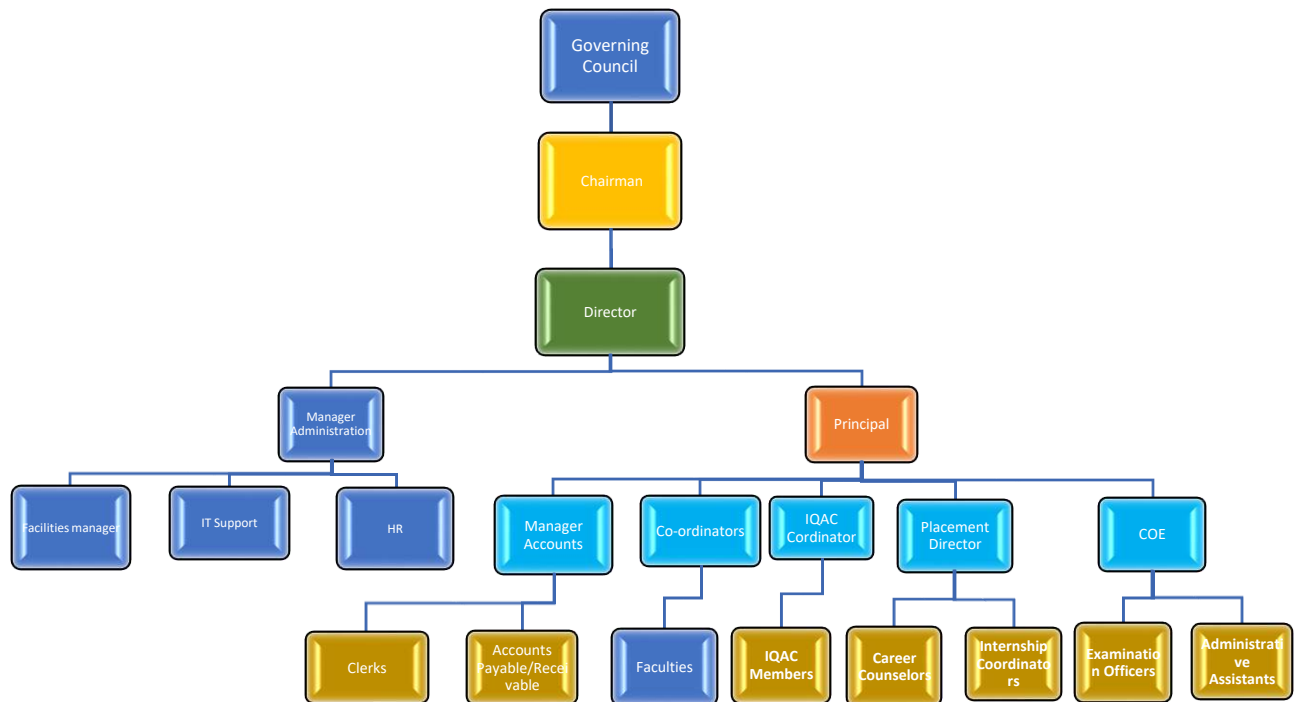
1. PEO1 has a **moderate** correlation with the first Mission element (M1) i.e. demonstrating strong interpersonal skills & ability to achieve common goals as a member or a leader of a drivers team. PEO1 states that IIBS prepares students to work effectively to bring economic emancipation and social transformation by encouraging the students with modern education.
2. PEO1 also has a **high** correlation with the second Mission element (M2) i.e. IIBS providing the resources and opportunities to create a global leader by demonstrating strong interpersonal skills & developing the ability to achieve common goals and work effectively in a diverse team as a global leaders.
3. PEO1 has a **moderate** correlation with the third Mission element (M3), since IIBS is demonstrating strong interpersonal skills of students to work them effectively in a diverse team; students are prepared to grow personally, professionally, socially and emotionally to make complete human being.
4. PEO1 has a **high** correlation with the fourth Mission element (M4) i.e. IIBS is shaping the talent of the students by demonstrating strong interpersonal skills & developing the ability to achieve common goals and work effectively in a divers team to make them a successful entrepreneurs and responsible citizens.

5. PEO1 has a **high** correlation with the fifth Mission element (M5) i.e to create great human beings with values and ethics since the values and ethics proposition is strongly stated in PEO1 as to develop the student as a team leader or Team member the values and ethics plays a vital role so the correlation is referred to as High.
6. PEO2 has a **high** correlation with the first Mission element (M1) i.e. achieving career advancement, working as a professional with different roles in a multidisciplinary environment is an encouraging student with modern education. PEO 2 also states that IIBS provides sustainable solutions for the upliftment of society to bring economic emancipation and social transformation by encouraging the students with modern education.
7. PEO2 also has a **high** correlation with the second Mission element (M2) i.e. IIBS is providing the students the opportunities of achieving career advancement to create a global leaders.
8. PEO2 also has a **high** correlation with the second Mission element (M3) i.e. Achieving career advancement, working in multidisciplinary environment and providing sustainable solutions for the upliftment of society is the holistic approach of IIBS to grow personally, professionally socially and emotionally to the students
9. PEO2 has a **moderate** correlation with the fourth Mission element (M4) i.e. IIBS is shaping the talent of the students by giving them opportunity for career advancement and different roles in multidisciplinary environment
10. PEO2 has a **high** correlation with the fifth Mission element (M5) i.e to create great human beings with values and ethics since the values and ethics proposition is strongly stated in PEO2 that our students will provide sustainable solutions for the upliftment of society with their values and ethics the correlation is referred to as High.
11. PEO3 has a **moderate** correlation with the first Mission element (M1) i.e lifelong learnings, pursuing higher studies and carryout research these are the key elements of modern education to understand the development in management and allied areas which will bring social transformation.
12. PEO3 also has a **high** correlation with the second Mission element (M2) i.e. IIBS is engaging the students in learnings & research to understand the development in management through Internship and Industrial visits to provide the resources and the opportunities to create the global leaders.
13. PEO3 has a **high** correlation with the third Mission element (M3), i.e. lifelong learnings, pursuing higher studies and providing a research opportunity to students; so

that they are prepared to grow personally, professionally, socially and emotionally to make complete human being

14. PEO3 has a **moderate** correlation with the fourth Mission element (M4) i.e. to become successful entrepreneurs and responsible citizens lifelong learnings, higher studies and research are the important key elements.
15. PEO3 has a **moderate** correlation with the fifth Mission element (M5) i.e to create great human beings with values and ethics since the values and ethics proposition is partially stated in PEO2 the correlation is referred to as moderate.

<b>CRITERION 2</b>	<b>Governance, Leadership &amp; Financial Resources</b>	<b>100</b>
<b>SELF ASSESMENT MARKS</b>		<b>95</b>



### 2.1 Governance and Leadership (60)

The Governing Council is the supreme body of the organization and collectively bears the responsibility of supervising the activities of the institution, charting its future course, and cultivating an environment conducive to realizing the institutional Vision and Mission. The governance policies embody exemplary practices that yield benefits for all stakeholders, characterized by:

1. Demonstrating strong leadership and management skills across all organizational levels.
2. Ensuring transparency coupled with integrity throughout the institution's operations.
3. Establishing processes that uphold quality in teaching, learning, and assessment, reinforced by thorough checks and audits.
4. Actively promoting a culture of multi-disciplinary research within the institution.
5. Providing focused and effective services for training and placement, aligning with industry needs.
6. Facilitating the development of robust entrepreneurship ecosystems within the institution.
7. Implementing strong support systems to ensure the progression and active participation of students.



8. Maintaining robust and transparent financial systems, subject to both internal and external audits.
9. Implementing processes to meet the stringent requirements of accreditation.
10. Establishing a structured process for gathering feedback from stakeholders and taking proactive follow-up actions.
11. Promoting robust interaction between the institution and industries to enhance overall outcomes.
12. Encouraging and supporting programs for the continuous development of faculty and staff.

### **2.1.1. Governance Structure and Policies (30)**

#### **2.1.1.1. Governing Structure (10)**

The Governing Council is responsible for making pivotal policy decisions concerning academic processes, placements, research, infrastructural development, and other pertinent activities. Each member of the Governing Council plays a crucial role in the decision-making processes related to teaching and non-teaching categories.

Under the oversight of the Director, various departments (Academic and non-academic) operate, including the, Director &, and Placements.

The Governing Council members assumes responsibility for the Council of Bodies, a structure overseeing all intellectual activities. This council is further divided into two categories: 1) Academic Council and 2) Board of Studies.

Both the Academic Council and Board of Studies make significant decisions and approvals related to the introduction of new academic courses, the establishment of additional teaching and administrative positions, policies fostering a robust research culture, industry collaborations, knowledge exchange initiatives, consultancy, and extension activities within the institute. They also deliberate on the integration of information and communication technology into the teaching and learning processes at IIBS.

#### **Governing council Members:**

The IIBS Governing Council consists of accomplished individuals with expertise in both industry and academia. This diverse composition includes successful leaders from various industries, bringing extensive experience and insights to guide the management in maintaining a current and innovative academic environment.

25 Furthermore, seasoned academicians, hailing from esteemed institutions and industry, contribute to ensuring that IIBS's educational offerings not only align with the best practices in

India but also meet international standards. The collaborative efforts of industry leaders and academicians within the Governing Council underscore IIBS's commitment to achieving excellence in education on a global scale.

Sl. No	Name of the Member	Present Position	Designation
1	Dr. Jay Prakash	Chairman	Chairman
2	Dr. Gunjan Kumari	Secretary	Member
3	Dr. Magesh	AICTE Nominee	Member
4	Dr. Tripuraneni Jaggaiah	Director	Member
5	Mr. Maheswara Reddy	Administrative Director	Member
6	Dr. M. Kethan	Principal	Member-Secretary
7	Mr. Amarjeet Gowtham	Admission Director	Member
8	Mr. Kuldeep Sharma	Director Placement	Member
9	Mr. Ashwani Gowtham	Director Deloitte India Pvt Ltd.	Member

The Governing Council convenes bi-annually prior to the commencement of programs and as needed on other occasions. The Chairman and Director deliver a comprehensive presentation to the Board, highlighting the institute's overall performance during the previous academic year. The presentation covers aspects such as enrolment, academic initiative, placement, regulatory matters, student engagement, faculty appointments and accomplishments, administrative activities, and more.

### **Functions of the Governing Council**

1. The Governing Council stands as the highest administrative authority within the Institute.
2. Formed in accordance with AICTE norms, the Board ensures adherence to regulatory guidelines.
3. Operating with ambition, the Board translates aspirations into concrete outcomes through a robust governance framework.
4. Endorses and approves the institution's mission, strategic vision, and long-term business plans.
5. Establishes and monitors systems for financial and operational controls, ensuring accountability and risk assessment.

6. Monitors institutional performance against approved plans and benchmarks it against peer institutions.
7. Provides strategic direction for the implementation of future academic plans and research activities.
8. Engages in comprehensive oversight, ensuring the alignment of activities with the mission and vision of the organization.
9. Approves budget allocations for key areas, including admissions, academics, placements, regulatory compliance, student activities, faculty development, research, infrastructure, and administration.
10. Ensures that all decisions and plans align with the interests of various stakeholders, fostering a collaborative and inclusive approach.
11. Holds regular meetings, at least twice a year or as needed, reflecting a commitment to active governance and timely decision-making.
12. Commits to achieving the institution's mission, fostering an environment conducive to academic excellence and holistic development.
13. Adapts strategies and plans to dynamic educational landscapes, ensuring the institution remains at the forefront of advancements.
14. Approves budgets with a strategic focus, balancing short-term needs with long-term sustainability and growth.
15. Encourages a culture of continuous improvement, where feedback mechanisms and performance evaluations contribute to ongoing enhancement.

#### **Powers of Chairman of the Governing Council**

1. The Chairman provides leadership to the Governing Council, ensuring its effectiveness in steering the institution toward its mission and vision.
2. Takes responsibility for fostering strong connections between the institution and its stakeholders, promoting engagement and collaboration.
3. Intimates the date of the Governing Council meeting to the Director, initiating the process for meeting arrangements.
4. If the Principal-cum-Member Secretary fails to arrange a meeting, the Chairman has the authority to call for a Governing Council meeting, ensuring timely discussions on critical matters.
5. In the event of a tie during a vote on any decision, the Chairman's decision becomes final, providing a decisive role in breaking deadlocks.

6. Ensures that decisions made during Governing Council meetings are effectively implemented by the Member Secretary, maintaining a seamless translation of decisions into actions.
7. Takes on the responsibility of ensuring the proper functioning of the Governing Council, aligning its activities with the overarching vision and mission of the Institute.
8. Aligns all Governing Council activities with the mission and vision of the Institute, emphasizing a cohesive approach toward institutional development.
9. Ensures effective communication within the Governing Council and with other stakeholders, fostering transparency and understanding.
10. Conducts periodic evaluations of the Governing Council's performance, promoting a culture of continuous improvement and adaptability.
11. Establishes and reinforces accountability mechanisms, ensuring that every member of the Governing Council is actively contributing to the institution's goals.
12. Facilitates strategic planning sessions within the Governing Council, encouraging forward-thinking discussions that contribute to the institution's growth and development.
13. Actively integrates feedback from stakeholders into Governing Council discussions and decision-making processes, enhancing the institution's responsiveness to external inputs.
14. Upholds governance principles and ethical standards, fostering a culture of integrity and responsible decision-making within the Governing Council.

### **Powers and Functions of Member Secretary of the Governing Council**

- a. As the Member Secretary, the Principal is responsible for executing the decisions made by the Governing Council, translating them into actionable plans and initiatives.
- b. Takes charge of correspondence on behalf of the Governing Council, ensuring that communications related to decisions are accurately conveyed and confirmed by the Chairman and attending members.
- c. Exercises powers and functions as assigned by the Governing Council, providing active oversight in the implementation of policies, strategies, and decisions.
- d. Adapts to the dynamic needs of the institution, ensuring that decisions and actions align with the evolving landscape of education and stakeholder expectations.
- e. Keeps the Governing Council informed through regular reporting, providing updates on the progress of decision implementation, potential challenges, and opportunities for improvement.

- f. Initiates discussions and consultations, engaging with staff and the academic council to gather insights and perspectives on proposals related to the institution's future development.
- g. Ensures that decision-making processes are inclusive, incorporating feedback and input from key stakeholders to enhance the quality and relevance of decisions.
- h. Aligns all activities and initiatives with the core objectives of the institution, emphasizing a unified approach toward achieving its mission and vision.
- i. Promotes transparent communication within the institution, fostering an environment where stakeholders are well-informed about decisions and the rationale behind them.
- j. Manages efficient and effective correspondence related to Governing Council decisions, facilitating a streamlined flow of information within the institution.
- k. Participates in the evaluation of the institution's performance, contributing valuable insights to enhance governance and decision-making processes.
- l. Drives a culture of continuous improvement within the institution, seeking ways to optimize processes and outcomes based on feedback and lessons learned.
- m. Demonstrates educational leadership, ensuring that decisions support the institution's commitment to academic excellence and the holistic development of students.
- n. Works collaboratively with the Governing Council in allocating resources effectively, optimizing the use of funds to support key priorities and initiatives.
- o. Engages in visionary planning, anticipating future challenges and opportunities, and presenting strategic proposals to the Governing Council for consideration.
- p. Oversees the strategic direction of the institution and ensures that governance policies support academic and administrative functions.
- q. Approves major initiatives, allocates resources, and ensures long-term sustainability.
- r. Coordinates with the Academic Council to approve strategic initiatives and resource allocations, ensuring alignment with the institution's vision.

### **Academic Council**

The Academic Council, a vital component of our governance structure, holds the responsibility for establishing, regulating, and upholding the standards of teaching, research, extension, and examinations at IIBS.

The Academic Council is composed of key stakeholders, including the Director acting as a Academic Chairperson.

The Academic Council convenes annually before program commencement, with additional meetings scheduled as needed. These gatherings serve as platforms for comprehensive discussions on academic matters.

### **IIBS Academic Council**

1. Foster excellence in teaching, research, and related activities within the Institute, with a focus on enhancing academic standards, instructional methodologies, and evaluation processes.
2. Review and provide recommendations to the Governing Council based on proposals from the Board of Studies for the conferment of PG diploma.
3. Address matters of general academic interest, whether initiated independently or referred by the Board of Studies, Governing Council, or Director. Take appropriate actions to enhance the overall academic environment.
4. Approve course/subject syllabi submitted by the Board of Studies and Departments, ensuring alignment with academic standards. Oversee the formulation and implementation of examination procedures in accordance with established ordinances.
5. Deliberate on and approve eligibility criteria for student admissions across various programs offered by different Faculties/Departments. Leverage industry and alumni input to identify and invite relevant industry leaders for expert perspectives beneficial to students.
6. Approve the Academic Calendar, ensuring effective coordination and planning of academic activities throughout the year.
7. Report on or provide recommendations for any matters referred by the Director or Governing Council, contributing to inform decision-making and strategic planning.
8. Collaborate with industry and alumni representatives to identify and engage industry leaders who can contribute expert insights. Facilitate interactions to enhance the practical relevance of academic programs.
9. Ensure that all decisions and actions align with the core objectives of the Institute, emphasizing academic excellence, relevance, and the holistic development of students.

10. Embrace a culture of continuous improvement, proactively identifying opportunities to enhance teaching methodologies, research activities, and overall academic standards.
11. Exhibit flexibility and adaptability to changing educational landscapes, incorporating emerging teaching methodologies and industry practices into academic processes.
12. Uphold principles of transparent governance, fostering clear communication and accountability in all academic matters.
13. Respond dynamically to academic challenges, ensuring swift and effective resolution while maintaining the quality and integrity of academic programs.
14. Engage in strategic planning to anticipate future academic trends and align programs with the evolving needs of students and industries.
15. Empower faculty and departments by providing them with the necessary tools and support to excel in their academic endeavors.

### **IIBS Academic Council**

<b>Sl. No</b>	<b>Name of the Member</b>	<b>Present Positions</b>	<b>Designation</b>
1	Dr. Tripuraneni Jaggaiah	Director	Chairman
2.	Dr. Nirmala	BCU, BOS Chairperson External Member	Member
3	Dr. M. Kethan	Principal	Member Secretary
4	Dr. Gurunath Naidu	Professor of Management	Internal Member
5	Dr. Balaji Naik	Associate Professor	Internal Member
6	Dr. Samiya	Associate Professor	Internal Member
7	Mr. Saketh Kumar	Manager Seedwill	Member (Alumni)
8	Mr. Vamshi Krishnamraju Dandu	Area Head Project Sales Andhra Telangana JSW	Member (Alumni)
9	Dr. Nagaraja G. N	Professor	Internal Member
10.	Dr. Chaitra V H	Assistant Professor Presidency University	External Member
10.	Dr. Krishna Kumari	Associate Professor Indus Business School Bangalore	External Member

**2.1.1.2. Service Rules (10)**

Every member of the staff shall agree to abide by all the conditions herein stated and also such conditions as may be stipulated from time to time by the competent authority.

Every member of the staff shall employ himself honestly, efficiently and diligently under the orders and instructions of the Director or other officers under whom he shall, from time to time, be placed. He shall discharge all duties pertaining to the office and perform in such a manner which may be required of him or which are necessary to be done in his capacity as aforesaid.

Every member of the staff shall devote his/her duty time of the said employment and shall not, either directly or indirectly, carry on or be concerned /involved in any trade, business or canvassing / private consulting work, private tuition or the like of a remunerative kind or of an honorary nature without the specific written permission of the Director. Not with standing anything contained above, whenever any consultation work for any private firm or institution is undertaken by the college, and such members of the staff as are required will be commissioned by the College from time to time. Any staff member, on appointment, except on contract, shall be on probation for a period of one year. If the performance is satisfactory the position will be confirmed or the performance is not satisfactory, probation period will not be extended and the services will be terminated.

All the teaching staff recruited as per AICTE norms & guidelines will be followed and eligible faculties shall be paid AICTE pay scale and other allowances as per college norms.

**SELECTION & APPOINTMENT POLICY (Copy from offer letter)**

Selection of staff is one of the most strategic and significant determinants of whether an Institution will succeed or fail. It is vital to ensure that the following policy is implemented throughout the Institution.

The Selection and Appointment Policy is based on the following principles: We recruit the best talent available based STRICTLY on merit. Where possible we promote from within the Institution to provide career opportunities for our existing staff, who possess requisite qualification/experience. We do not employ direct relatives of current employees in the same department, unless prior written permission is obtained from the authorities concerned.

We do not re-hire staff who have been terminated with a cause by the Institution succumb to any pressure that can result in compromising the quality of staff to be hired. All appointments of employees will be made in writing by the Appointing Authority for different cadres and classification of employees. Appointment of employees shall be made by the Appointing



Authority on the basis of the choice of applicants made. Recruitment of employees shall be made from one or more of the following sources:

Direct recruitment from outside through open advertisement in the print media and social media platforms and employee job portals prescribing qualifications, experience, etc., subject to the guidelines issued from time to time.

Promotion of existing employees from the lower cadres as per Promotion Policy. From any other source as determined by the Appointing Authority. Each staff should serve for at least a minimum period of one academic year or as per the conditions terms and mentioned in his Appointment Order.

 <p><b>IIBS</b> Engineering. Learning. Today.</p>	<p><b>IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDY</b> (Managed by Smt. B. Devi Educational and Charitable Trust)</p>
<p><b>BENGALURU CAMPUS :</b> # 75, Muthugadahalli, Jala Hobli, Bangalore North Taluk, Bangalore Urban District, Bangalore - 562157, Karnataka</p>	<p><b>TRUST OFFICE :</b> # 119, KHB Main Road, Kankanagar, R.T.Nagar, Post, Bangalore, Karnataka 560032</p>

**IIBS/HR/055/2017** **Date: 04 May, 2017**

**DR. Tripuraneni Jaggaiah,**  
# 100, 7<sup>th</sup> Cross,  
Near Govt. School,  
Katriguppe, BSK, 3<sup>rd</sup> Stage,  
Bangalore - 560085, India

**Re: Your appointment in our institute as Professor in the position of Principal at our IIBS, Muthugadahalli, Bangalore campus.**

We have pleasure in offering you in our **International Institute of Business Study** as a **Professor in the position of Principal**. Please note that the employment terms contained in this letter are **subjected** to such conditions and service rules etc, as may be determined by the management of the institution from time to time.

1. Appointment
  - a. Your date of appointment is with immediate effect from the date of joining not later than **May 04, 2017** or if necessary we may request you join earlier with due consent from your selves.
  - b. You will be on probation for a period of one year from the date of your joining. If in the opinion of the management, you are found suitable; your services may be confirmed earlier.
  - c. You will be governed by the terms and conditions of service applicable as and when changes are made.
2. Compensation
  - a. You will be on the institute scale with total emolument of **Rs. 72,000/-** per month. You will be paid Basic salary and other allowances will be suitably fixed as per institute's prevalent policy.
  - b. You will avail the Group Insurance Scheme & other benefits as applicable, as per the policies of the institute.




# IIBS INTERNATIONAL INSTITUTE OF BUSINESS STUDY

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**TRUST OFFICE :**  
# 119, KHB Main Road,  
Kankaragor, R.T.Nagar, Post,  
Bangalore, Karnataka 560032

3. Retirement
  - a. The retirement age is 60 years
4. Responsibilities
  - a. In view of your position and office, you must effectively, diligently and to the best of your ability perform all the tasks assigned to you and ensure results.
  - b. You shall ensure that you will comply with all the policies of the organization. Consequently, you are required to understand the scope and the intent of the policies and comply with the same. You shall also ensure to update yourself with the change or update policies, which the organization may affect from time to time and comply with the same.
  - c. It also becomes your responsibility to bring the notice of the management, any such violations to the policies, committed by any member in the organization.
  - d. You may be required to undertake travel on behalf of the organization for which you will be reimbursed travel expenses.
5. Leave
  - a. You shall be eligible to such leave as is admissible under the leave policy of the organization from time to time.
6. Conflict of interest
  - a. You are required to engage yourself exclusively in the worked assigned by the institute and shall not take up any other part time or full-time employment with any other organization
  - b. You shall not engage in any activity directly or indirectly that will affect in interests of the organization directly or indirectly.
7. Confidentiality
  - a. As a member of the organization, you may gain access to such information that may be considered "confidential" by the organization. Therefore, you shall not divulge any confidential information to anyone outside the organization or to anyone inside who is not entitled to such information.
8. General
  - a. We trust that you have not provided us with any false declaration or willfully suppressed any material information. If you have, you will be liable for removal from service without notice. Please note that you are required to inform us if there are any agreements, oral or written, which

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you have entered into and which relate to your commitments under this agreement. Notice Period

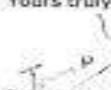
- b. This contract is terminable without reasons, by either party giving three month's notice on confirmation. This organization reserves right to pay or recover the salary in lieu of the notice period
- c. The organization may relieve you at its discretion from such date prior to expiry of the notice period without assigning reasons.

9. On Separation

- a. On acceptance of separation notice, you shall ensure to handover all the materials of the organization in your possession that includes library books, presentation materials, data, literature, drawings, and documents belonging to the organization. You shall not make or retain any copies of these items.

Please confirm that the above terms are acceptable to you and that you accept the appointment by signing a copy of the letter of appointment. We look forward to your contribution to your growth and this organization and a successful career with us.


Yours truly,

  
[Dr. Jay Prakash]  
Chairman

---

I agree to accept employment on the terms and conditions mentioned in the above letter:

Name: DR. Tripuraneni Jaggalah  
Place: Bengaluru

  
Signature:  
Date: 4/5/2017

---

Mobile : 99864 15333 / 96202 48214, E-mail : admission@iibsonline.com, Website : www.iibsonline.com

### 2.1.1.3. Policies (Including respective committees)

#### Internal Quality Assurance System

Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activities.

IQAC at IIBS works towards being an effective and efficient internal coordinating and monitoring mechanism for the institution. It plays a vital role in enhancing the quality of the

institution and is an assurance mechanism, suggesting quality enhancement measures to be adopted.

The role and functions of the IQAC of the college are:

- Developing and implementing quality benchmarks in the academic and administrative processes of the institution
- Ensuring proper documentation and maintenance of records related to academic and administrative

### **Activities**

- Facilitating feedback mechanisms to enhance the overall quality of academic and administrative practices
- Conducting periodic reviews and evaluations of the performance of various departments, teaching and non-teaching staff, and other stakeholders
- Organizing faculty development programs and workshops to enhance teaching and research skills
- Developing and implementing policies and strategies to promote research and extension activities in the institution
- Establishing linkages with other institutions of higher education and industries for collaborative research and academic exchange programs
- Ensuring compliance with the regulatory bodies and accreditation agencies
- Preparing the institution for the assessment and accreditation process

In the last five years, the IQAC met regularly with a periodicity of once every semester. These meetings were attended by members of the faculty, administrative staff, as well as external experts who were invited to provide their valuable imputes during these meetings, some of the major decisions that were taken are implement FEC (Feedback, Evaluate and criterion) model to initiate consistent action for achieving the academic and administrative quality assurance.

The role played by the external members was crucial in providing an impartial perspective on the functioning of the institution and assisting in identifying the areas that needed attention towards Participative Learning Hence, radical changes have been made in pedagogy. Students are involved in role- play, case studies and puzzle solving are some of the techniques used by several departments. Trouble shooting, Brainstorming sessions, Panel discussions and Management games are the tactics employed by the staff of Management Study to make their wards industry-read to expose the present students to possible extent for better placement.

Student representatives also played an important role in providing feedback on the quality of education provided and the measures taken to improve the same in Skill Based Education with the introduction of MOOCs, Add on Programmes, Industry Interactive Session / Workshops, Industrial visits which provides infinite opportunities for students. The institution quickly embraced these opportunities for knowledge and skill enhancement of students.

Promoting Research Culture to set clear research goals and communicate the same effectively to faculty through benchmarking, Faculty members to attend various international and national level conferences, seminars, workshops and panel discussions. With the intention of developing a culture of research, the institution has allocated significant resources for training and support in research related activities. By organizing various training programs related to applying for research Non Govt funded projects, FDPs on research methodologies, maintaining research quality, workshops. This has motivated faculty to inquire, explore and get their research works published in reputed UGC-CARE list, Scopus indexed journals and web of science.

Quality assurance initiatives of the institution include:

1. Regular meeting of Internal Quality Assurance Cell (IQAC); quality improvement initiatives identified and implemented
2. Academic and Administrative Audit (AAA) and follow-up action taken
3. Collaborative quality initiatives with other institution(s)
4. Participation in NIRF and other recognized rankings
5. Any other quality audit/accreditation recognized by state, national or international agencies such as NBA etc.

<b>S.L No</b>	<b>CATEGORY</b>	<b>NAME OF THE MEMBER</b>
1	Chairperson	Dr. Tripuraneni Jaggaiah Director -IIBS
2	MEMBERS FROM TEACHING STAFF	Dr. Manjushri Yadav Assistant Professor
		Mr. Dhanush M N Assistant Professor
		Mrs. Mani Krishna. Assistant Professor
		Mr. Mehabub basha Assistant Professor
		Ms. Mangala V. Reddy Assistant Professor
		Dr. Balaji Assistant Professor
		Ms. Archana Assistant Professor

		Mr. Manjunath Assistant Professor
		Mr. Shrinidhi Assistant Professor
		Mr. Ashok Matcha Assistant Professor
12	MEMBERS FROM MANAGEMENT	Dr. Jay Prakash Chairman-IIBS
13	ADMINISTRATIVE OFFICER	Mr. Krishna Yadav Administrative office - IIBS
14	MEMBERS FROM SOCIETY	Mr. Nagaraj. A
15	MEMBERS FROM THE ALUMNI	Tanmay Channe Member from Alumni
16	MEMBERS FROM THE STUDENT	Syed Kasim Baba PGDM II Year Student
17	MEMBERS FROM THE INDUSTRY	Mr. Prasad Babu .M
18	IQAC COORDINATOR	Dr M. Kethan



## INTERNATIONAL INSTITUTE OF BUSINESS STUDY

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Bangalore - 560 032, Karnataka

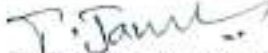
### INTERNAL QUALITY ASSURANCE CELL NOTIFICATION FOR THE FORAMTION OF IQAC

The Director is pleased to constitute IQAC Committee on 4/06/2022 for the period of 2 years as per the Latest UGC Guidelines

#### The Details of New Committee is as Follows

S.L NO	CATEGORY	NAME OF THE MEMBER
01	CHAIRPERSON	Dr. Tripuraneni Jaggaiiah Director -IIBS
02	MEMBERS FROM TEACHING STAFF	Dr. Manjushri Yadav Assistant Professor
		Mr. Dhanush Assistant Professor
		Mrs. Mani Krishna Assistant Professor
		Mr. Mehabub basha Assistant Professor
		Ms. Mangala v. Reddy Assistant Professor
		Dr. Balaji Associate Professor
		Ms. Archana Assistant Professor
		Mr. Manjunath Assistant Professor
		Mr. Shrinidhi Assistant Professor
		Mr. Ashok Matcha Assistant Professor
03	MEMBERS FROM MANAGEMENT	Dr. Jay Prakash Chairman -IIBS
04	ADMINISTRATIVE OFFICER	Mr. Krishna Yadav Administrative Officer -IIBS
05	MEMBERS FROM SOCIETY	Mr. NAGARAJ .A MEMBER-Muthugadahalli Grama Panchayat
06	MEMBERS FROM THE ALUMNI	Tanmay Channe Member from Alumni
07	MEMBERS FROM THE STUDENT	Syed Kasim Baba PGDM II Year Student
08	MEMBERS FROM THE INDUSTRY	Mr. Prasad Babu .M Sr. Manager CAPGEMINI
09	IQAC COORDINATOR	Dr. M. Kethan Associate Professor

  
**Dr. M. kethan**  
IQAC -Coordinator

  
**Dr. Tripuraneni Jaggaiiah**  
IQAC -Chairman

Mobile : 99864 15333, E-mail : admission@ibsonline.com, Website : www.iibsonline.com

**Examination Policy:**

The Examination Process serves as the central nervous system of the institute, and its policies are determined by the Examination Committee, headed by the Academic Chairperson and Director. This committee oversees all functions related to examinations and evaluations.

The scope of activities includes:

- a. Organizing examinations promptly and efficiently, ensuring strict supervision and preventing any form of malpractice at every level.
- b. Declaring results promptly while upholding the highest standards of quality throughout the examination process. This encompasses the meticulous setting and assessment of papers to result declaration, conducted with maximum vigilance and confidence.
- c. Ensuring the seamless operation of all activities falling under the purview of the examination department, promoting efficiency and effectiveness.
- d. Providing exemplary services to students, teachers, and the larger society, with a dedicated focus on enhancing the overall quality of education.
- e. Implementing continuous improvement initiatives in examination processes, adapting to best practices, and embracing technological advancements to enhance efficiency.
- f. Developing and executing strategic plans aimed at continual enhancements in the examination process, including the adoption of innovative assessment methods.
- g. Integrating technological solutions to streamline examination processes, ensuring accuracy, security, and accessibility.
- h. Adopting a student-centric approach in the examination process, prioritizing fairness, transparency, and accessibility for all students.
- i. Actively seeking and incorporating feedback from stakeholders, including students and faculty, to improve the overall examination experience.
- j. Providing opportunities for the professional development of examination staff, ensuring they stay abreast of evolving trends and best practices.
- k. Developing and implementing robust contingency plans to address unforeseen circumstances, ensuring the smooth continuation of examination activities.
- l. Implementing heightened security measures to safeguard the integrity and confidentiality of examination processes and results



**Examination Planning:**

1. Develop a comprehensive time schedule for examinations and result declaration at the commencement of each term, ensuring timely notification.
2. Maintain an adequate database of individuals responsible for setting and examining papers, facilitating efficient coordination with the Board of Exams.
3. Oversee the organized execution of examinations, tutorials, and tests, including the moderation, tabulation, and timely declaration of results.
4. Undertake proactive measures and innovations in examination processes, fostering a culture of continuous improvement.
5. Outline the fundamental processes involved in examinations, including setting norms for paper creation and assessment.
6. Formulate a broad schedule for examinations, paper assessment, and result declaration.
7. Develop a course of action based on constructive feedback from faculty members to enhance examination procedures.
8. Investigate and take disciplinary measures in response to malpractices and lapses by candidates, ensuring the integrity of the examination system.

**Carrying out the Examination Process:**

1. Display the examination schedule and result declaration dates at the beginning of each term, promptly notifying students and faculty.
  - a. Secure two sets of question papers in sealed envelopes, ensuring confidentiality and integrity throughout the examination process.
  - b. Create necessary duplicates of the question paper, maintaining the required number of copies for examination distribution.
  - c. Procure the essential examination stationery needed for the smooth conduct of exams, ensuring preparedness and efficiency.
  - d. Organize stringent vigilance measures during exams to prevent any use of unfair means by students, teachers, invigilators, supervisors, etc.
  - e. Make necessary arrangements for the assessment of answer sheets, ensuring a systematic and secure evaluation process.
  - f. Compile and declare examination results in a timely manner, adhering to the predetermined schedule.

- g. Maintain comprehensive records of the examination process, including question papers, answer sheets, and results, for documentation and reference purposes.
- h. Undertake any additional duties and responsibilities assigned periodically to contribute to the efficient functioning of the examination process.

**Logistical Coordination:**

1. Efficiently coordinate with faculty, paper setters, and examiners to ensure the seamless organization of examinations and related activities.
2. Establish and communicate the broad examination process outline, providing clarity to all stakeholders involved.
3. Set guidelines for paper creation and assessment, maintaining consistency and fairness in the examination process.

**Continuous Improvement and Evaluation:**

1. Continuously evaluate and experiment with examination reforms, incorporating innovative practices for enhanced effectiveness.
2. Regularly review and refine the examination process's broad schedule, adapting to the evolving needs of the educational landscape.
3. Establish a schedule for the timely declaration of results, taking into account feedback and optimizing the examination timeline.
4. Proactively assess and respond to challenges and opportunities in the examination system, fostering a culture of adaptability and improvement.
5. Implement measures to enhance the transparency and fairness of the examination system, aligning with best practices in the field.
6. Foster collaboration with faculty and other stakeholders to gather insights and suggestions for ongoing enhancement of the examination process.

**Data Management and Reporting:**

1. Effectively manage and update databases of paper setters, examiners, and other relevant information, ensuring accessibility and accuracy.
2. Provide necessary data to the Board of Exams as required, facilitating informed decision-making.
3. Develop comprehensive reports on examination activities, including the performance of students and any notable trends or issues.
4. Utilize data analytics to identify areas for improvement and streamline examination processes.

**Monitoring the Examination:**

1. Monitor the implementation of policies and processes outlined by the Examination Committee, ensuring adherence and effectiveness.
2. Ensure the adequacy and quality of assessment methods, maintaining standards and fairness throughout the evaluation process.
3. Provide constructive feedback and recommend necessary changes to enhance the overall assessment scheme of IIBS, fostering a culture of continuous improvement.
4. Monitor the efficiency of examination processes and suggest improvements to adapt to evolving educational dynamics.
5. Engage with stakeholders, including faculty and students, to gather insights and perspectives on the examination process for ongoing enhancement.

**Examination Committee:**

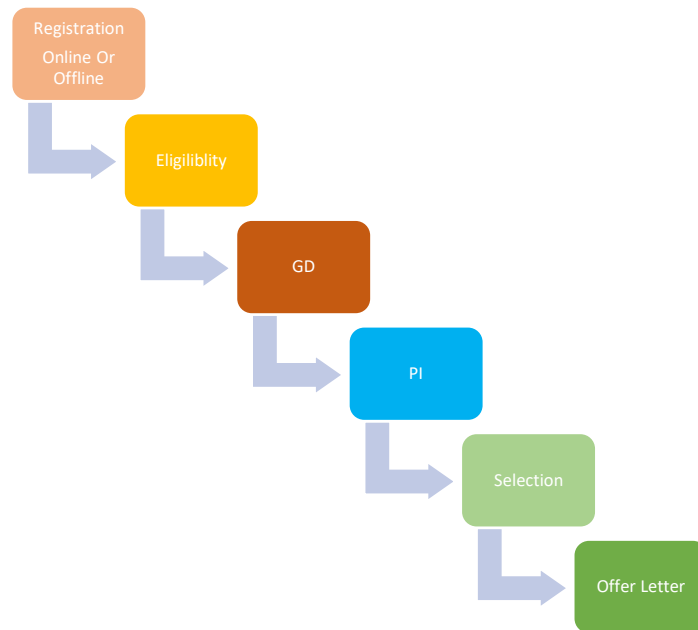
Sr. No.	Name	Designation	Position
1.	Dr. Tripuraneni Jaggaiah	Director	Chairman
2.	Rajesh A V	COE	Member Secretary
3.	Mr. Shrinidhi V S	Assistant Professor	Member
4.	Ms. Velagapudi Mani Krishna	Assistant Professor	Member
5.	Dr. Balaji Nayak	Assistant Professor	Member
6.	Ms. Akriti Gupta	Assistant Professor	Member
7.	Amalanishant N	Student	Member
8.	Anjali Karwa	Student	Member

**Admission Policy:****Admission Committee Responsibility:**

The Admission Committee at IIBS holds the responsibility for the admission process across all four programs offered by the institute. This involves the careful evaluation of applications, adhering to admission norms and policies. The committee also serves as an essential source of information for potential applicants, guiding them through the admissions process.

**IIBS Admission Process:**

The initiation of the admission process at IIBS aligns with the prescribed dates in accordance with AICTE guidelines. The selection process is intricately linked to career trajectories and the demands of recruiters. Prospective candidates have the option to register online or in-person at the institute. Upon receiving the application form, the admission office dispatches the prospectus to the candidate via mail or courier.



### **Eligibility Criteria for Shortlisting:**

#### **Competitive Exam Performance:**

- Attainment of a competitive score in CAT/XAT/MAT and other qualifying exams, achieving a percentile above the specified threshold, along with a minimum of 50% marks or equivalent to 5.0 CGPA in graduation from a recognized university.

#### **Academic Background Criteria:**

- Demonstrated academic excellence in 10+2+3/4 graduation.

#### **Shortlisting and GD-PI Session:**

Eligible candidates proceed to the GD-PI session. Shortlisted candidates are notified via email, and the GD-PI sessions take place in various cities across India to identify top talent. The evaluation during GD-PI encompasses communication skills, personal impact, teamwork, openness, content knowledge, attitude, and behavioral traits. The institute's panel members meticulously assess group discussions and conduct personal interviews.

#### **Final Weightage in Selection:**

The selection process incorporates the following weightage:

- Written Test
- Academics
- GD
- PI

**Admission Offer Communication:**

Successful candidates are offered admission, and the communication is conveyed through email.

**Additional Points:**

- The admission process is initiated in adherence to AICTE guidelines, emphasizing transparency and fairness.
- Candidates have the flexibility to choose between online registration and in-person application submission.
- GD-PI sessions are strategically conducted across multiple cities to attract a diverse pool of talent.
- The final weightage provides a holistic assessment, considering written test performance, academic achievements, GD-PI outcomes, and work experience.
- Communication with candidates is facilitated through efficient email correspondence, ensuring clarity and timely updates

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. M. Kethan	Principal	Chairman
2.	Mr. Shrinidhi V S	Assistant Professor	Member
3.	Mr. Manjunath V	Assistant Professor	Member
4.	Dr. Arun Kumar A	Assistant Professor	Member
5.	Dr. Manjushri Janardan Yadav	Assistant Professor	Member
6.	Mrs Mangala V Reddy	Assistant Professor	Member
7.	Dr. Uma Devi	Assistant Professor	Member
8.	Ms Hemangini Rai	Assistant Professor	Member

**Placement & Corporate Relations**

At IIBS, placement stands out as a crucial undertaking. The Placement Committee plays a pivotal role in facilitating connections between esteemed employers nationwide and the students at IIBS. Under the leadership of a chairperson, the Placement Committee includes area heads from various departments and student representatives. The committee's reporting structure is aligned with the Academic Council.

**Additional Points:**

1. The Placement Committee strategically engages with a diverse network of employers across India to foster valuable partnerships for student placements.
2. Comprising area heads from different departments and student members, the committee ensures holistic representation and diverse perspectives in the placement process.

3. The committee emphasizes collaborative decision-making, leveraging insights from both academic leaders and students to enhance the overall placement strategy.
4. Tailoring placement strategies to the specific needs and expectations of both employers and students, ensuring a customized and effective placement process.
5. The Placement Committee remains attuned to market trends and industry demands, adapting placement strategies to align with the evolving professional landscape.
6. Maintaining transparent communication channels, the committee ensures that both students and employers are well-informed about the placement process, expectations, and opportunities.
7. Actively pursuing continuous improvement initiatives, the committee explores innovative practices to elevate the quality and effectiveness of the placement process.
8. Employing data-driven approaches, the committee analyses placement trends and outcomes, enabling informed decision-making and strategic planning.

#### **Placement & Corporate Relations Committee**

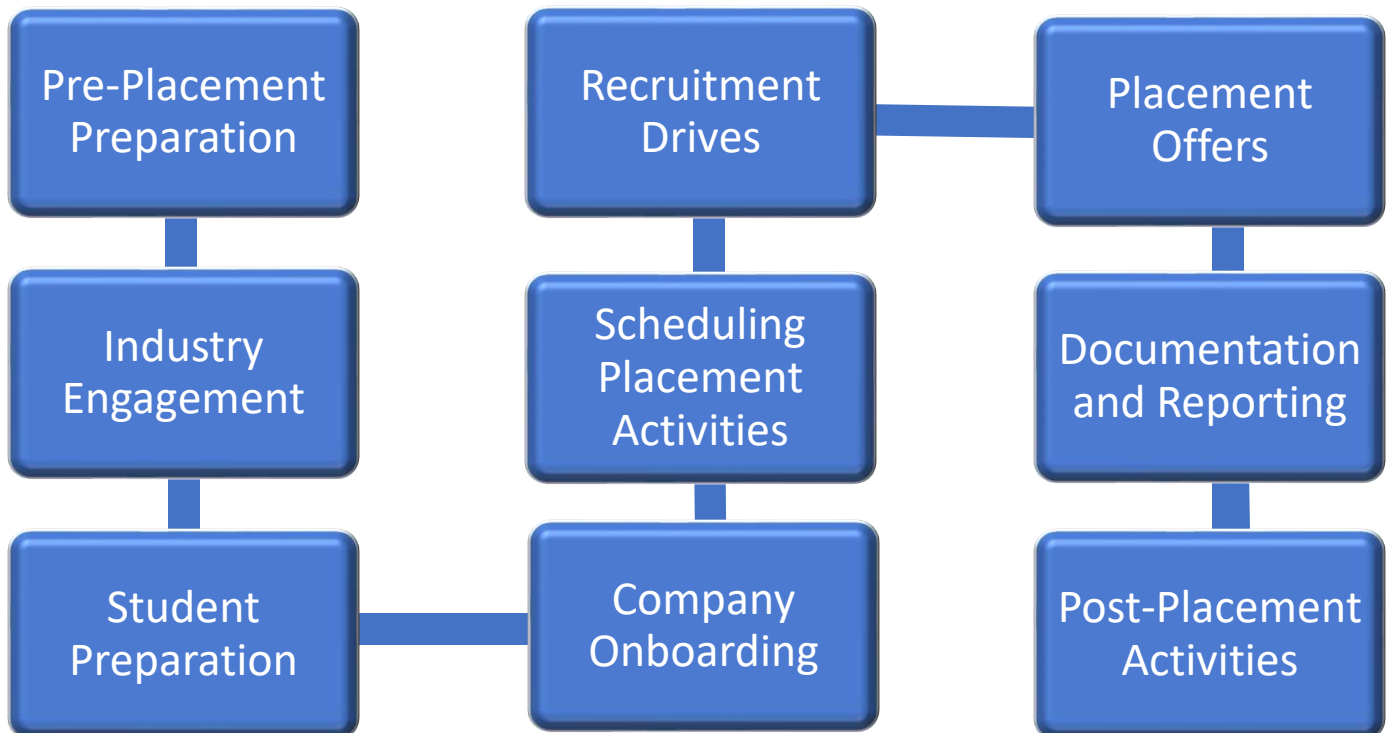
<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. M. Kethan	Principal	Chairperson
2.	Mr. Kuldeep Sharma	Placement Director	Member Secretary
3.	Dr. K. Venkataramana	Assistant Professor	Member
4.	Dr. Arun Kumar A	Assistant Professor	Member
5.	Mrs. Mangala V reddy	Assistant Professor	Member
6.	Mr. Rajesh A.V	Assistant Professor	Member
7.	Mr. Channe Tanmay	Student (Alumni)	Member
8.	Mr. Aniketh Sarkar	Student (Alumni)	Member
9.	Mr. Anjali Karwa	Student (Alumni)	Member
10.	Mr. Manoj M	Student (Alumni)	Member
11.	Ms. Archana Duggishetty	Student	Member
12.	Mr. Anil Jaiswal	Student	Member
13.	Ms. A Vyshnavi	Student	Member
14.	Mr. Dampetla Aravind Yadav	Student	Member

#### **Placement Process – Planning & Scheduling (Need to collect from placement cell)**

The placement process in an college plays a pivotal role in shaping the career trajectories of students. Planning and scheduling this process are crucial for ensuring a smooth transition from academics to the professional world. Here's a comprehensive guide of conducting the

placement process at an our college.

**The detailed process:**



**PLACEMENT CELL WORKFLOW**

1. Pre-Placement Preparation:

- Industry Analysis: Understand the current trends and requirements in the job market to align the curriculum with industry needs.
- Skill Enhancement Programs: Conduct workshops, seminars, and skill development programs to enhance students' employability.

2. Industry Engagement:

- Build Corporate Relationships: Strengthen ties with companies through networking events, industry visits, and collaborations.
- Industry Expert Sessions: Organize guest lectures and sessions with industry experts to provide insights into market expectations.

3. Student Preparation:

- Resume Building Workshops: Conduct sessions to help students create impactful resumes.
- Mock Interviews: Arrange mock interview sessions to prepare students for real-world job interviews.

4. Scheduling Placement Activities:
  - Placement Calendar: Develop a comprehensive calendar outlining the entire placement process, including dates for company presentations, pre-placement talks, and recruitment drives.
  - Internship Placements: Schedule internships strategically to expose students to practical industry experiences.
5. Company Onboarding:
  - Invitations: Send formal invitations to companies inviting them to participate in the placement process.
  - Pre-Placement Talks: Organize sessions where companies can present their profiles, job roles, and expectations to students.
6. Recruitment Drives:
  - Registration and Screening: Facilitate the registration process for interested students and conduct initial screening.
  - Written Tests and Group Discussions: Schedule written tests and group discussions as per the company's requirements.
7. Interviews:
  - Technical and HR Rounds: Plan and coordinate technical and HR interview rounds efficiently.
  - Video Conferencing Facilities: Provide facilities for virtual interviews, especially if companies are not physically present.
8. Placement Offers:
  - Offer Acceptance Window: Establish a timeline for students to accept or decline job offers.
  - Negotiation Support: Provide guidance to students in negotiating job offers.
9. Post-Placement Activities:
  - Feedback Sessions: Conduct feedback sessions with both students and recruiters to continuously improve the placement process.
  - Alumni Connect: Encourage companies to stay connected with placed students for mentorship and networking.
10. Documentation and Reporting:
  - Placement Reports: Maintain comprehensive records of placements, including company profiles, job roles, and compensation details.



- Statistical Analysis: Analyse placement data to identify trends and areas for improvement.

### **Information Technology (IT) Policy**

International Institute of Business Study is a completely IT enabled Campus covering all the corners with wi-fi and all necessary IT equipment. All classrooms are installed with Projector for teaching support along with a separate router for every classroom for the access of internet the students. Students can access all the journals and online information sitting anywhere in the campus.

Institute is having TATA tele lease wi-fi as the vendor of wi-fi with 100 MBPS connected to the IT server room and distributed to all over the campus to through routers linked to the Classrooms, Library and common areas also. By this, both the students and faculty members can easily avail the internet connection facility at all the corners of the campus.

All the computers in the computer lab are supported up to 50Mbps LAN and 1000-user capacity of LAN and Wi-fi system. The desktops are running on Linux (Ubuntu), windows 7 and windows 10 (home/pro) operating system. All the Desktop's are having office 2016/2010 (Lifetime License) installed. The college provides all Updated open-source software to the students.

IT lab is equipped with software's such as Tally, Visual Basic and frequently updated (Lifetime License) A backup is taken for all the systems frequently when required by IT department. LAN and Network connections are also monitored by the IT consultant all times.

Institute bought the latest version of ERP-Herizen for all the academic and administrative requirements

The ERP is accessed by both the staff and students to cross check the various data sets. The Parents were also having the access to ERP which allows them to check on the progress reports of their children

The ILMS installed in the library is Easylib 6.4a with cloud computing version Could Version 6.4a and this is used for the automation of fall library documents which includes Books, Journals, dissertation projects of students, etc.

The college classrooms are enabled with ICT technology and the projectors a installed in the classrooms and Board rooms for classes and meetings. 02 seminar halls are equipped with Multimedia systems and one of the seminar hall is having the smart board feature

Institute is having 80 Desktops/Workstations (1 Computer labs and 1 Digital Library) and a total of 150 laptops are given to the students in the current year for the study and research

purpose. Our Computer Labs are having adequate number of desktops for student learning and information resources.

There are 84 CCTVs installed in the campus for security reasons. The CCTV server room is connected to the wi-fi system to support the access for live feeding. The IT server room, Projectors in the classrooms and routers are connected to the efficient UPS (Uninterruptable Power Supply) system which has power backup for 4 hours.

The College has employed a full time Systems Administrator. The College has one high configuration server to allow fast transmission of data to the various intra and interconnect systems. These servers are Edge R50 server.

#### **IT Committee:**

<b>S.L No</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. M. Kethan	Principal	Chairperson
2.	Mr Ramesh	IT - Head	Member Secretary
3.	Ms Akriti Gupta	Assistant Professor	Member
4.	Mr Matcha Ashok	Assistant Professor	Member
5.	Mr Manjunath	Assistant Professor	Member
6.	Mr Dhanush M N	Assistant Professor	Member
7.	Mr Ramesh	IT - Head	Member

#### **Library Policy**

The library is full automated with Wi-Fi enabled and has seating capacity of 120 students. The Easylib automation software with cloud computing version is being used for the automation of the library documents which includes Books, Journals, and dissertation projects of students,

The software is user friendly and designed for effective management for all aspects. The software is designed to handle the collection of both hard and softcopy for all the library the software runs on the inside operating system and hence it is an exceed copies of the documents. The software 10 systems are installed for the digital library purpose and e-access

The college library is the Learning Resource Centre for teaching and learning activities. The library is maintained by a well-qualified Chief Librarian supported by two assistant librarians. Our college library expands its collection of print and electronic materials, providing necessary and sufficient support for the students' academic and research needs. Both the reference and stack sections of the College library have an open access system.

The fundamental purpose of an academic library is to give resources and research assistance to the institution's students and faculty members. The library provides specific course-related resources such as textbook copies, reference books, collection of previous year question papers, article readings, journals and so on. For students per campus and off campus, access to academic library and digital resources provides a peaceful study environment.

The principal chairs the Library Advisory Committee. The librarian is supported by the principal and the members. It discusses the expanding demands of the library's current and future needs apart from the other issues. The committee has made useful constructive ideas and undertaken several actions during its meetings in order to make the library more user-friendly

Library audit is conducted annually by the library audit committee constituted with department heads. A few of the library advisory committee recommendations are:

- Delnet facility renewal and effective utilization to meet learner needs. The OPAC module allows the user to search by entering the
- Preferred terms for the information retrieval. Providing a bulletin board where employees, students, and other vital information can be displayed.

The committee establishes rules for purchasing books, journals, and software for the library. The committee ensures that staff and students make the best use of library resources, and it takes corrective action in response to issues made by students and employees through feedback.

- Purchasing new books and renewing subscriptions to periodicals
- Barcode facility as initiated for all the books.

#### **Features of library are**

- Circulation and reference section
- SC-ST book banks
- Periodicals Section
- Competitive examination book section
- The library has a link with the College website.
- Library is automated with EasyLib (Cloud Computing version) automation software.
- Computers are available in the library for student/staff access
- Library is equipped with reprography facilities

#### **Library Committee:**

The IIBS Library stands as the central hub and core of the institute, playing a crucial role in supporting teaching, learning activities, and individual research endeavors. It serves as a

primary resource for staying updated on the latest developments in various fields and offers information support for research and consultancy. Simultaneously, for students, the library serves as a vital source for both course curriculum and personal development. The IIBS Library focuses primarily on knowledge resources related to management and allied subjects, operating within a fully automated environment with an emphasis on web-based and electronic information delivery.

#### **Committee Purpose and Responsibilities:**

- The committee acts as a key interpreter of the library's requirements, ensuring a clear understanding of the diverse needs of the academic community.
- It assesses compliance needs and collaborates on creating a comprehensive plan to meet regulatory requirements, ensuring the library operates within established standards.
- Offering advice and support to the librarian, the committee plays a pivotal role in important decision-making processes that impact users, such as changes in working hours, alterations in membership rules, and borrowing privileges.
- A key focus of the committee is to enhance users' understanding of the library's role, fostering a better appreciation for the resources and services available.
- The committee evaluates the financial support required by the library, aligning it with established library standards and ensuring optimal resource allocation.

#### **Library Committee:**

<b>S.L No</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. M Kethan	Principal	Chairman
2.	Mr. Umesh P	Librarian	Member Secretary
3.	Dr. Arun Kumar A	Assistant Professor	Member
4.	Mr. Rajesh A. V	Assistant Professor	Member
5.	Mr. Manjunath	Assistant Professor	Member
6.	Mr. Dhanush M N	Assistant Professor	Member
7.	Mr. Saurav Joshi	Student	Student
8.	Mr. Tarun Saini	Student	Student
9.	Mr. Namita Gupta	Student	Student

#### **Research and Development Committee:**

The Research and Development Committee at IIBS plays a pivotal role in formulating comprehensive guidelines related to research and publication. This committee is actively

engaged in multi-disciplinary research projects, covering areas such as Strategy, General Management, Entrepreneurship, and Innovation. It fosters research initiatives through collaborative efforts between academia and industry, aiming to advance education, research, and outreach in key domains. The committee serves as a bridge, facilitating the exchange of knowledge and insights between the academic and corporate realms.

#### Committee Responsibilities and Activities:

- The committee is responsible for crafting overarching guidelines that govern research and publication activities at IIBS.
- Engaging in research projects spanning various disciplines, including Strategy, General Management, Entrepreneurship, and Innovation, the committee contributes to the holistic development of knowledge.
- Fostering collaboration between industry and academia, the committee actively seeks opportunities to synergize efforts, advancing research, education, and outreach initiatives.
- Serving as a forum for the exchange of business knowledge, the committee facilitates meaningful dialogues between academic experts and corporate professionals.
- The committee organizes research-focused events, including seminars, conferences, and development programs. These initiatives delve into critical areas such as Strategy, Finance and Economics, Information Systems, Marketing, and Operations Management.

#### Research & Development Committee:

S.L No	Name	Designation	Position
1.	Dr. M Kethan	Principal	Chairperson
2.	Dr. Arun Kumar A	Assistant Professor	Member
3.	Dr. Samiya Mubeen	Assistant Professor	Member
4.	Dr. G N Nagaraja	Professor	Member
5.	Dr. Balaji Nayak	Assistant Professor	Member

**Disciplinary Committee:**

The Disciplinary Committee will ensure compliance of Code of Discipline and Conduct for students and will suggest suitable action in case of its violation. In case of matters concerning the campus, the Disciplinary Committee is empowered to take decisions.

The following are the roles and responsibilities of Disciplinary Committee:

- Maintain transparency, non-bias opinion and confidentiality.
- Conduct awareness among students about the roles and responsibilities of the Committee
- Review and finalize all meeting minutes for circulation and documentation purpose
- To maintain the self-disciplined environment in the campus and encouraging good and healthy Practices.
- To ensure all the rules and regulations has been adhered to.

Sr. No.	Name	Designation	Position
1.	Dr. Tripuraneni Jaggiah	Director	Chairman
2.	Dr. M. Kethan	Principal	Member Secretary
3.	Mr. Rajesh A V	Assistant Professor	Member
4.	Dr. N. Gurunatha Naidu	Professor	Member
5.	Dr. G N Nagaraja	Professor	Member

**Student Welfare Committee:**

Our Student Welfare Committee understands the importance of providing more than just academic support to our students. We strive to create a supportive environment for our students that contributes to their overall wellbeing and career growth. Our goals are to promote student well-being, create an inclusive and supportive campus environment, and develop structures and programs that address students' non- academic needs. We also strive to provide guidance and support to our students, including providing them with the necessary equipment and materials, as well as helping them adjust to the new environment of living and learning. In the midst of the pandemic, we have taken several steps to support our students. We have shifted academic processes and events, as well as industry interactions online, to ensure a smooth transition. Additionally, we have established an RT- PCR testing facility on-campus and partnered with Healthcare Facilitators.

Financial Support: Helped students who were having financial issues by extending the deadline for paying fees.

Options for flexible fee payment include the ability for qualifying students to pay post-placement fees.

Scholarships: Awarded scholarships to worthy candidates in accordance with predetermined standards listed on the school's website.

Medical Assistance: Guaranteed prompt medical attention for students experiencing health problems, with doctors on campus around-the-clock. Facilitated hospital admissions in an emergency while informing parents and guardians.

Infrastructure Assistance: support for generators to guarantee a steady supply of electricity. amenities for recreation, such as a pool.

Safety and Health Measures: Medical centers having doctors on call around-the-clock. relationships with medical facilities to handle requirements.

Participation of Students: Sports facilities and workout regimens to encourage a healthy way of living. Services for student counselling and mentoring that address both academic and personal needs.

Student Input and Engagement: The Student Welfare Committee actively involves students in the development of the school by giving them a forum to express their ideas and views.

IIBS is dedicated to upholding a strong student welfare policy that complies with NBA standards and creates an atmosphere where students may succeed academically and personally.

#### **Student's Welfare Committee:**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. Manjushri Janardan Yadav	Assistant Professor	Member Secretary
3.	Dr. Rubeena Khaliq	Assistant Professor	Member
4.	Dr. Arun Kumar A	Assistant Professor	Member
5.	Saurav Joshi	President-Student Council	Member
6.	Tarun Saini	Student	Member
7.	Archana Duggishetty	Student	Member
8.	Namita Gupta	Student	Member

**Counselling & Mentoring Committee:**

Understanding that students' needs are always changing, IIBS is committed to creating a mentoring culture that goes beyond conventional ideas. Our dedication to fostering a mentoring culture is intended to improve our students' competency and capacities while guaranteeing their overall growth.

**Important Elements of the Mentoring Culture:**

At IIBS, our mentoring culture is defined by an ongoing emphasis on:

- a) **Mentoring Readiness:** Fostering a proactive attitude of preparedness for mentoring across the organization.
- b) **Promoting an attitude that sees mentoring as an essential part of both academic and personal development.**
- c) **Numerous Mentoring Possibilities:** Provide accessible and varied mentorship options to meet the requirements of each individual. Creating a complete support structure for students by incorporating mentoring into many facets of their lives.
- d) **Growth Support Mechanism:** creating a strong support system to guarantee people's ongoing development. creating an atmosphere in which mentorship acts as a spur to achievement.
- e) **Mentoring Accountability:** Our mentoring approach is based on accountability and involves mutual ownership, accountability, and intention. Important facets of responsibility consist of:
- f) **Elucidating Anticipations:** laying out exactly what is expected of mentors and mentees.
- g) **Determining Duties and Positions:** describing the obligations that mentors and mentees have to one another in a mentoring relationship.
- h) **Tracking Development and Assessing Outcomes:** monitoring mentees' development on a regular basis and evaluating the efficiency of the mentoring process.
- i) **Getting Input:** establishing channels for mentor and mentee input in order to improve the mentoring relationship.
- j) **Examining Performance in Academics and the Whole:** examining and evaluating academic and general performance on a regular basis.
- k) **Finding the Strong Points and Weak Points:** determining a person's areas of strength and those that need help.
- l) **Developing Communication Abilities:** improving pupils' communication abilities via focused mentorship.



- m) Knowledge of Current Issues: making certain that pupils are knowledgeable about modern and current concerns.

### **Mentoring's goals are:**

The mission of IIBS is to establish a vibrant mentoring culture that satisfies NBA standards and cultivates a learning environment where students view mentoring as an essential component of their education and personal development. This excellent mentorship strategy demonstrates our commitment to providing top-notch instruction and supporting the growth of our students.

### **Counseling & Mentoring Committee:**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. Manjushree Yadav	Asst Professor	Member Secretary
3.	Dr. Bokkusam Charith	Assistant Professor	Member
4	Dr. Balaji Naik	Associate Professor	Member
5	Mr. U. Rajasekhar	Assistant Professor	Member
6	Mr. Arun Kumar UM	Assistant Professor	Member
7.	Mr. Kuldeep Sharma	Placement Director	Member
8.	Mr. Shrinidhi V S	Placement Coordinator	Member
9.	Ms Akriti Gupta	Placement Coordinator	Member
10.	Mr. Channe Tanmay	Alumni	Member
11.	Mr. Aniketh Sarkar	Alumni	Member

### **Hostel Policy**

#### **1. Admission and Occupancy:**

- Residents must adhere to the occupancy regulations set by the hostel administration.
- Accommodation allocation is based on availability and is subject to the discretion of the hostel management.

#### **2. Code of Conduct:**

- Residents are expected to conduct themselves in a manner that upholds the dignity and reputation of the hostel and the institution.
- Any form of disruptive behavior, including but not limited to substance abuse, harassment, vandalism, or violence, will not be tolerated.
- Respect for fellow residents, staff, and visitors is mandatory at all times.

**3. Safety and Security:**

- The hostel provides round-the-clock security personnel to ensure the safety of residents and their belongings.
- Residents are required to cooperate with security protocols, including identity verification and adherence to entry and exit procedures.
- Emergency contact numbers and evacuation procedures are prominently displayed for residents' reference.

**4. Room Maintenance:**

- Residents are responsible for maintaining cleanliness and orderliness in their assigned rooms and common areas.
- Any damages to hostel property must be reported immediately to the hostel management for repair or replacement.
- Residents are prohibited from making alterations to the hostel infrastructure without prior approval from the administration.

**5. Attendance and Curfew:**

- Residents must adhere to the hostel's attendance policy, which may include nightly sign-ins or biometric attendance records.
- Curfew timings are strictly enforced, and residents are required to return to the hostel before the designated curfew hour. Exceptions may be granted for academic or emergency reasons with prior approval.

**6. Guest and Visitor Policy:**

- Residents are permitted to host guests in designated areas of the hostel during specified visiting hours.
- Prior approval from the hostel administration is required for overnight guests, and residents are responsible for the conduct of their guests during their stay.
- Visitors must register with the hostel reception and provide valid identification upon arrival.

**7. Health and Wellness:**

- Residents are encouraged to prioritize their physical and mental well-being and seek assistance from hostel staff or designated counsellors as needed.
- Medical emergencies should be reported promptly to hostel authorities, and residents must comply with health and safety protocols prescribed by the hostel medical facilities.

**8. Disciplinary Action:**

- Violations of hostel policies and regulations may result in disciplinary action, including warnings, fines, suspension of privileges, or expulsion from the hostel.
- Residents have the right to appeal disciplinary decisions through established grievance procedures outlined by the hostel administration.

**9. Feedback and Suggestions:**

- The hostel welcomes feedback and suggestions from residents to improve services and amenities.
- A suggestion box or online portal is available for residents to submit their feedback anonymously or directly to hostel management.

**10. Acknowledgment:**

- By signing the hostel admission form, residents acknowledge their understanding and acceptance of the hostel policies and agree to abide by them during their stay.

This hostel policy is designed to create a conducive living environment that fosters academic success, personal growth, and community engagement for postgraduate students residing in the hostel.

**Administration Policy:**

The Administrative Department holds a pivotal role in ensuring the day-to-day operations of any organization, laying the groundwork for seamless and efficient functioning to realize the goals of IIBS. This department engages in a range of essential activities that necessitate adept multitasking and collaborative teamwork. It oversees both internal and external operations, interfaces with management, and engages in strategic planning tailored to the organization's requirements.

The IIBS Administrative Department bears the overall responsibility for strategizing, forecasting, coordinating, organizing, monitoring, and executing the streamlined functioning of IIBS. This entails a comprehensive approach to operational management, encompassing both administrative and logistical aspects to foster an environment conducive to achieving organizational objectives.

At IIBS, our administrative team, under the proficient leadership of Mr. Krishna Yadav, plays a pivotal role in ensuring the seamless functioning of various aspects that contribute to the holistic experience of our students and the efficient operation of the institute.

**Key Responsibilities:**

- ❖ Maintenance of Campus:
  - Regular upkeep and maintenance to create a conducive learning environment.
- ❖ Discipline of Personnel:
  - Enforcing discipline to foster a positive and professional atmosphere.
- ❖ Work Services:
  - Overseeing and optimizing various services to enhance efficiency.
- ❖ Project Management:
  - Managing and supervising projects for continuous improvement.
- ❖ Infrastructure Management:
  - Electrical, civil, and water supply management for uninterrupted services.
- ❖ Security:
  - Ensuring a secure environment through robust security measures.
- ❖ Contracts and Procurement:
  - Handling legal aspects, contracts, and procurement for various needs.
- ❖ Accommodation and Facilities:
  - Managing classroom infrastructure, hostels, mess, auditoriums, and medical facilities.
- ❖ Housekeeping:
  - Maintaining cleanliness and hygiene across the campus.
- ❖ Transportation and Communication:
  - Managing transportation services and IT communication systems.
- ❖ Liaison with External Entities:
  - Building and maintaining relationships with government departments and private organizations.
- ❖ Environmental Sustainability:
  - Ensuring adherence to environmental, sanitation, and hygiene standards.
- ❖ Mail and Courier Management:
  - Efficient receipt and dispatch of mails and couriers.
- ❖ Event Management Support:
  - Providing support for the successful execution of events.

60 Team Structure: Our dynamic administrative team consists of Mr. Krishna Yadav at the helm, supported by dedicated individuals:

- Mr. Jashwanth
- Mr. Hariprasad
- Warden Bhimappa, Zarina, and Tangarani
- Supervisors Anandappa (Housekeeping)
- Saleem (Security)
- Tangarani (Nursing)
- Shivadas Kale (Stationery)

A few of the areas of responsibilities that the admin department look after are:

**Administration Committee:**

Sr. No.	Name	Designation	Position
1.	Dr. Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. M Kethan	Principal	Member Secretary
3.	Mr.Krishna Yadav	Admin Head	Member
4.	Mr.Jaswant Singh	Supervisor	Member
5.	Mr.Hari Prasad	Supervisor	Member

**2.1.1.4 Strategic Plan (5)**

**Introduction:**

The International Institute of Business Study (IIBS) acknowledges the need for a comprehensive strategic plan to navigate the evolving landscape of business education. In alignment with its mission, vision, and core values, IIBS aims to enhance academic excellence, foster innovation, and deepen stakeholder engagement over the next five years. This strategic plan outlines key objectives and initiatives to ensure sustainable growth and relevance in the dynamic business environment.

**Mission:**

- To encourage the students with modern education to bring economic emancipation and social transformation.
- To provide the resources and opportunities to create global leaders.
- To provide holistic approach to prepare the students to grow personally, professionally, socially and emotionally and to make them a complete human being.
- To redefine the student's talents to make them successful entrepreneurs and responsible citizens.
- To develop great human beings with values and ethics.

**Vision:**

“To inculcate ethical values and provide innovative, holistic learning experiences that nurture individuals into well-rounded human beings, thereby equipping them to become influential global leaders.”

**Core Values:**

**Continuous Improvement:** Striving for excellence through ongoing learning and adaptation.

**Innovation:** Embracing creativity and entrepreneurship to address complex challenges.

**Stakeholder Involvement:** Engaging with students, faculty, alumni, industry partners, and the community to foster collaboration and mutual growth.

**Ethics:** Upholding the highest standards of integrity, honesty, and social responsibility.

**Humanism:** Promoting respect for human dignity, diversity, and inclusivity in all endeavors.

**Strategic Directions:****Quality and Continuous Improvement:**

Enhance curriculum relevance and rigor through regular reviews and updates.

Implement mechanisms for faculty development and performance evaluation to ensure teaching excellence.

Solicit feedback from students and stakeholders to identify areas for improvement and innovation.

**Innovation in Teaching and Learning:**

Integrate cutting-edge technologies and pedagogical approaches to enhance student engagement and learning outcomes.

Develop interdisciplinary programs and experiential learning opportunities to foster creativity, critical thinking, and problem-solving skills.

Establish partnerships with industry leaders to co-create curriculum and provide real-world insights.

**Growth and Expansion:**

Expand program offerings to cater to emerging market demands and student preferences.

Explore opportunities for international collaboration and student exchange programs to diversify the student body and globalize the learning experience.

Invest in infrastructure and facilities to accommodate growing enrollment and support research initiatives.

**Community Engagement:**

Strengthen ties with local businesses, government agencies, and non-profit organizations through mutually beneficial partnerships and outreach programs.

Provide consulting services and executive education programs to address the needs of the regional business community.

Encourage student involvement in community service and social impact projects to instill a sense of civic responsibility and leadership.

**Strategic Objectives:**

**Distinction & Identity:** Position IIBS as a distinctive brand synonymous with academic excellence, innovation, and ethical leadership.

**Academic Excellence:** Ensure the highest standards of teaching, research, and student support services to foster a culture of excellence.

**Student Focus:** Prioritize student success and well-being through personalized learning experiences, mentorship programs, and career development initiatives.

**Globalization:** Expand international partnerships and collaborations to promote cross-cultural understanding and prepare students for global citizenship.

**Financial Health & Resources:** Optimize resource allocation and revenue generation strategies to support long-term sustainability and growth.

SWOT Analysis for International Institute of Business Study (IIBS)

**Strengths:**

Restructured curriculum aligning with industry needs, including required internships at the undergraduate level.

Convenient main campus location within 20 minutes of a International airport, enhancing accessibility.

Flexible learning formats including campus courses, online, and hybrid options to cater to diverse student needs.

Integrative Capstone Learning Experiences promoting practical application of knowledge.

Newly developed program in Operations & Global Supply Chain Management reflecting industry best practices.

Motivating, supportive leadership fostering a collaborative work environment.

Strong connections with the business community facilitating networking and experiential learning opportunities.

Variety of delivery methods, majors, concentrations, and athletic offerings enriching student experience.

Well-established alumni network contributing to institutional reputation and student support.

**Weaknesses:**

Absence of 100% online degree offerings limits accessibility for remote learners.

Limited brand recognition in the business community may impact recruitment and partnerships.

Funding constraints for research support and faculty professional development may hinder academic innovation.

Lack of public transportation in the surrounding area inconveniences students, particularly those residing on campus.

Small college campus size may restrict expansion opportunities and facilities.

**Opportunities:**

Expansion of online education offerings to reach a broader student base and accommodate remote learners.

Strategic marketing initiatives to enhance brand visibility and attract prospective students and industry partners.

Increased investment in research support and faculty development to drive academic excellence and innovation.

Collaborative partnerships with local businesses and organizations to create internship and employment opportunities for students.

Infrastructure development and facility enhancements to improve the student experience and support growth initiatives.

**Threats:**

Intense competition from other institutions offering similar business education programs may impact enrollment.

Economic uncertainties or fluctuations in funding could affect the institution's financial sustainability.

Rapid technological advancements necessitate continuous updates to curriculum and teaching methodologies to remain relevant.

Changes in government regulations or accreditation standards may pose compliance challenges.

Negative publicity or reputation issues could undermine institutional credibility and



attractiveness to stakeholders.

The Strategic Planning Committee at the International Institute of Business Study (IIBS) has identified key strategic directions to address current weaknesses, leverage strengths, and capitalize on new opportunities. These directions aim to enhance quality, promote innovation, foster growth, and strengthen community engagement within the institution.

### Short and Long-term goals inclusive of Actions Plans 2023-2033

<b>Developing Motivated and Energized Faculty</b>	
<i>Timeline</i>	<i>Plan of Action (Activities)</i>
<i>Short Term – 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Initiation program for recently enlisted educators.</i></li> <li>• <i>Enhancing teaching-learning resources.</i></li> <li>• <i>Assigning educators to different faculty development/training initiatives.</i></li> <li>• <i>Coordinating FDPs and training sessions for educators within the institution.</i></li> <li>• <i>Procurement of software to support research endeavors.</i></li> <li>• <i>Development of manuals for educators and departments to streamline academic activities.</i></li> <li>• <i>Encouraging faculty to pursue consultancy engagements.</i></li> <li>• <i>Providing guidance on Career Advancement Schemes (CAS).</i></li> </ul>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing teaching-learning amenities.</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing the facilities for teaching and learning</i></li> </ul>

<b>Teaching, Learning and Education Technology</b>	
<i>Timeline</i>	<i>Plan of Action (Activities)</i>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Establishing a recording studio for E-Content creation.</i></li> <li>• <i>Producing 10% of educational content in electronic format.</i></li> <li>• <i>Equipping 40% of classrooms with smart technology.</i></li> <li>• <i>Incorporating one skill-based course per program.</i></li> <li>• <i>Allocating 10% of internships for teaching and learning purposes.</i></li> <li>• <i>Assessing the achievement of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Integrating ERP into teaching, learning, and evaluation processes.</i></li> </ul>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Establishing connections and fostering collaborations among educational institutions.</i></li> <li>• <i>Developing 20% of educational content in electronic format.</i></li> <li>• <i>Equipping 60% of classrooms with smart technology.</i></li> <li>• <i>Integrating three skill-based courses into each program.</i></li> <li>• <i>Allocating 20% of internships for teaching and learning purposes.</i></li> <li>• <i>Evaluating and ensuring the attainment of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing the collaboration among educational institutions.</i></li> <li>• <i>Generating 40% of educational content in electronic format.</i></li> <li>• <i>Ensuring all classrooms are equipped with smart technology.</i></li> <li>• <i>Integrating five skill-based courses into each program.</i></li> <li>• <i>Allocating 30% of internships for teaching and learning activities.</i></li> <li>• <i>Assessing the achievement of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).</i></li> <li>• <i>Evaluating and reviewing the attainment of CO, PO, and PSO.</i></li> </ul>

### **Research Development and Innovation**

<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Securing research funds totaling Rs. 50 Lakhs.</i></li> <li>• <i>Publishing 50 research papers listed in UGC CARE, Scopus, and Web of Science databases.</i></li> <li>• <i>Facilitating 5 student research paper publications.</i></li> <li>• <i>Contributing 30 book chapters.</i></li> <li>• <i>Conducting Research Methodology &amp; IPR Workshops for 20% of students.</i></li> <li>• <i>Organizing Faculty Development Programs (FDPs) on Emerging Research Areas.</i></li> <li>• <i>Providing awareness about funding opportunities from State, National, and International agencies.</i></li> <li>• <i>Educating students and faculty about emerging research areas.</i></li> <li>• <i>Encouraging Collaborative and Interdisciplinary Research among faculty members.</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Sending teachers to research organizations for collaborative projects.</i></li> <li>• <i>Offering Seed Money grants of Rs. 5 Lakhs for students and faculty.</i></li> </ul>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Securing research funding of Rs.1 Crore.</i></li> <li>• <i>Publishing 150 research papers listed in UGC CARE, Scopus, and Web of Science databases.</i></li> <li>• <i>Facilitating 10 student research paper publications.</i></li> <li>• <i>Contributing 70 book chapters.</i></li> <li>• <i>Conducting Research Methodology &amp; IPR Workshops for 50% of students.</i></li> <li>• <i>Organizing Faculty Development Programs (FDPs) on Emerging Research Areas, with one FDP per teacher annually.</i></li> <li>• <i>Establishing linkages and collaborations with reputable Higher Educational Institutions for interdisciplinary research.</i></li> <li>• <i>Providing awareness about emerging research areas among students and faculty.</i></li> <li>• <i>Encouraging student/faculty exchanges at the State/National level.</i></li> <li>• <i>Establishing a central instrumentation facility.</i></li> <li>• <i>Sending teachers to research organizations for collaborative projects.</i></li> <li>• <i>Offering Seed Money grants of Rs.10 Lakhs for students and faculty.</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Securing research funding amounting to Rs.2 Crore.</i></li> <li>• <i>Publishing 400 research papers listed in UGC CARE, Scopus, and Web of Science databases.</i></li> <li>• <i>Facilitating 20 student research paper publications.</i></li> <li>• <i>Contributing 200 book chapters.</i></li> <li>• <i>Conducting Research Methodology &amp; IPR Workshops for 80% of students.</i></li> <li>• <i>Organizing Faculty Development Programs (FDPs) on Emerging Research Areas, with two FDPs per teacher annually.</i></li> <li>• <i>Promoting Faculty and Student Exchange programs at the National and International levels.</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Providing awareness about emerging research areas among students and faculty.</li> <li>• Offering Seed Money grants of Rs.15 Lakhs for students and faculty.</li> <li>• Sending teachers to research organizations for collaborative projects.</li> <li>• Pursuing patent registrations.</li> </ul>
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### Industry-Academic Partnership

<i>Timeline</i>	<i>Plan of Action (Activities)</i>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• Enhancing field and industry visits for students.</li> <li>• Facilitating student internships in various industries.</li> <li>• Facilitating interactions between students and faculty through invited talks by industry experts.</li> <li>• Organizing seminars and workshops in collaboration with industry partners.</li> </ul>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• Utilizing CSR funds to finance research infrastructure within the institution.</li> <li>• Tailoring the curriculum to align with industry needs with the assistance of industry experts.</li> <li>• Providing on-the-job training through internships.</li> <li>• Conducting collaborative research in partnership with industry.</li> <li>• Arranging placements for teachers in industry for training purposes.</li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• Utilizing CSR funds to support research infrastructure within the institution.</li> <li>• Serving as a link between the industry and society.</li> <li>• Establishing collaborative partnerships with the industry.</li> <li>• Arranging for teachers to undergo training in industry settings.</li> </ul>

### Institution's Placement Plan for Students

<i>Timeline</i>	<i>Plan of Action (Activities)</i>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• Hosting personality development and self-enhancement programs.</li> <li>• Implementing skill-based and job-oriented courses.</li> <li>• Forming partnerships with placement agencies and industries.</li> <li>• Targeting a placement rate of 84%.</li> </ul>

<i>Mid Term – 2025-2028</i>	• <i>Targeting a placement rate of 90%.</i>
<i>Long Term – 2028-2033</i>	• <i>Targeting a placement rate of 100%.</i>
<b>Achieving the Target for Accreditation</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025 Years</i>	• <i>Striving to attain NBA accreditation.</i>
<i>Mid Term – 2025-2028</i>	• <i>Pursuing NBA accreditation.</i> • <i>Aspiring to be ranked among the top colleges in NIRF rankings.</i>
<i>Long Term – 2028-2033</i>	• <i>To maintain the NBA grade and NIRF Ranking.</i>

<b>Incubation and Start-Up</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025</i>	• <i>Establishing a Start-up center and registering students in the club.</i> • <i>Conducting induction workshops for incoming students.</i> • <i>Arranging lectures by entrepreneurs.</i> • <i>Identifying mentors from the local ecosystem.</i> • <i>Raising awareness about Intellectual Property Rights (IPR).</i>
<i>Mid Term – 2025-2028</i>	• <i>Motivating students to engage in E-summits, hackathons, and other startup and innovation-related exposure programs.</i> • <i>Engaging alumni in college startups.</i> • <i>Facilitating industry interaction for knowledge and technology exchange.</i> • <i>Registering five startups.</i>
<i>Long Term – 2028-2033</i>	• <i>Registering 20 Start-Ups.</i>

<b>Alumni Engagement/ Activities plan</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Biennial Program (Gathering)</i></li> <li>• <i>Inspiring Talks and alumni backing for startups and incubation.</i></li> <li>• <i>Alumni aid in training, student placement, and infrastructural enhancement.</i></li> <li>• <i>Entrepreneur &amp; Government Official Meet Program (Alumni)</i></li> <li>• <i>Alumni representation on social media platforms.</i></li> <li>• <i>Mandating lifelong registration policy.</i></li> <li>• <i>Incorporating alumni feedback for curriculum enhancement.</i></li> </ul>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Workshops on skill development/training conducted by alumni from various fields.</i></li> <li>• <i>National Conference on the Value of Education in the modern world.</i></li> <li>• <i>Alumni funding for non-academic contributions.</i></li> <li>• <i>Establishment of an office for the Alumni Association.</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Establishing a fund corpus for student welfare.</i></li> </ul>
<b>Basic Infrastructure Development plan</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing 40% of smart classrooms with interactive panels.</i></li> <li>• <i>Establishing a recording studio.</i></li> <li>• <i>Gradually upgrading computer systems.</i></li> <li>• <i>Implementing CCTV surveillance across 30% of campus area.</i></li> <li>• <i>Establishing a digital library.</i></li> <li>• <i>Improving Internet facilities.</i></li> <li>• <i>Achieving 80% coverage with drip irrigation.</i></li> <li>• <i>Sourcing 30% of energy consumption from renewable sources.</i></li> </ul>

<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing sports infrastructure.</i></li> <li>• <i>Improving 60% of smart classrooms with interactive panels.</i></li> <li>• <i>Establishing a Robotics Laboratory.</i></li> <li>• <i>Acquiring advanced research instruments.</i></li> <li>• <i>Gradually upgrading computer systems.</i></li> <li>• <i>Achieving 100% coverage with drip irrigation.</i></li> <li>• <i>Sourcing 45% of energy consumption from renewable sources.</i></li> <li>• <i>Implementing CCTV surveillance across 45% of campus area.</i></li> <li>• <i>Updating laboratory instruments.</i></li> <li>• <i>Enhancing the digital library.</i></li> <li>• <i>Enhancing green coverage.</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Enhancing the college playground.</i></li> <li>• <i>Constructing an administrative block.</i></li> <li>• <i>Fully upgrading smart classrooms with interactive panels.</i></li> <li>• <i>Gradually upgrading computer systems.</i></li> <li>• <i>Implementing CCTV surveillance across the entire campus area.</i></li> <li>• <i>Establishing a Central Instrumentation facility.</i></li> <li>• <i>Upgrading the digital library.</i></li> <li>• <i>Increasing energy consumption from renewable sources to 60%.</i></li> <li>• <i>Expanding green coverage on campus.</i></li> </ul>
<b>Skill Development of Non-teaching Staff</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term - 2023-2025</i>	• <i>Training in Soft Skills, Personality Development, IT skills, Laboratory maintenance, Library maintenance.</i>
<i>Mid Term – 2025-2028</i>	• <i>Frequent skill enhancement programs.</i>
<i>Long Term – 2028-2033</i>	• <i>Frequent skill enhancement programs.</i>

<b>Any Other Initiatives for the Student's and Institutional Growth</b>	
<b><i>Timeline</i></b>	<b><i>Plan of Action (Activities)</i></b>
<i>Short Term – 2023-2025</i>	<ul style="list-style-type: none"> <li>• <i>Courses focusing on family values and ethics, as well as programs promoting lifelong learning.</i></li> <li>• <i>Establishment of clusters to advocate for multi-disciplinary and interdisciplinary education, encompassing Indian languages, art,</i></li> </ul>

	<i>culture, etc.</i>
<i>Mid Term – 2025-2028</i>	<ul style="list-style-type: none"> <li>• <i>Executing the cluster initiative.</i></li> <li>• <i>Offering paid internships for students.</i></li> <li>• <i>Establishing transportation services for students.</i></li> <li>• <i>Enhancing greenery across the campus.</i></li> <li>• <i>Forming partnerships with other higher education institutions and universities.</i></li> </ul>
<i>Long Term – 2028-2033</i>	<ul style="list-style-type: none"> <li>• <i>Creation of virtual learning environments.</i></li> <li>• <i>Collaboration with renowned international universities.</i></li> </ul>

### Implementation of Strategic Plan

#### 1. Faculty Development:

- **Initiation Program:** Introduce a structured orientation program to familiarize new faculty with institutional policies and practices.
- **Teaching Resources:** Invest in materials, technology, and infrastructure to enhance teaching quality and effectiveness.
- **Training Initiatives:** Assign faculty members to relevant professional development opportunities to enhance their skills and knowledge.
- **Training Sessions Coordination:** Organize and schedule regular training sessions and workshops to address faculty development needs.
- **Research Software Procurement:** Purchase software tools to support faculty research efforts and enhance productivity.
- **Academic Manuals Development:** Create manuals outlining academic procedures and guidelines for faculty reference and consistency.
- **Faculty Consultancy Encouragement:** Promote and support faculty engagement in consultancy projects to leverage their expertise.
- **Career Advancement Guidance:** Provide guidance and support to faculty members on career advancement pathways within the institution.

#### 2. Teaching, Learning, and Tech:

- **Recording Studio Establishment:** Set up a studio to create high-quality educational content for online and blended learning.
- **E-Content Production:** Develop electronic educational materials to supplement



traditional teaching methods.

- Smart Classroom Equipage: Upgrade classrooms with interactive technology to enhance teaching and learning experiences.
- Skill-Based Course Integration: Incorporate practical, skill-based courses into the curriculum to prepare students for the workforce.
- Internship Allocation: Allocate internships to allow students to gain practical experience related to their field of study.
- Course Outcomes Assessment: Evaluate the achievement of course outcomes to ensure alignment with educational goals.
- ERP Integration: Implement an Enterprise Resource Planning system to streamline administrative processes and improve efficiency.

### 3. Research Development:

- Research Funding Acquisition: Secure funds to support faculty and student research projects.
- Publication and Contribution: Publish research papers, contribute book chapters, and encourage student involvement in research.
- Workshops and Awareness Programs: Conduct workshops and awareness sessions to enhance research skills and promote emerging areas.
- Collaborative Research Promotion: Foster partnerships and collaborations with other institutions and organizations to facilitate interdisciplinary research.
- Seed Grants Offer: Provide seed money grants to support initial research endeavors and encourage innovation.

### 4. Industry-Academic Partnership:

- Industry Interaction Facilitation: Arrange industry visits, internships, and guest lectures to expose students to real-world applications of their study.
- Curriculum Alignment: Align the curriculum with industry needs to ensure graduates possess relevant skills and knowledge.
- CSR Fund Utilization: Use Corporate Social Responsibility funds to support research infrastructure and community projects.
- Collaborative Research Conduct: Engage in joint research projects with industry partners to address real-world challenges and opportunities.
- Training Opportunities: Facilitate on-the-job training and skill development programs in collaboration with industry partners.

**5.Placement Plan:**

- Personality Development Programs: Conduct workshops and seminars to enhance students' soft skills and employability.
- Skill-Based Courses Implementation: Introduce courses designed to equip students with job-specific skills and knowledge.
- Partnership Establishment: Forge partnerships with placement agencies and industries to facilitate student placements.
  - Placement Rate Targeting: Set targets for placement rates to ensure a high percentage of student's secure employment upon graduation.

**Timeline of Implementation of the strategic plan**

To effectively implement the strategic plan for IIBS (International Institute of Business Study) from 2023-2033, a detailed timeline with specific action plans and milestones for each year is essential. Below is a breakdown of the strategic plan with implementation details and target years for achieving each goal.

**Developing Motivated and Energized Faculty****Short Term – 2023-2025****2023:**

- Enhance teaching-learning resources.
- Assign educators to different faculty development/training initiatives.

**2024:**

- Coordinate Faculty Development Programs (FDPs) and training sessions for educators within the institution.
- Procure software to support research endeavors.
- Develop manuals for educators and departments to streamline academic activities.

**2025:**

- Encourage faculty to pursue consultancy engagements.
- Provide guidance on Career Advancement Schemes (CAS).

**Mid Term – 2025-2028****2027:**

- Enhance teaching-learning amenities.

**Long Term – 2028-2033****2028-2033:**

- Continue enhancing the facilities for teaching and learning.

### **Teaching, Learning, and Education Technology**

#### **Short Term – 2023-2025**

##### **2023:**

- Equip 40% of classrooms with smart technology.
- Produce 10% of educational content in electronic format.

##### **2024:**

- Integrate ERP into teaching, learning, and evaluation processes.
- Incorporate one skill-based course per program.
- Establish a recording studio for E-Content creation.

##### **2025:**

- Allocate 10% of internships for teaching and learning purposes.
- Assess the achievement of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).

#### **Mid Term – 2025-2028**

##### **2026:**

- Establish connections and foster collaborations among educational institutions.
- Develop 20% of educational content in electronic format.

##### **2027:**

- Equip 60% of classrooms with smart technology.
- Integrate three skill-based courses into each program.
- Allocate 20% of internships for teaching and learning purposes.

##### **2028:**

- Evaluate and ensure the attainment of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).

#### **Long Term – 2028-2033**

##### **2029:**

- Enhance collaboration among educational institutions.
- Generate 40% of educational content in electronic format.

##### **2030:**

- Ensure all classrooms are equipped with smart technology.
- Integrate five skill-based courses into each program.
- Allocate 30% of internships for teaching and learning activities.

##### **2031-2033:**

- Assess and review the attainment of Course Outcomes (CO), Program Outcomes (PO), and Program Specific Outcomes (PSO).

### **Research Development and Innovation**

#### **Short Term – 2023-2025**

##### **2023:**

- Publish 50 research papers listed in UGC CARE, Scopus, and Web of Science databases.

##### **2024:**

- Facilitate 5 student research paper publications.
- Contribute 30 book chapters.
- Conduct Research Methodology & IPR Workshops for 20% of students.

##### **2025:**

- Organize FDPs on Emerging Research Areas.
- Provide awareness about funding opportunities from State, National, and International agencies.
- Educate students and faculty about emerging research areas.
- Encourage Collaborative and Interdisciplinary Research among faculty members.
- Send teachers to research organizations for collaborative projects.
- Offer Seed Money grants of Rs. 5 Lakhs for students and faculty.

#### **Mid Term – 2025-2028**

##### **2026:**

- Secure research funding of Rs.1 Crore.
- Publish 150 research papers listed in UGC CARE, Scopus, and Web of Science databases.

##### **2027:**

- Facilitate 10 student research paper publications.
- Contribute 70 book chapters.
- Conduct Research Methodology & IPR Workshops for 50% of students.

##### **2028:**

- Organize FDPs on Emerging Research Areas, with one FDP per teacher annually.
- Establish linkages and collaborations with reputable Higher Educational Institutions for interdisciplinary research.
- Provide awareness about emerging research areas among students and faculty.
- Encourage student/faculty exchanges at the State/National level.

- Establish a central instrumentation facility.
- Send teachers to research organizations for collaborative projects.
- Offer Seed Money grants of Rs.10 Lakhs for students and faculty.

### **Long Term – 2028-2033**

#### **2029:**

- Secure research funding amounting to Rs.2 Crore.
- Publish 400 research papers listed in UGC CARE, Scopus, and Web of Science databases.

#### **2030:**

- Facilitate 20 student research paper publications.
- Contribute 200 book chapters.
- Conduct Research Methodology & IPR Workshops for 80% of students.

#### **2031:**

- Organize FDPs on Emerging Research Areas, with two FDPs per teacher annually.
- Promote Faculty and Student exchange programs at the National and International levels.

#### **2032:**

- Provide awareness about emerging research areas among students and faculty.
- Offer Seed Money grants of Rs.15 Lakhs for students and faculty.
- Send teachers to research organizations for collaborative projects.
- Pursue patent registrations.

### **Industry-Academic Partnership**

#### **Short Term – 2023-2025**

#### **2023:**

- Enhance field and industry visits for students.
- Facilitate student internships in various industries.

#### **2024:**

- Facilitate interactions between students and faculty through invited talks by industry experts.
- Organize seminars and workshops in collaboration with industry partners.

#### **Mid Term – 2025-2028**

#### **2027:**

- Provide on-the-job training through internships.
- Conduct collaborative research in partnership with industry.

- Arrange placements for teachers in industry for training purposes.

**Long Term – 2028-2033**

**2028-2033:**

- Serve as a link between the industry and society.
- Establish collaborative partnerships with the industry.
- Arrange for teachers to undergo training in industry settings.

**Institution's Placement Plan for Students**

**Short Term – 2023-2025**

**2023:**

- Host personality development and self-enhancement programs.

**2024:**

- Implement skill-based and job-oriented courses.

**2025:**

- Form partnerships with placement agencies and industries.
- Target a placement rate of 60%.

**Mid Term – 2025-2028**

**2026-2028:**

- Target a placement rate of 80%.

**Long Term – 2028-2033**

**2029-2033:**

- Target a placement rate of 100%.

**Achieving the Target for Accreditation**

**Short Term – 2023-2025**

**2023-2025:**

- Strive to attain NBA accreditation.

**Mid Term – 2025-2028**

**2026-2028:**

- Pursue NBA accreditation.
- Aspire to be ranked among the top colleges in NIRF rankings.

**Long Term – 2028-2033**

**2029-2033:**

- Maintain the NBA grade and NIRF Ranking.

**Entrepreneurship Development and Start-up Ecosystem**

**Short Term – 2023-2025**

**2023:**

- Establish a Start-up centre and register students in the club.

**2024:**

- Conduct induction workshops for incoming students.
- Arrange lectures by entrepreneurs.

**2025:**

- Identify mentors from the local ecosystem.
- Raise awareness about Intellectual Property Rights (IPR).

**Mid Term – 2025-2028****2026:**

- Motivate students to engage in E-summits, hackathons, and other startup and innovation-related exposure programs.

**2027:**

- Engage alumni in college startups.
- Facilitate industry interaction for knowledge and technology exchange.

**2028:**

- Register five startups.

**Long Term – 2028-2033****2029-2033:**

- Register 20 Start-Ups.

**Alumni Engagement/ Activities Plan****Short Term – 2023-2025****2023:**

- Biennial Program (Gathering).
- Inspiring Talks and alumni backing for startups and incubation.

**2024:**

- Alumni aid in training, student placement, and infrastructural enhancement.
- Entrepreneur & Government Official Meet Program (Alumni).

**2025:**

- Alumni representation on social media platforms.
- Mandating lifelong registration policy.
- Incorporate alumni feedback for curriculum enhancement.

**Mid Term – 2025-2028****2026:**

- Workshops on skill development/training conducted by alumni from various fields.
- National Conference on the Value of Education in the modern world.

**2027:**

- Alumni funding for non-academic contributions.

**2028:**

- Establishment of an office for the Alumni Association.

**Long Term – 2028-2033****2029-2033:**

- Establishing a fund corpus for student welfare.

**Basic Infrastructure Development Plan****Short Term – 2023-2025****2023:**

- Enhance 40% of smart classrooms with interactive panels.
- Establish a recording studio.

**2024:**

- Gradually upgrade computer systems.
- Implement CCTV surveillance across 30% of campus area.

**2025:**

- Establish a digital library.
- Improve Internet facilities.
- Achieve 80% coverage with drip irrigation.
- Source 30

**Mid Term – 2025-2028****2026:**

- Enhance sports infrastructure.
- Improve 60% of smart classrooms with interactive panels.
- Establish a Robotics Laboratory.

**2027:**

- Acquire advanced research instruments.
- Gradually upgrade computer systems.
- Achieve 100% coverage with drip irrigation.

**2028:**

- Source 45% of energy consumption from renewable sources.
- Implement CCTV surveillance across 45% of campus area.



- Update laboratory instruments.
- Enhance the digital library.
- Enhance green coverage.

### **Long Term – 2028-2033**

#### **2029:**

- Enhance the college playground, specifically the basketball court.
- Construct an administrative block.

#### **2030:**

- Fully upgrade smart classrooms with interactive panels.
- Gradually upgrade computer systems.
- Implement CCTV surveillance across the entire campus area.

#### **2031:**

- Establish a Central Instrumentation facility.
- Upgrade the digital library.

#### **2032:**

- Increase energy consumption from renewable sources to 60%.
- Expand green coverage on campus.

### **Skill Development of Non-teaching Staff**

#### **Short Term – 2023-2025**

##### **2023-2025:**

- Training in Soft Skills, Personality Development, IT skills, Laboratory maintenance, Library maintenance.

#### **Mid Term – 2025-2028**

##### **2026-2028:**

- Frequent skill enhancement programs.

#### **Long Term – 2028-2033**

##### **2029-2033:**

- Frequent skill enhancement programs.

### **Other Initiatives for Student and Institutional Growth**

#### **Short Term – 2023-2025**

##### **2023:**

- Courses focusing on family values and ethics, as well as programs promoting lifelong learning.

##### **2024:**

- Offer paid internships for students.

**2025:**

- Establish transportation services for students.
- Enhance greenery across the campus.

**Mid Term – 2025-2028****2026-2028:**

- Form partnerships with other higher education institutions and universities.

**Long Term – 2028-2033****2029-2033:**

- Creation of virtual learning environments.
- Collaboration with renowned international universities.

This comprehensive implementation plan ensures a systematic approach to achieving the goals outlined in the strategic plan for IBS from 2023 to 2033. Each year has specific targets and activities, ensuring progress is tracked and objectives are met in a timely manner.

**2.1.2 Faculty Empowerment (15)****2.1.2.1 Faculty development policies (5)**

The Institution provides a platform for the faculty development activities by sponsoring the faculty for:

- ❖ Attending Training Programs (in-house as well as external) Attending conferences for participating, paper presentation (national as well as international level)
- ❖ Pursuing higher studies like Post Graduation, PhD in any Indian Government University/IISc/IIT
- ❖ Pursuing short-term courses, certificate courses, etc.
- ❖ For publishing books, articles in journals, professional newsletters, etc.
- ❖ Promoting research and consultancy activities
- ❖ Promoting innovative projects, funded projects, patents, etc.
- ❖ Faculty exchange programs
- ❖ Promoting product development activities

**Appointment Process**

1. A candidate is appointed to a post at the Institution provided the post is in accordance with the existing AICTE norms. This does not include the staff appointed on a deputation/adhoc/on- Contract/temporary basis.

2. The pay scales of the teaching staff shall be fixed by the Selection Committee as per the scales ordained by the AICTE from time to time.
3. Annual increment according to the scale applicable to the employee shall be granted after every year of service if the work and the conduct of the employee are reported to be satisfactory as per the Appraisal Report. Annual Increment is granted based on their performance, qualification, experience as assessed by the Performance appraisal system as well as fulfilling the required norms / criteria of the Institution.

### **Promotion Policy**

1. Promotion to a higher level of service shall be made subject to availability of posts. Eligibility of staff on the basis/criteria of merit/efficiency/commitment/dedication of the staff to the all-round development/improvement of the corporate ambience of the Institution. Seniority and a minimum 85 percent in appraisal system will be the deciding factors for promotions.
2. Additionally, Research activities/Consultancy value/Professional standing/Student club activities and the additional revenue generated for the Department will also be the part of the Promotion criteria.

### **Performance Appraisal Policy**

1. Annual appraisal of every employee is conducted in the month of December the Appraisal Form/Confidential Report is a report on the performance of the employee with regard to work, conduct, initiative, deficiencies, etc.
2. Deficiencies should be brought to the notice of the employee at the appraisal meetings itself. The appraisal report is the basis for deciding annual increment, special increments, promotion or even withholding increment or disciplinary action.
3. Half-yearly appraisal of the teaching faculty is generally filled up and for the newly joined staff a review at the end of the three-month period is taken.

### Faculty Performance Appraisal System:

The faculty performance appraisal system is based on the following parameters:

1. **Qualification** of the staff;
2. **Experience;**

3. **Pass Percentage** (which also includes the number of distinctions obtained, first class holders) of the classes handled by them;
4. **Students' attendance** in the class;
5. **Evaluation of the teachers** by the students;
6. Self-developmental activities such as additional qualification acquired, Training or Staff development program attended (In-house, External training), Participation in National Conference/International Conference, Paper presentation in National Conference/International Conference;
7. **Developmental programs** conducted by the Staff as Resource faculty in any Continuing Education Program/Training Program, Obtained any funded research project (Internal/External), Consultancy services;
8. **Research activities undergone;**
9. **Industry Institution Interaction activities;**
10. **Publication** in referred **journals** (i.e. in National/International referred Journals/UGC peer list);
11. **Publication of Books**, Article in magazines, article in professional newsletters, etc.;
12. **Student Developmental activities** such as the Extent of participation in establishing Product development lab and exposing the students in out-of-the-syllabus areas, counseling and guidance services, promoting students in attending seminars, conferences for paper presentation, any training program conducted for students on soft skills, Remedial measures to improve the students who failed, or extra classes taken for difficult subjects;
13. **Professional standings** (Member of any professional body, any program conducted by the Professional body in the campus);
14. **Administrative assignments** at institution level/department level;
15. Other activities such as sports and cultural activities, honors and awards received, attendance, etc.;

The performance-based appraisal system stipulated by the institution is followed and each faculty member has to enter his self-appraisal score, which will be verified by the respective coordinators and the appraisal committee members.

84 The following will be the panel members for conducting the annual appraisal meetings –

Sr. No.	Name	Designation	Position
1.	Dr. Jay Prakash	Chairman	Chairperson
2.	Dr. Tripuraneni Jaggaiah	Director	Member Secretary
3.	Dr. M. Kethan	Principal	Member
4.	Dr. G N Nagaraja	Professor	Member

The principal will mark the appraisal scores.

For Non-teaching Technical and Admin Staff, a Peer Review Committee will be formed for each Department with the following, to evaluate the staff's performance with the subordinates and colleagues: -

Sr. No.	Name	Designation	Position
1.	Dr. Jay Prakash	Chairman	Chairperson
2.	Dr. Tripuraneni Jaggaiah	Director	Member Secretary
3.	Mr. Arun Kumar	HR	Member

This Committee will give overall confirmation on the evaluation and submitted to the chairman. The increments will be effective from January month.

#### **Incentive for Research / Publication of Books**

Cash incentive for publishing in referred National / International journals is paid as a one-time payment in a particular academic year as given below:

<b><u>PUBLICATION IN INTERNATIONAL JOURNALS (for eg. Publication in Journals such as UGC listed high impact factor, etc.,)</u></b>	
Main Author	Rs. 5,000/- per publication
Co-Author	Rs. 2,000/- per publication

<b><u>PUBLICATION IN NATIONAL JOURNALS (for eg. Publication in Journals such as UGC listed</u></b>	
Main Author	Rs. 2,000/- per publication
Co-Author	Rs. 1,000/- per publication

<b>PUBLICATION of Books</b>	
Main Author	Rs. 5,000/- per publication
Co-Author (Staff / Student)	Rs. 2,000/- per publication

**Note:**

All such publications should bear the name of the Department and the Institution to become eligible for the above incentive.

1. Patent and IPR arising out of the research conducted in the Institution will rest with the Institution. No member of faculty / Staff shall use any course material for any purpose other than what has specifically been provided for by the Institution and shall at all times keep in strict confidence any information / documents / records in relation to research work that is either being done or has been completed at the Institution or at any other place so authorized by the Institution and shall not disclose the same without prior specific approval of the Institution. In the event of any breach of confidentiality, the respective member of the faculty / staff shall be liable to pay damages for the same as quantified by the Institution.
2. The coordinator for externally-funded projects will be eligible for an appropriate special incentive, as a consolidated amount for projects valued up to Rs.10 lakhs. For projects above Rs.10 lakhs, an appropriate monthly allowance will be given based on the nature of the project.
3. Similarly, patents filed / grants obtained under TBI will also qualify for special one-time incentives depending on the value.
4. For conducting any certification course and any training course after College Hours and on Holidays – 60 (for Institution): 40 (for the faculty).

**Recognition of Service:**

The services of the faculty are recognized based on the performance, dedication, involvement in R & D activities and outstanding achievement.

**Awards given to the teaching staff are as follows:**

- a) Best Teaching
- b) Producing 100% results
- c) 100% attendance
- d) Publishing books

- e) Publishing Articles in referred Journals
- f) Encouragement award for acquiring additional qualifications
- g) Achievement awards for obtaining funded projects
- h) Award for doing Innovative projects
- i) Incentive for each research publication in referred National/International journal as a main author/co-author
- j) Award for promoting research activity
- k) Incentive for conducting value-added training programs/courses/Faculty Development Programs and summer/Winter Workshops

**Awards for non-teaching staff:**

1. Best Technical staff
2. Best Administrative staff
3. Best Supporting staff
4. 100% Attendance Award
5. Well maintained Lab Award
6. Zero Defect Lab Award

**General Awards for Teaching and Non-Teaching staff:**

- a) Sports Award
  - Best Sportsman Award
  - Best Department Award for the department excelling in all aspects

**Consultancy:**

Faculty, who are doing the consultancy activities will be paid Consultancy charges at the following rates:

1. **With Institution support** - 70:30 (i.e. 70% of the Consultancy revenue to the Institution and 30% to the faculty concerned)
2. **Without Institution support** – 30:70 (i.e. 30% of the Consultancy revenue to the Institution and 70% to the faculty concerned)

**2.1.2.2. Decentralization, delegation of power and Collective decision making (10)**

87 IIBS recognizes the importance of participatory management and power of decentralization in

day-to-day operations. This is accomplished through establishing an effective organizational structure that helps in enhancing student's overall holistic development through curriculum development and also through participation in extra-curricular, co- curricular, and administrative activities. Chairman of the institution holds a major position. Governing council stands at the apex level after chairman. Director Reports to Governing Council. The director is in charge of all the academics activities, he/she receives updates about different departments through the institution's Director. Principal. All heads of the departments, Controller of examinations, placements department, and Academic superintendent operate within the purview of Principal's instructions. Faculty members of various departments report to their respective department heads in terms of communicating their work progress as well as to get a roadmap on academic operations. The librarian reports to the Director of the institution. Administrative manager of the institution reports to Director on the nature of work assigned as per the department. Reception, Hostel and canteen, Office staff, maintenance, security staff, drivers and IT departments come within the purview of administrative department. Various committees have been formed for the smooth functioning of the institution. The institution's strategic perspective plan is designed and executed in the direction of realizing its vision and mission. A detailed employee manual consisting of various policies related to employment was designed and implemented in the process of realizing the vision and mission of the organization. The strategic plan of the institute focusses on the overall development of students and the institution as well. The perspective plans are designed and implemented in line with the vision and mission of the institution and help in improving the quality of education. The strategic plan deployment is evident through.

**Decentralization:**

The Institution's administration is well structured and operates in a decentralized manner by delegating functions to various Committees. The Head of the Department, in consultation with the members of the Staff identifies class coordinators to monitor the performance of the students. Teachers are delegated administrative functions to facilitate decentralization of administration.

**Participative management:**

Director nominates all faculty, students, and non-teaching staff as members of various committees for effective results. Committees such as Finance Committee, Academic Council, Academic Planning & Infrastructure Development Committee, Examination cell, Research and



Development Cell, Training and placement Committee, Library Committee, Disciplinary Committee, Anti-Ragging Committee, Prevention of Sexual harassment (POSH) committee and Grievance Redressal Cell etc. are successfully established in the institution. Director monitors the functioning of the above Committees/Cell. Each of the cells meet regularly and ensure effective functioning. The committees also provide an opportunity for the staff and students to participate in decision making.

**Principal:**

Principal is the head of the institution and is responsible for overall performance of the institution both academic and administrative. He acts as a bridge between management and employees in realizing institutional goals and objectives.

**IQAC Coordinator:**

IQAC Coordinator is responsible for Initiating various mechanisms and activities for improving quality standards in curriculum delivery. IQAC cell initiates and promotes the culture of better delivery of curricular aspects.

**Placement department:**

The placement department assists the students in their career planning and provides information that helps students to give direction to their aspirations and interests. Placement department also helps in career counselling and arranges training sessions such as group discussions, mock interviews, experiences shared by industry people and eminent personalities, helping the students to understand their potentialities with the help of aptitude tests, personality tests etc. The placement department is supported by full time placement director and placement officer that focusses on placing the students in good organizations. This department also invites companies for campus placements and facilitates the entire process of campus recruitment.

The faculty overseeing each department/Function holds the authority to formulate budgets and make financial decisions for the maintenance and improvement of their respective areas. The Director consolidates the budgets prepared by individual departments after thorough scrutiny and grants approval. Any procurement proposal or matters with a financial impact are submitted by the department in charge to the Director for approval. Once approved, the faculty in charge ensures the implementation of the approval. The detailed departmental budget is maintained by the respective department.

The leaders and process owners at IIBS possess decision-making authority, including financial powers, enabling them to utilize funds in line with approved departmental budgets.

Director has the Authority to approve and execute budgets up to 2 lakhs consulting the chairman in financial year. Expenditure covers areas such as Academics, Library, Computer Centre, Infrastructure development, and other support facilities. The principal and the coordinators can approve expenses up to 10 thousand and 5 thousand respectively.

### **2.1.3 Effective Governance Indicators (15)**

IIBS boasts an efficient and transparent grievance redressal mechanism that attends to concerns raised by faculty, staff, and students. The Grievance Redressal Committee diligently manages and resolves reported grievances. The Grievance Cell at IIBS College is instrumental in promoting a harmonious and supportive environment, ensuring that concerns are addressed promptly and impartially.

At IIBS College, our commitment to fostering a positive working environment includes providing a mechanism for addressing faculty and staff grievances. We believe in resolving issues informally whenever possible. However, if informal procedures prove unsuccessful in reaching a satisfactory resolution, the formal grievance process may be initiated.

A grievance, in this context, refers to any complaint made by a faculty or staff member that has not been resolved informally. All faculty and staff members reserve the right to file a grievance. In the event of termination or suspension, a faculty or staff member has the option to file a grievance related to the suspension or termination.

#### **Scope of Grievances:**

Issues concerning terms and conditions of employment, especially those with institute-wide implications, fall under the jurisdiction of the Academic Council. The Grievance Committee is entrusted with the responsibility of conducting an independent and impartial review of all grievances. Their role extends to making decisions and recommendations to the Director based on the information presented.

#### **Decision and Finality:**

The Director's decision, following the Grievance Committee's review, stands as a final and binding resolution for the grievance. We are committed to ensuring a fair and just process that upholds the principles of transparency and integrity.

#### **Transparent Review Process:**

Our Grievance Committee operates with a commitment to transparency, ensuring a thorough and unbiased examination of all grievances. The process is designed to provide a fair platform for faculty and staff to voice their concerns and seek resolution.

#### **Resolution and Continuous Improvement:**

The primary aim of the grievance resolution process is to address concerns effectively, contributing to a positive and productive work environment. Feedback from the grievance process also serves as a valuable source for continuous improvement in our policies and practices.

#### **Empowering Faculty and Staff:**

Our grievance resolution process empowers faculty and staff by offering a formal avenue to express concerns, ensuring their voices are heard, and their grievances are taken seriously. We believe in cultivating an inclusive and supportive community.

At IIBS College, we recognize that a well-defined and responsive grievance resolution process is essential for maintaining a harmonious and conducive workplace environment. Our commitment is to uphold the rights and well-being of our faculty and staff, fostering a culture of respect, open communication, and continuous improvement.

### **2.1.3.1 Grievance Redressal Mechanism (2)**

#### **Grievance Redressal Committee/Internal Complaint Committee**

##### **Faculty & Staff Grievance and Complaints**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. G N Nagaraja	Professor	Member
3.	Dr. M. Kethan	Principal	Member
4.	Dr. T. Uma Devi	Associate Professor	Member
5.	Mr. Munianjanappa	Independent Lawyer	Member

#### **Student Grievance and Complaints:**

##### **Student's Grievance Committee:**

At the International Institute of Business Study (IIBS), we prioritize the well-being and satisfaction of our students. The Student Grievance Committee plays a crucial role in addressing concerns that do not fall under the purview of the Anti-Ragging Committee or the

SC/ST Committee. Our commitment to an efficient grievance redressal process is outlined as follows:

How to File a Grievance: Students or employees can file a complaint through the Grievance Portal: IIBS Grievance Portal.

### **Grievance Redressal Process:**

1. **Submission and Analysis:** Upon receiving a complaint, the committee thoroughly studies and analyzes the grievance, ensuring a comprehensive understanding.
2. **Recommendations:** The committee submits its recommendations to the Director within 15 days from the date of the application or complaint.
3. **Timely Resolution:** We are committed to addressing and resolving grievances promptly, with a maximum timeframe of 30 days from the date of receipt.
4. **Policy Decision:** In cases requiring policy decisions, the Director may refer the matter to the Chairman of the Governing Body for guidance.

**Composition of the Committee:** To ensure impartiality and thorough restitution, the Student Grievance Redressal Committee comprises both staff members and students. This diverse composition aims to foster a fair and unbiased resolution process.

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>	<b>Position</b>
1.	Dr. M. Kethan	Principal	Chairperson
2.	Dr. Nityanand Patil	Assistant Professor	Member
3.	Dr. G N Nagaraja	Assistant Professor	Member
4.	Dr. T. Uma Devi	Assistant Professor	Member
5.	Mr. Shrinidhi V S	Student Council Member	Member
6.	Archana	Student Member	Member
7.	Mridul Jain	Student Member	Member
8	Komal Sharma	Student Member	Member

### **Ombudsperson for Redressal of Grievances:**

#### **SC/ST Committee:**

As per the Provisions laid down by the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Act, 1989, Act No. 33 OF 1989, dated 11/09/1989) & the Notification No. GSR – 316 (E) by Ministry of Welfare, New Delhi dated 31/03/1995 and as per the UGC Directives to be adhered and followed by the Educational Institute in this regard, following shall be the SC-ST Welfare Committee of IIBS.

The SC/ST Committee at IIBS plays a crucial role in ensuring the welfare and empowerment of individuals belonging to Scheduled Castes (SC) and Scheduled Tribes (ST). The committee is committed to fostering an inclusive and supportive environment. Below are the key functions of the SC/ST Committee:

1. Ensure that individuals from SC/ST communities are treated with dignity and respect, fostering an inclusive campus environment.
  2. Provide a platform for SC/ST students and employees to address grievances related to discrimination, harassment, or any other concerns.
  3. Organize awareness programs to educate the campus community about the history, culture, and challenges faced by individuals from SC/ST backgrounds.
  4. Facilitate and promote access to scholarship programs and financial assistance schemes for SC/ST students pursuing education at IIBS.
  5. Encourage and support the active participation of SC/ST individuals in various academic, cultural, and extracurricular activities.
  6. Regularly monitor the campus environment to ensure that it remains free from discrimination and report any instances to the appropriate authorities.
  7. Organize and celebrate cultural events, festivals, and important occasions related to SC/ST communities to promote diversity and understanding.
  8. Advocate for policies and practices within the institute that promote equal opportunities and eliminate discrimination against individuals from SC/ST backgrounds.
  9. Implement empowerment initiatives, including skill development programs, career guidance, and leadership training, to enhance the capabilities of SC/ST individuals.
- ii. The SC/ST Committee at IIBS is committed to creating an environment that respects diversity, ensures equal opportunities, and empowers individuals from SC/ST communities to thrive academically and personally.

Sr. No.	Name	Designation	Position
1.	Dr Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. M. Kethan	Principal	Member Secretary
3.	Dr. Samiya Mubeen	Assistant Professor	Member
4.	Mr. Matcha Ashok	Assistant Professor	Member
5.	Dr. Balaji Nayak	Assistant Professor	Member
6.	Ms. Trupti Suryawanshi	Assistant Professor	Member
8.	Rahul H K	Student Member	Member
9.	Lagadu Giribabu	Student Member	Member

**Anti-Ragging Policy:**

At IIBS, we are committed to maintaining a safe and inclusive environment that fosters learning and personal growth. The Anti-Ragging Committee has been established to ensure the well-being of every student and to prevent any form of ragging within the institute. Our policy adheres to the directives of the Honorable Supreme Court and the regulations set by AICTE/UGC.

**Policy of the Anti-Ragging Committee:**

1. Prohibition:
  - a. Ragging in any form, whether physical or psychological, is strictly prohibited within the institute premises or any of its affiliated locations.
2. Stringent Actions:
  - a. Any individual found guilty of ragging will face disciplinary actions as per institute regulations, which may include suspension, expulsion, or legal action.
3. Responsibility:
  - a. Every member of the institute community, including faculty, staff, and students, bears the responsibility to prevent and report ragging incidents.
4. Compliance:
  - a. All students are expected to comply with the Anti-Ragging policy, and non-compliance will be dealt with seriously.
5. Promotion of Healthy Environment:
  - a. Actively promote a healthy and inclusive environment that respects the dignity and well-being of every individual.

**Functions of the Anti-Ragging Committee:**

1. Conduct regular awareness programs to educate students about the consequences of ragging.
2. Disseminate information on AICTE/UGC regulations and the Supreme Court directives related to ragging.
3. Implement preventive measures to create a culture of mutual respect and cooperation among students.
4. Organize orientation programs for freshers to familiarize them with the institute's policies and promote a friendly atmosphere.

5. Adopt a zero-tolerance policy towards any form of ragging, ensuring strict disciplinary action against those found guilty.
6. Establish a confidential reporting mechanism that allows students to report incidents of ragging without fear of reprisal.
7. Encourage faculty, staff, and students to promptly report any suspected ragging activities.
8. Ensure prompt and impartial investigations into reported incidents.
9. Take immediate action against individuals or groups involved in ragging, including suspension and expulsion if necessary.
10. Provide counselling and support services to victims of ragging to address any psychological or emotional trauma.
11. Facilitate the reintegration of victims into the academic community.
12. Conduct regular audits and reviews of the effectiveness of anti-ragging measures.
13. Make necessary adjustments to the policy based on feedback and changing circumstances.
14. The Anti-Ragging Committee at IIBS is dedicated to ensuring a secure and nurturing educational environment, upholding the principles of respect, integrity, and camaraderie.

#### **Awareness about consequences of Ragging Punishments:**

At IIBS, we prioritize the safety and well-being of our students. To maintain a zero-tolerance approach towards ragging, the institution enforces a range of strict punishments for those found guilty. The nature and gravity of the offence determine the appropriate disciplinary action. The possible punishments for ragging at IIBS include, but are not limited to:

1. Students found guilty of ragging may face the cancellation of their admission to the institution.
2. Offenders may be suspended from attending classes for a specified period.
3. Scholarships, fellowships, and other benefits may be withheld or withdrawn.
4. Students may be debarred from appearing in any test, examination, or evaluation process.
5. Results of the involved students may be withheld as part of the disciplinary action.
6. Offenders may be barred from representing the institution in any regional, national, or international events, meets, tournaments, youth festivals, etc.
7. Students involved in ragging may face suspension or expulsion from the hostel.
8. Depending on the severity, students may be rusticated from the institution for a period ranging from 1 to 4 semesters.
9. In extreme cases, expulsion from the institution may occur, accompanied by debarring from admission to any other institution.

10. When the individuals involved in ragging cannot be identified, the institution may resort to collective punishment as a deterrent. This involves applying pressure on the community to discourage potential raggers.

These punishments are in line with the institution's commitment to creating a safe and conducive learning environment. We emphasize the importance of fostering a culture of respect, integrity, and compassion among all members of the IIBS community.

Legal punishment for ragging:

Ragging is a serious offense, and in many countries, including India, there are legal provisions to address and penalize individuals involved in ragging activities. In India, the Supreme Court has defined ragging as a criminal offense and has directed educational institutions to take strict measures to prevent and combat it. The legal punishment for ragging in India is governed by the University Grants Commission (UGC) Regulations on Curbing the Menace of Ragging in Higher Educational Institutions, 2009, and the Anti-Ragging Act.

1. Lodging FIR against offender.
2. Rigorous Imprisonment for up to 3 years (under the existing laws).
3. Fine up to Rs 2, 50,000/-

**Action taken by IIBS to create awareness and prevent ragging:**

1. During the induction and orientation programs, special sessions are dedicated to creating awareness about the institute's policies on ragging.
2. The Director addresses the students, emphasizing the zero-tolerance policy and the severe consequences of engaging in ragging activities.
3. The Student Handbook, distributed to all students, includes detailed information on anti-ragging policies and the consequences of violating these policies.
4. Regular newsletters, such as Spoorthy, are circulated, reinforcing the vision, mission, and anti-ragging policies. These newsletters are also sent to alumni, further extending the reach of awareness.
5. Vision and mission statements, along with anti-ragging guidelines, are communicated to students through emails and newsletters, ensuring regular reinforcement of the institute's stance on ragging.



**Anti-Ragging:**

Sr. No.	Name	Designation	Position
1.	Dr. M. Kethan	Principal	Chairperson
2.	Dr. Samiya	Faculty	Member
3.	Mr. Matcha Ashok	Assistant Professor	Member
4.	Mrs. Archana M	Assistant Professor	Member
5.	Ms. Trupti Suryawanshi	Assistant Professor	Member
7.	Mr. Channe Tanmay	Student Member	Member
8.	Mr. Anurag Mishra	Student Member	Member

**Anti - Sexual Harassment Committee:**

IIBS has established an Anti Sexual Harassment Committee (ASHC) with the primary objectives of fostering a harassment-free environment within the institute and addressing any complaints related to sexual harassment. The committee is committed to developing mechanisms for the prevention and resolution of cases involving sexual harassment and other forms of gender-based violence within the institution.

**Applicability:** This policy is applicable to all students, staff, and faculty members associated with IIBS. Individuals who experience discrimination or sexual harassment, as well as third parties witnessing such incidents, are encouraged to report their concerns promptly.

**Definition of Sexual Harassment:** As per Supreme Court guidelines, sexual harassment is defined as any "unwelcome" sexually determined behavior, whether direct or implied. This includes but is not limited to: a. Physical contact and advances; b. Requests or demands for sexual favors; c. Sexually colored remarks; d. Display of explicit material; e. Any other unwelcome physical, verbal, or non-verbal conduct of a sexual nature.

**Committee Responsibilities:** The Anti-Sexual Harassment Committee at IIBS is entrusted with the following responsibilities:

- Providing conciliation to facilitate resolution between the complainant and the respondent.
- Conducting a thorough inquiry within the stipulated time frame of 90 days, as prescribed by the law.
- Preparing comprehensive inquiry and settlement reports and submitting them to the Director.
- Ensuring confidentiality throughout conciliation proceedings, inquiries, and record-keeping.
- Maintaining easy accessibility for individuals filing complaints.

Reporting: Any individual who experiences or witnesses sexual harassment can address a written complaint to a member of the Anti-Sexual Harassment Committee. The committee is committed to handling each case with sensitivity, confidentiality, and a focus on resolving the matter in a timely and fair manner.

Sr. No.	Name	Designation	Position
1.	Dr. Tripuraneni Jaggaiah	Director	Chairperson
2.	Dr. N. Gurunatha Naidu	Professor	Member Secretary
3.	Dr .G N Nagaraja	Professor	Member
4.	Chandrakala	Assistant Professor	Member
5.	Mangala V Reddy	Assistant Professor	Member
6.	Dr. Samiya Mubeen	Assistant Professor	Member
7.	Dr. Rubeena Khaliq	Assistant Professor	Member
8.	Munianjannappa	External Member	External Member
9.	Sravan Kumar Manda	Student	Member

Any staff having any specific grievance concerned with their Academic / Administration activity can address his problem to the Department of HR in writing through the concerned Department Head. Their grievances are routed through to the Principal/Director Genuine grievances of the staff will be considered and remedial measures taken by the authorities.

#### **Suggestion System:**

The staff members are encouraged to post any suggestion pertaining to improvement in institutional matters and issues. These suggestions can be submitted in writing to the Principal/Director in a sealed envelope. If any staff does not want his name to be identified, he can do so in order to protect his identity.

#### **Women's Grievances Redressal Cell:**

This Cell is meant to address the grievances encountered by women staff in the work place. The Chairperson of the Cell will be appointed by the Institution.

#### **Objectives:**

1. Create awareness on equal opportunity for women, which will ultimately lead to an improved attitude and admirable behavior.
2. Bring about attitudinal and behavioral changes in the teenage female youth of the Institution.
3. Provide a working/living harassment-free atmosphere by identifying the responsibility on the persons concerned for ensuring equal treatment of women and acknowledgement of women participation in all areas.

4. Conduct programs for ladies to empower them financially, emotionally, mentally and physically.
5. Deal appropriately with reported cases of sexual harassment, abuse or discrimination.
6. Initiate action against particular grievances in respect of unfair treatment due to gender bias.

### Appeals and Review

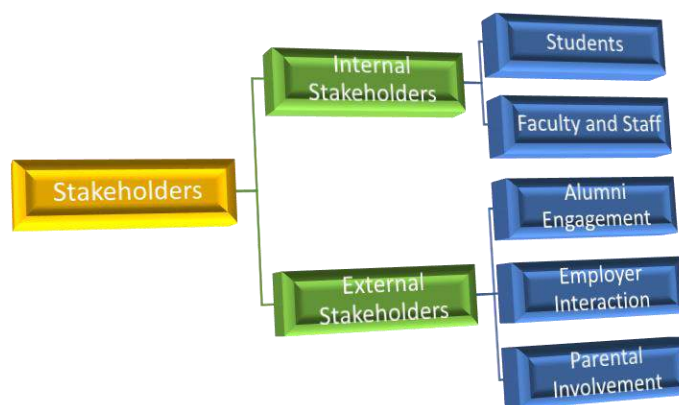
The staff member of the College is welcome to submit their appeals or grievances if any to the Principal/Director/Management for review and Redressal on any of the above

**The decision of Principal/Director will be final on all such appeal and review.**

No	Name	Designation	Position
1.	Dr. Samiya Mubeen	Assistant Professor	Coordinator
2.	Mrs. Alka Gupta Saraf	Assistant Professor	Member
3.	Ms. Akriti Gupta	Assistant Professor	Member
4.	Mrs. Mangala V Reddy	Assistant Professor	Member
5.	Dr. Uma Devi	Associate Professor	Member
6.	Mrs. Archana	Assistant Professor	Member
7.	Mrs. Trupti Suryawanshi	Assistant Professor	Member

#### 2.1.3.2 Transparency (5)

International Institute of Business Study (IIBS) is committed to transparency and excellence in education. This Self-Study Report (SSR) outlines the institute's efforts in ensuring openness and adherence to its vision and mission.



#### 1. Induction and Orientation Program:

- IIBS conducts an inclusive induction and orientation program, fostering student familiarity with the institute's vision and mission.

- The program includes interactive sessions to ensure a holistic understanding of IIBS's core values.
2. Director's Address:
    - Regular addresses by the Director at the beginning of each term reinforce the institute's vision and mission, emphasizing their significance in the academic journey.
  3. Student's Handbook:
    - A comprehensive Student's Handbook is provided, prominently featuring the institute's vision, mission, and core objectives for easy reference.

**Faculty and Staff:**

1. Staff Orientation Program:
  - New faculty and staff undergo a detailed orientation program that emphasizes the institute's vision and mission, ensuring alignment with institutional values.
2. Employee Handbook:
  - An Employee Handbook is provided to all faculty and staff, outlining IIBS's vision and mission, serving as a reference guide for professional conduct.
3. Attendance Register:
  - Maintenance of an attendance register is a routine process, promoting a culture of accountability and adherence to the institute's principles.

**External Stakeholders:**

1. Alumni Engagement:
  - Periodic dissemination of the institute's vision and mission during alumni meets ensures ongoing engagement and alignment with the institute's objectives.
2. Employer Interaction:
  - Placement brochures featuring the institute's vision and mission are provided to employers, ensuring visibility during corporate interactions.
3. Parental Involvement:
  - Parental involvement during induction programs is a key strategy to sensitize them to the institute's vision, mission, and PEOs.

**General Transparency Measures:**

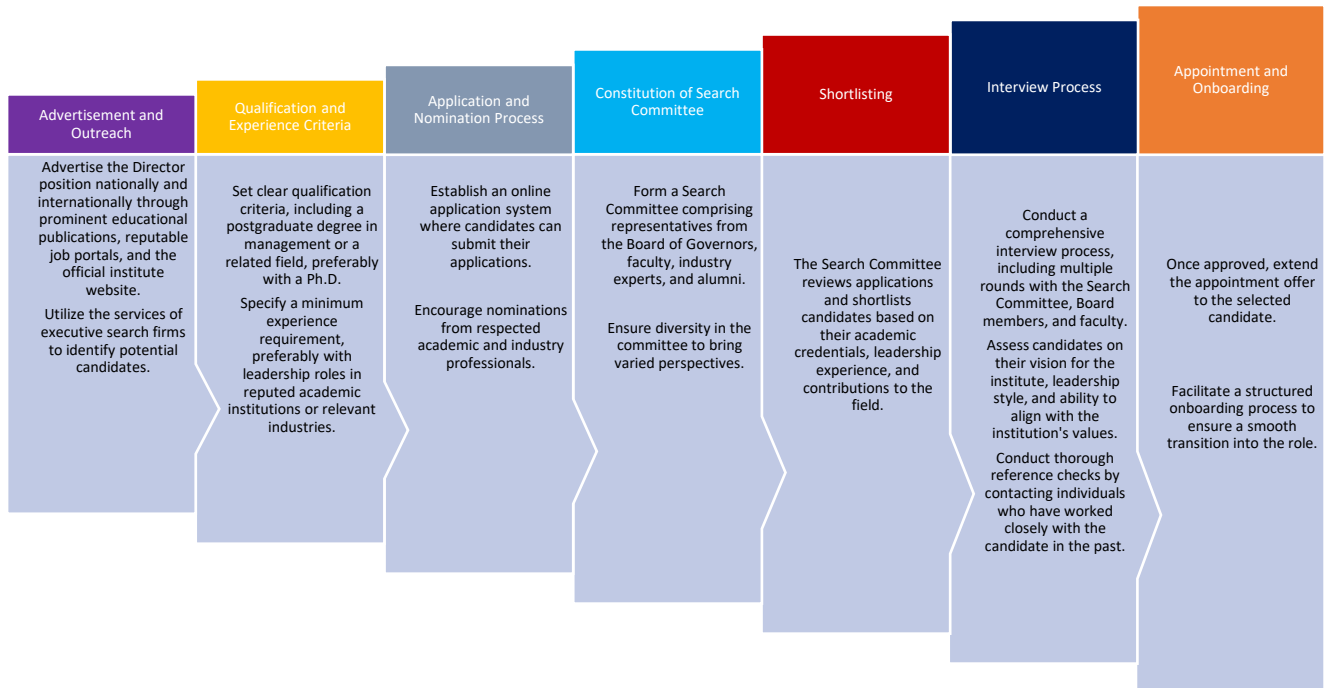
1. Online Information:
  - All relevant information, including policies, rules, and processes, is available on the institute's website, promoting transparency.
2. Manuals and Brochures:
  - Copies of policies/manuals are shared with faculty, staff, and students during onboarding, ensuring clarity on rules and regulations.
3. Anti-Ragging Policies:
  - Anti-ragging policies are prominently displayed on websites and across campus through visible banners.
4. Orientation Workshops:
  - Workshops during orientation programs educate stakeholders about rules, regulations, and policies, fostering a culture of compliance.
5. Admission Information:
  - Clear information on admission policies and procedures is disseminated through the institute's website, ensuring transparency.

IIBS's commitment to transparency is evident through these initiatives, creating an environment where stakeholders are well-informed (all stakeholders are issued manuals) and aligned with the institute's vision and mission.

**2.1.3.3 Leader and Faculty selection process (5)**

At the Indian Institute of Business Study (IIBS), a transparent faculty selection process is implemented to ensure the recruitment of high-quality educators, fostering excellence in teaching and learning.

**Leader selection process**

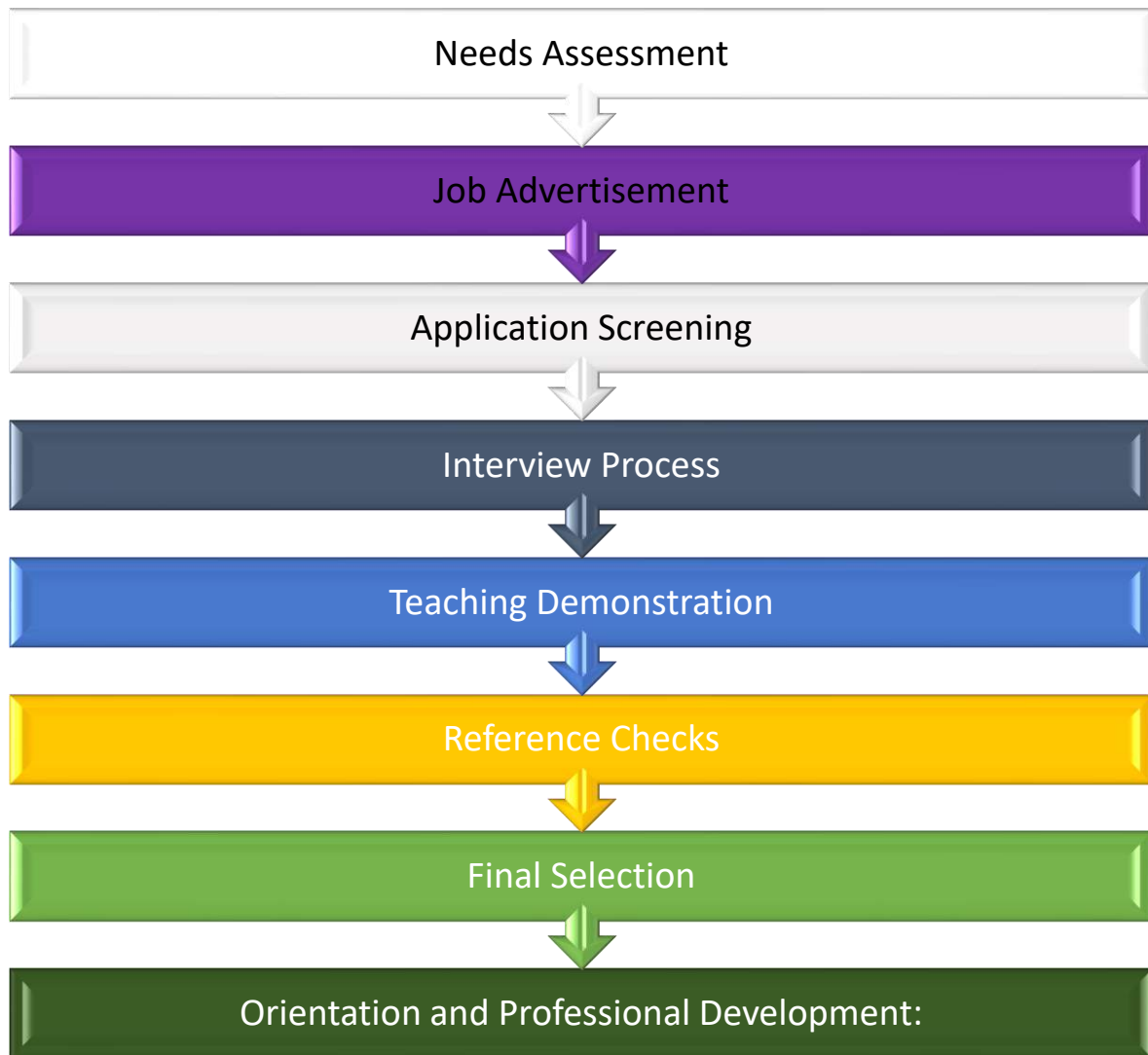


### Faculty selection process

The institute adheres to AICTE norms for faculty recruitment, including positions such as Professor, Associate Professor, and Assistant Professor. The recruitment information is widely publicized through newspapers, as well as on the institute's website. Additionally, employee references and associates are utilized for broader outreach.

The approval of the Board is required for the selection of the Director and coordinators play a crucial role in approving faculty appointments. When appointing faculty members, the institute considers factors such as teaching experience, industry exposure, and other relevant credentials. Demo classes are mandatory for faculty positions, and candidates are required to bring educational credentials, experience certificates, and pay slips for verification. Following successful interviews, the HR department conducts reference checks, background verification, and document verification before extending the appointment letter.

Joining formalities include the submission of relevant documents specified by HR. Employees typically undergo a probationary period of one year, subject to management discretion based on the situation. Throughout this period, employee performance is closely monitored.

**Faculty selection Process****Selection Process:****1. Needs Assessment:**

- Identify the academic and industry expertise required based on the PGDM program's curriculum.
- Assess the specific skills and qualifications needed for each faculty position.

**2. Job Advertisement:**

- Create a detailed job advertisement specifying the roles, responsibilities, and qualifications required.
- Promote the job opening through various channels, including academic websites, professional networks, and social media.

**3. Application Screening:**

- Review applications to ensure they meet the minimum qualifications and experience requirements.
- Shortlist candidates based on their academic achievements, teaching experience, and industry exposure.
- Evaluate the candidate's industry connections, practical experience, and the ability to bridge academic and industry perspectives.
- Consider the candidate's research background, publications, and contributions to their field. Look for a balance between practical industry experience and scholarly activities.

**4. Interview Process:**

- Conduct a preliminary interview to assess the candidate's communication skills, teaching philosophy, and understanding of the subject matter.
- Assess the candidate's ability to integrate real-world examples into teaching and adapt to a dynamic educational environment.

**5. Teaching Demonstration:**

- Request short teaching demonstrations to evaluate the candidate's teaching style, classroom management, and ability to engage students.
- Assess the use of innovative teaching methodologies and technologies.

**6. Peer Review:**

- Involve current faculty members in the interview process to get their perspective on the candidate's compatibility with the department and teaching philosophy.
- Encourage peer feedback on the candidate's potential contribution to the college's academic community.

**7. Reference Checks:**

- Conduct thorough reference checks to verify the candidate's qualifications, teaching effectiveness, and professional conduct.
- Contact previous employers, colleagues, and mentors for insights.

**8. Diversity and Inclusivity:**

- Encourage diversity in the faculty selection process, considering candidates from various backgrounds and experiences.
- Ensure a fair and unbiased selection process.

**9. Final Selection:**



- Based on the assessments, select candidates who align with the college's mission, values, and commitment to academic excellence.
- Communicate clearly with the selected candidates regarding their roles, responsibilities, and expectations.

#### **10. Orientation and Professional Development:**

- Provide comprehensive orientation for new faculty members.
- Offer ongoing professional development opportunities to enhance teaching skills and stay updated on industry trends.

### **SELECTION & APPOINTMENT POLICY**

Selection of staff is one of the most strategic and significant determinants of whether an Institution will succeed or fail. It is vital to ensure that the following policy is implemented throughout the Institution.

The Selection and Appointment Policy is based on the following principles:

We recruit the best talent available based STRICTLY on merit.

Where possible we promote from within the Institution to provide career opportunities for our existing staff, who possess requisite qualification / experience.

We do not employ direct relatives of current employees in the same department, unless prior written permission is obtained from the authorities concerned.

We do not re-hire staff who have been terminated with a cause by the Institution succumb to any pressure that can result in compromising the quality of staff to be hired.

#### **1. SELECTION / APPOINTMENT**

1.1. All appointments of employees will be made in writing by the Appointing Authority for different cadres and classification of employees.

1.2. Appointment of employees shall be made by the Appointing Authority on the basis of the choice of applicants made

1.3. Recruitment of employees shall be made from one or more of the following sources:

(a) Direct recruitment from outside through open advertisement in the media prescribing qualifications, experience,

etc., subject to the guidelines issued from time to time.

(b) Promotion of existing employees from the lower cadres as per Promotion Policy.

(c) From any other source as determined by the Appointing Authority.

1.4. Each staff should serve for at least a minimum period of one academic year or as per the conditions terms and mentioned in his Appointment Order.

1.5 **Minimum Qualification for each Teaching Post:**

1. **Assistant Professor: (A.P – I)**

Qualification	Experience
First Class Degree either in Bachelors and in Master Degree in MBA / M. Com/MCA/MSc/MA M Phil. PhD.	0 – 5 years

2. **Assistant Professor (Senior Scale): (A.P – II)**

Qualification	Experience
First Class Degree either in Bachelors or in Master Degree in MBA /MA/MSc/ MCOM/MCA & M Phil. PhD.	5 years
First Class M Phil with MBA / MCom/MCA	7 years
PhD in With MBA / MCom/MCA	0 – 5 years

3. **Assistant Professor (Selection Grade) :(A.P III)**

Qualification	Experience
First Class Master Degree MSc/MA English /MBA / MCom/MCA & M Phil.	10 years
PhD MBA / MCom/MCA/MA	Fresh
M Phil. (MBA / MCom/MCA/MA)	12 years
PhD in M Phil (MBA / MCom/MCA/MA),	5 years

4. **Associate Professor:**

Qualification	Experience
PhD Degree with first class in Master's Degree in MBA / MCom/MCA/MA/MSc/MA English	5 years
First Class master's degree in MBA / MCom/MCA/MA + PhD Registration / Completion of Course Work and Publication of 1 International Journal	15 years
PhD Degree with first class Master's Degree in MBA / MCom/MCA/MA	12 years



5. **Professor:**

Qualification	Experience
PhD Degree with first class Master's MBA / MCom/MCA/MSc/MA	10 years of teaching / research / industry experience out of which 5 years as Associate Professor.
PhD Degree with first class Master's Degree in MBA/ MCom / MCA	17 years' experience

6. **Adjunct Faculty:**

Qualification	Experience
Candidate for Adjunct Faculty from industry should have Relevant professional qualification (as applicable to regular faculty)	<ul style="list-style-type: none"> <li>➤ 10 – 15 years of experience from industry / organization satisfying the following norms –</li> <li>➤ Teaching and research organizations of State/ Central Government Institutions / Universities;</li> <li>➤ Central and State Public Sector Undertakings</li> </ul>
	➤ (PSUs);
	➤ Reputed Industries;
	<ul style="list-style-type: none"> <li>➤ Civil Servants (IAS / IPS / officials from Central and Provincial Services) and professionals and officials from professional councils;</li> <li>➤ NRIs and PIOs working with reputed overseas academic, research and industrial organizations or having a demonstrated interest in Indian issues.</li> </ul>

1.6 **Counting of Experience for appointment / promotion:**

Experience	Weightage
Teaching experience in Universities / Management Institutions / Reputed Industries / Overseas Experience	Actual experience (100%)
Teaching experience in UG & PG / Arts & Management College / Private Institutes / Schools / General Industry	Half of the Actual experience (50%) – however in certain meritorious cases, 100% weightage was given as last year
Part time / Visiting Employment	One-fourth of the Actual Experience (25%)

**For the purpose of calculation of experience, documentary evidence such as Appointment Order / Relieving Order and Experience Certificate is mandatory. Principal / HR Department will decide on the actual experience taking into account the proof submitted. Only completed year of service will be taken into account for the purpose of salary fixation – if a person has 6.10 years’ experience, it will be construed as 6 years’ experience only. However, in certain cases, the 10-month experience was considered as one full year and full weightage would be given for Industry / other teaching experience.**

**Selection of Teaching and Non-Teaching Employees:**

**(a) Mode of Selection of Regular Faculty:**

Direct recruitment to all cadres is based strictly on merit. In all the cases, the following procedures are followed-

- (i) At the end of each semester, the coordinator reviews the staff position in their departments and prepare a manpower requirement list.
- (ii) The manpower requirement list is presented to the Director/ Principal
- (iii) The Director/ Principal discusses the requirement in the faculty’s meeting and finalize the decision, taking into account the increase in in-take / new course / staff leaving, etc.
- (iv) The manpower requirement list is forwarded to the Management Team for approval. After the approval, advertisements are released in the leading newspapers and online portals.
- (v) The applications received are duly scrutinized.
- (vi) Letters of intimation are sent to the Selection Committee members for attending the Selection process.
- (vii) Shortlisted applicants are intimated to attend the interview on a specified date and time.
- (viii) The choice is made by the Selection Committee after interviewing the eligible candidates for a considerable period of time. A test may be conducted, if required.
- (ix) The Selection Committee finalizes the selection of candidates,
- (x) The selected candidates will be given the Offer of Appointment by the Department of HR, subject to the submission of the candidate’s degree certificate in the original.
- (xi) Candidates sign the duplicate copy of the Offer of Appointment and submit their degree original certificate as a token of acceptance of the offer.
- (xii) Upon joining, the selected candidates are issued with the Appointment Order and are requested to fill in the Joining Report which is signed by their respective Coordinator,

Department of HR and the Director/Principal in the prescribed format along with the following enclosures:

- (a) Certificate of physical fitness.
- (b) Relieving letter from the previous employer, if any.
- (c) Evidence of date of birth / proof of age.
- (d) Highest original certificate of qualification and experience, with one set of the copies of these certificates, duly attested.
- (e) Publication copies / copies of participation certificates.
- (f) Three copies of the candidate's color photograph.
- (g) Aadhaar Card Copy / PAN Card Copy / Residence Proof; (h) Highest Original Degree Certificate, if not submitted earlier.
- (i) Any other documents specified by the Director/Principal.

**Note:** Evidence of Date of Birth / Proof of Age: Every employee at the time of reporting to duty should give a certificate / declaration of the date of birth supported by any one of the following:

- (a) Certified extract from Register of Births and Deaths.
- (b) School Leaving Certificate / Matriculation Certificate;
- (c) PAN Card / Aadhar Card; and
- (d) Passport

The age of the employee, verified with reference to any of the above shall be the sole evidence of the age of the employee for all purposes including appointment and retirement.

(xiii) The applications of other candidates, who could not be selected due to lack of vacancies, will be filed separately as "Wait Listed".

As and when required and depending on emergency / exigency situations, adhoc appointments are made on contract basis for specified periods.

**(b) Composition of Selection Committee:**

1. Every Selection Committee shall consist of the following members:

For appointment of Professors:

- Chairman
- Director
- Principal

- Chief HR Officer
- External Expert

For appointment of Associate Professor and, Assistant Professor

- Chairman
- Director
- Principal
- Chief HR Officer
- External Expert

2. The meetings of the Selection Committees shall be convened by the Chairman of the Selection Committee as and when necessary.

**(c) Mode of Selection of Technical / Non-Teaching staff:**

All positions are advertised in the press / on-line portals. After the applications received, the eligible scrutiny candidates are shortlisted and intimated to appear for the Selection Committee consists of the following.

- Chairman
- Director
- Principal
- Chief HR Officer
- External Expert

**POST SELECTION PROCESS**

**Procedure:**

The selected candidate who received the Offer letter should report for duty to the Director/Principal on the specified date, as mentioned in the offer letter.

The Joining Report and the Letter of Undertaking (if required) have to be filled up by the staff. PAN Card / Aadhaar Card / Proof of Residence details should be furnished by the staff member and a copy of the same to be submitted at the time of joining.

Each staff member is required to open a Bank account with the Bank for the purpose of crediting their monthly salary. The ATM Card is also issued to the staff members for collecting their salary.

The Appointment Order will be issued by the Department to the newly joined staff who has to execute the service contract if required.

The coordinator will brief the newly joined staff about the department formalities and the workload.

Email ID will be created for the staff by the ERP Team within a week's time.

Identity Card will be provided for each staff. Library utilization form needs to be filled up by the newly joined faculty and they will be provided with a Library ID Card for utilizing the library resource

Induction program will be organized by the Department on the subsequent week to explain the rules and regulations of the Institution. The Induction kit will also be provided with all details.

Visiting cards for the senior staff will be provided in the specified format in the subsequent week.

### **Records of Service – Staff Personal File**

A Staff Personal File for keeping the record of service of staff shall be maintained by Human Resources (HR) Department in respect of each employee of the Institution.

The Personal File will also contain the correct address, the date of appointment, consolidated pay / the scale of pay on which he was appointed, the increments given from time to time, leave availed of, transfer, promotions, suspensions, punishments, dismissal, etc., The file shall be open immediately when an employee reports for duty.

Any change in the address should be intimated immediately by the employee.

All activities of an employee in his official position shall be recorded in this file, which will be maintained by the Department.

### **Identity Card**

Every employee shall be given an identity card, appropriate to his classification and shall wear it while on duty and on being required to do so, show it to the person authorized by the Chairman. The ID card should be worn with the lanyard by all the staff during the working hours and during the travel time in the Institution bus.

The Identity Card shall carry the Photo of the employee, Name, Employee No., Designation, Department, Date of Birth, Blood Group, Contact No., and Residential Address. The said identity card shall be issued duly signed by the authority concerned.

If the employee loses the identity card, the Institution shall provide him with another ID card on payment of the requisite fee of Rs.200.

When an employee ceases to be in employment of the Institution, he shall surrender his ID card to the Department before his accounts are settled.



## 2.2. Financial Resources (40)

### 2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level (40)

Financial Year	Fee Received	Grant Received from Govt.	Other Sources & Bank Interest	Total Income
2021-22	1,35,72,689	-	15,01,412	<b>1,50,74,101</b>
2022-23	4,47,98,022	-	5,76,156	<b>5,53,74,178</b>
2023-24(Provisional)	12,39,90,028	-	50,42,751	<b>12,90,32,779</b>

#### 2.2.1.1 Adequacy of budget allocation (15)

IIBS has a steadfast commitment to fostering the overall development of students, faculty, and staff, aligning with the institute's mission. Emphasis is placed on delivering high-quality education supported by smart technology and robust knowledge resources. The management consistently advocates for the grooming of socially responsible business leaders without compromising on educational standards.

Budgetary allocations for various departments are meticulously evaluated, with funds earmarked well in advance for respective activities. Over the past four years, significant provisions have been made for infrastructure enhancements, staff salaries, library expansions, research endeavors, academic conferences, computer lab upgrades, and maintenance and repair initiatives. Key budgetary provisions include the expansion of hostel facilities, restroom amenities, reading rooms, and admission office improvements.

These budget allocations underscore the management's prioritization of institutional development and upkeep, ensuring that IIBS maintains its standards of excellence in all aspects of its operations.

Head of expenditure	Item of expenditure	Budgeted in CFT 2023-24	Budgeted in CFT 2023-24	Budgeted in CFT 2023-24	Actual Expense in CFT 2023-24	Actual Expense in CFT 2023-24	Actual Expense in CFT 2023-24
Other Expenses	Teaching and Non-Teaching staff Salary	2,21,22,505	1,81,57,804	37,40,608	2,10,69,850	86,74,394	35,71,105
College - Campus Expenses	Reent - College Building & Ground	1,05,108	80,304	1,65,812	1,00,171	81,377	1,58,488
Hostel & Student Related Expenses	Reent - Hostel Building	30,74,278	19,51,681	8,50,875	35,87,287	18,10,816	7,96,181
Hostel & Student Related Expenses	Student Uniforms	9,87,477	7,21,328	1,26,408	8,54,870	6,56,842	2,96,617
Hostel & Student Related Expenses	Recreational Activities	21,85,209	3,80,864	11,788	29,86,827	3,51,349	10,716
Hostel & Student Related Expenses	Student Welfare	2,81,887	4,79,771	36,325	2,56,352	4,36,355	16,841
Hostel & Student Related Expenses	Conferences & Seminars	2,02,388	11,874	1,808	1,83,880	10,613	587
Hostel & Student Related Expenses	Training & Development	1,31,818	47,872	70,986	1,01,466	41,611	35,008
Other Expenses	Electricity Charges	7,21,368	4,86,712	1,80,214	6,55,785	3,80,684	1,00,204
Other Expenses	House Keeping	2,24,718	86,828	11,306	2,04,282	84,571	40,278
Other Expenses	Office Expenses	11,85,557	7,41,402	3,78,878	11,72,115	7,27,845	2,72,628
Other Expenses	Printing & Stationery	12,36,582	6,89,618	1,88,811	11,26,465	6,47,823	1,70,825
Other Expenses	Repairs & Maintenance	26,37,344	9,46,114	1,85,773	27,02,139	9,81,888	2,72,165
Other Expenses	Telephone & Internet	67,683	4,31,323	71,854	57,894	1,81,285	60,722
Other Expenses	Water Charges	35,483	8,817	3,142	32,237	8,852	2,856
<b>Total</b>		<b>5,28,28,896</b>	<b>1,76,82,396</b>	<b>64,60,678</b>	<b>4,94,19,886</b>	<b>1,60,82,814</b>	<b>88,73,236</b>

**2.2.1.2 Utilization of allocated funds (15)**

At IIBS, budget allocations are widely distributed across key areas to support infrastructure development, student training, faculty enhancement, and research activities. A significant portion is directed towards modernizing classrooms, laboratories, and academic spaces, ensuring a conducive learning environment. Funds are also allocated for student training programs, including workshops, seminars, and industry visits to enhance employability. Faculty development initiatives and research support receive considerable attention, promoting continuous learning and scholarly pursuits among staff. Additionally, investments in library and IT infrastructure upgrades enhance academic resources and teaching methodologies. Resources are also dedicated to student-centric activities like placement assistance, sports, and cultural events, enriching the overall student experience. This prudent allocation underscores IIBS's commitment to academic excellence and holistic development.

S.no	Financial year	Budget Allocation Rs.	Actual Expenses Rs.	Adequacy
1	2023-24	5,39,20,995	4,90,19,086	Yes
2	2022-23	1,76,92,195	1,60,83,814	Yes
3	2021-22	64,60,670	58,73,336	Yes

**2.2.1.3. Availability of the Audited Statements on The Institute's Websites (10)**

[IIBS Bangalore: PGDM College in Bangalore - Top Business Management in India \(iibsonline.com\)](http://iibsonline.com)

<b>CRITERION 3</b>	<b>Program Outcomes &amp; Course Outcomes</b>	<b>100</b>
SELF ASSESMENT MARKS		<b>94</b>

### 3.1.A The Program Outcomes

After successful completion of the program, the graduates will be able to :

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop value-based leadership ability.
PO 4	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
PO 6	Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.
PO 7	Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.
PO 8	Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage

### PROGRAM SPECIFIC OUTCOMES (PSO)

After successful completion of the program the graduates will be able to:

PSO1	Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.
PSO2	Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems
PSO3	Demonstrate the practice of professional ethics and standards for societal and environmental well-being.

### 3.1. Attainment of Program Outcomes (PO's) (50)

Course Code	Title	P O 1	P O 2	P O 3	P O 4	P O 5	P O 6	P O 7	P O 8	P O 9	PS O- 1	PS O- 2	PS O- 3
PGDC1 01	MANAGERIAL ECONOMICS (MICRO)	3	3	2	1	2	1	3	3	2	3	3	3
PGDC1 02	ORGANIZATIONAL BEHAVIOUR	3	3	2	3	2	1	2	3	2	3	3	3

PGDC1 03	FINANCIAL STATEMENTS, ANALYSIS & REPORTING	3	3	2	1	3	1	2	1	2	3	3	3
PGDC1 04	BUSINESS STATISTICS & ANALYTICS FOR DECISION	3	3	2	1	2	1	2	2	2	3	3	3
PGDC1 05	OPERATIONS MANAGEMENT	3	3	2	1	2	1	2	2	2	3	3	3
PGDC1 06	BUSINESS COMMUNICATION	3	2	2	3	2	1	2	2	2	3	3	3
PGDC2 01	HUMAN RESOURCE MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDC2 02	MARKETING MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDC2 03	CORPORATE FINANCE	3	3	2	1	3	1	2	1	2	3	3	3
PGDC2 04	MANAGERIAL ECONOMICS (MACRO)	3	3	2	1	2	1	3	3	2	3	3	3
PGDC2 05	QUANTITATIVE TECHNIQUES	3	3	2	1	2	1	2	2	2	3	3	3
PGDC2 06	COMPUTER APPLICATIONS FOR BUSINESS	3	2	2	1	2	1	2	2	3	3	3	3
PGDC3 01	BUSINESS RESEARCH METHODS	3	3	3	3	3	3	3	3	3	3	3	3
PGDC3 02	INDIAN FINANCIAL SYSTEM & FINANCIAL MARKETS	3	3	2	1	3	1	2	1	2	3	3	3
PGDC3 03	ORGANISATIONAL CHANGE & DEVELOPMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDC3 04	ENTREPRENEURSHIP	3	3	2	1	2	1	2	2	2	3	3	3
PGDC3 05	LEGAL & BUSINESS ENVIRONMENT	3	2	2	1	2	1	2	2	3	3	3	3
PGDC3 06	CORPORATE STRATEGY & SOCIAL RESPONSIBILITY	3	2	2	1	2	1	2	2	3	3	3	3
PGDF	MANAGING BANKS	3	3	2	1	3	1	2	1	2	3	3	3

N411	& FINANCIAL INSTITUTIONS												
PGDF N412	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N413	CORPORATE ANALYSIS AND VALUATION	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N414	PROJECT APPRAISAL PLANNING AND CONTROL	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N415	BEHAVIOURAL FINANCE	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N416	CORPORATE TAXATION AND FINANCIAL PLANNING	3	3	2	1	3	1	2	1	2	3	3	3
PGDM K421	DIGITAL MARKETING	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K422	INTEGRATED MARKETING COMMUNICATION	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K423	CONSUMER BEHAVIOUR	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K424	SERVICES MARKETING	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K425	RETAIL MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K426	STRATEGIC BRAND MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDH R431	PERFORMANCE MANAGEMENT SYSTEM	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R432	ORGANISATIONAL DEVELOPMENT & CHANGE MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R433	TALENT & KNOWLEDGE MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R434	EMPLOYEE RELATIONS	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R435	COMPENSATION MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3

PGDH R436	MANPOWER PLANNING & RECRUITMENT SELECTION	3	3	2	3	2	1	2	3	2	3	3	3
PGDB A441	BUSINESS INTELLIGENCE	3	3	2	1	2	3	2	1	3	3	3	3
PGDB A442	PREDICTIVE ANALYTICS USING R	3	3	2	1	2	3	2	1	3	3	3	3
PGDB A443	DATA WAREHOUSING & DATA MINING	3	3	2	1	2	3	2	1	3	3	3	3
PGDF N511	CORPORATE TAXATION FOR MANAGERS	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N512	INTERNATIONAL FINANCIAL MANAGEMENT	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N513	GLOBAL CAPITAL MARKETS	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N514	MERGERS ACQUISITION & RE STRUCTURING	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N515	FINANCIAL ENGINEERING	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N516	DERIVATIVE MANAGEMENT	3	3	2	1	3	1	2	1	2	3	3	3
PGDF N517	FINANCIAL MODELLING	3	3	2	1	3	1	2	1	2	3	3	3
PGDM K521	B2B MARKETING	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K522	MARKET RESEARCH	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K523	INTERNATIONAL MARKETING	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K524	CUSTOMER RELATIONSHIP MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K525	PRODUCT & BRAND MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K526	SALES & DISTRIBUTION MANAGEMENT	3	3	2	3	3	2	3	3	2	3	3	3
PGDM K527	RURAL MARKETING	3	3	2	3	3	2	3	3	2	3	3	3
PGDH	SHRM	3	3	2	3	2	1	2	3	2	3	3	3

R531													
PGDH R532	INDUSTRIAL RELATIONS & COLLECTIVE BARGAINING	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R533	TRAINING & DEVELOPMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R534	SOCIAL MEDIA & HRM	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R535	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R536	HR METRICS & ANALYTICS	3	3	2	3	2	1	2	3	2	3	3	3
PGDH R537	CROSS CULTURE & FUNCTIONAL MANAGEMENT	3	3	2	3	2	1	2	3	2	3	3	3
PGDB A541	BIG DATA ANALYTICS	3	3	2	1	2	3	2	1	3	3	3	3
PGDB A542	DATA VISUALISATION USING TABLEAU	3	3	2	1	2	3	2	1	3	3	3	3
PGDB A543	EMERGING TECHNOLOGIES IN ANALYTICS	3	3	2	1	2	3	2	1	3	3	3	3

### 3.1.1. Course Outcomes (COs) (5)

**Subject: Managerial Economics (Micro); Course Code: PGDC101; Batch: 2022-24; Academic Year 2022-23**

CO1: Acquire conceptual knowledge of basics of economics and economic principles.

CO2: Understand the demand determinants which influence the decisions taken by corporate.

CO3: Comprehend the concepts related to demand and supply elasticity.

CO4: Analyse the various market structure related to the price determination in each stream of market structure.

CO5: Equip with the knowledge of factor pricing, factor market and various theories of interest and investment decisions.

**Subject: QUANTITATIVE TECHNIQUES; Course Code: PGDC205; Batch: 2022-24; Academic Year 2022-23**

CO1. Describe the basic tools of Operations research in solving the management problems using mathematical approach for decision making and utilize linear programming methods and various types of OR models for decision making.

CO2. Explain and utilize transportation model and various methods for finding initial feasible solution for decision making.

CO3 : Apply the knowledge and skills on decision in assignment problem solving .

CO4. Analyse and apply the knowledge and skills on decision and queuing theory in problem solving and decision making.

CO5: Assess the strengths and limitations of different OR models and methods, selecting and adapting appropriate techniques to address specific management challenges effectively.

**Subject: Corporate Strategy & Social Responsibility; Course Code: PGDC304; Batch: 2022-24; Academic Year 2022-23**

CO1: Understand the key components of strategic vision and mission statements, including company goals, philosophy, and strategic hierarchy.

CO2: Explain the concept of corporate strategy and its significance in guiding organizational decisions and actions.

CO3: Utilize strategic frameworks, such as the balanced scorecard and CSR theories, to develop actionable strategies aligned with organizational goals and objectives.

CO4: Analyze the impact of corporate social responsibility (CSR) on organizational performance and stakeholder relationships, critically evaluating current trends and opportunities in CSR.

CO5: Create comprehensive strategic plans that integrate strategic vision, objectives, and strategies into a cohesive framework aligned with organizational goals, values, and stakeholder expectations.

**Subject: Sales & Distribution Management; PGDMK405; Batch: 2022-24; Academic Year 2023-24**

CO1. Understand the fundamentals of how consumer behavior influences sales and distribution strategies. Summarize the factors affecting purchasing decisions and post-purchase behavior.

CO2. Apply knowledge to develop effective sales strategies for diverse products and markets and utilize segmentation and targeting principles in designing sales approaches.

CO3 Analyze and optimize distribution channels for enhanced product availability.

CO4 Evaluate the advantages and disadvantages of various distribution strategies.

CO5. Evaluate the effectiveness of customer relationship management and customer retention strategies.

**Subject: Business Intelligence; PGDBA 431 ; Batch: 2022-24; Academic Year 2023-24**

CO1. Define the concept of Business Intelligence. Recall key components and technologies associated with Business Intelligence.

CO2. Explain the significance of Business Intelligence in modern business environments.

CO3 : Design and implement a data warehouse architecture. Utilize data modelling techniques for effective storage and retrieval of business data..

CO4. Apply statistical and analytical methods to extract meaningful insights from business data.



Evaluate and choose appropriate ETL tools for specific business scenarios.  
CO5: Assess the impact of BI on organizational decision-making and strategy. Evaluate the effectiveness of data governance in a BI context.

**Subject: Performance Management System; PGDHR 421 , Batch: 2022-24; Academic Year 2023-24**

CO1. Explain the objectives and benefits of performance management systems. Summarize the characteristics of traditional and modern performance management practices.

CO2. Apply knowledge of performance management principles to design effective performance appraisal processes. Implement feedback mechanisms and coaching strategies in performance management.

CO3 : Analyze performance data to assess individual and team performance objectively. Identify performance-related challenges and issues within an organizational context.

CO4. Evaluate the effectiveness of performance management systems in achieving organizational goals.

CO5. Assess the impact of performance feedback and coaching on employee development.

**Subject: DIGITAL MARKETING ; PGDMK411 ; Batch: 2022-24; Academic Year 2023-24**

CO1. Explain consumer behavior in the digital space. Summarize the factors influencing online purchasing decisions.

CO2. Apply skills in designing and implementing integrated digital marketing campaigns. Implement strategies for leveraging social media for brand promotion.

CO3 : Analyze the role of various digital channels in an integrated campaign. Evaluate the impact of social media on brand promotion.

CO4. Evaluate the effectiveness of SEO techniques in improving online visibility. Assess the importance of SEO in digital marketing.

CO5. Create and utilize analytics tools to measure digital marketing campaign performance.

**Subject: Agribusiness Environment and Policy ; PGDABM 441 ; Batch: 2022-24; Academic Year 2023-24**

CO1. Explain the environmental factors influencing agribusiness. Summarize the impact of climate, geography, and natural resources on agricultural practices.

CO2. Apply economic principles to analyze factors affecting agribusiness operations. Utilize market forces and pricing mechanisms in agricultural contexts.

CO3 : Analyze the impact of regulatory frameworks on agribusiness practices. Evaluate economic factors and their role in agricultural operations.

CO4. Evaluate the implications of global and local policies on agribusiness. Assess sustainability challenges and strategies in agribusiness.

CO5: Create strategies for navigating the agribusiness environment. Design approaches for risk management, innovation, and strategic planning in agribusiness.

**Subject: Supply Chain and Logistics Management; PGDOM 451, Batch: 2022-24; Academic Year 2023-24**

CO1. Summarize the importance of aligning supply chain strategies with organizational goals.  
 CO2. Apply logistics planning and optimization techniques.  
 CO3 : Evaluate the impact of logistics planning on overall supply chain performance..  
 CO4. Evaluate inventory management strategies using demand forecasting.  
 CO5: Design strategies for reducing environmental impact and improving overall sustainability.

**Subject: MANAGING BANKS & FINANCIAL INSTITUTIONS; PGDFN 401 ; Batch: 2022-24; Academic Year 2023-24**

CO1. Understand the basic functions and roles of banks and financial institutions.  
 CO2. Explain the significance of banks and financial institutions in the economy. Summarize the functions of different types of financial institutions.  
 CO3: Analyze the impact of regulatory changes on the operations of financial institutions. Evaluate the financial performance of banks using relevant analytical tools.  
 CO4. Evaluate the implications of technological advancements on financial service delivery. Critically assess the alignment of business strategies with market trends.  
 CO5: Develop customer-centric approaches to enhance relationships in the financial sector. Create strategies for leveraging technology to improve customer experience.

**Subject: RETAIL MARKETING; PGDMK512; Batch: 2022-24; Academic Year 2023-24**

**Course Outcomes:**

CO1.Explain how consumer behaviour impacts retail strategies..  
 CO2. Apply knowledge to develop effective retail strategies for different types of retail businesses.  
 CO3 Analyse the impact of pricing, assortment, and store atmosphere on retail management.  
 CO4. Evaluate inventory management and assortment planning techniques..  
 CO5.Evaluate the effectiveness of customer service strategies in improving the shopping experience.

**Subject: Agribusiness Analytics and Informatics; PGDABM 541; Batch: 2022-24; Academic Year 2023-24**

CO1: Understand the significance of Agri Informatics in modern agriculture and evaluate the role of various agriculture information systems.  
 CO2: Prepare contingent crop planning using Farm Management Systems and integrate smartphone apps and e-agriculture concepts into agricultural practices.  
 CO3: Evaluate the characteristics and applications of Artificial Neural Networks (ANN) in agriculture.  
 CO4: Apply AI and robotics technologies in agricultural scenarios.  
 CO5: Develop and use R for statistical computing in agriculture.

**Subject: CORPORATE TAXATION FOR MANAGERS; PGDFN 504; Batch: 2022-24; Academic Year 2023-24**

CO1: Acquire the basic concept of Corporate Valuation and approaches.  
 CO2: Build the analytical ability to solve and interpret Discounted Cash flow Approach, Free Cash Flow to Equity (FCFE) model, valuation of Bond, Valuation of Equity shares  
 CO3: Analyse conceptual knowledge on the relative valuation.  
 CO4: Evaluate the knowledge on methods of Cost and Benefit of a merger, exchange ratio in mergers in M&A and Restructuring.  
 CO5: Demonstrate the concept of Value Based Management and Approaches.

**Subject: Operations Research Applications; PGDOM551; Batch: 2022-24; Academic Year 2023-24**

CO1: Interpret the results of optimization models and algorithms, understanding their implications for decision-making and resource allocation in complex organizational settings.  
 CO2: Apply advanced optimization techniques to formulate and solve real-world problems across different industries and functional areas, considering constraints, objectives, and decision variables.  
 CO3: Analyze the structure and properties of optimization problems, identifying key elements such as objective functions, decision variables, and constraints.  
 CO4: Critically evaluate the validity and reliability of optimization models and solutions, considering factors such as model assumptions, data quality, and solution robustness.  
 CO5: Evaluate the performance of optimization algorithms and solution techniques, comparing their efficiency, accuracy, and scalability in addressing different problem types and sizes.

**Subject: Future Trends in Business Analysis; Batch: 2022-24; Academic Year 2023-24**

CO1: Understand the foundational principles of business analysis and its importance in organizational decision-making.  
 CO2: Understand the significance of future trends in shaping the future of BA practices and organizational strategies.  
 CO3: Apply BA techniques to identify and analyse current and emerging trends in various industries, using real-world data and case studies.  
 CO4: Evaluate the effectiveness of different BA techniques and tools in predicting and leveraging future trends, considering factors such as accuracy, efficiency, and scalability.  
 CO5: Design innovative solutions and approaches for incorporating future trends into BA practices to drive organizational growth, innovation, and competitiveness.

**Subject: Training and Development; PGDHR523 ; Batch: 2022-24; Academic Year 2023-24**

CO1. Demonstrate a comprehensive understanding of the fundamental concepts, principles, and processes associated with Training and Development.  
 CO2. Conduct a thorough training needs assessment in an organizational setting, identifying areas for improvement and aligning training programs with organizational objectives.  
 CO3. Design and develop training programs using appropriate instructional design principles and methodologies, ensuring alignment with organizational goals and objectives.  
 CO4. Evaluate and apply various approaches and techniques for training and developing human resources within an organizational context, considering the diverse needs and learning styles of individuals.

CO5. Demonstrate proficiency in utilizing tools and techniques for the evaluation of training effectiveness, including but not limited to pre and post-assessments, feedback mechanisms, and performance metrics.

**Subject: Final Project; Batch 2022 – 24; Academic Year 2023 -2024**

**CO1:** Demonstrate in-depth knowledge and understanding of the chosen project topic within the field of management.

**CO2:** Identify, analyze, and formulate complex management problems related to the project work to attain substantiated conclusions.

**CO3:** Design innovative and practical solutions to address the management issues identified in the project.

**CO4:** Undertake thorough investigation and research of the project problem to provide valid and reliable conclusions.

**CO5:** Utilize appropriate techniques, resources, and modern management tools necessary for successful project execution.

**CO6:** Apply project results to promote sustainable development within the business and society at large.

**CO7:** Understand and evaluate the impact of project results in the context of environmental sustainability and social responsibility.

**CO8:** Recognize and adhere to professional and ethical responsibilities while conducting the project work.

**CO9:** Function effectively both as an individual and as a member of a project team to achieve project objectives.

**CO10:** Develop strong communication skills, both oral and written, for preparing and presenting comprehensive project reports.

**CO11:** Demonstrate knowledge and understanding of cost and time management required for carrying out the project effectively.

**CO12:** Engage in lifelong learning to continually improve knowledge and competence in the chosen area of management.

### 3.1.2: CO-PO matrices of courses selected in 3.1.1

<b>Subject: Managerial Economics (Micro); Course Code: PGDC101; Batch: 2022-24; Academic Year 2020-21</b>											
<b>POs</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>
CO1	2	3	2	1	2	3	2	2	3	2	2
CO2	2	3	2	1	2	3	2	2	3	2	2
CO3	3	3	2	1	2	3	2	2	3	2	2
CO4	3	3	2	1	2	3	2	2	3	2	2
CO5	2	3	2	1	3	3	3	2	3	2	2
<b>Subject: QUANTITATIVE TECHNIQUES; Course Code: PGDC205; Batch: 2022-24; Academic Year 2022-23</b>											

POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	2	1	2	3	2	2	3	2	2
CO2	3	3	2	1	2	3	2	2	3	2	2
CO3	2	2	2	1	3	2	2	1	3	2	2
CO4	3	2	2	1	3	2	2	2	3	2	2
CO5	2	2	2	3	3	2	3	2	3	2	2

**Subject: Corporate Strategy & Social Responsibility; Course Code: PGDC304;  
Batch: 2022-24; Academic Year 2022-23**

POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	2	2	1	3	1	3	2	3	2	2
CO2	3	3	3	1	3	2	2	2	3	2	2
CO3	2	1	1	1	3	1	2	3	3	2	2
CO4	3	2	1	1	2	1	1	2	3	2	2
CO5	3	1	1	1	2	1	3	3	3	2	2

**Subject: Sales & Distribution Management; Course Code: PGDMK405; Batch: 2022-24; Academic Year 2022-23**

POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	3	2	1	2	2	1	3	3	2	2
CO2	3	3	2	1	2	2	2	3	3	2	2
CO3	3	3	2	1	3	3	2	2	3	2	2
CO4	3	2	2	3	3	3	2	1	3	2	2
CO5	3	3	2	1	2	3	2	3	3	2	2

**Subject: Business Intelligence; PGDBA 431; Batch: 2022-24; Academic Year 2023-24**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
CO1	3	3	2	2	2	2	2	2	3	2	2
CO2	3	3	3	2	2	2	2	2	3	2	2
CO3	3	3	3	2	2	2	2	2	3	2	2

C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: Performance Management System; PGDHR 421 , Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	3	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: DIGITAL MARKETING ; PGDMK411 ; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	3	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: Agribusiness Environment and Policy ; PGDABM 441 ; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C	3	3	2	3	2	3	2	2	3	2	2

O4											
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: Supply Chain and Logistics Management; PGDOM 451, Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: MANAGING BANKS &amp; FINANCIAL INSTITUTIONS ; PGDFN 401 ; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: RETAIL MARKETING; PGDMK512; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2

C O5	3	3	2	2	3	2	2	2	3	2	2
<b>Subject: Agribusiness Analytics and Informatics; PGDABM 541; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C O4	3	3	2	3	2	3	2	2	3	2	2
C O5	3	3	2	2	3	2	2	2	3	2	2
C O6	3	3	2	2	2	2	2	2	3	2	2
<b>Subject: CORPORATE TAXATION FOR MANAGERS; PGDFN 504 ; Batch: 2022- 24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	2	2	2	2	2	2	3	2	2
C O3	3	3	2	2	2	2	2	2	3	2	2
C O4	3	3	2	2	2	2	2	2	3	2	2
C O5	3	3	2	2	2	2	2	2	3	2	2
<b>Subject: Operations Research Applications; PGDOM551; Batch: 2022-24; Academic Year 2023-24</b>											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3
C O1	3	3	2	2	2	2	2	2	3	2	2
C O2	3	3	3	2	2	2	2	2	3	2	2
C O3	3	3	3	2	2	2	2	2	3	2	2
C	3	3	2	2	2	2	2	2	3	2	2



O4												
C O5	3	3	2	2	2	2	2	2	2	3	2	2
<b>Subject: Future Trends in Business Analysis; Batch: 2022-24; Academic Year 2023-24</b>												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3	
C O1	3	3	2	2	2	2	2	2	3	2	2	
C O2	3	3	3	2	2	2	2	2	3	2	2	
C O3	3	3	2	2	2	2	2	2	3	2	2	
C O4	3	3	2	3	2	3	2	2	3	2	2	
C O5	3	3	2	2	2	2	2	2	3	2	2	
<b>Subject: Training and Development ; PGDHR523 ; Batch: 2022-24; Academic Year 2023-24</b>												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3	
C O1	3	3	2	2	2	2	2	2	3	2	2	
C O2	3	3	3	2	2	2	2	2	3	2	2	
C O3	3	3	3	2	2	2	2	2	3	2	2	
C O4	3	3	2	3	2	3	2	2	3	2	2	
C O5	3	3	2	2	3	2	2	2	3	2	2	

### 3.1.2 Program level Course-PO/PSOs matrix of ALL courses including first year courses (10)

(10)

Course Code	Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO	PSO	PSO
										1	2	3
PGDC101	MANAGERIAL ECONOMICS (MICRO)	3	3	3	2.4	2.6	2.4	2.4	3	3	3	2.2
PGDC102	ORGANIZATION	3	3	3	3	2.4	2.4	3	2.4	2.4	2.4	2.4

	AL BEHAVIOUR											
PGDC103	FINANCIAL STATEMENTS , ANALYSIS & REPORTING	3	3	3	2.6	1.7	1.7	2.6	1.7	3	1.7	1.7
PGDC104	BUSINESS STATISTICS & ANALYTICS FOR DECISION	3	3	3	2.4	2.1	2.1	3	2.1	3	2.1	2.1
PGDC105	OPERATIONS MANAGEMENT	3	3	3	2.2	2.1	2.1	3	2.1	3	2.1	2.1
PGDC106	BUSINESS COMMUNICATI ON	3	3	3	2.4	2.2	2.2	3	2.2	3	2.2	2.2
PGDC201	HUMAN RESOURCE MANAGEMENT	3	3	3	2.4	2	2	3	2	3	2	2
PGDC202	MARKETING MANAGEMENT	3	3	3	2	2	2	3	2	3	2	2
PGDC203	CORPORATE FINANCE	3	3	3	2.2	2	2	3	2	3	2	2
PGDC204	MANAGERIAL ECONOMICS (MACRO)	3	3	3	2.4	2	2	3	2	3	2	2
PGDC205	QUANTITATIVE TECHNIQUES	3	3	3	2	2	2	3	2	3	2	2
PGDC206	COMPUTER APPLICATIONS FOR BUSINESS	3	3	3	2	2	2	3	2	3	2	2
PGDC301	BUSINESS RESEARCH METHODS	3	3	3	2	2	2	3	2	3	2	2

PGDC302	INDIAN FINANCIAL SYSTEM & FINANCIAL MARKETS	3	3	3	2	2	2	3	2	3	2	2
PGDC303	ORGANISATION AL CHANGE & DEVELOPMENT	3	3	3	2	2	2	3	2	3	2	2
PGDC304	ENTREPRENEU RSHIP	3	3	3	2	2	2	3	2	3	2	2
PGDC305	LEGAL & BUSINESS ENVIRONMENT	3	3	3	2	2	2	3	2	3	2	2
PGDC306	CORPORATE STRATEGY & SOCIAL RESPONSIBILITY	3	3	3	2	2	2	3	2	3	2	2
PGDFN401	MANAGING BANKS & FINANCIAL INSTITUTIONS	3	2.5	2.2	2.6	2.4	2.1	3	2.6	3	3	3
PGDFN402	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	3	2.8	2.8	2.8	2	2.9	2.9	2.1	2.9	2.9	2.9
PGDFN403	CORPORATE ANALYSIS AND VALUATION	3	3	1.7	1.5	1.7	1.7	3	2.7	3	3	3
PGDFN404	PROJECT APPRAISAL AND FINANCE	3	3	2.5 7	2.3 5	2.3 5	3	3	2.3 5	3	3	3
PGDMK4 11	DIGITAL AND SOCIAL MEDIA	2.7	2.2	1.8	2.2	2.8	2.8	2.8	2.4	2.2	2.8	2.8

	MARKETING											
PGDMK4 12	CONSUMER BEHAVIOR	3	3	2.8	3	2.2	3	3	3	3	3	3
PGDMK4 13	SALES & DISTRIBUTION MARKETING	3	3	3	3	2.6	3	3	3	3	3	3
PGDMK4 14	SERVICES MARKETING	3	3	3	3	2.8	3	3	3	3	3	3
PGDHR421	PERFORMANCE MANAGEMENT SYSTEM	3	2.8	3	2.8	3	3	3	2.8	2.8	3	3
PGDHR422	EMPLOYEE RELATIONS	2.7	3	3	3	2.8	3	3	3	3	2.5	3
PGDHR423	MANPOWER PLANNING & RECRUITMENT SELECTION	3	2.5	2.5	3	3	3	3	3	3	3	3
PGDHR424	COMPENSATIO N MANAGEMENT	3	2.7 9	3	3	3	2.5 8	3	3	2.7 9	3	3
PGDBA431	BUSINESS ANALYTICS & INTELLIGENCE	3	3	3	2.6	2.4	3	3	3	3	3	3
PGDBA442	DATAANALYTICS USING R	3	3	3	2.8	2.8	3	3	3	3	3	3
PGDBA443	BUSINESS DATA MININGWITH SQL	3	2.8 8	3	2.7	3	3	3	3	3	2	3
PGDBA434	DESIGN THINKING	2.8 8	2.5 2	2.1 6	2.2 4	2.2	2	2.8 8	2	3	3	2
PGDABM 441	AGRIBUSINESS ENVIRONMENT AND POLICY	3	3	2.7 9	3	3	3	2.7 9	3	3	3	3

PGDABM 442	AGRI SUPPLY CHAIN AND RETAIL MANAGEMENT	3	3	2.7	2.7	3	2.7	3	2.7	3	3	3
PGDABM 443	FOOD TECH AND PROCESSING MANAGEMENT	3	3	2.2	2.2	2	3	3	2.2	3	3	3
PGDABM 444	AGRICULTURAL FINANCE BANKING AND MANAGEMENT	3	3	3	2.7	2.3	2.1	3	3	3	3	3
PGDOM4 51	SUPPLY CHAIN & LOGISTICS MANAGEMENT	3	2.4	2.4	2.4	2.5	2.4	3	2.4	3	2.4	3
PGDOM4 52	QUALITY MANAGEMENT SYSTEMS	2.4	2.4	2.4	2.2	2.1	2.6	2.4	2.4	2.4	2.4	2.7
PGDOM4 53	ADVANCED PRODUCTION SYSTEMS	3	2.9	2.7	2.4	2.6	2.1	2.9	2.7	3	2.7	2.1
PGDOM4 54	OR APPLICATIONS	3	2.8	2.4	2.2	2.2	3	2.8	2.2	3	3	2
PGDC401	ASSESSMENT FOR INTERNSHIP EVALUATION	3	3	3	3	3	3	3	3	3	3	3
	AVG	3	2.9	2.8	2.4	2.4	2.4	2.9	<b>2.6</b>	2.9	2.6	2.5

### 3.2. Course Outcomes (40)

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

The Institute tries to adhere to the Academic Calendar planned in accordance with AICTE guidelines. The academic calendar includes schedule of Curricular, Co-Curricular and Extra Curricular activities in line with the COs and POs/PSOs, which are communicated to Faculty

Members for its execution and to students for organization and participation. Course outcomes are structured with Blooms Taxonomy action verbs (prescribed by AICTE). Every CO is well framed as per 5 to 6 cognitive abilities, indicating the learning outcome of each course and it is properly designed according to the needs and requirements of program.

At IIBS, our educational journey is enriched with a diverse range of activities and programs to ensure holistic development and a well-rounded education:

1. **Management Orientation Module:** We begin with a comprehensive orientation program to prepare students for their academic journey.
2. **Classroom Sessions and Guest Lectures:** Our schedule is packed with engaging classroom sessions, tutorials and insightful guest lectures, ensuring students receive a well-rounded education.
3. **Comprehensive Evaluations:** We assess students progress through internal exams, SIP (**Summer Internship Program**) guidance sessions, and viva-voice examinations.
4. **Industry Exposure: Industrial** visits offer firsthand insights into real-world practices, helping students to bridge the gap between theory and practice.
5. **Seminars and Workshops:** Regularly conducting of seminars and workshops keep students updated with latest trends and developments the latest industry trends and developments.
6. **Entrepreneurship Development Cell:** We nurture entrepreneurship **Skills** through various activities, viz.. which fostering the spirit of innovation and enterprise. Or entrepreneurship
7. **IIBS Finishing School Certification Programs:** Our specialized programs equip students with additional skill sets to excel in their careers. Our Specialized Certification programs help students to acquire cutting edge skills which will be require by industry
8. **Placement Grooming:** We prepare students for the corporate world through dedicated grooming activities, ensuring they are job ready. The students will be trained as per the industries hiring process and ensuring that students will be well trained and grab an placement opportunities in first instance.
9. **Institute Social Responsibility (ISR):** Our commitment to social responsibility is evident through various initiatives aimed at giving back to the community.
10. **Institute Patents (IIBS IP):** We encourage innovation and research through our institute patents program.
11. **Partnership Programs:** Collaborative efforts with industry partners and alumni promote a vibrant learning ecosystem.

12. **Annual Sports Week:** We believe in the importance of physical well-being and host an exciting sports week.
13. **Intra & Inter College Fests:** Cultural exchange and talent showcases are at the heart of our intra and inter-college fests.
14. **Clubs & Forums:** Our clubs and forums provide platforms for students to pursue their interests and develop leadership skills.
15. **Graduation Day:** We celebrate the culmination of our students' academic journey with a grand graduation ceremony.

- ✓ Management Orientation Module,
- ✓ Schedule of classroom sessions, Guest Lecture's & Sessions. Activities
- ✓ Course related Comprehensive Concurrent Evaluations (Internal Exam, SIP guidance session & Viva-Voce).
- ✓ Guest Sessions, Mentorship Program, Seminars, Workshops.
- ✓ Industry Visit.
- ✓ Conference
- ✓ Entrepreneurship Development Cell activities.
- ✓ IBS finishing School Certification Programs
- ✓ Placement: Grooming activities.
- ✓ ISR (Institute Social Responsibility), IBS IP (Institute Patents) Curricular
- ✓ Partnership Program, Convergence-Alumni Meet.
- ✓ Annual Sports week, Intra & Inter College Fest, Clubs & forums.
- ✓ Graduation day

The assessment and evaluation process at our institution is designed to provide a comprehensive understanding of a student's abilities and skills. Here's a breakdown of how we evaluate our students: -

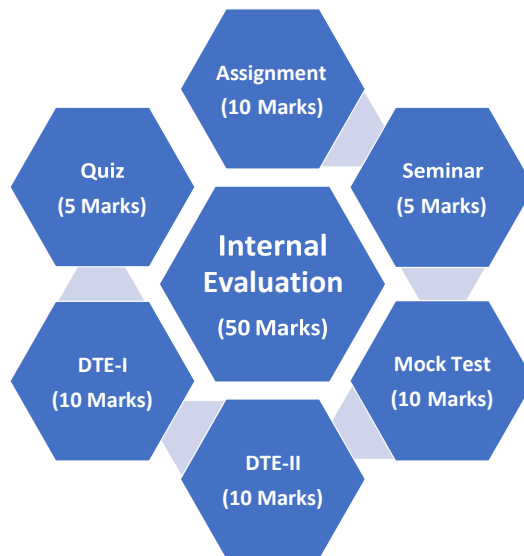
**Continuous Evaluation Components: -**


- **Case-Studies:** These help students to identify and solve real-world problems in management, enhancing their decision-making skills.
- **Assignments:** Given individually or in groups, assignments include exercises, problem-solving, term papers, and case analysis.
- **Seminars and Presentations:** Students are assigned topics and expected to defend their work, followed by a Q&A session.
- **Mini Projects:** Students undertake projects with defined objectives and learning outcomes, with faculty guidance.

- Quiz: Unannounced quizzes assess students' conceptual understanding and encourage active participation.
- During the Trimester Examination: Two mid-trimester exams test domain knowledge and last 2 hours each.
- Case Studies Discussion and Analysis: The case method involves studying and analyzing real-world management problems, encouraging decision-making skills. A minimum of 5 cases per course is mandatory, but faculty may increase this number if needed.
- Evaluation Feedback: Continuous and timely feedback is provided to students. Answer scripts are shared, and faculty offer clarification where needed. Performance in evaluation components is discussed in class, including details like the highest, lowest, and average scores.
- Comprehensive Evaluation: At the end of each trimester, a comprehensive evaluation covering the entire syllabus is conducted, lasting for 3 hours. This examination ensures a holistic assessment of students' understanding of the course material.
- Comprehensive Assessment Criteria:
  - Comprehension of Concepts: Students' ability to understand and grasp course concepts.
  - Application of Concepts: The skill to apply learned concepts in practical scenarios.
  - Creativity and Originality: Encouraging innovative thinking and problem-solving.
  - Decision-Making Ability: Evaluating students' capacity to make informed decisions.
  - Documentation and Data Handling: Assessing their proficiency in organizing and handling data.
  - Self-Expression: Encouraging students to articulate their thoughts effectively.
  - Leadership and Class Participation: Recognizing leadership qualities and active engagement.

Our evaluation process is designed to nurture not just academic excellence but also the development of practical skills and critical thinking, preparing students for success in the dynamic world of management.



**Internal Evaluation Components:-****DTE Question Paper Format:**

 <b>IIBS</b> INTERNATIONAL INSTITUTE OF BUSINESS STUDY <small>(Managed by Sri. B. Devi Educational and Charitable Trust)</small>				
<small>BANGALURU CAMPUS :            # 175, 6th Cross, 4th Stage, JSS Road,            Bangalore - 560075, Telang, Bangalore Urban District,            Karnataka - 560075, Karnataka</small>		<small>TRUST OFFICE :            # 119, 4th Cross, 1st Stage,            Hanumanagar, P.T. Nagar, Post,            Bangalore, Karnataka-560022</small>		
<b>I/II/III/IV/V/VI PGDM DTE Exam 2022-24</b>				
<b>Course: ----- (Course Code-----)</b>				
<b>Time: 2 Hr</b>		<b>Max. Marks: 50</b>		
Section - A		Marks	CO	BL
Attempt any Three questions, each question carries five marks.				
1		05		
2		05		
3		05		
4		05		
Section - B		Marks	CO	BL
Any Two questions, each carries TEN marks				
5				
6		10		
7		10		
Section - C		Marks	CO	BL
Case Study - Compulsory				
8		15		

**TEE Question paper Format:**

 <b>IIBS</b> INTERNATIONAL INSTITUTE OF BUSINESS STUDY <small>Managed by IIT &amp; IIM (Faculty and Students Trust)</small> <small>W-15, Management Education Society, Sector-14, Gurgaon, Haryana-122001</small> <small>Ph: 012-2610200, Fax: 012-2610201, Email: iibs@iibs.edu</small>					
<b>I/II/III/IV/V/VI PGDM TEE Exam 2022-24</b> Course: ----- (Course Code-----)					
<b>Time: 2.30 Hr.</b>		<b>Max. Marks: 60</b>			
<b>Section - A</b>					
<b>Answer any THREE questions; each question carries FIVE marks.</b>			<b>Marks</b>	<b>CO</b>	<b>BL</b>
1			05		
2			05		
3			05		
4			05		
<b>Section - B</b>					
<b>Answer any THREE questions. Each question carries TEN marks.</b>					
5			10		
6			10		
7			10		
8			10		
<b>Section - C</b>					
<b>Case Study - Compulsory</b>					
09			15		

**WRITTEN ASSIGNMENT RUBRICS**

<b>Criteria</b>	<b>Inadequate=D (Below Standard)</b>	<b>Adequate=C (Meets Standard)</b>	<b>Above Average=B (Exceeds Standard)</b>	<b>Exemplary=A (Far Exceeds Standard)</b>
Organization	Writing lacks logical organization. It shows some coherence but ideas lack unity. Serious errors.	Writing is coherent and logically organized. Some points remain misplaced and stray from the topic. Transitions evident but not used throughout essay.	Writing is coherent and logically organized with transitions used between ideas and paragraphs to create coherence. Overall unity of ideas is present.	Writing shows high degree of attention to logic and reasoning of points. Unity clearly leads the reader to the conclusion and stirs thought regarding the topic.

Level of Content	Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal.	Content indicates thinking and reasoning applied with original thought on a few ideas.	Content indicates original thinking and develops ideas with sufficient and firm evidence.	Content indicates synthesis of ideas, in-depth analysis and evidences original thought and support for the topic.
Development	Main points lack detailed development. Ideas are vague with little evidence of critical thinking.	Main points are present with limited detail and development. Some critical thinking is present.	Main points well developed with quality supporting details and quantity. Critical thinking is weaved into points	Main points well developed with high quality and quantity support. Reveals high degree of critical thinking.
Grammar & Mechanics	Spelling, punctuation, and grammatical errors create distraction, making reading difficult; fragments, commas splices, run-ons evident. Errors are frequent.	Most spelling, punctuation, and grammar correct allowing reader to progress though essay. Some errors remain.	Essay has few spelling, punctuation, and grammatical errors allowing reader to follow ideas clearly. Very few fragments or run-ons.	Essay is free of distracting spelling, punctuation, and grammatical errors; absent of fragments, comma splices, and run-ons.
Style	Mostly in elementary form with little or no variety in sentence structure, diction, rhetorical devices or emphasis.	Approaches college level usage of some variety in sentence patterns, diction, and rhetorical devices.	Attains college level style; tone is appropriate and rhetorical devices used to enhance content;	Shows outstanding style going beyond usual college level; rhetorical devices and tone used effectively; creative use of sentence structure and coordination

			sentence variety used effectively.	
Format	Fails to follow format and assignment requirements; incorrect margins, spacing and indentation; neatness of essay needs attention.	Meets format and assignment requirements; generally correct margins, spacing, and indentations; essay is neat but may have some assembly errors.	Meets format and assignment requirements; margins, spacing, and indentations are correct; essay is neat and correctly assembled.	Meets all formal and assignment requirements and evidences attention to detail; all margins, spacing and indentations are correct; essay is neat and correctly assembled with professional look.

**Rubrics for Quiz :**

	<b>The consolidated responses reflect which level of understanding and application of the concepts?</b>			
	>=80%	>=60% and <80%	>50% and <60%	<50%
Quiz	Complete	Substantial	Fair	Luck

**Rubrics for Mock Test:**

<b>Levels of Attainment</b>	<b>Questions/Problems</b>
<30%	Incorrect answer: Relationships or terms not covered in answer, or are covered inaccurately; Subjective, opinion-based analysis; Answer is hard to understand; not well written.
>=40% and <50%	Answer is not entirely correct; Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer has elements of subjective, Opinion-based answers; Answer is hard to understand at times.
>=50% and <60%	A partially correct answer: Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer has elements of subjective, opinion-based answers; Answer is hard to understand at times.
>=60% and <70%	A partially correct answer: Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer

	is based on objective analysis; Answer is well written and easy to understand.
<b>&gt;=70% and &lt;80%</b>	A partially correct answer: Answer misses specific relationships or terms needed to fully answer the question; Answer is based on objective analysis; Answer is well written and easy to understand.
<b>&gt;80%</b>	An effective answer that completely answers the question(s); All terms and relationships identified and integrated into answer(s); Answer based on objective analysis; Answer is well written and easy to understand.

### Rubrics for Summer Internship Project:

#### Rubrics for summer internship evaluation:

##### Rubric #1:

		<b>Excellent</b>	<b>Acceptable</b>	<b>Unacceptable</b>
<b>a</b>	<b>Industry Orientation</b>	Extensive knowledge of all departments, processes, products & work culture of the company	Moderate knowledge of departments, processes, products & work culture of the company	Minimal knowledge of departments, processes, products & work culture of the company
<b>b</b>	<b>Identify problem domain</b>	Detailed and extensive explanation of the purpose and need of the project	Moderate explanation of the purpose and need of the project	Minimal explanation of the purpose and need of the project
<b>c</b>	<b>Requirement analysis and feasibility of the proposed work</b>	Technical, operational and economic aspects of the proposed work are properly analysed	Technical, operational and economic aspects of the proposed work are moderately analysed	Technical, operational and economic aspects of the proposed work are not properly analysed
<b>d</b>	<b>Study of the existing systems</b>	Detailed and extensive explanation of the specifications and the limitations of the existing systems	Moderate explanation of the specifications and the limitations of the existing systems	Minimal explanation of the specifications and the limitations of the existing systems
<b>e</b>	<b>Objectives of the proposed work</b>	All objectives of the proposed work are well defined	Some objectives of the proposed work are well defined	Objectives of the proposed work are either not identified or not well defined
<b>f</b>	<b>Methodology of the proposed work</b>	Steps to be followed to solve the defined problem are clearly specified	Steps to be followed to solve the defined problem are moderately specified	Steps to be followed to solve the defined problem are not properly specified

**Rubric #2:**

		<b>Excellent</b>	<b>Acceptable</b>	<b>Unacceptable</b>
<b>a</b>	<b>Design methodology</b>	<ul style="list-style-type: none"> <li>• Division of problem into modules</li> <li>• Selection of good computing framework</li> <li>• Appropriate design methodology properly defined</li> </ul>	<ul style="list-style-type: none"> <li>• Partial division of problem into modules</li> <li>• Inappropriate selection of computing framework</li> <li>• Design methodology not properly defined</li> </ul>	Modular approach not adopted and design methodology not defined
<b>b</b>	<b>Planning of project work and team structure</b>	<ul style="list-style-type: none"> <li>• Time frame properly specified and being followed</li> <li>• Appropriate distribution of project work</li> </ul>	<ul style="list-style-type: none"> <li>• Time frame properly specified, but not being followed</li> <li>• Un-even distribution of project work</li> </ul>	<ul style="list-style-type: none"> <li>• Time frame not properly specified</li> <li>• In-appropriate distribution of project work</li> </ul>
<b>c</b>	<b>Formatting of Mid-term Report</b>	Project report is according to the specified format	Project report is not fully according to the specified format	Project report not prepared according to the specified format
<b>d</b>	<b>Description of technical details</b>	Appropriate description of the technical requirements of the project till mid-term	In-sufficient description of the technical requirements of the project till mid-term	Poor description of the technical requirements of the project till mid-term
<b>e</b>	<b>Appropriate coverage of work</b>	Objectives achieved as per time frame	Insufficient achievement of objectives as per time frame	Objectives not achieved as per time frame

**Rubric #3:**

		<b>Excellent</b>	<b>Acceptable</b>	<b>Unacceptable</b>
<b>A</b>	<b>Project Execution</b>	<ul style="list-style-type: none"> <li>• All defined objectives are achieved</li> <li>• Each module working well and properly demonstrated</li> <li>• All modules of project are well integrated and system working is satisfactory</li> </ul>	<ul style="list-style-type: none"> <li>• Some of the defined objectives are achieved</li> <li>• Modules are working well in isolation and properly demonstrated</li> <li>• Modules of project are not properly integrated</li> </ul>	<ul style="list-style-type: none"> <li>• Defined objectives are not achieved</li> <li>• Modules are not in proper working form that further leads to failure of integrated system</li> </ul>
<b>b</b>	<b>Presentation</b>	<ul style="list-style-type: none"> <li>• Contents of presentations are appropriate and well delivered</li> <li>• Proper eye contact with audience and clear voice with good spoken language</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of presentations are not appropriate</li> <li>• Eye contact with few people and clear voice with good spoken language</li> </ul>	<ul style="list-style-type: none"> <li>• Contents of presentations are not appropriate and not well delivered</li> <li>• Poor delivery of presentation</li> </ul>

**Rubric #4:**

		<b>Excellent</b>	<b>Acceptable</b>	<b>Unacceptable</b>
<b>a</b>	<b>Formatting of project report</b>	Project report is according to the specified format	Project report is not fully according to the specified format	Project report not prepared according to the specified format
<b>b</b>	<b>Description of concepts and technical details</b>	<ul style="list-style-type: none"> <li>• Complete explanation of the key concepts</li> <li>• Strong description of the technical requirements of the project</li> </ul>	<ul style="list-style-type: none"> <li>• Explanation of the key concepts with little relevant literature</li> <li>• In-sufficient description of the technical requirements of the project</li> </ul>	<ul style="list-style-type: none"> <li>• Inappropriate explanation of the key concepts</li> <li>• Poor description of the technical requirements of the project</li> </ul>

<b>c</b>	<b>Conclusions and Discussion</b>	<ul style="list-style-type: none"> <li>• Results are presented in very appropriate manner</li> <li>• Project work is well summarised and concluded</li> <li>• Future extensions in the project are well specified</li> </ul>	<ul style="list-style-type: none"> <li>• Results are presented in good manner</li> <li>• Project work is not well summarised and concluded</li> <li>• Future extensions in the project are specified</li> </ul>	<ul style="list-style-type: none"> <li>• Results are not presented properly</li> <li>• Project work is not summarised and concluded</li> <li>• Future extensions in the project are not specified</li> </ul>
<b>d</b>	<b>Blog</b>	Blog well maintained on daily basis	Blog maintained but not complete	Blog not maintained

**Rubrics for Seminar:**

<b>Evaluate the student's research presentation employing the following range-scored criteria (best is on right)</b>					
	<b>Inadequate</b>	<b>Average</b>	<b>Admirable</b>	<b>Outstanding</b>	
Knowledge and Content	1	2	3	4	Score
Organization of presentation	Hard to follow; sequence of information jumpy	Most of information presented in sequence	Information presented in logical sequence; easy to follow	Information presented as interesting story in logical, easy to follow sequence	
Background content	Material not clearly related to topic OR background dominated seminar	Material sufficient for clear understanding but not clearly presented	Material sufficient for clear understanding AND effectively presented	Material sufficient for clear understanding AND exceptionally presented	
Methods	Methods too brief or insufficient for adequate understanding	Sufficient for understanding but not clearly presented	Sufficient for understanding AND effectively presented	Sufficient for understanding AND exceptionally presented	



	OR too detailed				
Results (figures, graphs, tables, etc.)	Some figures hard to Read	Majority of figures clear	Most figures clear	All figures clear	
	Some in inappropriate Format	Majority appropriately formatted	Most appropriately formatted	All appropriately formatted	
	Some explanations Lacking	Reasonably explained	Well explained	Exceptionally explained	
Contribution of work	Significance not mentioned or just hinted	Significance mentioned	Significance explained	Significance exceptionally well explained	

Criteria	1	2	3	4
<b>Content &amp; Organization</b>	Poorly organized presentation which audience cannot easily follow.	Presentation has no logical sequence of information, content is disorganized, irrelevant, or inaccurate without any facts and figures.	Logical sequence of information allows the audience to follow presentation from introduction to conclusion, with less organized supporting information/data.	Information presented in logical, interesting and sequential manner from introduction to conclusion with organized supporting information/data.
<b>Communication</b>	Presenter reads slides, mumbles, speaks too quietly, has little to no eye contact, and has many non-word or filler interjections	Presenter's pace is too slow or fast, jumps around, voice is low or unclear, multiple interjections distract audience, or fails to elaborate on key points.	Presenter clearly and effectively communicates key ideas, speaking and pace comfortable for audience.	Presenter clearly and effectively communicates ideas and engages the audience, concisely highlighting the key points.

	ns (um, uhh, ahh, well, so, etc.)			
<b>Visual Aids</b>	Presentation has spelling and grammatical errors, visual aids is/are irrelevant, or difficult to interpret.	Limited visual aids support presentation	Presentation has relevant visual aids that provide evidence to support assertions and recommendations.	Clear and creative visual aids enhance the presentation, reinforce key points, and engage the audience.
<b>Question and Answers</b>	Presenter does not have an accurate grasp of information and cannot intelligently answer questions relating to the topic and not to the point in answering and simply bluffing.	Basic knowledge of topic is demonstrated, but elaboration is minimal, or presenter fails to answer questions.	Presenter demonstrates in-depth knowledge on topic, is at ease with material, answers questions thoroughly, solid evidence with proper data sources.	Presenter demonstrates expertise on topic through clear and concise explanation, elaboration, question and answer, and key points delivery. Credible, in-depth, and accurate analysis with evidence that supports presentation. Answering the Questions humbly and showing curiosity to know more.

**Rubrics for Final Project:****Project Work Evaluation Rubrics:**

<b>Rubric (CO)</b>	<b>Excellent (Wt = 3)</b>	<b>Good (Wt = 2)</b>	<b>Fair (Wt = 1)</b>
<b>Title Finalization</b>			
Selection of Topic (CO1)	Selected a latest topic through complete knowledge of facts	Selected a topic through partial knowledge of facts	Selected a topic through improper knowledge of facts and concepts

	and concepts	and concepts	
Analysis and Synthesis (CO2)	Thorough comprehension through analysis/synthesis	Reasonable comprehension through analysis/synthesis	Improper comprehension through analysis/synthesis
Literature Survey (CO4)	Extensive literature survey with standard references	Considerable literature survey with standard references	Incomplete literature survey with substandard references
Ethical Attitude (CO8)	Clearly understands ethical and social practices.	Moderate understanding of ethical and social practices.	Insufficient understanding of ethical and social practices.
Independent Learning (CO9)	Did literature survey and selected topic with little guidance	Did literature survey and selected topic with considerable guidance	Selected a topic as suggested by the supervisor
Oral Presentation (CO10)	Presentation in logical sequence with key points, clear conclusion and excellent language	Presentation with key points, conclusion and good language	Presentation with insufficient key points and improper conclusion
Report Writing (CO10)	Status report with clear and logical sequence of chapters using excellent language	Status report with logical sequence of chapters using understandable language	Status report not properly organized
Continuous Learning (CO12)	Highly enthusiastic towards continuous learning	Interested in continuous learning	Inadequate interest in continuous learning
<b>Synopsis</b>			
Analysis and Synthesis (CO2)	Thorough comprehension through analysis/synthesis	Reasonable comprehension through analysis/synthesis	Improper comprehension through analysis/synthesis
Problem Solving (CO3)	Thorough comprehension about what is proposed in the literature papers	Reasonable comprehension about what is proposed in the literature papers	Improper comprehension about what is proposed in the literature
Literature Survey (CO4)	Extensive literature survey with standard references	Considerable literature survey with standard	Incomplete literature survey with substandard references

		references	
Usage of Techniques & Tools (CO5)	Clearly identified and has complete knowledge of techniques & tools used in the project work	Identified and has sufficient knowledge of techniques & tools used in the project work	Identified and has inadequate knowledge of techniques & tools used in the project work
Project work impact on Society (CO6)	Conclusion of project work has strong impact on society	Conclusion of project work has considerable impact on society	Conclusion of project work has feeble impact on society
Project work impact on Environment (CO7)	Conclusion of project work has strong impact on Environment	Conclusion of project work has considerable impact on environment	Conclusion of project work has feeble impact on environment
Ethical attitude (CO8)	Clearly understands ethical and social practices.	Moderate understanding of ethical and social practices.	Insufficient understanding of ethical and social practices.
Independent Learning (CO9)	Did literature survey and selected topic with little guidance	Did literature survey and selected topic with considerable guidance	Selected a topic as suggested by the supervisor
Oral Presentation (CO10)	Presentation in logical sequence with key points, clear conclusion and excellent language	Presentation with key points, conclusion and good language	Presentation with insufficient key points and improper conclusion
Report Writing (CO10)	Status report with clear and logical sequence of chapters using excellent language	Status report with logical sequence of chapters using understandable language	Status report not properly organized
Time and Cost Analysis (CO11)	Comprehensive time and cost analysis	Moderate time and cost analysis	Reasonable time and cost analysis
Continuous learning (CO12)	Highly enthusiastic towards continuous learning	Interested in continuous learning	Inadequate interest in continuous learning
<b>Data Collection &amp; Analysis</b>			
Data Collection Techniques (CO5)	Utilized a wide range of data collection techniques effectively	Utilized a moderate range of data collection	Limited use of data collection techniques

		techniques effectively	
Quality of Data Collected (CO5)	High-quality, reliable, and relevant data collected	Moderate quality, mostly reliable, and relevant data collected	Poor quality, unreliable, or irrelevant data collected
Data Analysis Methods (CO2, CO5)	Applied advanced data analysis methods accurately	Applied moderate data analysis methods accurately	Applied basic data analysis methods with errors
Presentation of Data (CO10)	Data presented clearly and logically using appropriate tools and techniques	Data presented clearly but with minor logical gaps	Data presentation is unclear or illogical
Ethical Data Handling (CO8)	Demonstrates thorough understanding and adherence to ethical guidelines	Demonstrates moderate understanding and adherence to ethical guidelines	Demonstrates poor understanding and adherence to ethical guidelines
Application of Data (CO1, CO6)	Data effectively used to demonstrate in-depth knowledge and promote sustainable development	Data moderately used to demonstrate knowledge and promote sustainable development	Data poorly used to demonstrate knowledge or promote sustainable development
Team Collaboration (CO9)	Effectively collaborated with team members in data collection and analysis	Moderately collaborated with team members in data collection and analysis	Poor collaboration with team members in data collection and analysis
<b>Pre Submission</b>			
Draft Report Quality (CO10)	Draft report is well-organized, comprehensive, and uses excellent language	Draft report is organized, covers most aspects, and uses good language	Draft report is poorly organized, lacks comprehensiveness, and uses poor language
Preliminary Results (CO6, CO7)	Preliminary results indicate strong impact on society and environment	Preliminary results indicate moderate impact on society and environment	Preliminary results indicate minimal impact on society and environment
Feedback Incorporation (CO9)	Actively sought and effectively incorporated feedback	Sought feedback and incorporated it moderately	Sought feedback but incorporated it poorly
Time	Demonstrates	Demonstrates good	Demonstrates poor time

Management (CO11)	excellent time management and meets all deadlines	time management and meets most deadlines	management and misses multiple deadlines
Preparation for Final Submission (CO12)	Highly prepared for final submission with all necessary materials and revisions	Moderately prepared for final submission with most materials and revisions	Poorly prepared for final submission with inadequate materials and revisions
Problem Formulation (CO3)	Clearly formulates complex management problems with substantiated conclusions	Formulates management problems with reasonable conclusions	Poorly formulates management problems with unsubstantial conclusions
Continuous Improvement (CO12)	Highly enthusiastic and engaged in continuous learning and improvement	Moderately engaged in continuous learning and improvement	Shows inadequate interest in continuous learning and improvement
<b>External Examination</b>			
Selection of Topic (CO1)	Selected a latest topic through complete knowledge of facts and concepts	Selected a topic through partial knowledge of facts and concepts	Selected a topic through improper knowledge of facts and concepts
Analysis and Synthesis (CO2)	Thorough comprehension through analysis/synthesis	Reasonable comprehension through analysis/synthesis	Improper comprehension through analysis/synthesis
Problem Solving (CO3)	Thorough comprehension about what is proposed in the literature papers	Reasonable comprehension about what is proposed in the literature papers	Improper comprehension about what is proposed in the literature
Literature Survey (CO4)	Extensive literature survey with standard references	Considerable literature survey with standard references	Incomplete literature survey with substandard references
Usage of Techniques & Tools (CO5)	Clearly identified and has complete knowledge of techniques & tools used in the project work	Identified and has sufficient knowledge of techniques & tools used in the project work	Identified and has inadequate knowledge of techniques & tools used in project work
Project work impact on	Conclusion of project work has strong	Conclusion of project work has	Conclusion of project work has feeble impact

Society (CO6)	impact on society	considerable impact on society	on society
Project work impact on Environment (CO7)	Conclusion of project work has strong impact on Environment	Conclusion of project work has considerable impact on environment	Conclusion of project work has feeble impact on environment
Ethical attitude (CO8)	Clearly understands ethical and social practices.	Moderate understanding of ethical and social practices.	Insufficient understanding of ethical and social practices.
Independent Learning (CO9)	Did literature survey and selected topic with little guidance	Did literature survey and selected topic with considerable guidance	Selected a topic as suggested by the supervisor
Oral Presentation (CO10)	Presentation in logical sequence with key points, clear conclusion and excellent language	Presentation with key points, conclusion and good language	Presentation with insufficient key points and improper conclusion
Report Writing (CO10)	Status report with clear and logical sequence of chapters using excellent language	Status report with logical sequence of chapters using understandable language	Status report not properly organized
Time and Cost Analysis (CO11)	Comprehensive time and cost analysis	Moderate time and cost analysis	Reasonable time and cost analysis
Continuous learning (CO12)	Highly enthusiastic towards continuous learning	Interested in continuous learning	Inadequate interest in continuous learning

### 3.2.2: Calculation of CO Attainment

Each CO along with cognitive abilities are mapped to the PO's/PSOs with a level of emphasis correlated as: High (3), Medium (2) and Low (1). After measuring all the values, the average attainment level is calculated with the help of prescribed formula.

To find the attainment value of each course, internal assessment marks and external Trimester term end examination marks of each student for all the TRIMESTERS has been considered.

The formula to calculate the course attainment level is based on internal and external Trimester term end scores. The percentages of students who score more than 40 % marks in the internal and external final assessment are considered to set attainment levels for every course. This

attainment level of each course will be varied in every year and different for different courses.

**Formula to compute Course Outcome:**

(CO)101 = 50% (Attainment level of External Exam) + 50% (Attainment level of Internal Evaluation).

CO attainment levels are set considering the revised syllabus of 2020 pattern with introduction of new courses and new specializations.

Levels	Scale of course attainment
Level 1	40% students scoring more than 40 % marks in the final examination
Level 2 (Target Level)	50% students scoring more than 40 % marks in the final examination
Level 3	60% students scoring more than 40 % marks in the final examination

- ✓ The attainments of each COs are computed by setting the benchmark as 50 % marks scored in each course as the target performance.
- ✓ Examinations (external and internal), curriculum assessment pattern (CBCS), Co-curricular events, sports and cultural events, research activities .C2C activities are focused on attainment of course outcomes and programme outcomes.
- ✓ The attainment of the PO & PSO is computed as average of attainment of the COs that are mapped to the given PO & PSO.
- ✓ The CO's attainment levels are analysed, and accordingly corrective measures are taken into consideration and action plans are prepared.



## Measuring the course outcomes attained through Trimester Examination

TRIMESTER	COURSE CODE	COURSE TITLE	CO ATTAINMENT LEVEL	TARGET LEVEL (2) ACHIEVED (Y/N)	REMEDIAL MEASURES
TRI 1	PGD C101	MANAGERIAL ECONOMICS (MICRO)	2.9	Y	Maintain & raise the level of performance
	PGD C102	ORGANIZATIONAL BEHAVIOUR	2.9	Y	
	PGD C103	FINANCIAL STATEMENTS, ANALYSIS & REPORTING	1.8	N	Assignments, personal coaching & counselling, extra classes
	PGD C104	BUSINESS STATISTICS & ANALYTICS FOR DECISION	2.8	Y	Maintain & raise the level of performance
	PGD C105	OPERATIONS MANAGEMENT	2.8	Y	
	PGD C106	BUSINESS COMMUNICATION	2.9	Y	
TRIMESTER	COURSE CODE	COURSE TITLE	CO ATTAINMENT LEVEL	TARGET LEVEL (2) ACHIEVED (Y/N)	REMEDIAL MEASURES
TRI 2	PGD C201	HUMAN RESOURCE MANAGEMENT	2.9	Y	Maintain & raise the level of performance
	PGD C202	MARKETING MANAGEMENT	2.8	Y	
	PGD C203	CORPORATE FINANCE	1.9	N	Assignments, personal coaching & counselling ,extra classes
	PGD C204	MANAGERIAL ECONOMICS (MACRO)	2.9	Y	Maintain & raise the level of performance
	PGD C205	QUANTITATIVE TECHNIQUES	2.9	Y	
	PGD C206	COMPUTER APPLICATIONS FOR BUSINESS	2.9	Y	
TRIMESTER	COURSE CODE	COURSE TITLE	CO ATTAINMENT LEVEL	TARGET LEVEL (2) ACHIEVED (Y/N)	REMEDIAL MEASURES

TRI 3	PGD C301	BUSINESS RESEARCH METHODS	2.4	Y	Maintain & raise the level of performance
	PGD C302	INDIAN FINANCIAL SYSTEM & FINANCIAL MARKETS	2.9	Y	
	PGD C303	ORGANISATIONAL CHANGE & DEVELOPMENT	2.7	Y	
	PGD C304	ENTREPRENEURSHIP	2.9	Y	
	PGD C305	LEGAL & BUSINESS ENVIRONMENT	1.6	N	Assignments, personal coaching & counselling, extra classes
	PGD C306	CORPORATE STRATEGY & SOCIAL RESPONSIBILITY	2.8	Y	Maintain & raise the level of performance
<b>TRIMESTER</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>CO ATTAINMENT LEVEL</b>	<b>TARGET LEVEL (2) ACHIEVED (Y/N)</b>	<b>REMEDIAL MEASURES</b>
<b>FINANCE SPL</b>					
TRI 4	PGD FN401	MANAGING BANKS & FINANCIAL INSTITUTIONS	2.7	Y	Maintain & raise the level of performance
	PGD FN402	INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT	2.9	Y	
	PGD FN403	CORPORATE ANALYSIS AND VALUATION	2.8	Y	
	PGD FN404	<b>PROJECT APPRAISAL AND FINANCE</b>	2.8	Y	
<b>MARKETING SPL</b>					
TRI 4	PGDMK 411	DIGITAL AND SOCIAL MEDIA MARKETING	2.7	Y	Maintain & raise the level of performance
	PGDMK 412	CONSUMER BEHAVIOR	2.75	Y	
	PGDMK 413	SALES & DISTRIBUTION MARKETING	2.85	Y	
	PGDMK 414	<b>SERVICES MARKETING</b>	2.8	Y	

	HR SPL				
TRI 4	PGDHR 421	PERFORMANCE MANAGEMENT SYSTEM	2.85	Y	Maintain & raise the level of performance
	PGDHR 422	EMPLOYEE RELATIONS	2.85	Y	
	PGDHR 423	MANPOWER PLANNING & RECRUITMENT SELECTION	2.75	Y	
	PGDHR 424	<b>COMPENSATION MANAGEMENT</b>	2.9	Y	
	BA SPL				
TRI 4	PGDBA 431	BUSINESS ANALYTICS & INTELLIGENCE	2.9	Y	Maintain & raise the level of performance
	PGDBA 442	DATA ANALYTICS USING R	2.9	Y	
	PGDBA 443	BUSINESS DATA MINING WITH SQL	2.7	Y	
	PGDBA 434	DESIGN THINKING	2.85	Y	
	ABM SPL				
TRI 4	PGDAB M441	AGRIBUSINESS ENVIRONMENT AND POLICY	2.9	Y	Maintain & raise the level of performance
	PGDAB M442	AGRI SUPPLY CHAIN AND RETAIL MANAGEMENT	2.7	Y	
	PGDAB M443	FOOD TECH AND PROCESSING MANAGEMENT	2.8	Y	
	PGDAB M444	AGRICULTURAL FINANCE BANKING AND MANAGEMENT	2.8	Y	
	OM SPL				
TRI 4	PGDOM 451	SUPPLY CHAIN & LOGISTICS MANAGEMENT	2.75	Y	Maintain & raise the level of performance
	PGDOM 452	QUALITY MANAGEMENT SYSTEMS	2.75	Y	
	PGDOM 453	ADVANCED PRODUCTION SYSTEMS	2.7	Y	
	PGDOM 454	OR APPLICATIONS	2.65	Y	

### 3.3 Attainment of program outcomes and Program Specific Outcomes (40)

#### 3.3.1 Describe the assessment tools and processes used to gather the data upon which the evaluation of Program Outcome is based (10) (10)

The Institute has followed the as per the guidelines of NBA, POs, PSO's & CO's have been defined for the PGDM syllabus (2020 pattern) prescribed by AICTE for calculating the

attainment of CO and PO. Program Specific Outcomes (PSOs) are suggested and drafted by faculty members after exhaustive brainstorming session and then finalized by Program Assessment Committee (PAC). PO's and PSO's are communicated to students at the time of admission counselling, through information brochure, institute website and at the time of Organizing various curricular and co-curricular activities. Course Outcomes (COs), published in PGDM syllabus (2020 pattern) prescribed by AICTE, are mapped to PO's and PSO's. Then Comprehensive Concurrent Evaluations (CCE) are framed by respective course teacher by aligning to CO's and is communicated to students, well in advance in their classroom sessions along with mode of conduction, assessment parameters, score, and frequency.

**Table 3.3.1C Assessment Tools, Process with Frequency: POs and PSOs**

Methods of Assessment:POs & PSOs		Mode	Tools	Frequency
Direct Assessment (Weightage: 80%)	Course Assessments	Internal:Theory	Class Test, Assignments, Case Study, Quiz, GDs, Presentations, Group activities, Internal Exams (Basket is mentioned in AICTE 2020 pattern)	Twice in TRIMESTER Classroom Sessions.
		Internal: VivaVoce	SIP (Student internship project)	Once at the End of TRIMESTER
		External:Theory	End TRIMESTER	Once at the End of TRIMESTER
		External: Viva Voce PROJECT	SIP 1st Review & 2nd Review	Once at the End of TRIMESTER 6 <sup>th</sup> Trimester presentation.
Indirect Assessment (Weightage:20 %)	Feedback	Alumni Survey	Questionnaire	Once at the end of academic year/ at Alumni meet
		Employers	Questionnaire	Once at the end of academic year and at the time of recruitment process.
		Parents	Questionnaire	Once in academic year: Parents meet
		Graduating Students (TRIMESTER 6)	Questionnaire	Once at the End of PGDM Program
		Management Representative	Questionnaire	Once at the end of academic year.
		Faculty member of IIBS	Questionnaire	Once at the end of academic year.

### **Quality / relevance of Assessment Tools and Processes**

- I. Attainment of POs/PSOs is done by adapting following evaluation process:
  - a. IIBS Exam Evaluations and Internal Assessments are evident tool to distinguish the institute's academic performance and to gauge attainment of CO's linked with PO's/PSO's.
  - b. DTE (During the Trimester end) score and end TRIMESTER results are referred as direct method and all feedbacks are referred as indirect method for measuring attainment of PO's & PSO's.
  - c. The PO's and PSO's are achieved through a curriculum that offers a number of courses. Each course has defined course outcomes that are linked to the PO's and a set of performance criteria that are used to provide quantitative measurement of how well COs are achieved.
  - d. The attainment of COs provides direct quantitative evidence that PO's and PSO's are attained.
  
- II. PO Attainment Level:  $PO = 80\%$  (AVG attainment level by Direct Method By CO attainment level) +  $20\%$  (AVG attainment level by Indirect Method - through Feedback from (Students / Alumni / Employers / Parents/ Faculty / Management)).
  - a. Direct assessment: The performance of the students in the examinations (Internal and External) during the TRIMESTER in each course was used to compute the level of attainment of the POs and PSOs.
  - b. Indirect assessment: Indirect feedback was collected from the students, parents, alumni, employers, faculty members and management representatives in all the aspects of education, based on this feedback POs & PSOs level has been calculated.
  - c. Indirect feedback is collected w.r.t. program outcomes and program specific outcomes. The feedback was collected via circulating a questionnaire with combination of close end and open-end questions. Feedback is collected with 3-point rating scale, with the option of Best, Good and Average. Feedback from all the stakeholders regarding the POs/PSOs, were properly analysed and considered for the calculation of indirect attainment level.
  - d. With the help of prescribed formula, the average attainment level is calculated and hence the value is attained.
  - e. In Addition to this, student performances are been timely assessed through in-house activities (Co-curricular, Extra Curricular, Placement, Sports, Cultural, and Research etc.) for the final attainment of POs & PSOs.

## 3.3.2 Pos &amp; PSOs attainment levels (30) (27)

Course Code	Title	P	P	P	P	P	P	P	P	PSO	PS	PS
		O1	O2	O3	O4	O5	O6	O7	O8	1	2	3
PGDC101	Managerial Economics (Micro)	3.0	3.0	3.0	2.4	2.6	2.4	2.4	3.0	3.0	3.0	2.2
PGDC102	Organizational Behaviour	3.0	3.0	3.0	3.0	2.4	2.4	3.0	2.4	2.4	2.4	2.4
PGDC103	Financial Statements, Analysis & Reporting	3.0	3.0	3.0	2.6	1.7	1.7	2.6	1.7	3.0	1.7	1.7
PGDC104	Business Statistics & Analytics for Decision	3.0	3.0	3.0	2.4	2.1	2.1	3.0	2.1	3.0	2.1	2.1
PGDC105	Operations Management	3.0	3.0	3.0	2.2	2.1	2.1	3.0	2.1	3.0	2.1	2.1
PGDC106	Business Communication	3.0	3.0	3.0	2.4	2.2	2.2	3.0	2.2	3.0	2.2	2.2
PGDC201	Human Resource Management	3.0	3.0	3.0	2.4	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC202	Marketing Management	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC203	Corporate Finance	3.0	3.0	3.0	2.2	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC204	Managerial Economics (Macro)	3.0	3.0	3.0	2.4	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC205	Quantitative Techniques	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC206	Computer Applications For Business	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC301	Business Research Methods	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC302	Indian Financial System & Financial Markets	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC303	Organisational Change & Development	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC304	Entrepreneurship	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC305	Legal & Business Environment	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDC306	Corporate Strategy & Social Responsibility	3.0	3.0	3.0	2.0	2.0	2.0	3.0	2.0	3.0	2.0	2.0
PGDFN401	Managing Banks & Financial Institutions	3	2.5	2.2	2.6	2.4	2.1	3	2.6	3	3	3
PGDFN402	Investment Analysis & Portfolio Management	3	2.8	2.8	2.8	2	2.9	2.9	2.1	2.9	2.9	2.9
PGDFN403	Corporate Analysis And Valuation	3	3	1.7	1.5	1.7	1.7	3	2.7	3	3	3
PGDFN404	Project Appraisal And Finance	3	3	2.5	2.3	2.3	3	3	2.3	3	3	3
				7	5	5			5			
PGDMK411	Digital And Social Media Marketing	2.7	2.2	1.8	2.2	2.8	2.8	2.8	2.4	2.2	2.8	2.8
PGDMK412	Consumer Behavior	3	3	2.8	3	2.2	3	3	3	3	3	3
PGDMK413	Sales & Distribution Marketing	3	3	3	3	2.6	3	3	3	3	3	3

PGDMK4 14	Services Marketing	3	3	3	3	2.8	3	3	3	3	3	3
PGDHR4 21	Performance Management System	3	2.8	3	2.8	3	3	3	2.8	2.8	3	3
PGDHR4 22	Employee Relations	2.7	3	3	3	2.8	3	3	3	3	2.5	3
PGDHR4 23	Manpower Planning & Recruitment Selection	3	2.5	2.5	3	3	3	3	3	3	3	3
PGDHR4 24	Compensation Management	3	2.7 9	3	3	3	2.5 8	3	3	2.7 9	3	3
PGDBA4 31	Business Analytics & Intelligence	3	3	3	2.6	2.4	3	3	3	3	3	3
PGDBA4 42	Dataanalytics Using R	3	3	3	2.8	2.8	3	3	3	3	3	3
PGDBA4 43	Business Data Mining With Sql	3	2.8 8	3	2.7	3	3	3	3	3	2	3
PGDBA4 34	Design Thinking	2.8 8	2.5 2	2.1 6	2.2 4	2.2	2	2.8 8	2	3	3	2
PGDAB M441	Agribusiness Environment And Policy	3	3	2.7 9	3	3	3	2.7 9	3	3	3	3
PGDAB M442	Agri Supply Chain And Retail Management	3	3	2.7	2.7	3	2.7 7	3	2.7 8	3	3	3
PGDAB M443	Food Tech And Processing Management	3	3	2.2	2.2	2	3	3	2.2 1	3	3	3
PGDAB M444	Agricultural Finance Banking And Management	3	3	3	2.7	2.3	2.1	3	3	3	3	3
PGDOM4 51	Supply Chain & Logistics Management	3	2.4	2.4	2.4	2.5	2.4	3	2.4	3	2.4	3
PGDOM4 52	Quality Management Systems	2.4	2.4	2.4	2.2	2.1	2.6	2.4	2.4	2.4	2.4	2.7
PGDOM4 53	Advanced Production Systems	3	2.9	2.7	2.4	2.6	2.1	2.9	2.7	3	2.7	2.1
PGDOM4 54	Or Applications	3	2.8	2.4	2.2	2.2	3	2.8	2.2	3	3	2
PGDC401	Assessment For Internship Evaluation	3	3	3	3	3	3	3	3	3	3	3
	AVG	3.0	2.9	2.8	2.4	2.4	2.4	2.9	<b>2.6</b>	2.9	2.6	2.5

PSOs/ PSOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>Average PO's</b>	3.0	2.9	2.8	2.4	2.4	2.4	2.9	<b>2.6</b>	2.9	2.6	2.5
<b>Average Indirect Feedback</b>	2.6	2.5	2.5	2.9	2.96	2.4	2.7	3	2.94	2.8	2.8

PO's/PSOs		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
<b>Calculations as per weightages</b>	<b>80 % Average attainment COs</b>	2.375 442	2.316 093	2.234 791	1.959 553	1.951 634	1.953 136	2.352 014	2.1 04	2.352 917	2.0 56	1.976 263
	<b>20% Average attainment Feedback /Survey</b>	0.52 0	0.500	0.500	0.580	0.592	0.480	0.540	0.6 00	0.588	0.5 60	0.560
Overall POs/PSOs Attainment: 2022-24)		2.895	2.816	2.735	2.540	2.544	2.433	2.892	2.7 04	2.941	2.6 16	2.536
Average Attainment POs &PSOs (2022-24)		2.895	2.816	2.735	2.540	2.544	2.433	2.892	2.7 04	2.941	2.6 16	2.536

<b>Target Set is previous batch attainment levels: 2022-24</b>	2.88	2.79	2.64	2.54	2.48	2.48	2.82	2.6 2	2.94	2.6 1	2.52
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<b>CRITERION 4</b>	<b>Curriculum &amp; Learning Process</b>	<b>125</b>
<b>SELF ASSESSMENT MARKS</b>		<b>119</b>

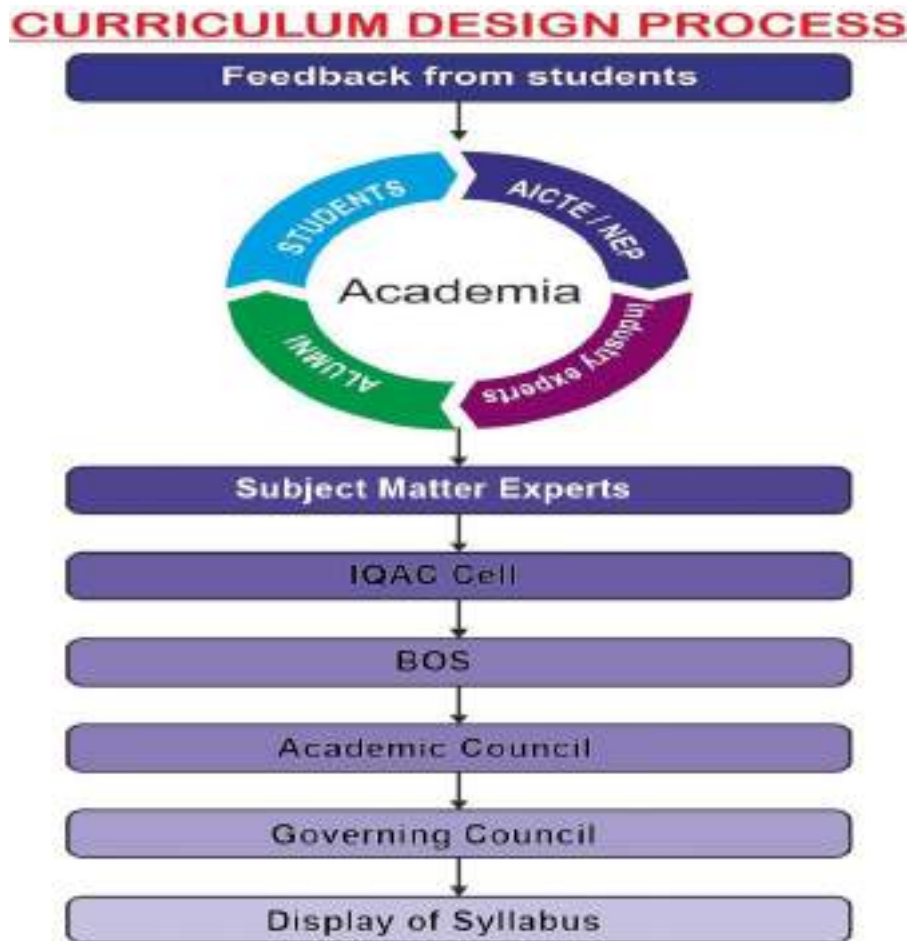
#### **4.1 CURRICULUM (50)**

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

**(Describe the process that periodically documents and demonstrates how the program curriculum is evolved or give the process of gap analysis, whichever is applicable, considering POs)**

IIBS has been providing the Post Graduate Diploma in Management (PGDM) program from 2016 onwards as per the AICTE guidelines and norms with CBCS. The PGDM program is designed by keeping the needs of the industry in mind. This implies that the curriculum and structure of the PGDM program are tailored to address the current and evolving requirements of the business world. PGDM program in total consist 6 trimesters, where each academic year will have 3 trimesters. IIBS is incorporating successful strategies and methodologies used by some of the top-tier business schools into its program. Course design of the PGDM program has been carefully formulated by indicates a deliberate effort to create a curriculum that is relevant, up-to-date, and aligned with the best practices in the industry. The program undergoes periodical curricular revisions through BOS, Academic Council and Governing council. This reflects a commitment to staying current with industry trends and continuously improving the educational content to provide students with the most relevant and valuable knowledge and skills. The PGDM program is described as highly successful, indicating positive outcomes for students. Moreover, the program has gained strong acceptance in the industry, suggesting that graduates are well-received by employers and that the skills and knowledge imparted by the program align with industry expectations.

## Curriculum Design Process



### Process:

The Institute has been reviewing and updating the curriculum both to ensure enough instructional content material and to satisfy the rising enterprise wishes. The PGDM curriculum is revised on the premise of inputs accrued from exclusive assets.

### Sources of Information for Curriculum Revision

- The Academic Council gets inputs from BOS.
- BOS will be constituted with industry experts, alumni and from leading academicians and faculty members of prestigious management institutions.
- Obtaining stakeholders feedback that is relevant to curriculum revision has been the placement activity. The industry expert's comments after completion of placement exercises are significant pointers to identify gaps in management learning and to take appropriate actions for curriculum modification from the perspective of industry relevance of the PGDM programme.

- AICTE norms on model curriculum for PGDM programme are an important guiding principal factor for curriculum revamp.
- An Internal Review Committee deals with the task of preparation for curriculum revision under the guidance of Academic Counsel.

### **Board of Studies (BOS)**

The Board of Studies holds paramount importance as a key academic body responsible for the design and development of curriculum. Comprising representatives from the academic chairperson, specialization heads, and faculties, the Board of Studies brings together diverse perspectives for effective decision-making. Serves as the authoritative body for the design and development of curricula, ensuring relevance and alignment with academic standards. Ensures inclusive representation from various academic facets, promoting a holistic approach to curriculum development. Engages in continuous review and enhancement of curricula, adapting to emerging trends and industry requirements to maintain program relevance.

Board of Studies, through its collaborative and inclusive approach, plays a pivotal role in shaping and advancing the academic landscape of the institution, emphasizing the ongoing development and relevance of educational programs.

- Develop comprehensive syllabus for various courses, submitting them to the Academic Council for approval and subsequent publication.
- Regularly update and revise syllabus content to align with industry standards, submitting proposed changes to the Academic Council for approval.
- Consider recommendations from Area Heads and faculties regarding program-related matters and provide suitable recommendations to the Academic Council.
- Convene at least twice a year for Board of Studies meetings, fostering collaborative discussions on curriculum, program development, and academic regulations.
- Ensure strict adherence to all norms and regulations governing programs, fostering a culture of compliance within the academic framework.
- Periodically review existing regulations related to programs and recommend modifications to the Academic Council to enhance the effectiveness of academic structures.
- Evaluate academic performances, offering recommendations to the Academic Council regarding results declaration, degree awards, and improvements in Summer Internship and Placement outcomes.

- Recommend the recognition of outstanding achievements through stipends, scholarships, medals, and prizes, contributing to the acknowledgment of academic excellence.
- Collaborate in formulating a general timetable for the program and finalize the academic calendar for Academic Council approval.
- Establish sub-committees to monitor curriculum implementation, assess program effectiveness, and provide guidance on evaluation processes.
- Conduct a minimum of one meeting per trimester, communicating resolutions to the Chairman of the Academic Council, and maintain comprehensive records in the office of the Academic Chairperson.
- Undertake any additional responsibilities or functions assigned by the Director, contributing to the overall strategic direction and success of the academic programs.
- Emphasize quality assurance in curriculum development and implementation, ensuring that programs meet the highest educational standards.
- Foster transparent communication within the Board of Studies, promoting a collaborative and informed decision-making environment.



### **Academic Council**

- The Academic Council of the Institute reviewed the proposals and approved the curriculum, with modifications as considered necessary.
- Make regulations regarding the admission of students to different programmes of study in the college keeping in view the policy of the Government.
- Make regulations for sports, extra-curricular activities, and proper maintenance and functioning of the playgrounds and hostels.

- The Academic council consists of experts from Academia, Industry and Alumni, Retired Senior Administrative and Entrepreneurs.
- Promoting research activity within the college.
- Creating a conducive environment in order to develop entrepreneurship.
- Encouraging students with awards, stipends, scholarships, medals and prizes and so on.
- Planning and executing the overall academic growth of the college including apprising. Finally making recommendations to the Governing Council, wherever necessary.
- Review and provide recommendations to the Governing Council based on proposals from the Board of Studies for the conferment of PGDM

### **Governing Counsel**

The Governing Council shall meet at least twice a year. All such meetings shall be held within the respective college campus. In the absence of the Chairman, the members can elect a pro-term Chairman from amongst the members present for that meeting. It shall be the responsibility of the Member Secretary to ensure that the meetings are held regularly and keeps record.

The quorum for the meeting shall be 50% of the total members of the Governing Council.



### **Functions**

- The Governing Council besides being the supreme administrative authority of the college shall have the following additional functions:
- The Governing Council stands as the highest administrative authority within the Institute.
- Formed in accordance with AICTE norms, the Board ensures adherence to regulatory guidelines.
- Operating with ambition, the Board translates aspirations into concrete outcomes through a robust governance framework.

- Endorses and approves the institution's mission, strategic vision, and long-term business plans.
- Formulate academic aims and objectives of the institution and guide the institute towards the achievement of the same.
- Examine the recommendations of the College Academic Committee and prepare roadmap for achieving the goals of the institution.
- Monitor academic, research and other related activities of the college and guide them in the correct direction.
- Consider the recommendations of the staff selection committee and approve the same.
- Consider the important communications and policy decisions received from the AICTE
- Institute scholarships, fellowships, medals, prizes and certificates on the recommendations of Academic Council.
- Encourage and facilitate college apply for Accreditations/ Certifications, if any
- Facilitate and encourage college faculty to apply for research projects/proposals
- Consider the recommendations of the IQAC and direct them for implementation
- Examine the budget proposals and accord approval.
- Pass the annual budget of the college.
- Facilitate checking the audited income and expenditure accounts and approve the same for the college annually.
- Consider and facilitate college to resolve legal/court cases, if any.

### **Process of Gap Analysis by subject experts and development of the curriculum**

There are two processes of gap analysis

- (1) Examining gaps at the level of expectations on the programme by stakeholders
- (2) Gaps in the attainment of PO already ascertained at the programme level.

The first level gaps –gaps within the programme are identified through the following methods.

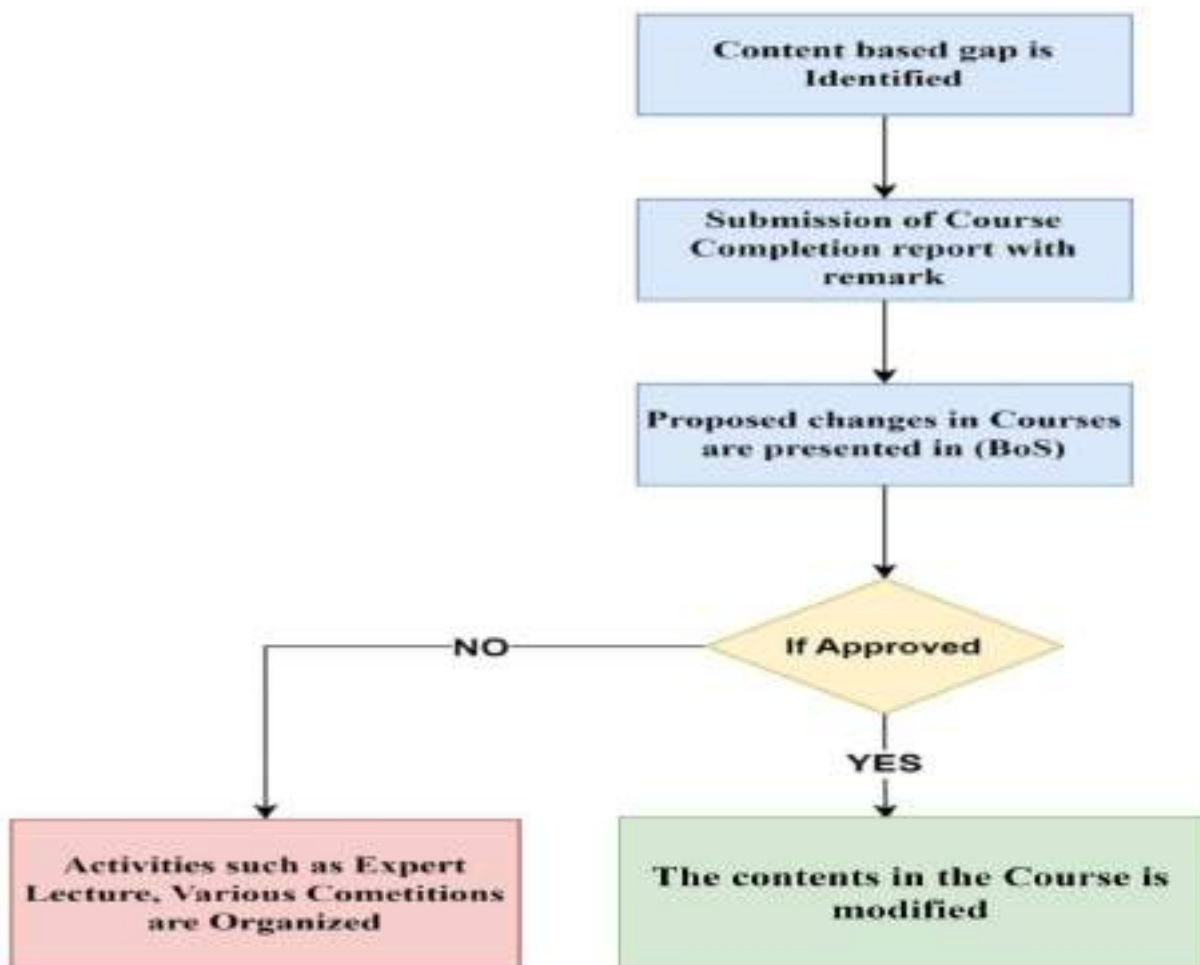
- The feedback from companies where our students are placed.
- Feedback from the Alumni on the curriculum
- Feedback from experts participating in the curriculum development as part of the subject wise Expert Committee and/or as members of the Academic Council
- Benchmarking the curriculum with selected B Schools and model curriculum by AICTE
- Feedback from the faculty and students.

All such feedback is presented and discussed in the Academic Council and the curriculum updated with the gaps attended to.

The second gap analysis is against the attainment of POs of the programme. This is done after calculating the PO attainment level at the programme level. If there are gaps, proposals to deal with them are prepared by the Director Academic seeking the support of IQAC and senior faculty members and, thereafter modifications introduced in the teaching, learning and assessment processes. Some of the steps taken to loop the gap in the attainment of POs are;

- Providing additional study materials both printed and electronic materials including videos.
- Expert lectures by people from the industry
- Organizing additional Industry visits
- Additionally, the case studies
- Providing live project tasks/opportunities wherever possible
- Additional training wherever necessary
- Orientation and FDP's will be organized

### B. Process to Identify Gaps in the Curriculum



### Flowchart for Process used to identify and bridge the gaps in Curriculum

By integrating these actions, the program hopes to boost the proficiency of students in quantitative and qualitative research methodologies to ensure that the attainment target of 2.5 is achieved for PO6 in the future batches.

The subject which has been selected for gap analysis with attainment of 2.5

PO/PSO	2019-2021	2020-2022	2021-2023	2022-2024
PO1	2.816373	2.872	2.88	2.895
PO2	2.851015	2.78	2.79	2.816
PO3	2.518929	2.534	2.64	2.735
PO4	2.389558	2.428	2.54	2.54
PO5	2.288651	2.344	2.48	2.544
PO6	2.310914	2.406	2.48	2.433
PO7	2.60023	2.746	2.82	2.892
PO8	2.280793	2.306	2.62	2.704
PSO1	2.698165	2.918	2.94	2.941
PSO2	2.497583	2.47	2.61	2.616
PSO3	2.229271	2.348	2.52	2.536

- PO6: Here, the score initially increased but then dropped slightly in 2022-2024 to 2.433. While there has been general improvement since 2019-2021, this suggests a need for targeted actions to address the recent decline.
- PSO2: The score dropped slightly in 2020-2022 but then increased again over the next years to 2.616, indicating an overall upward trend.



**Action taken to bridge the gap**

- Introduction of new courses in autonomous curriculum

<b>S. No</b>	<b>Program curriculum based on course content</b>	<b>Introduced Year</b>	<b>No. of Subjects</b>	<b>Name of the subjects</b>	<b>Relevance to POs and PSO's</b>
1	Business Analytics	2020	6	Business Intelligence	PO5, PO6 & PO8
				Predictive Analytics Using R	
				Data Warehousing & Data Mining	
				Big Data Analytics	
				Data Visualization Using Tableau	
				Emerging Technologies In Analytics	
2	Operations Management	2021	8	Supply Chain & Logistics Management	PO5, PO6, PO8, PSO2 & PSO3
				Quality Management System	
				Advanced Production Systems	
				OR Applications	
				Operations Research Applications	
				Behavioral Operations Management	
				Supply Chain Analytics	
				Logistics and Distribution Management	

3	Agribusiness Management	2021	8	Agribusiness Environment and Policy	PO5, PO6, PO8, PSO2 & PSO3
				Agri Supply Chain and Retail Management	
				Food tech and Processing management	
				Agricultural finance Banking and Management	
				Agribusiness informatics & Analytics	
				Commodity Marketing and Futures Trading	
				Management of Agricultural Input Marketing	
				Agricultural Export Management and International Trade	

### Improved Curriculum

In view of the gaps identified following changes were made to the course curriculum:

#### 2021-23 Batch

1. “Digital Marketing” taught in IV semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Digital and Social Media Marketing” with LTP and credits as 2:2:0:3 for the 2021 curriculum.
2. “Integrated Marketing Communication” taught in IV semester with LTP and credits as 2:2:0:3 for the 2020 subject replaced as “Sales & Distribution Management” in 2021 curriculum. In new scheme, the LTP and credits are 2:2:0:3

3. “Marketing Research” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Retail Marketing” with LTP and credits as 2:2:0:3 for the 2021 curriculum
4. “Training and Development” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 subject replaced as “Team Dynamics at work” in 2021 curriculum. In new scheme, the LTP and credits are 2:2:0:3
5. “Industrial Relations & Collective Bargaining” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 subject replaced as “HR Metrics & Analytics” in 2021 curriculum. In new scheme, the LTP and credits are 2:2:0:3
6. “Social Media & HRM” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 subject replaced as “International Human Resource Management” in 2021 curriculum. In new scheme, the LTP and credits are 2:2:0:3
7. “Business Intelligence” taught in IV semester with LTP and credits as 2:2:0:3 for the 2020 subject replaced as “Business Analytics & Business Intelligence” in 2021 curriculum. In new scheme, the LTP and credits are 2:2:0:3
8. “Business Intelligence” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Business Analytics & Business Intelligence” with LTP and credits as 2:2:0:3 for the 2021 curriculum
9. “Predictive Analytics Using R ” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Data Analytics Using R” with LTP and credits as 2:2:0:3 for the 2021 curriculum
10. “Data Warehousing & Data Mining” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Business Data Mining with SQL” with LTP and credits as 2:2:0:3 for the 2021 curriculum
11. “EMERGING TECHNOLOGIES IN ANALYTICS” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Business Data Mining with SQL” with LTP and credits as 2:2:0:3 for the 2021 curriculum
12. “Predictive Analytics Using R ” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Data Analytics Using R” with LTP and credits as 2:2:0:3 for the 2021 curriculum
13. “Predictive Analytics Using R ” taught in V semester with LTP and credits as 2:2:0:3 for the 2020 curriculum have been renamed as “Data Analytics Using R” with LTP and credits as 2:2:0:3 for the 2021 curriculum

**2022-24 Batch**

1. “Data Visualization for Managers” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 curriculum have been renamed as “Data Visualization for Managers with TABLEAU” with LTP and credits as 2:2:0:3 for the 2022 curriculum
2. “ML using R & Python” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 curriculum have been renamed as “Data Analysis using Python and its Libraries” with LTP and credits as 2:2:0:3 for the 2022 curriculum
3. “Agribusiness informatics & Analytics” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 curriculum have been renamed as “International Agri Buiseness Management” with LTP and credits as 2:2:0:3 for the 2022 curriculum.
4. “Management of Agricultural Input Marketing” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 subject replaced as “Organic Food Production and Certification Management” in 2022 curriculum. In new scheme, the LTP and credits are 2:2:0:3
5. “Agricultural Export Management and International Trade” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 subject replaced as “Organic Food Production and Certification Management” in 2022 curriculum. In new scheme, the LTP and credits are 2:2:0:3
6. “Commodity Marketing and Futures Trading” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 curriculum have been renamed as “Risk Management in Agri Commodity Marketing” with LTP and credits as 2:2:0:3 for the 2022 curriculum.
7. “Operations Research Applications” taught in V semester with LTP and credits as 2:2:0:3 for the 2021 curriculum have been renamed as “Advanced Operation Research” with LTP and credits as 2:2:0:3 for the 2022 curriculum.

**2023-25 Batch**

1. “Advanced Operations Management and Analytics” taught in V semester with LTP and credits as 2:2:0:3 for the 2022 curriculum have been renamed as “Advanced Quality Metrics” with LTP and credits as 2:2:0:3 for the 2023 curriculum.

**The gaps were identified, and the following additional activities were undertaken to bridge the gap**

- Expert Lectures
- Industrial Visits

- Live Projects
- IIBS finishing school certification
- Co-curricular activities

S. No	Value added activity/ session	Target audience	Date-Mont h-Year	Faculty in charge	Resource person	No. of Beneficiaries	Relevance to POs
1	Certification course in Excel	1 <sup>st</sup> Trimester	28/8/21 to 25/11/21	Mr. Rajesh AV	Mr. Niranjana Sr. Consultant, CSC Academy, Devanahalli	144	PO2 & PO6
2	Visit to Art of Living	4 <sup>th</sup> Trimester	5/2/2021	Dr. Samiya Mubeen	-	35	PO3 & PSO3
3	A workshop on career opportunities in Mutual funds industry and tricks to crack interviews in placement season	5 <sup>th</sup> Trimester	10/11/2021	Mr. Rajesh AV	Mr. Pradeep A.M. Relationship Manager, N.J. Invest Pvt. Ltd., Bangalore	49	PO7, PSO2 & PSO1
4	Certification course in Advanced Excel	2 <sup>nd</sup> Trimester	23/12/21 to 28/3/22	Ms. Lakshma T	Mr. Narappa Reddy Assistant Professor	144	PO2 & PO6
5	Certification Course in Tally ERP	3 <sup>rd</sup> Trimester	20/4/22 to 1/7/22	Mr. Rajasekhar	Mr. Karthik Prakash Assistant Professor St. Francis	144	PO1 & PO6

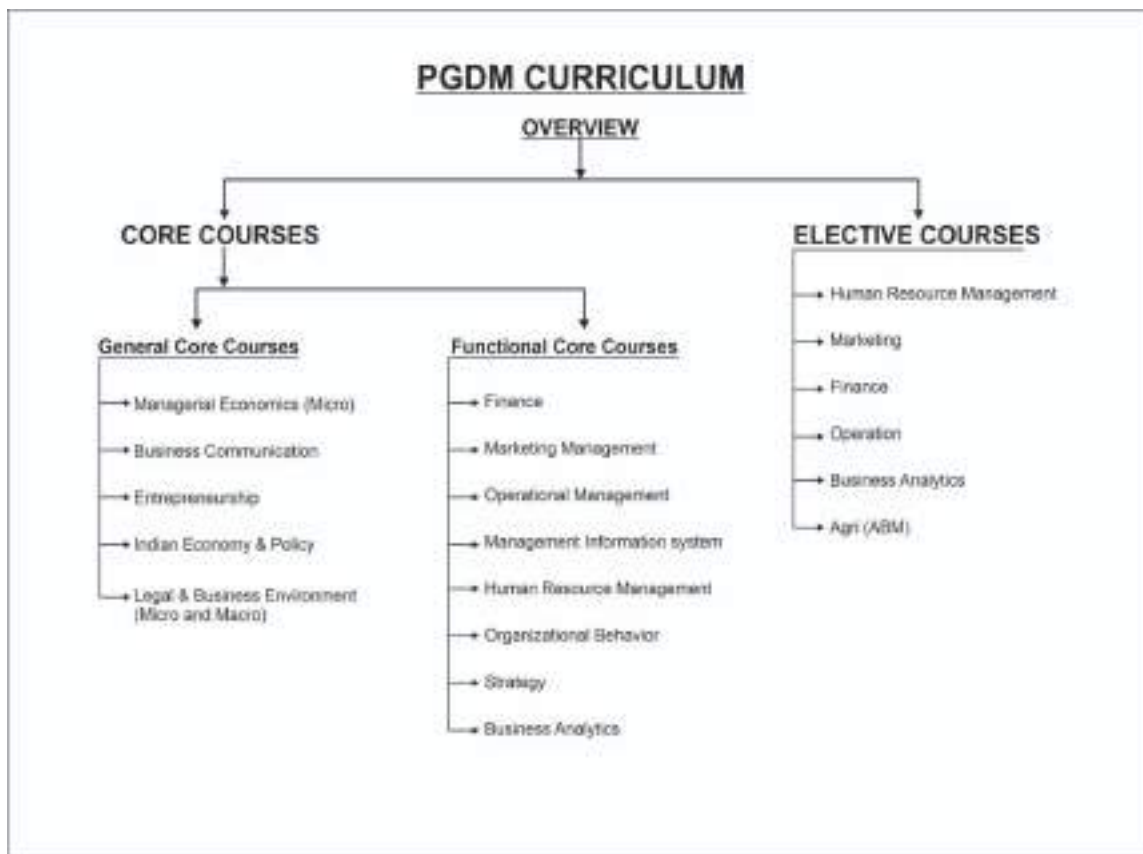
					College, Bangalore		
6	Certification Course in SAP FICO	4 <sup>th</sup> Trimester	11/11/21 to 1/2/22	Mr. Rambabu A	Mr. Veeresh Kumar A Sr. Consultant Wipro	8	PO1 & PO6
7	Organized Budget Analysis	2 <sup>nd</sup> Trimester	3/2/2022	Dr. M.Kethan	Mr. Muneer Akbar & Associates, Bellary	50	PSO2 & PO4
8	Certification Course in Digital Marketing	5 <sup>th</sup> Trimester	20/4/22 to 1/7/22	Mr. Rajasekhar	Mr. Kiran Koppada SEO Specialist, Bangalore	14	PO2 & PO8
9	Certification Course in Power BI	6 <sup>th</sup> Trimester	7/7/22 to 29/8/22	Mr. Ramba bu A	Mr. Sudheer Kumar Reddy Consultant, Besant Technologies Pvt Ltd	11	PO2 & PO6
10	Organized Case study analysis	6 <sup>th</sup> Trimester	28/7/22	Dr. Balaji Nak	-	48	PSO2 & PO4
11	Organized CEO Interaction	4 & 6 <sup>th</sup> Trimester	31/8/22	Mr. Mahabub Basha	Mr. Naveen Kumar, CEO, Growth Consultant, Bangalore	51	PO3 & PSO3
12	Organized	2 <sup>nd</sup>	11/2/23	Ms.	Mr. Vamshi	49	PO3, PO7 & PSO3

	Mentoring Session	Trimester		Lakshmi T	Krishna Raju, City Head Marketing, JSW		
13	Student Development Program on SPSS	4 <sup>th</sup> Trimester	9/10/23 to 13/10/23	Dr. Kethan	Dr. Mohammad Rafee  New College, Chennai	30	PO6 & PSO2
14	Certification Course in Tally. Prime with GST	3 <sup>rd</sup> Trimester	5 <sup>th</sup> June to 24 <sup>th</sup> July 2023	Dr. Kethan	Mr. Niranjana Sr. Consultant, CSC Academy, Devanahalli	132	PO2, PO6 and PSO1
15	Guest Lecture on Restrictions to Nutrient use in Organic Farming, Certification & Export Procedure	2 <sup>nd</sup> Trimester	20/3/24	Dr. Arun Kumar and Mrs. Archana	Mr. Anil Kumar Gajaga Krishnappa Manager – Projects, ICCOA, Bangalore	75	PO7 & PSO1
16	Guest lecture on Recent Trends in ERP & AI	2 and 4 <sup>th</sup> Trimester	3/2/2024	Dr. Arun Kumar	Dr. Kumar Raja, a Post-Doctoral Researcher from Malaysia	60	PO6 and PSO2
17	Certification course in Advanced Excel	2 <sup>nd</sup> Trimester	19/2/24 to 2/3/24	Dr. Balaji Naik	Mr. Niranjana	153	PO2 & PO6
18	Guest lecture on Indian Knowledge	2 and 4 <sup>th</sup> Trimester	26/3/24	Ms. Manikrishna	Dr. D. V. S. Bhagavanulu, Pro Vice	72	PO3, PSO1 & PSO3

	System				Chancellor , Vivekananda Global University, Rajasthan		
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**Courses Alignment**

All the courses are mapped to one of the Areas as mentioned in the diagram below. Core courses are mandatory for all students. From the electives, students can choose as per their interest.



**4.1.2 State the components of the curriculum (15) (15)**

**Comparison of credits with AICTE PGDM model curriculum**

Course components	AICTE model curriculum –		IIBS - PGDM	
	Major Focus	Credits	Major Focus	Credits
Core Courses	First-year (I and II	54 credits of	General Management	



	semesters)*	core courses		57
<b>Program Electives</b>	Second-year (III and IV semesters)	42 credits of electives	Electives with six streams Finance, Marketing, Human Resources, Agribusiness Management, Business Analytics, Operations Management	42
<b>General Elective</b>				
<b>Hands-on-Postings</b>				
<b>Summer Internship</b>	Internship/ Field work	06 credits	Based on the elective Streams	3
<b>Dissertation</b>			Based on the elective Streams	6
<b>Total</b>		<b>102</b>		<b>108</b>

\* No focus on any area of specialization Table No. – 4.1.2

<b>Course Component</b>	<b>Curriculum Content (% of total Number of credits of the program)</b>	<b>Total number of contact hours</b>	<b>Total number of Credits</b>
Program Core	66.66	741	57
Program Electives	66.66	546	42
Internships	3	39	3
Final Dissertation		80	6
<b>Total number of Credits</b>			<b>108</b>

Program Curriculum Grouping Based On Course Components 2022-24

Course Component	Curriculum Content (% of total Number of credits of the program)	Total number of contact hours	Total number of credits
Program Core	66.66	741	57
Program Electives	66.66	546	42
Internships	3	39	3
Final Dissertation		80	6
<b>Total number of Credits</b>			<b>108</b>

Program Curriculum Grouping Based On Course Components 2021-23

Course Component	Curriculum Content(% of total number of credits of the program)	Total numberof contact hours	Total number of credits
Program Core	66.66	741	54
Program Electives	66.66	546	42
Internships	3	39	3
Final Dissertation		80	6
<b>Total number of Credits</b>			<b>105</b>

Program Curriculum Grouping Based On Course Components 2020-22

#### 4.1.3 Transaction of the Curriculum (10) (10)

Course Code	Course Title	Total No of contact hours				No. of Credits
		Lecture (L)	Tutorial (T) *	Practical (P)*	Contact Hours	
<b>Trimester – I</b>						
PGDC101	Managerial Economics (Micro)	2	2	0	39	3
PGDC102	Organizational Behavior	2	2	0	39	3
PGDC103	Financial Statements, Analytics & Reporting	2	2	0	39	3
PGDC104	Business Statistics & Analytics for Decision	2	2	0	39	3
PGDC105	Operations Management	2	2	0	39	3
PGDC106	Business	2	2	0	39	3

	Communication					
<b>Trimester – II</b>						
PGDC201	Human Resources Management	2	2	0	39	3
PGDC202	Marketing Management	2	2	0	39	3
PGDC203	Corporate Finance	2	2	0	39	3
PGDC204	Managerial Economics (Macro), Indian Economy & Policy	2	2	0	39	3
PGDC205	Quantitative Techniques	2	2	0	39	3
PGDC206	Computer Applications for Business	2	2	0	39	3
<b>Trimester – III</b>						
PGDC301	Business Research Methods	2	2	0	39	3
PGDC302	Indian Financial System & Financial Markets	2	2	0	39	3
PGDC303	Organizational Change & Development	2	2	0	39	3
PGDC304	Entrepreneurship	2	2	0	39	3
PGDC305	Legal & Business Environment	2	2	0	39	3
PGDC306	Corporate Strategy & Social Responsibility	2	2	0	39	3
<b>Trimester – IV</b>						
	Internship Project	3	0	0	39	3
<b>Trimester - IV (Elective Subjects)</b>						
<b>FINANCE</b>						
PGDFN 401	Managing Banks & Financial Institutions	2	2	0	39	3
PGDFN 402	Investment Analysis & Portfolio Management	2	2	0	39	3
PGDFN 403	Corporate Analysis & Valuation	2	2	0	39	3
PGDFN 404	*Project Appraisal & Finance	2	2	0	39	3
<b>MARKETING</b>						
PGDMK 411	Digital & Social Media Marketing	2	2	0	39	3
PGDMK 412	Consumer Behaviour	2	2	0	39	3
PGDMK 413	Sales & Distribution Management	2	2	0	39	3

PGDMK 414	*Services Marketing	2	2	0	39	3
<b>HUMAN RESOURCES</b>						
PGDHR 421	Performance Management Systems	2	2	0	39	3
PGDHR 422	Employee Relations	2	2	0	39	3
PGDHR 423	Manpower Planning, Recruitment & Selection	2	2	0	39	3
PGDHR 424	*Compensation Management	2	2	0	39	3
<b>BUSINESS ANALYTICS</b>						
PGDBA 431	Business Analytics & Business Intelligence	2	2	0	39	3
PGDBA 432	Data Analytics using R	2	2	0	39	3
PGDBA 433	Business Data Mining	2	2	0	39	3
PGDBA 434	*Design Thinking	2	2	0	39	3
<b>AGRI BUSINESS MANAGEMENT</b>						
PGDABM 441	Agri Business Environment & Policy	2	2	0	39	3
PGDABM 442	Agri Supply Chain & Retail Management	2	2	0	39	3
PGDABM 443	Food Technology & Processing Management	2	2	0	39	3
PGDABM 444	*Agricultural Finance & Banking Management	2	2	0	39	3
<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>						
PGDOM 451	Supply Chain & Logistics Management	2	2	0	39	3
PGDOM 452	Quality Management System	2	2	0	39	3
PGDOM 453	Advanced Production Systems	2	2	0	39	3
PGDOM 454	Operations Management	2	2	0	39	3
<b>Trimester - V (Elective Subjects)</b>						
PGDC 502	International Business	2	2	0	39	3
<b>FINANCE</b>						
PGDFN 501	International Financial Management	2	2	0	39	3

PGDFN 502	Derivatives Management	2	2	0	39	3
PGDFN 503	Behavioral Finance	2	2	0	39	3
PGDFN 504	Corporate Taxation for Managers	2	2	0	39	3
<b>MARKETING</b>						
PGDMK 511	B2B Marketing	2	2	0	39	3
PGDMK 512	Retail Marketing	2	2	0	39	3
PGDMK 513	International Marketing	2	2	0	39	3
PGDMK 514	*Product & Brand Management	2	2	0	39	3
<b>HUMAN RESOURCES</b>						
PGDHR 521	Team Dynamics at Work	2	2	0	39	3
PGDHR 522	HR Metrics & Analytics	2	2	0	39	3
PGDHR 523	International HR Management	2	2	0	39	3
PGDHR 524	Strategic HRM	2	2	0	39	3
<b>BUSINESS ANALYTICS</b>						
PGDBA 531	Big Data Analytics	2	0	2	39	3
PGDBA 532	Data Visualization for Managers with Tableau	2	0	2	39	3
PGDBA 533	*Future Trends in Business Analytics	2	0	2	39	3
PGDBA 534	Data Analysis using Python and its libraries	2	0	2	39	3
<b>AGRI BUSINESS MANAGEMENT</b>						
PGDABM 541	Organic food production and certification management	2	2	0	39	3
PGDABM 542	Risk management in Agri commodity marketing	2	2	0	39	3
PGDABM 543	Rural and agricultural marketing	2	2	0	39	3
PGDABM 544	*International Agribusiness Management	2	2	0	39	3
<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>						
PGDOM 551	Advanced Operations					

	Research	2	2	0	39	3
PGDOM 552	Behavioral Operations Management	2	2	0	39	3
PGDOM 553	Supply Chain Analytics	2	0	2	39	3
PGDOM 554	Advanced Quality Metrics	2	0	2	39	3
<b>Trimester - VI (Elective Subjects)</b>						
PGDP 601	Dissertation and Viva Voce Examination					06

#Seminars, project works may be considered as practical

**Note: 1 lecture is equal to one credit, 1 tutorial ½ credit and 1 practical ½ credit**

#### 4.1.4 Overall Quality and Level of Program Curriculum (15)

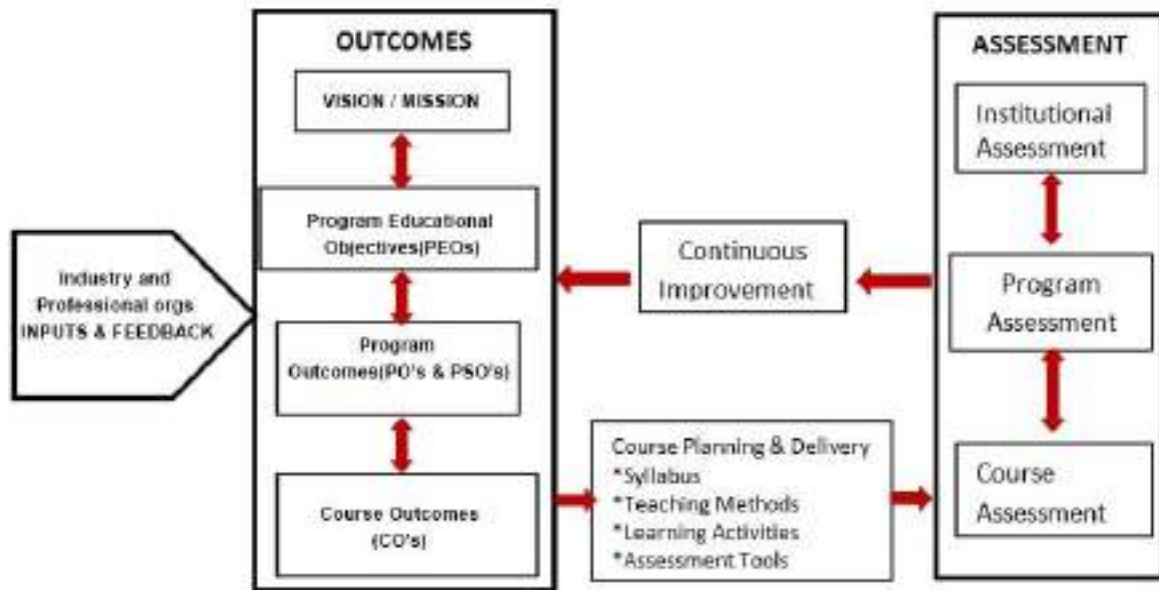
IIBS introduced new courses in its curriculum based on the feedback received from various internal and external stakeholders. The futuristic approach is used to inculcate the most sought after competencies among the graduates. IIBS focuses on the following aspects:

- Outcome Based Education (OBE)
- Elective Streams
- Internships
- Collaborative Learning
- Digital Literacy

#### Outcome Based Education (OBE)

IIBS follows Outcome-Based Education (OBE) which is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

#### Framework for Outcome Based Education



### Elective Streams

IIBS also offers discipline-specific electives in six different streams they are Finance, Marketing, Human Resources, Business Analytics, Agribusiness Management and Operations Management. These courses seek to enhance innovation capabilities among students and aid in value creation in the respective areas. Elective courses are offered based on the interest of the students which will become their specialization stream of the program. The students choose his/her elective stream based on their interest, willingness, and career path.

### Internship

Students are placed in reputed organizations to undergo summer internship for 6 weeks in their chosen elective stream at the end of their first year of the PGDM program. The objective is to help the students understand how organizations operate in a competitive environment. Summer internship complements the student's classroom learning with direct, on-the-job experience in addressing managerial challenges by working with successful professionals and experts in the field.

### Collaborative Learning

Collaborative learning fosters student learning because it is active, it values the diverse learning preferences that students bring to the classroom, and it acknowledges that learning is a social process that occurs in relationship with others. IIBS offers finishing school certification courses with industry experts. To get international exposure purpose IIBS conducting various boot camps. IIBS exchange programmes are an opportunity to broaden the knowledge base, gain new perspectives, and build an extensive professional network

## **IIBS Finishing School Certification Programmes**

### **Trimester - I and II**

- Corporate Communication Skills (IFSCP 1)
- Corporate Etiquette for Business Leaders (IFSCP 2)
- Advanced Excel (IFSCP 3)
- Mind Control & Leadership Development (IFSCP 4)
- Entrepreneurship Development and facilities in India (IFSCP 5)
- Utpad Prakshepan (IFSCP 6)
- Six Sigma (IFSCP 7)

### **Trimester - III and IV Certification Program in Finance:**

Specialization 1. SAP – FICO (IFSCP 8)

Specialization 2. Power BI (IFSCP 9)

Specialization 3. Tableau (IFSCP 10)

Specialization 4. Tally (IFSCP 11)

Specialization 5. Asset management (IFSCP 12)

Specialization 6. Indian Databases CMIE (IFSCP 13)

### **Marketing:**

Specialization 1. Graphics Design, Visual Content Creation and Editing Certification: (IFSCP 8)

Specialization 2. Social Media Marketing Certification (IFSCP 9)

Specialization 3. Web Analytics Certification (IFSCP 10)

Specialization 4. Google Analytics & Google Ad Words Certification (IFSCP 11)

Specialization 5. Lead Management and Prospecting Certification (IFSCP 12)

### **Human Resource Management:**

Specialization 1. Employee and Employer branding (IFSCP 8)

Specialization 2. Human resource Information Systems Certification & Digital HR (IFSCP 9)

Specialization 3. HR Metrics and Dash boarding (IFSCP 10)

Specialization 4. HR life Cycle – Talent Management (IFSCP 11)

Specialization 5. Compensation and Reward Management (IFSCP 12)

Specialization 6. Labour Law and Industrial Relations (IFSCP 13)

### **Business Analytics:**

Specialization 1. Predictive Analytics with R package (IFSCP 8)

Specialization 2. Machine Learning with Scikit-Learn (IFSCP 9)

Specialization 3. Visualizing Data with Python and Tableau (IFSCP 10)



Specialization 4. Data Mining with SQL (IFSCP 11)

Specialization 5. Bibliometric Analytics (IFSCP 12)

**Data Science:**

Specialization 1. Big data Analysis with PySpark & Hadoop (IFSCP 8)

Specialization 2. Artificial Intelligence with Open CV (IFSCP 9)

Specialization 3. Predictive Analytics with R package (IFSCP 10)

Specialization 4. Visualizing Data with Python and Tableau (IFSCP 11)

Specialization 5. Data Mining with SQL (IFSCP 12)

**Agri-Business Management:**

Specialization 1. R programming for Seed Germination analysis & forecasting (IFSCP 8)

Specialization 2. SPSS for Agriculture commodity forecasting (IFSCP 9)

Specialization 3. Agripreneurship Development. (IFSCP 10)

Specialization 4. Organic Farming, hydroponics & integrated farming system (IFSCP 11)

Specialization 5. Artificial Intelligence in agriculture and allied sectors (IFSCP 12)

Specialization 6. Agricultural Marketing Rules, regulations and Legislations (APMC Acts) (IFSCP 13)

**Productions and Operations Management:**

Specialization 1. Inventory management (IFSCP 8)

Specialization 2. Advanced Excel – MS Solver (IFSCP 9)

Specialization 3. Lean Six Sigma (IFSCP 10)

Specialization 4. Chat GPT in production optimization (IFSCP 11)

Specialization 5. Manufacturing Execution systems (IFSCP 12)

Specialization 6. Supply Chain Analytics (IFSCP 13)

**Logistics & Supply Chain Management:**

Specialization 1. Port Management (IFSCP 8)

Specialization 2. Lean Six Sigma (IFSCP 9)

Specialization 3. Supply Chain Analytics (IFSCP 10)

Specialization 4. International Logistics and Trade (IFSCP 11)

**Entrepreneurship and Startup:**

Specialization 1. New Venture Creation & Technology Entrepreneurship (IFSCP 8)

Specialization 2. Entrepreneurial Finance & Marketing (IFSCP 9)

Specialization 3. Startup Operations and Scalability (IFSCP 10)

Specialization 4. Entrepreneurial Strategy and Legal framework (IFSCP 11)



International Boot Camp



Finishing school certification courses



Student Exchange Program with VEMU Institute of Technology, Chittoor



### Digital literacy

Digital literacy provides an understanding of the technologies that we encounter every day, and how history can inform the technology decisions executives' face today. IIBS offers various digital literacy skills courses like Business Analytics, Digital Marketing, Strategic Thinking and Design Skills etc. It also helps to familiarize the concepts that underpin modern digital programming, empowering managers to engage with engineers credibly and confidently. It helps the managers to identify, recruit, and nurture the technical talent they will need to succeed in today's highly competitive job market.

**The overall development of the curriculum is as per the industry requirements/ inputs/ expectations. The courses specially designed to develop professional skills are Induction program and Management Orientation Month:**

This program helps the new students to adjust and feel comfortable in the new environment, inculcate in them the ethos and culture of the institution, help them build bonds with other students and faculty members, and expose them to a sense of larger purpose and self-exploration. Orientation is given about a complete session on career prospects in each specialization from the industry will be organized before choosing a specialization. MOM program objective is to bring all the students from different disciplines and skill sets to one basic management platform, from there they will be in a position to move on to a path of enrichment of knowledge, acquisition of skills and fine tenement of attitude that takes them to their destinations. Whereas the bridge course aims to bridge the gap between subjects studied at the graduation level and the subjects they would be studying in this PGDM program i.e. to reduce the gap in Accounting, Finance, Marketing, Operations Management, Statistics, and English Communication of the students from different educational backgrounds and to help them identify their potential areas for self-development.



**Industry immersion program (IMP):**

IMP is held regularly to acquaint students with the basic know-how of corporate functioning, expectations, and requirements from potential employees and is offered to improve employability. Some of the topics covered in the industry immersion program are corporate talks, mock interviews, emotional intelligence, body language, and professional etiquette, presentation skills, public speaking, and journey from college to industry. Emphasis is laid on improving written and oral communication, managerial competency through this program.



### Entrepreneurship Program:

To inculcate entrepreneurship skills in students IIBS offers Entrepreneurship subject as a core paper in 3<sup>rd</sup> Trimester and conducted various workshops, guest lectures and business plan presentations for innovative, creative and motivated students who aspire to become entrepreneurs by setting up their own business enterprises.

S. No	Nature of the Course	Date	No. of Participants	PO Mapping
1	Is Startup India boosting entrepreneurship	4 <sup>th</sup> January 2021	39	PO3, PO4 & PO7
2	Entrepreneurship Development strategies for achieving and sustaining growth	21 <sup>st</sup> May 2021	28	PO3, PO4 & PO7
3	Business Plan presentation	7 <sup>th</sup> September 2022	27	PO3, PO4 & PO7
4	Entrepreneurship Development	14 <sup>th</sup> July 2022	35	PO3, PO4 & PO7
5	Awaken the Entrepreneur in You	28 <sup>th</sup> March 2023	22	PO3, PO4 & PO7
6	Entrepreneurship Awareness Program	9 <sup>th</sup> December 2023	39	PO3, PO4 & PO7
7	Innovation and Entrepreneurship	15&16 May 2024	70	PO3, PO4 & PO7



- Projects/MOOCs/ Experiential Learning Programs are a regular feature at IIBS.



- Industrial Visits, Workshops, Community Development programs (outreach programs) are some of the Learning by Doing Initiatives already in practice at IIBS.



Community Visits

Industrial Visits

- The students 'clubs are actively involved in organizing various activities from time to time like debates, quizzes, expert talks, business plan competitions, etc.



- Research Club activities to promote and foster a culture of research among students. The students along with faculty members at SRFMS have also published research papers as a department initiative to encourage research.
- The volunteers of the NSS Club visit actively participation in Blood Donation camps, Swatch bharrath abhiyan, Health checkup etc. and learn basic management concepts like Team Work, Planning and Decision Making.



Table 4.3 shows the details on the additional competency certificate courses offered at IIBS such as Advance Excel, Tally ERP, SAP FICO, Sales & Distribution, Digital Marketing, Power BI, Tableau and SPSS etc.

S. No	Value added activity/ session	Target audience	Date-Mont h- Year	Faculty in charge	Resource person	No. of Beneficiaries	Relevance to POs
1	Certification course in Excel	1 <sup>st</sup> Trimester	28/8/21 to 25/11/21	Mr. Rajesh AV	Mr. Niranjana Sr. Consultant, CSC Academy, Devanahalli	144	PO2 & PO6
2	Certification course in Advanced Excel	2 <sup>nd</sup> Trimester	23/12/21 to 28/3/22	Ms. Lakshma T	Mr. Narappa Reddy Assistant Professor	144	PO2 & PO6
3	Certification Course in Tally ERP	3 <sup>rd</sup> Trimester	20/4/22 to 1/7/22	Prof. Mahabub Basha S	Mr. Karthik Prakash Assistant Professor St. Francis College, Bangalore	144	PO1 & PO6
4	Certification Course in SAP FICO	4 <sup>th</sup> Trimester	11/11/21 to 1/2/22	Mr. Rambabu A	Mr. Veeresh Kumar A Sr. Consultant Wipro	8	PO1 & PO6
5	Certification Course in Digital Marketing	5 <sup>th</sup> Trimester	20/4/22 to 1/7/22	Prof. Mahabub Basha S	Mr. Kiran Koppada SEO Specialist, Bangalore	14	PO2 & PO8

6	Certification Course in Power BI	6 <sup>th</sup> Trimester	7/7/22 to 29/8/22	Mr. Ramba bu A	Mr. Sudheer Kumar Reddy Consultant, Besant Technologies Pvt Ltd	11	PO2 & PO6
7	Student Development Program on SPSS	4 <sup>th</sup> Trimester	9/10/23 to 13/10/23	Dr. Kethan	Dr. Mohammad Rafee  New College, Chennai	30	PO6 & PSO2
8	Certification Course in Tally. Prime with GST	3 <sup>rd</sup> Trimester	5 <sup>th</sup> June to 24 <sup>th</sup> July 2023	Dr. Kethan	Mr. Niranjan Sr. Consultant, CSC Academy, Devanahalli	132	PO2, PO6 and PSO1

#### 4.2.1 Describe Processes followed to improve the quality of Teaching & Learning. (20)

Excellence and innovation stand out as explicitly declared 'values' within the IIBS philosophy. Consequently, the institute actively pursues methods to consistently enhance the standards of teaching and learning. The institution's vision underscores placing students at the core of its aspirations and an effort, acknowledging that faculty plays a pivotal role in its performance, growth, and vibrancy. This acknowledgment drives a particular focus on enhancing faculty competencies.

##### A. Academic Calendar

The Program Bulletin contains the curriculum details for the 1 to 6 trimesters and is distributed to all students upon their enrollment in the program. The Academic Calendar guides the implementation of the curriculum, and this plan is meticulously followed. Each faculty member creates a lesson plan, shares it with students and the IQAC office, and adheres to it during teaching.

Classroom instruction employs a diverse range of effective methods, including case discussions, audiovisual presentations, role plays, games, simulations, field visits, and live



projects, alongside traditional modes. The emphasis is on preparing students for the competitive business world. Practical sessions, live projects, and workshops are incorporated whenever feasible.

### A. Adherence to Academic Calendar

The PGDM Coordinator is responsible for developing the Academic Calendar for the upcoming year, which, after receiving approval from the Academic Director, is distributed to both students and faculty members. The roadmap for executing the institute's academic activities is outlined in the Students' Handbook. The Academic Calendar is released well in advance of the academic year and is an integral part of the Students' Handbook. It serves as a comprehensive guide for monitoring all academic activities, and any proposed changes are rarely allowed. In the event that a modification is deemed necessary, it undergoes a thorough review and requires approval from Academic Council. The co-ordinator oversees the tracking of activities and provides regular reports to the chairperson academic council. A sample overview of the data tracking for the 2023-24 academic year is detailed below.

<b>PGDM 2023-25 BATCH-ACADEMIC CALENDAR</b>		
<b>ACADEMIC YEAR 2023-24</b>		
Management Orientation Module (MOM) - JULY 2023	Commencement of MOM	Thursday, 20 July 2023
	End of MOM	12 Aug 2023
	Valedictory of MOM	14 Aug 2023
	Independence Day Celebration	15 Aug 2023
<b>TRIMESTER - I</b>		
Schedule of Continuous Assessment & Evaluation	Commencement of classes	16 Aug 2023
	Continuous Assessment - DTE (C1)	11 Sept : 14 Sept 2023
	C1 Results	21 Sept 2023
	Continuous Assessment - DTE (C2)	9 Oct : 16 Oct 2023
	C2 Results	8 Oct 2023
	During Term Assessment (DTA)	10 Oct 2023
	Last Working Day of Trimester 1	7 Oct 2023
Extra-Curricular Activities	Industrial Visit	5 Aug 2023
	Industrial Visit	1 Sept 2023
Cocurricular Activities	Teacher's Day Celebration	5 Sept 2023
	Onam Celebration	26 Aug 2023
	IIBS - Ethnos (Ethnic Day)	18 Sept 2023
Schedule of Term End Examination	Term End Examination (C3)	9 Oct : 14 Oct 2023
	C3 Results	2 Nov 2023
	Marks Card Issue	11 Nov 2023

TRIMESTER - II		
Orientation	Industry Immersion Module (IIM)	18 Oct 2023
	Commencement of classes	10 Oct 2023
	End of classes (for IIM)	31 Oct 2023
	Industry Immersion Module (IIM)	02 Nov : 29 Dec 2023
	Reopening of classes	01 Jan 2024
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	10 Jan :12 Jan 2024
	C1 Results	22 Jan 2024
	Continuous Assessment - DTE (C2)	12 Feb 2024:14 Feb 2024
	C2 Results	20 Feb 2024
	During Term Assessment (DTA)	21 Feb 2024
	Last Working Day of Trimester 2	16 March 2024
Extra-Curricular Activities	Industrial Visit	04 Jan 2024
	National Conference	27 Jan 2024
	Industrial Visit	07 March 2024
Cocurricular Activities	Surface 2023	28 Oct 2023
	DJ Night	30 Dec 2023
	Yuva Annual Sports Meet	13 Jan 2024
	Adsophos (Intercollegiate Fest)	23 Feb 2024
Schedule of Term End Examination	Term End Examination (C3)	18 March :23 March 2024
	C3 Results	02 April 2024
	Marks Card Issue	19 April 2024

TRIMESTER - III		
Orientation	Specialisation & Career Orientation Program (SCOP)	25 March :26 March 2024
	Commencement of classes	27 March 2024
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	07 May : 09 May 2024
	C1 Results	15 May 2024
	Continuous Assessment - DTE (C2)	18 June : 20 June 2024
	C2 Results	24 June 2024
	During Term Assessment (DTA)	25 June 2024
	Last Working Day of Trimester 3	22 June 2024
Extra-Curricular Activities	Industrial Visit	05 April 2024
	Industrial Visit	03 May 2024
	International Conference	25 May 2024
	International Conference	07 June 2024
Cocurricular Activities	Inter-Collegiate Sports Meet	18 May 2023
Schedule of Term End Examination	Term End Examination (C3)	24 June :29 June 2024
	C3 Results	15 July 2024
	Marks Card Issue	18 July 2024
	Internship Program	01 July : 30 Sept 2024

ACADEMIC YEAR 2024-25		
TRIMESTER - IV		
Orientation Program	Placement Orientation Program & Placement Process (POPPP)	01 Oct :5 Oct 2024
	Commencement of classes	07-Oct 2024
Schedule of Continuous Assessment & Evaluation	Submission of Internship Project Report	14 Oct 2024
	Viva Examination	19 Oct 2024
	Continuous Assessment - DTE (C1)	04 Nov :13 Nov 2024
	C1 Results	16 Nov 2024
	Continuous Assessment - DTE (C2)	02 Dec :11 Dec 2024
	C2 Results	16 Dec 2024
	During Term Assessment (DTA)	17 Dec 2024
	Last Working Day of Trimester 4	20 Dec 2024
Schedule of Term End Examination	Term End Examination (C3)	23 Dec :10 Jan 2025
	C3 Results	27 Jan 2025
	Marks Card Issue	31 Jan 2025
TRIMESTER - V		
	Commencement of classes	13 Jan 2025
Schedule of Continuous Assessment & Evaluation	Continuous Assessment - DTE (C1)	10-Feb: 19 Feb 2025
	C1 Results	25 Feb 2025
	Continuous Assessment - DTE (C2)	10 March:19 March 2025
	C2 Results	25 March 2025
	During Term Assessment (DTA)	27 March 2025
	Last Working Day of Trimester 5	29 March 2025
Schedule of Term End Examination	Term End Examination (C3)	31 March:19 April 2025
	C3 Results	03 May 2025
	Marks Card Issue	06 May 2025
TRIMESTER - VI		
Schedule of Continuous Assessment & Evaluation	Dissertation	21 April : 21 June 2025
	Project Report Submission	23 June 2025
	Viva Examination	01 July 2025
	Placement Reporting & Review (PR)	21 June :11 July 2025
	Convocation	12 July 2025

## B. Improving instructional methods and using pedagogical initiatives

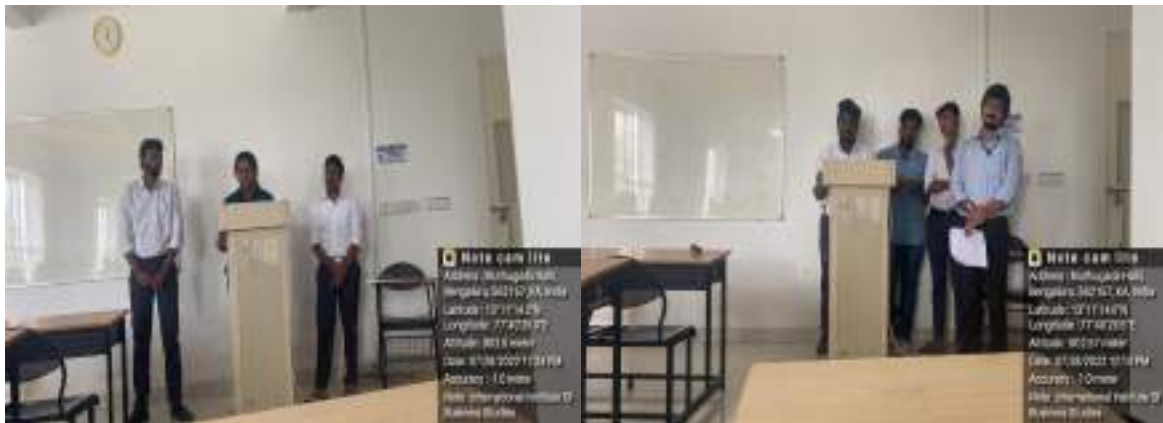
Improving institutional methods and implementing pedagogical initiatives are fundamental for enhancing the quality and effectiveness of education. It involves continually evaluating and updating teaching methodologies, curricula, and learning environments to meet the evolving needs of students and society. Pedagogical initiatives, such as student-centered learning approaches and integrating technology into instruction, provide frameworks for engaging students actively and fostering critical thinking skills. Additionally, investing in educator professional development ensures that teachers are equipped with the necessary knowledge and skills to implement innovative teaching strategies successfully. Ultimately, by embracing

innovation and adopting effective pedagogical practices, institutions can create learning experiences that empower students to thrive in an ever-changing world.

**Some of the assessment tools used are:**

- **Case study discussion**

The case method of learning is one of the most used pedagogical approaches at various business schools in India and World. Faculty members at IIBS use case studies to deliver some of the topics in their respective courses. Faculties are also encouraged to write cases and use it in the class room. Cases are drawn from various published sources. Learning through the case method helps the students to understand real-life situations. Few mentioned below for reference.



S. No	Title of the Case
1	Sustainable Supply Chain Solutions
2	XYZ Marketing Solutions
3	Retail Marketing in Urban India
4	Transforming Agri Retail Marketing in Rural India
5	Coca- Colas Failure in Thailand Market
6	Product and Brand Management in the Indian Market
7	International Marketing Expansion
8	International Marketing Expansion for "GlobalTech Solutions"
9	Mumbai Nutan Tiffin carriers Ltd. MNTCL
10	Dalmia Consumer Care
11	<i>"Unveiling Insights: A Case Study on Hypothesis Testing in Marketing Strategies"</i>
12	<i>"Sampling Distribution Insights: A Case Study on Quality Control in Manufacturing"</i>
13	<i>"Unveiling Patterns: A Case Study on Basic Data Analysis in Retail Analytics"</i>

14	Value Creation in Tech Gadgets Industry
15	Motivation in a High -Tech
16	Enhancing Employee Engagement at XYZ Corporation
17	<b>"Optimizing the Chain: A Case Study on Supply Chain Management at ABC Electronics"</b>
18	<b>"Balancing Act: A Case Study on Inventory Management at XYZ Retailers"</b>
19	<b>"Streamlining Operations: A Case Study on Production Planning at ABC Manufacturing"</b>
20	<b>Revitalizing Financial Health : A cash flow Management Case Study of XYZ Tech Solutions</b>
21	<b>"Navigating Profitability: A Case Study of ABC Consulting Firm"</b>
22	<b>"Unlocking Financial Performance: A Case Study on Income Statement Analysis at XYZ Corporation"</b>
23	Market Structure Analysis- The Widget Industry
24	The smartphone Industry Dynamics
25	Elasticity of Demand in the Coffee Market

- **Business plan analysis**

Business plan presentation provides students a platform for refining ideas, foster entrepreneurship and to provide an integrative learning experience.



- **Group presentations**

A group discussion is a systematic oral communication activity wherein all the participants interact with each other for exchange of ideas and thoughts to fulfill a purpose. Purpose can be to arrive at a solution, exchange information, provide views, or create an agreement.



- **Brain storming sessions**

This is a systematic process, which encourages participants to be actively involved by contributing ideas in a noncritical or non-evaluative environment. Structured brainstorming sessions are undertaken by organizations to find a solution to problems that persist in a work environment. Many successful organizations use structured brainstorming as a key tool when it comes to [decision-making](#).



- **Budget session analysis**

Budget analysis refers to analyzing the components of budget that is budgeted expenditure and revenue.



- **Mock interviews**

A mock interview is a practice interview that enables the interviewee to craft suitable responses, practice non-verbal communication, and get comfortable with the interview environment. The mock interview was planned to imitate any interview situation, including in-person and general aptitude so that the counselor has more information, they will be better able to change the questions to suit the actual interviews that they may encounter in corporate.



- **Learning from Peer Groups**

Team based learning provides lot of scope for learning in the peer group. We at IIBS in few courses the faculty encourages the students to go for peer learning. Evaluation is being done at individual level while leaning happens at group level



We at IIBS believe in hands on experience in the assurance of learning process. Keeping in view of it courses like IT for Managers; Financial Modeling etc. students do exercises using the MS Excel etc. in addition to exercises and case studies in various courses.

- **Role Plays**

Role Play has been incorporated in business training curricula. For example, sales teams that continually engage in role-playing are more likely to outperform their non-role-playing competitors. To teach courses like communication students are paired and provided a situation to enact a role play based on the 7C's principles of communication. Role paly build confidence, develop listening skills, creative problem solving.

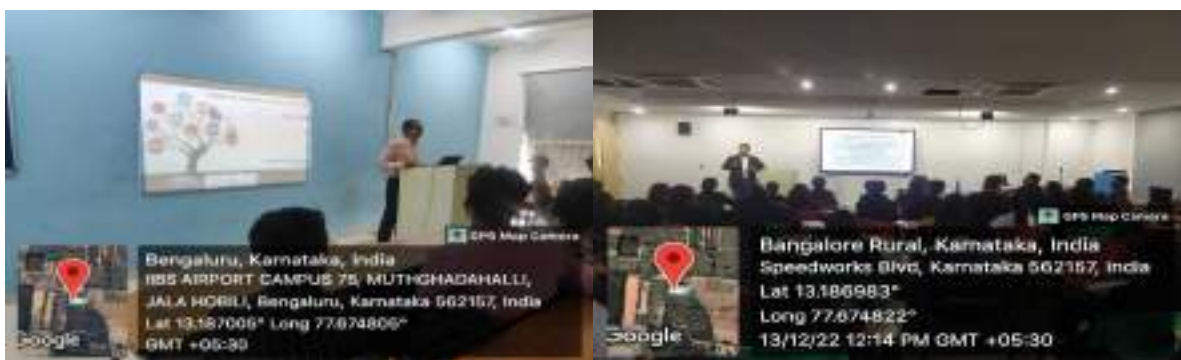


### C. List of events/ activities organized by the institute as pedagogical initiatives

In addition to the assessment tools used by the faculty, the institute organizes many events/ activities as planned in the academic calendar:

- **Guest lectures by industry experts**

These sessions provide students with the opportunity to interact directly with individuals who have practical experience in their respective fields. By sharing their expertise, industry experts enrich students' understanding of theoretical concepts and current industry trends. Guest lectures also inspire students by showcasing potential career paths and highlighting the importance of lifelong learning and professional development.



- **Learning from Movies and Videos:**

Some of the faculty members use movies and videos collected from different sources as a part of their course delivery to make the students understand the concepts in a very lucid manner.



## Learning from Movies

S.No	Movie Name	Subject
1	Guru	Capital Markets and Instruments
2	Life of Pie	Basics of Management
3	Chak De India	Strategic Management
4	Bahubali	Operations Management
5	Munnabhai MBBS	Business Ethics , Internpersonal Skills

Table 4.2.2 learning from movies

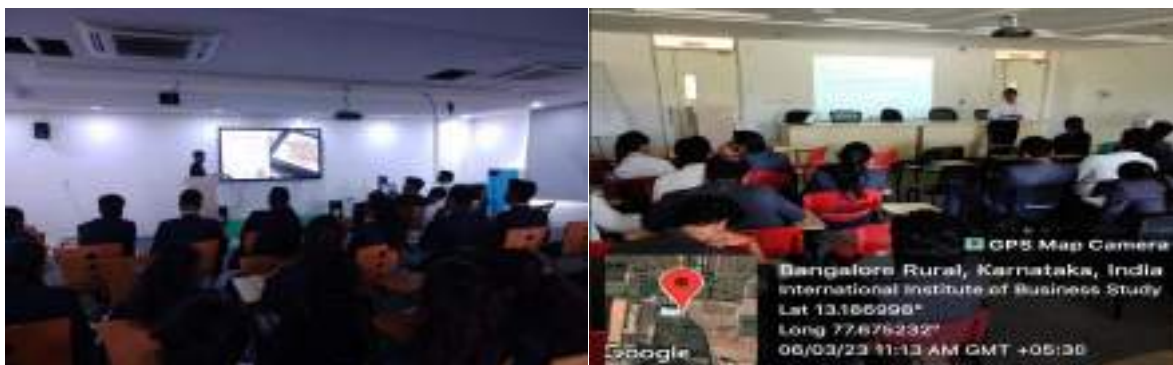
## Learning from Videos

S.No	Video	Source	Subject
1	OLA- Indias New Generation Entrepreneurs	Bloomberg and Inc	Entrepreneurship
2	Ordinary Heros of Taj Hotel by Dr. Rohit Deshpande	Tedex England	Business Ethics and Corporate Governance
3	Mumbai Dabbawalas- Dr. Pavan Agarwal	TedXSSN	Strategy, Motvation, Operations and Entrepreneurhsip
4	Stock Exchanges – A History	You - tube	Capital Markets and Management of Financial Services
5	Moving the Tata Group Beyond India- Interview	Stanford University	International Business

Table 4.2.3 learning from videos

- **ICT tools involved in academic activities:**

Information and Communication Technology (ICT) tools have become integral to academic activities at our institute, transforming the teaching and learning landscape. These tools encompass a wide range of technologies, from basic software applications to sophisticated online platforms, all designed to enhance the educational experience.



- **Raising awareness for students to social needs**

The institute reinforces the core philosophy of developing ethical business leaders. This is reflected in the various co-curricular and extra –curricular activities like (NGO) that are designed to create awareness among the students towards social issues.



- **Boot camps:**

The institute organizes a 3 days off site Boot camp meant to enhance team spirits, learn management principles through management games and create a strong sense of bonding among the batch.



- **Book Review Session (BRS)**

Book Review Session objective is to inculcate the reading habit among the students and horn their reading and communication skills. The sessions provide an opportunity to students to learn about the book's content(s). Reviewers should consider the value of the book related to the business field which must facilitate in augmenting the student's business comprehension and add value to their business knowledge. Students are graded based on their presentation.



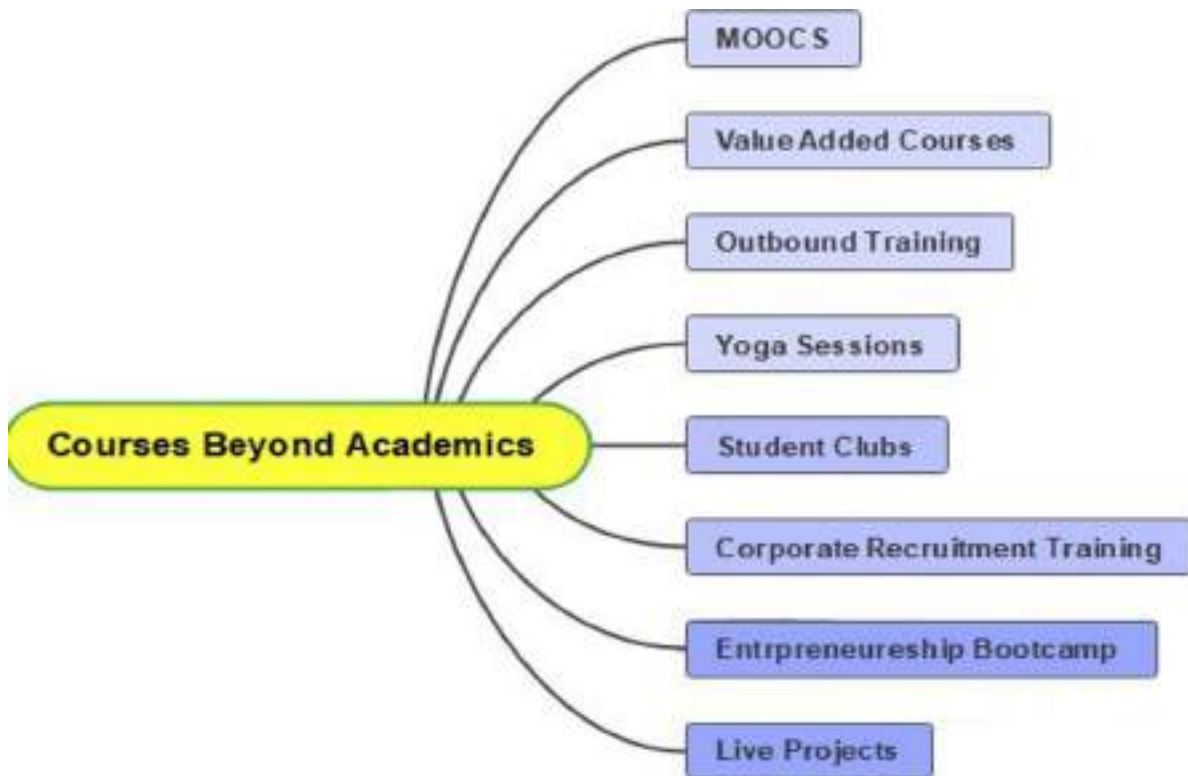
- **Summer Internship Projects**

Summer internship is pivotal in understanding the practical scenario. It offers an important opportunity to work closely with professionals in the industry and to develop knowledge, competencies and experience related directly to the career goals. The SIP starts after the completion of the 3rd trimester for 8 weeks. Students are advised to prepare the project report under the supervision of a guide and a faculty mentor, as it adds value to the project and has an emphasis in evaluation. During internship the topic taken for the study can be related to an organization. It can also be a comparative study between organizations. A project should preferably be conducted in the organization where the student is employed. Based on the viva voce performance, students are graded for Summer Internship Project.



#### **D. Courses beyond Academics**

While academics are an essential part, the following courses are also conducted which are beyond academics to improve the specialized skills of students.



- **MOOCS**

MOOCs offer a flexible and affordable way for students to acquire new skills and knowledge from experts around the world, without having to attend physical classes. Here are some potential advantages and considerations to keep in mind when offering.

#### Advantages

- Access to high quality content
- Flexibility in learning
- Cost effective



- **Value Added Courses**

The objective of the institute in offering value-added courses to students is to provide them with additional skills and knowledge that can complement their core curriculum and make them

more competitive in the job market.

By offering value-added courses, we can help students:

- To develop specialized skills that is in high demand in the job market.
- To enhance their employability
- To stay updated with industry standards



- **Outbound Training**

The institute makes this as mandatory activity for the student to give them hands-on experiential learning that complements their academic knowledge. Outbound training programs typically involve a series of team-building activities and adventures learning program that take place outside the classroom and challenge students to work together to achieve specific goals.



- **Yoga Sessions**

We are offering the yoga sessions to PGDM students as a great way to promote their physical and mental health. It is a wonderful initiative as yoga can help students to manage their stress, improve focus, and boost overall well-being.



- **Students Clubs**

This is an end-to-end activity carried out by the students, giving them a platform to express leadership, and decision-making, problem-solving, creative thinking and communication skills. This will be a value addition to their resume. Blogs, Newsletters, Quiz, Activities, Panel discussions, and case studies are part of these club activities.

These academic club activities allow the students to develop leadership, social responsibility and employment experience. They learn to work with each other and the work is delegated between them and they are responsible for the work allocated to them and take ownership of the same.



- **Corporate Recruitment Training**

The primary objective of our institute in offering corporate recruitment training program for PGDM students is to prepare them for successful entry into the corporate world. The training programs are designed to equip students with the skills and knowledge required to excel in a competitive job market, and to help them secure rewarding career opportunities.



- **Entrepreneurship Boot Camp**

The objective of an entrepreneurship boot camp for PGDM students is to provide them with the skills, knowledge, and tools they need to start and manage their own businesses successfully.

The boot camp typically includes a range of activities and workshops that focus on topics such as idea generation, market analysis, product development, financial planning, marketing, and sales. By participating in these activities, students can learn how to develop a business plan, create a marketing strategy, identify potential funding sources, and build a strong team to support their venture.

The entrepreneurship boot camp also provides students with an opportunity to network with other aspiring entrepreneurs, successful business owners, and industry experts who can offer advice and mentorship. This can help students gain valuable insights into the challenges and opportunities of entrepreneurship, and develop the confidence and skills they need to succeed.



- **Live Projects**

Live projects are part of courses beyond the academics and these live projects are an essential part of a PGDM program. They provide students with practical experience, skill development, industry exposure, networking opportunities, and resume building. Therefore, students take live projects seriously and make the most of these opportunities.



### **C. Methodologies to support weak students and encourage bright students**

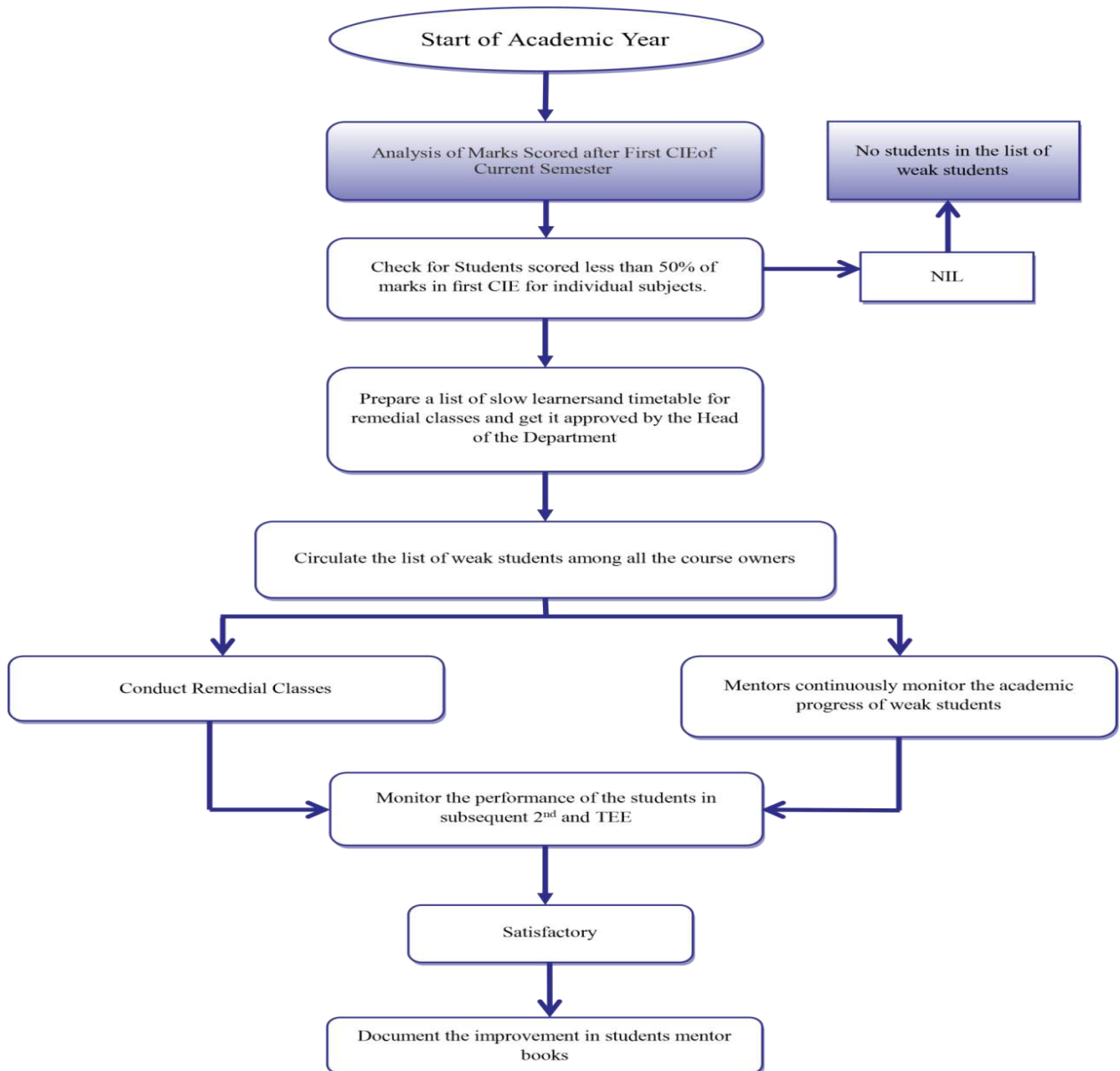
All the students who are admitted in the PGDM program are not same. They differ in their academic background skills, talents, interests, etc. Hence the PGDM has the strategy to identify the potential of each student and try to supplement them with suitable pedagogy to bring out the best in them. The students are assigned faculty mentors who regularly monitor the performance of their mentees to understand their personal and professional challenges and guide them in overcoming them. The class coordinators along with subject faculty assess the progress of the students after every Internal Assessment test and parents are intimated of the same through the ERP.

The process to identify the bright students and slow learners is given below:

- **Process to Identify Weak Students**

The slow learners are identified based on their performance in first CIE and participation in class room discussion. Students who have scored less than 50% of the marks in the first CIE are identified as a slow learners and Department schedules remedial classes to interact with the students and to motivate them to do well in 2nd and Term end exams. Faculty highlights students about important concepts in their respective courses and assist students to improve their learning levels by issuing various instructional materials like orientation, hand notes, assignments, question bank and tutorial etc. Attempts are made by the faculty to give personal attention to these students, where in each faculty is assigned with 20 students for mentoring and parents teachers meeting is scheduled as and when necessary.





### Process to Identify Bright Students

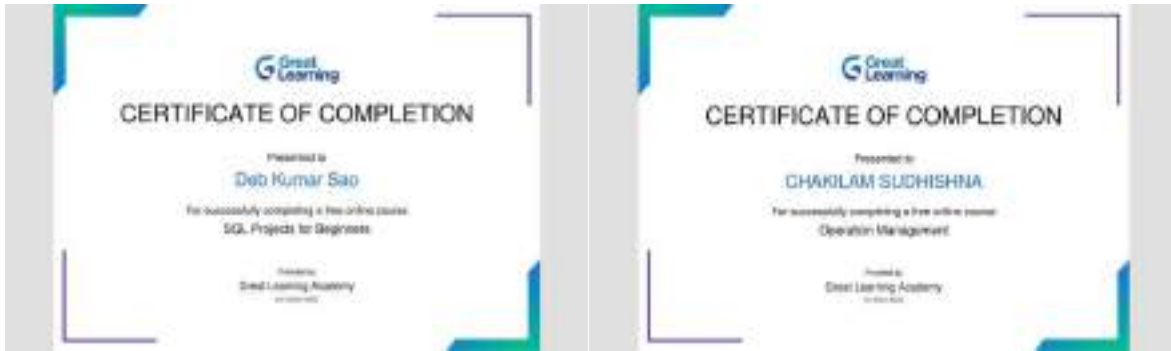
The course faculty identifies the bright students in their respective courses based on the performance of the student in the class participation, Internal Assessment tests, Assignments, Seminars and presentations, and semester end examinations. The students who score above 60% overall are grouped as bright students and provided the following guidance by the department to encourage them to excel.

### Actions taken to encourage Bright/Meritorious students

- The identified students are encouraged to participate in co-curricular activities to build their overall personality.
- They are provided with additional reading and reference material to improve their academic performance.

- They are encouraged to publish papers and participate in seminars and workshops.
- They are encouraged to take up certification courses and are also offered certification courses.
- They are given additional library support in the form of extra books.
- They are made a class representatives and encouraged to support some slow learners which give them confidence and improves their skill and knowledge in the field.
- Extra assignments and challenging tasks are given by the faculty to the bright students to prepare them to score well in the external exams.





### Quality of Classroom Teaching

The class room teaching process is continuously monitored by the Coordinator in assistance with the senior faculty. In order to ensure quality in class room teaching, Institutional and Departmental calendar of events along with Time table is displayed in all the classes. Faculty makes use of online courses like Coursera, MOOC etc. Enhance & share knowledge with students. Question banks covering frequently appearing questions in previous year question papers and challenging questions are prepared & issued to the students. Also timely assignments and CIE are conducted to check the learning levels of students.

The teaching learning process comprises of a multitude of teaching aids and methods depending on the course requirements. The faculties make use of ICT like LCD Projectors, Wireless keyboard and mouse etc for teaching. Faculty share the Academic study and reference material on its ERP platform Accelerator that provides the convenience of 24/7 availability for the students.

ibs@group.ith.edu.com

Lesson Plan

INTERNATIONAL BUSINESS

Generate PDF

Course Details

**Basic Info**

Duration of Semester	18 Jan 2024 to 31 Mar 2024	# of Lecture Hours/Week	3
Dept- Semester- Sec	PGDM S.E.	# of Lecture Hour	42
Course	INTERNATIONAL BUSINESS PGDC 502	IA Marks	40
Faculty	Ms Shivadi W	Exam Marks	60
Credits	3		

Days	Mon	Tue
Time	11:30 PM-03:30 PM	03:30 PM-05:30 PM

Course Outcome Details

CO

Subject	Name	Total	Mark
BFB	W-1	27/40	-
CB	W-1	21.5/40	-
BCM	W-1	21.2/40	-
DCSMM	W-1	35.8/40	-
SM	W-1	12/40	-
SDM	W-1	32.8/40	-
DA	W-1	16/40	-
PGV	W-1	34/40	-

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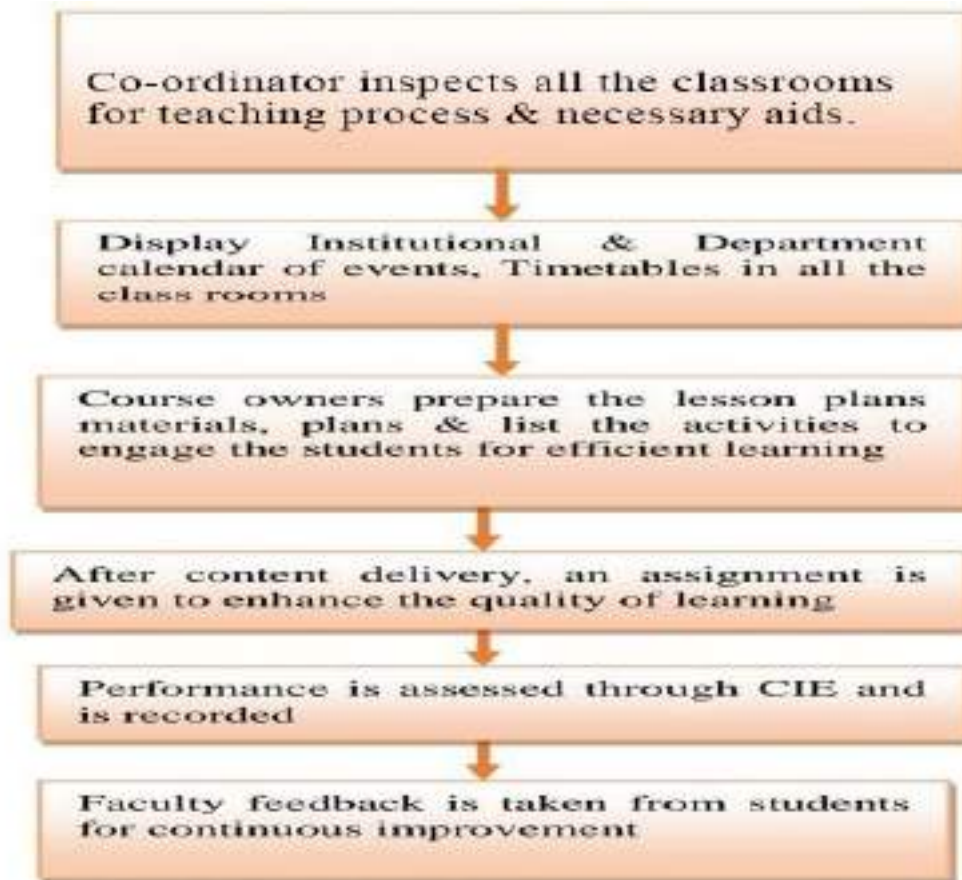
Timetable / Class Timetable

Extra Curricular Course Co Curricular Course

Monday Tuesday Wednesday

Time	Course	Room #	Faculty
08:30 PM to 09:30 PM	INTERNATIONAL BUSINESS		Ms Shivadi W
	PGDC 502		

## Classroom Teaching



<b>Classroom Ambience</b>	<p>The PGDM Department has the state of art infrastructure. There are 18 big spacious class rooms and along with 2 seminar halls are with revolving chairs which facilitates interaction between the students and faculty. It encourages brainstorming and discussions during the class and gives opportunity to every student to participate in the discussions and be an active learner. These classrooms are equipped with LCD Projectors and speakers, White boards with marker pens, and very well ventilated that is ideal for long hours of lectures, seminars, group discussions, and extended hours of academic pursuit. Wi-Fi to give students a better learning facility.</p>
<b>Student Engagement</b>	<p>The faculty uses the following methods to keep the students attentive, interactive, and engaged:</p> <ul style="list-style-type: none"> <li>• Interactive Classroom</li> <li>• Group Discussion</li> <li>• Presentation</li> <li>• Role Play</li> <li>• Case Analysis</li> <li>• Flip class</li> <li>• Games</li> <li>• Quiz</li> </ul>



**E. Student feedback of teaching learning process and actions taken**

**Teaching evaluation process: Feedback system**

Faculty evaluation encompasses a comprehensive assessment of various facets of the teaching-learning process. Students provide feedback on aspects such as subject knowledge, teaching proficiency, lesson planning, query resolution, communication skills, and overall effectiveness of the class. Faculties will be sharing weekly academic tracker reports to Coordinator.

ACADEMIC TRACKER      SRNO: 15

NAME OF THE FACULTY	Dr. KCSaith Reddy
Employee Id	1203
Designation	Assistant Professor
Date of Submission	20 <sup>th</sup> January 2024

**CHECK LIST**

SNO	PARTICULARS	STATUS OF COMPLETION(Y/N/ NO)	REVIEW COMMENT BY AWH
1	No of classes taken in a Week	2 (FOLLOW BIRTH)	
2	Are the portions are covered as per the course plan?	yes	
3	Attendance Document	yes	
4	Any special assignments are allowed for Fast /Slow learners	no	
5	Course Files Submission Status	No	
6	Extended activities planned in a subject (based on the requirement)	No	
7	Status of syllabus completion (Current UNIT NO & PERCENTAGE OF COMPLETION)	PROGRAM - I - IM - Module 1 - 15%	
8	Expected Date of Syllabus Completion as per the lesson plan	31/03/2024	

**Subject Wise Topics Covered in a Week:**

SNO	Subject Name	Classes Allocated	Classes Conducted	Topics Covered
01	IM	2	2	Syllabus, introduction, nature, scope, challenges

**Details of Extra Sessions Conducted (if any):**

SNO	Subject Name	Date of the session	Prgram/Section	Topics Covered

To ensure quality in class room teaching students feedback is recorded every month and all the students are required to fill an online feedback-form. The comments are analyzed by the

Principal and are discussed with the concerned faculty individually. Suggestions for improvement in teaching performance are given if required and faculty gives their explanation for getting less than 90% feedback.

### Frequency

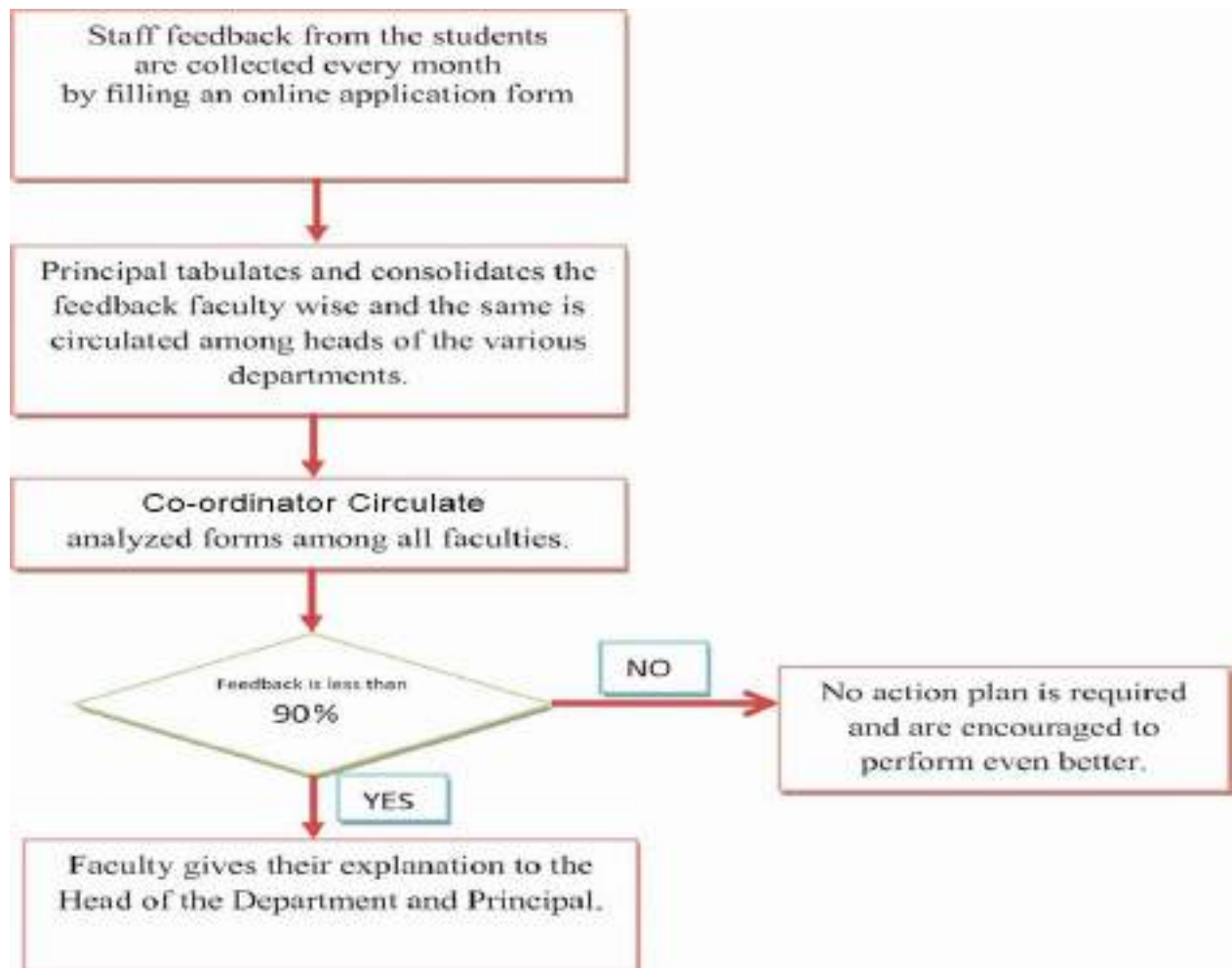
- Feedback is taken from students in every month for all the theory and practical classes with about respective faculty handling the subjects.

### Analysis

- Feedbacks are tabulated by the Principal in consent with Head of the Department.

### Action taken

- The analyzed forms will be made available to respective faculty.
- If feedback is < 90% Faculty members receive counseling from the Principal, accompanied by opportunities for improvement. Mentorship from senior faculty members supports faculty development program, with constructive feedback provided for enhancement.



## Student Feedback Sample Report



Name	Dr. Balaji Naik
Age	
Qualification	
Experience	
Academic	
Corporate	
Date of Feedback	12/2/2024
Time of demo	
Session	
Area / Topic	Corporate Taxation and Finance
Students' Feedback Assessment	
Designation expected	
Salary expected	

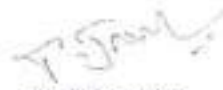
## A. Students' Feedback Report:

100 Points Weightage

Parameters	100 Points Weightage						No. of students	Parameter Points
	a	b	c	d	e	f		
1. Communication Skill	5	50	5	40	0	0	10	9.0
2. Teaching Skills	10	100	0	0	0	0	10	10.0
3. Response to Queries	10	100	0	0	0	0	10	10.0
4. Helpfulness	6	60	4	32	0	0	10	9.2
5. How relevant was the content discussed by the speaker?	7	70	3	24	0	0	10	9.4
6. Ensuring Discipline inside the Classroom	10	100	0	0	0	0	10	10.0
7. Lecture Content	10	100	0	0	0	0	10	10.0
8. Use of Examples, Cases, Models Etc.,	10	100	0	0	0	0	10	10.0
9. How do you rank the above faculty	7	70	3	24	0	0	10	9.4
<b>Total</b>								<b>9.7</b>

Overall Assessment:

97

  
**Dr. T Jaggaiah**  
 Director  
 INTERNATIONAL INSTITUTE  
 OF BUSINESS STUDY  
 #75 MARKHILL ROAD, 550110  
 Bangalore North - 562157

## Student Feedback Sample Questions

- 1) **Communication skills**
  - a) Excellent
  - b) Good



- c) Average
- 2) Teaching Skills**
  - a) Just Right
  - b) Too slow
  - c) Too fast
- 3) Response to Queries**
  - a) Clarified during the session
  - b) Some Queries left unclarified
  - c) Most Queries left unclarified
- 4) Helpfulness**
  - a) Extremely helpful
  - b) Helpful
  - c) Not all Helpful
- 5) How Relevant**
  - a) Excellent
  - b) Good
  - c) Average
- 6) Lecture content**
  - a) Informative & Interesting
  - b) Informative & not interesting
  - c) Interesting and not informative
- 7) Use of examples cases models etc..**
  - a) Frequently
  - b) Sometimes
  - c) Rarely
- 8) How do you rank the above faculty?**
  - a) Excellent
  - b) Good
  - c) Average
- 9) How relevant was the content discussed by the speaker?**
  - a) Excellent
  - b) Good
  - c) Average
- 10) Ensuring discipline in the classroom**

- a) Excellent
  - b) Good
  - c) Average
- 11) **Additional Remarks if any**
- 

#### 4.2.2. Quality of continued assessment evaluation process

The PGDM evaluation process which consists of a TEE- Trimester End Exam which has 60% weightage and CIE- Continuous Internal Evaluation which has weightage of 40%. The college has a structure for CIE in line with the guidelines which have 20 marks out of 40 for internal evaluation tests and 20 marks for a mix of assignments, mock tests, seminars, quizzes. The internal marks of 20 are decided based on the average of two internal assessment tests.

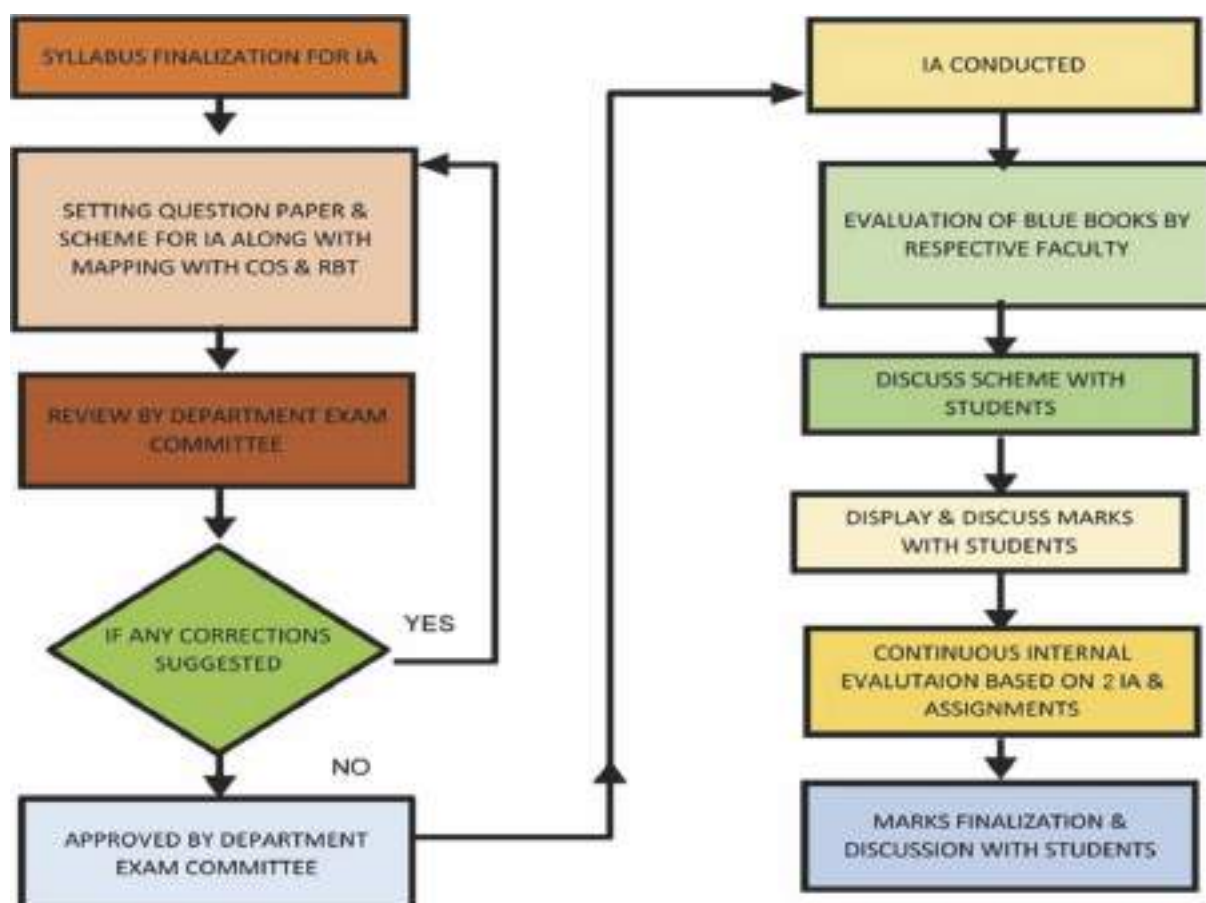
##### **A. Process for internal semester question paper setting, evaluation and effective process implementation**

Continuous assessment of students is done based on their class attendance, class participation and performance in assignment, seminars, mock test, quizzes and internal assessment tests. Two mandatory CIE tests are conducted at predefined intervals. Allocation of modules may vary based on syllabus completion for the respective subject. Following process is followed for execution of internal assessment tests in the department:

- **Syllabus finalization for CIE:** Syllabus is finalized for CIE based on the portions covered. Allocation of modules for each CIE varies based on syllabus completion for the respective subject and the logical grouping of topics. Two mandatory Internal Assessment tests are conducted at predefined intervals. First two modules of the syllabus are covered in the first CIE Test, the III, IV and V modules are covered under the second CIE test.
- **Setting and finalization of Question Paper:** The concerned subject faculty sets the question paper in line with the syllabus. It is ensured that the degree of difficulty of questions is at the same level or higher than the end Trimester question paper. Each question is mapped to the course outcome and Bloom's Taxonomy level. The scheme for the question paper is prepared by the concerned faculty. The question paper and the scheme are scrutinized by the department examination committee. Corrections are suggested, if required and incorporated by the subject faculty and the revised question paper is submitted to the department CIE coordinator at least five days before the start

of CIE.

The process of Continuous Internal Assessment is described below



- **Timetable preparation for the CIE:** Timetable for CIE is prepared by the department CIE coordinator in line with the academic calendar. The same is approved by the Coordinator and displayed at least one week before the start of CIE.
- **Preparation of room allotment for CIE:** The department CIE coordinator allots the rooms as per the USN Registration No's. The same is reviewed by the committee at least one week before the start of the CIE.
- **Allotment of invigilation duty for CIE:** The department CIE coordinator with suggestions of Principal assigns the invigilation duty all the faculty members and the same is shared with faculty members at least one day before the start of CIE.
- **Conducting Internal Assessment:** The invigilators collect the blue books as per the allotment from the department CIE coordinator, acknowledge the same and reach the identified room at least 10 minutes before the start of CIE. The CIE coordinator distributes the question papers to the respective rooms before the start of CIE. The Dos and Don'ts to be followed for CIE are displayed at the notice board of the department and are strictly followed by the faculty and students. Once the prescribed time of CIE is

complete, the blue books are collected back from the students, arranged in the order of as per USN Reg. No's, and returned to the department CIE coordinator from where concerned faculty collects the same for the valuation.

- **Valuation:** The valuation must be completed within a week from the last day of CIE by the respective faculty handling the subject. Further, the scheme of question paper is discussed in the class with all the students. This helps students in understanding what exactly answer needs to be and how it must be written in the exam. The marks are entered in the shared Google Spreadsheet by the respective faculty. The department CIE coordinator is responsible to analyze the same and declare the result of CIE. Same marks will be displayed in class notice boards.
- **Counseling of students by mentors:** Bright and weak students are identified with the help of subject faculty. Bright students are encouraged to do better whereas the weaker ones are counseled by the respective student's Mentor. Doubt clearing sessions are conducted based on the individual student's need. Weak students are identified based on CIE marks and given remedial classes.

#### Sample CIE result analysis of IV trimester students

Sl. NO	SRN	NAME	CIE 1	CIE 2	ASSIGNMENT	SEMINAR	QUIZ	MOCK TEST	Total
1	2019PGDM006	K Nagesh	6	10	3	2	5	1	23
2	2019PGDM013	Sweta Mukherjee	8	8	5	9	3	4	32
3	2019PGDM026	Ankit Kumar Singh	7	10	5	7	3	3	29
4	2019PGDM028	Subhakanta Sahoo	8	8	5	9	5	4	28
5	2019PGDM036	Kinjal Jaiswal	9	10	4	10	4	3	32
6	2019PGDM042	Akshay Awasthi	7	8	5	9	3	1	29
7	2019PGDM047	Shaik Rahul Babu	8	8	3	7	4	1	29

**B. Process to ensure questions from outcomes/learning levels perspective (10)**

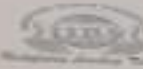
The subject faculty of respective subject is responsible to set the question paper for the internal assessment exams and the end Trimester question paper. All the questions are mapped to the course outcome and Bloom's Taxonomy level. The Bloom's level in each question paper varies from 1 to 5 (Remember, Understand, Apply, Analyze, Evaluate etc.). The courses relating to problem solving incorporate bloom's level 3, 4 & 5, whereas theoretical courses cover a Bloom's level of 1, 2, 3 & 4. It is ensured that about 20% questions are corresponding to RBL 4 & 5. As it is a PG Course, the respective faculties setting the question paper are advised to avoid multiple RBL 1 question. To improve the quality of students learning, mandatory case study question is given. Further the questions have sub sections pertaining to multiple modules to ensure the student doesn't skip studying a module of the syllabus.

Each internal test covers a minimum of two course outcomes which are in turn linked to program outcomes. All the exam paper questions are distributed uniformly across the COs mapping to the concerned modules. Across the two internal assessments, it is ensured that all the COs pertaining to the course are thoroughly tested. The question paper is further submitted and scrutinized by the department examination committee. Corrections are suggested, if required and incorporated by the subject faculty.

**C. Evidence of COs coverage in class test / mid-term tests**

Each CIE question is mentioned along with the related course outcome and bloom's level taxonomy in the question paper. The internal marks, after the evaluation is analyzed to measure course attainment. The percentage of the course outcome obtained is analyzed and other activities like assignment/quiz are conducted if there is any lag in course outcome attainment.

## Sample CIE Question paper for Human Resource Management

 <b>IIBS</b> INTERNATIONAL INSTITUTE OF BUSINESS STUDY <small>(Managed by Sri R. Devi Educational and Charitable Trust)</small> <small>WENSAI Veda Campus   8/12, Thiruvananthapuram, Kerala Road, Bangalore North, Taluk, Bangalore Urban District, Bangalore - 560127, Karnataka</small> <small>WENSAI Veda Campus   8/12, Thiruvananthapuram, Kerala Road, Bangalore North, Taluk, Bangalore Urban District, Bangalore - 560127, Karnataka</small>				
<b>II PGDM DTE Exam 2022-24</b>				
<b>Course Name : Human Resource Management</b>				
<b>Course Code: PGDC201</b>				
<b>Time: 2 Hour</b>		<b>Max. Marks: 50</b>		
<b>Section - A</b>				
<b>Answer any Three questions, each question carries five marks.</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
1	Explain performance appraisal. Name some common types of performance appraisal methods.	05	4	2
2	Explain what is grievance and the contents of the grievance.	05	4	2
3	Identify how can role-playing be used as an effective training method in a corporate setting.	05	3	3
4	Explain NLP and its principles.	05	3	2
<b>Section - B</b>				
<b>Answer Any Two questions, each question carries TEN marks.</b>				
5	Compare and contrast traditional classroom training with e-learning methods in terms of effectiveness and engagement.	10	3	4
6	Analyze what is grievance, forms and features.	10	4	4
7	Compare and contrast the various types of performance appraisal methods, such as graphic rating scales, 360-degree feedback, and management by objectives. How can organizations determine the most suitable method for their unique needs?	10	4	4
<b>Section - C</b>				
<b>Case Study - Compulsory</b>				
8	<p><b>Introduction:</b>            Company XYZ, a leading player in the technology industry, has recognized the need to improve its performance appraisal system to boost employee productivity, engagement, and overall organizational success. This case study delves into the company's journey to revamp its performance appraisal process and the questions raised during this transformation.</p> <p>Company XYZ's existing performance appraisal system was perceived as outdated, inconsistent, and lacking in transparency. The management realized that a more robust</p>	15	4	4

### D. Quality of Assignment and its relevance to COs

Assignments, seminars, mock tests and quiz are integral part of teaching learning process at the Department of PGDM. Minimum one seminar, one assignment, one mock test and one quiz are given to students for each course every trimester. Every assignment and seminars is in line with the Blooms' level taxonomy and helps in attaining the related course outcome. Whereas assignments are submitted to concerned faculty, seminars, mock test and quiz are done in front of the class for knowledge sharing. All the assignments, seminars, mock test and quiz are evaluated based on pre-defined rubrics.

### Maximum marks assigned for different assignments

Sl No	Particular	Nature	Maximum Marks
1	Assignment	Compulsory	5
2	Seminar	Compulsory	5
3	Mock test	Compulsory	5

4	Quiz	Compulsory	5
---	------	------------	---

### Rubrics for Assignment

Criteria	Inadequate=D (Below Standard)	Adequate=C (Meets Standard)	Above Average=B (Exceeds Standard)	Exemplary=A (Far Exceeds Standard)
<b>Organization</b>	Writing lacks logical organization. It shows some coherence but ideas lack unity. Serious errors.	Writing is coherent and logically organized. Some points remain misplaced and stray from the topic. Transitions evident but not used throughout essay.	Writing is coherent and logically organized with transitions used between ideas and paragraphs to create coherence. Overall unity of ideas is present.	Writing shows high degree of attention to logic and reasoning of points. Unity clearly leads the reader to the conclusion and stirs thought regarding the topic.
<b>Level of Content</b>	Shows some thinking and reasoning but most ideas are underdeveloped and unoriginal.	Content indicates thinking and reasoning applied with original thought on a few ideas.	Content indicates original thinking and develops ideas with sufficient and firm evidence.	Content indicates synthesis of ideas, in-depth analysis and evidences original thought and support for the topic.
<b>Development</b>	Main points lack detailed development. Ideas are vague with little evidence of critical thinking.	Main points are present with limited detail and development. Some critical thinking is present.	Main points well developed with quality supporting details and quantity. Critical thinking is weaved into points	Main points well developed with high quality and quantity support. Reveals high degree of critical thinking.
<b>Grammar &amp; Mechanics</b>	Spelling, punctuation, and	Most spelling, punctuation, and	Essay has few spelling, punctuation,	Essay is free of distracting

	grammatical errors create distraction, making reading difficult; fragments, comma splices, run-ons evident. Errors are frequent.	grammar correct allowing reader to progress though essay. Some errors remain.	and grammatical errors allowing reader to follow ideas clearly. Very few fragments or run-ons.	spelling, punctuation, and grammatical errors; absent of fragments, comma splices, and run-ons.
<b>Style</b>	Mostly in elementary form with little or no variety in sentence structure, diction, rhetorical devices or emphasis.	Approaches college level usage of some variety in sentence patterns, diction, and rhetorical devices.	Attains college level style; tone is appropriate and rhetorical devices used to enhance content; sentence variety used effectively.	Shows outstanding style going beyond usual college level; rhetorical devices and tone used effectively; creative use of sentence structure and coordination
<b>Format</b>	Fails to follow format and assignment requirements; incorrect margins, spacing and indentation; neatness of essay needs attention.	Meets format and assignment requirements; generally correct margins, spacing, and indentations; essay is neat but may have some assembly errors.	Meets format and assignment requirements; margins, spacing, and indentations are correct; essay is neat and correctly assembled.	Meets all formal and assignment requirements and evidences attention to detail; all margins, spacing and indentations are correct; essay is neat and correctly assembled with professional look.



## Rubrics for Seminars

Evaluate the student's research presentation employing the following range-scored criteria (best is on right)					
	Inadequate	Average	Admirable	Outstanding	
Knowledge and Content	1	2	3	4	Score
<b>Organization of presentation</b>	Hard to follow; sequence of information jumpy	Most of information presented in sequence	Information presented in logical sequence; easy to follow	Information presented as interesting story in logical, easy to follow sequence	
<b>Background Content</b>	Material not clearly related to topic <b>OR</b> background dominated seminar	Material sufficient for clear understanding <b>but</b> not clearly presented	Material sufficient for clear understanding <b>AND</b> effectively presented	Material sufficient for clear understanding <b>AND</b> exceptionally presented	
<b>Methods</b>	Methods too brief or insufficient for adequate understanding <b>OR</b> too Detailed	Sufficient for understanding <b>but</b> not clearly presented	Sufficient for understanding <b>AND</b> effectively presented	Sufficient for understanding <b>AND</b> exceptionally presented	
<b>Results (figures, graphs, tables, etc.)</b>	Some figures hard to Read	Majority of figures clear	Most figures clear	All figures clear	
	Some in inappropriate Format	Majority appropriately formatted	Most appropriately formatted	All appropriately formatted	
	Some explanations	Reasonably explained	Well explained	Exceptionally	

	Lacking			explained	
<b>Contribution of Work</b>	Significance not mentioned or just hinted	Significance mentioned	Significance explained	Significance exceptionally well explained	

**Rubrics for mock test**

Criteria	Levels of achievement					
	<30%	>=40% and <50%	>=50% and <60%	>=60% and <70%	>=70% and <80%	>80%
<b>Questions/Problems</b>	Incorrect answer; Relationships or terms not covered in answer, or are covered inaccurately; Subjective, opinion based analysis; Answer is hard to understand; not well written.	Answer is not entirely correct; Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer has	A partially correct answer; Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer	A partially correct answer; Answer misses specific relationships or terms needed to fully answer the question; Underlying logic of answer is not really accurate; Answer based on	A partially correct answer; Answer misses specific relationships or terms needed to fully answer the question; Answer is based on objective analysis; Answer is well written and easy	An effective answer that completely answers the question(s); All terms and relationships identified and integrated into answer(s); Answer based on objective

		elements of subjective, Opinion-based answers; Answer is hard to understand at Times.	has elements of subjective, opinion-based answers; Answer is hard to understand at Times.	objective analysis; Answer is well written and easy to Understand.	to Understand.	analysis; Answer is well written and easy to Understand.
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**Rubrics for Quiz:**

	<b>The consolidated responses reflect which level of understanding and application of the concepts?</b>			
	>=80%	>=60% and <80%	>50% and <60%	<50%
Quiz	Excellent	Very Good	Good	Fair

**4.2.3 Quality of Students Reports/ Dissertation (15) (15)****1. Internship Project Work Internship (Organization Study):**

The objective of organization study is to expose the students to understand the working culture of the organization and apply theoretical concepts in real life situation at the workplace for various functions of the organization.

The Organization study shall be for a period of 8 weeks immediately after the completion of 3<sup>rd</sup> trimester Examinations but before the commencement of the 4<sup>th</sup> trimester classes. The student shall seek the guidance of the internal guide on a continuous basis.

**A. Identification of projects and allocation methodology to faculty members**

- Circulation of notice: A notice duly signed by Coordinator and Principal is circulated among the students regarding the dates of commencement and conclusion of organization study.
- Briefing students regarding the guidelines of organization study: all students of 3<sup>rd</sup> trimester are briefed regarding the guidelines of organization study by the coordinator and the faculty

guide.

- Placement of students in various companies for organization study: With the help of training and placement office and the department placement coordinator, students are placed in various companies for the organization study. Students may select a company of their own choice as well for completing organization study.
- Allocation of internal faculty guide: Each student is allocated an internal faculty guide to provide regular guidance for completion of work in a satisfactory and timely manner.

**A. Types and relevance of the reports and their contribution towards attainment of POs**

<b>PO Statement</b>	<b>Organization Study Correlation</b>	<b>Justification</b>
<b>PO1:</b> Apply knowledge of management theories and practices to solve business problems.	High	Allows the students to directly interact with the staff of a business and acquire knowledge about their business model Provides the students access to various departments to study on financial statement, strategy documents, policies & organisation structure of a Business
<b>PO 2:</b> Foster Analytical and critical thinking abilities for data-based decision making.	Medium	Students have less involvement in decision making and leadership.
<b>PO 3:</b> Ability to develop value-based leadership ability.	Medium	Students will develop the value-based leadership skills in organization
<b>PO 4:</b> Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.	High	Students learn to communication with staff in the organization Students grasp knowledge of report writing.
<b>PO 5:</b> Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	Medium	Students have less involvement in the achievement of organization goals.
<b>PO 6:</b> Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous	Medium	Students research about the status of the company, financial statements provided and secondary data from website/ social media.

improvement of organizational processes.		
<b>PO 7:</b> Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.	Medium	Students have less involvement in the expertise in resolving business problems
<b>PO 8:</b> Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage	Medium	Stay updated on emerging technologies relevant to your industry (e.g., AI, Digital Marketing). Understand the specific tools and platforms associated with each technology. Develop strategies for managing organizational change associated with technology adoption.

#### **Activity flow of Organization Study:**

- Start work and identification of external guide: After finishing second semester exams, students start working in the company where an external guide is allotted to them for guidance regarding the organization profile, analysis of financial statements, McKinsey's 7s, business canvas model and Porter's model with reference to the organization under study.

#### **C. Process for monitoring and Evaluation**

- Weekly evaluation of work by internal faculty guide: The work completed by the student is evaluated by the internal guide on a weekly basis. Correction and suggestions are recommended by the internal faculty guide which is incorporated by the student.

ANNEXURE NO :- 2

WEEKLY REPORTS



IIBS

**INTERNSHIP REPORT WORK DIARY**

PGDM Batch 2021-23

**Week 1 to 3** : From 18-07-2022 to 08-08-2022

Section of the Guidelines	Brief Particulars of the work Completed	Problems encountered	Solutions	Remarks, if any
<b>PART-I Industry profile:</b>	Meeting day to day task	Cold Calling	Marketing Tactics	Convincing skills played a major role
<b>PART-II Company Profile:</b>	Focused on expansion	Competition	Unique Approach	More focused on quality
<b>PART-III Organization Hierarchy:</b>	BDE i.e. Business development executive	Miscommunication	Reducing miscommunication	Building Communication

Name of the Student	PGDM Registration No.	Signature of the Student
TANMAY CHANNE	21 PGDM 008	

Signature of the Faculty :

Guide

Name of the Faculty Guide : Prof. Susmitha TP



**INTERNSHIP REPORT WORK DIARY**  
**PGDM Batch 2021-23**

**Week 4 to 6** : From 09-08-2022 to 30-08-2022

Section of the Guidelines	Brief Particulars of the work Completed	Problems encountered	Solutions	Remarks, if any
<b>PART IV Study Of Functional Departments:</b>	Handling team	Hiring Interns	Retention of present interns	Hurdles in chain marketing has to be reduced
<b>PART V SWOC Analysis:</b>	S- Product price W- High competition O - New to Market C - Competitors	S- Hiring many Interns W- Low retention O - Lockdown C - Salary credition	Building strengths and reducing errors	Lower Conversation

Name of the Student	PGDM Registration No.	Signature of the Student
TANMAY CHANNE	21 PGDM 008	

**Signature of the Faculty :**

**Guide**

**Name of the Faculty Guide : Prof .Susmitha TP**



Redefining Leading Talents

# IIBS

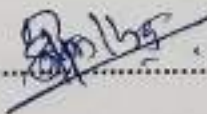
## INTERNSHIP REPORT WORK DIARY

### PGDM Batch 2021-23

**Week 7 to 9** : From 31-08-2022 to 21-09-2022

Section of the Guidelines	Brief Particulars of the work Completed	Problems encountered	Solutions	Remarks, if any
<b>PART- VI: Findings And Conclusions</b>	Stress free work environment	Lack of communication	Building Communication	Development of fields that are lacking potential

Name of the Student	PGDM Registration No.	Signature of the Student
TANMAY CHANNE	21 PGDM 008	

**Signature of the Faculty :**  .....

**Guide**

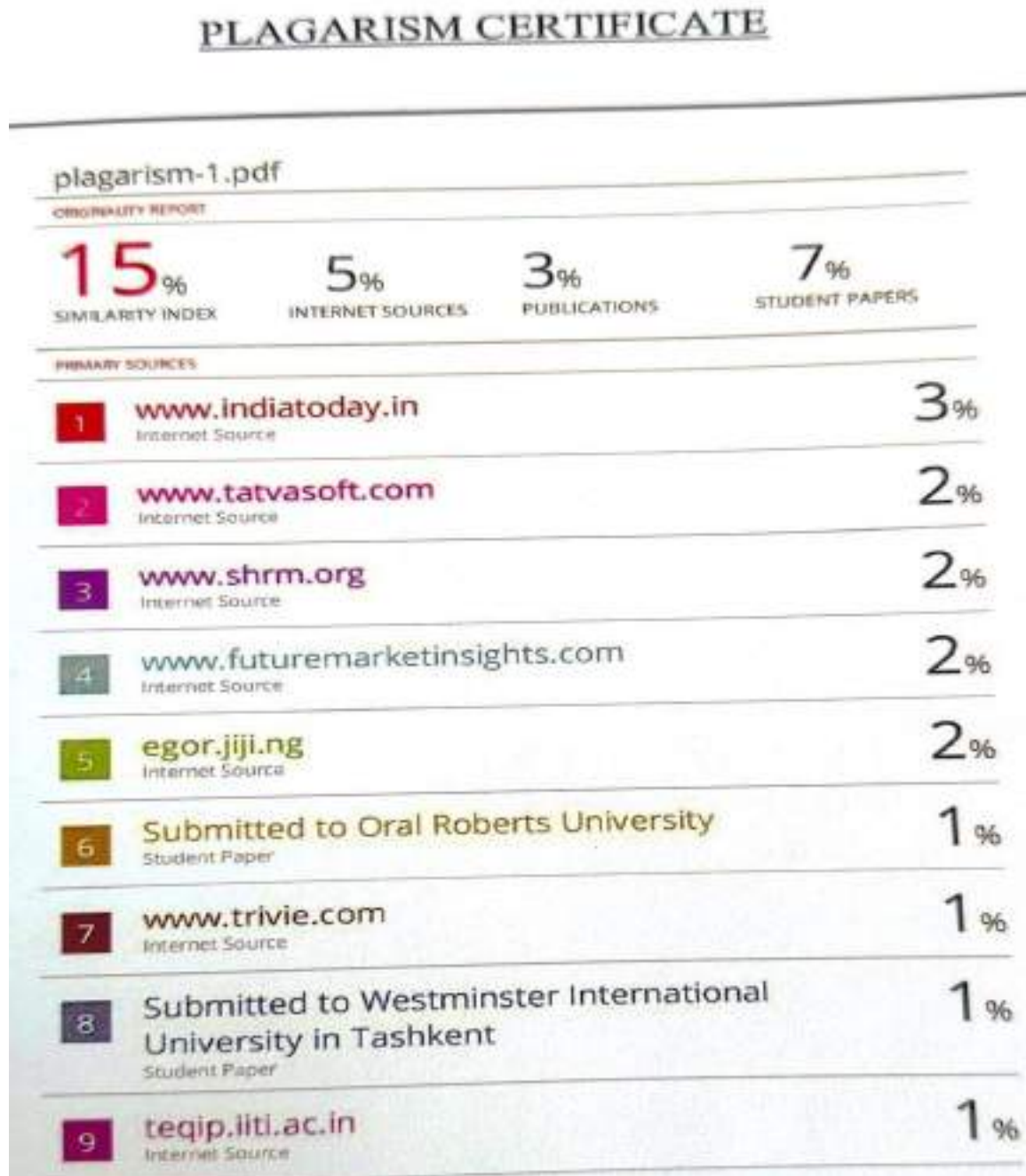
**Name of the Faculty Guide :** Prof. Susmitha TP

- Completion of Organization Study and submission of report: after working for eight weeks



in the company and incorporating all corrections suggested by the internal faculty guide, the student must submit the final report. Students shall submit two hard copy of the report to the college with hard bound colour of royal blue and a soft copy in PDF file (Un-editable Format).

### Plagiarism Report on internship



## Tarun\_Internship\_Report\_1.pdf

## ORIGINALITY REPORT

8%

SIMILARITY INDEX

7%

INTERNET SOURCES

0%

PUBLICATIONS

5%

STUDENT PAPERS

## PRIMARY SOURCES

1

[www.essay48.com](http://www.essay48.com)

Internet Source

4%

2

[theprint.in](http://theprint.in)

Internet Source

1%

3

Submitted to University of Bedfordshire

Student Paper

1%

4

Submitted to Indian Institute of Technology,  
Madras

Student Paper

1%

5

Submitted to Pathfinder Enterprises

Student Paper

&lt;1%

6

Submitted to University of Wales, Bangor

Student Paper

&lt;1%

7

Submitted to Regent Independent School and  
Sixth Form College

Student Paper

&lt;1%

8

Submitted to Roehampton University

Student Paper

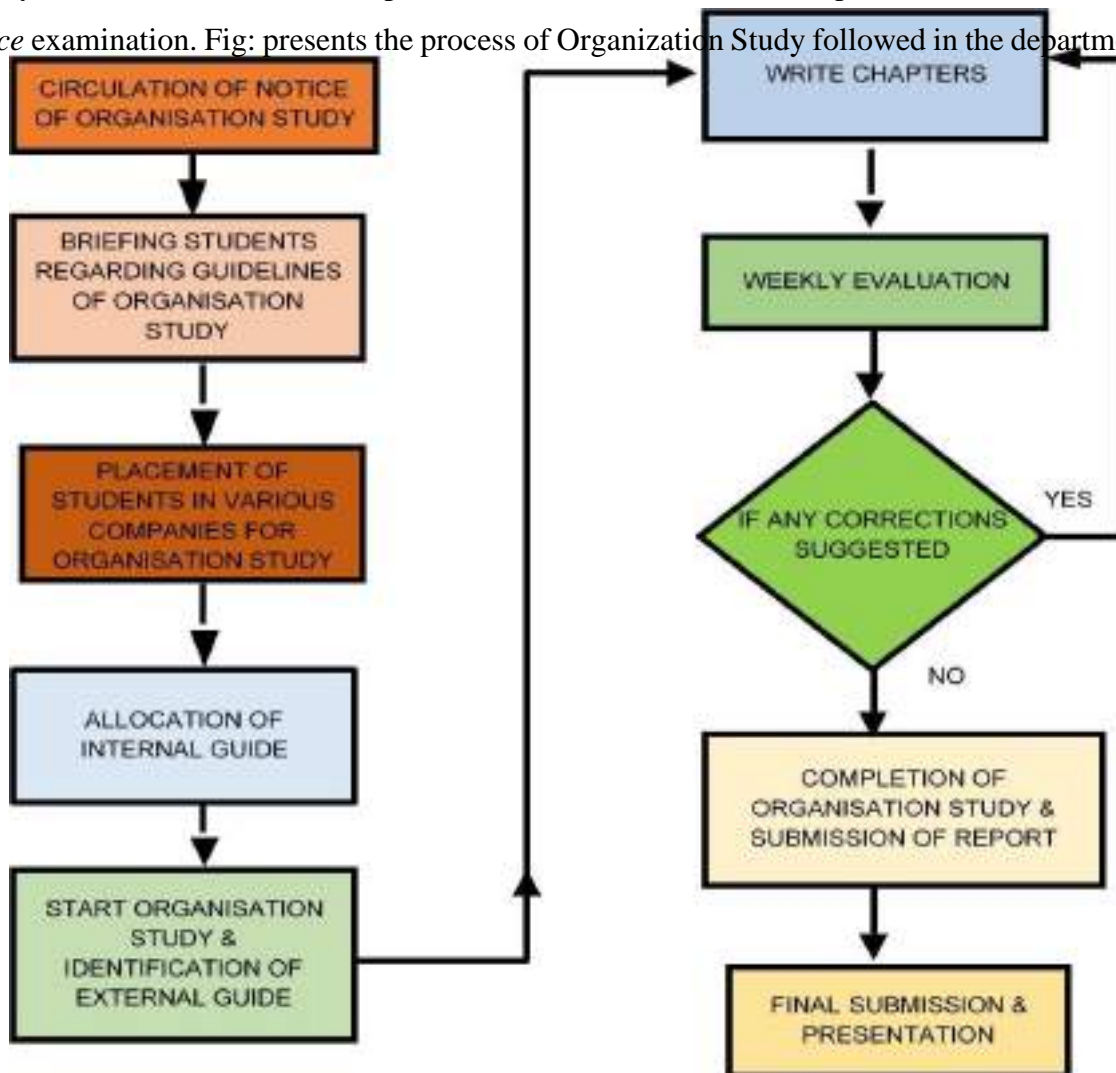
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9

Submitted to Jose Rizal University

#### D. Process to assess internship performance:

- Final *Viva-Voce* and Presentation: The *viva – voce* examination is conducted by the respective Senior Professor and an external evaluator drawn from industry. In case of non-availability of industry professional, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the *viva-voce* examination. Organization study carries 100 marks consisting of 70 marks for Organisation study report (evaluated by internal guide) and 30 marks for viva- voce examination. Minimum passing marks of the Organization study is 50% in each of the components such as Internal Marks, report evaluation and *viva-voce* examination. Fig: presents the process of Organization Study followed in the department.



**E. Quality of Organization Study Report:**

The quality of the report is tested thoroughly by both the internal and external reviewers applying the following rubrics provided below:

**Rubrics for organization study**

S. No	Evaluation Criteria	Marks
1	IIP Proposal Contents	10
2	Report Contents	10
3	Introduction	10
4	Methodology	10
5	Findings and Discussions	10
6	Conclusions and Recommendations	10
7	Industry Guide Evaluation form submission	10
8	<i>Viva-voce</i>	30
<b>9</b>	<b>Total Marks</b>	<b>100</b>

**Table: Sample Evaluation sheet:**

Sl. No	Register No.	Name	titles	IIP Proposal Contents (10 Marks)	Report Contents (10 Marks)	Introduction (10 Marks)	Methodology (10 Marks)	Findings and Discussions (10 Marks)	Conclusions and Recommendations (10 Marks)	Industry Guide Evaluation form submission (10 Marks)	Viva(30)	Total (100 Marks)
1												
2												
3												
4												
5												

**Internship guide allocation for PGDM 2021-23 batch**

<b>Sl. No.</b>	<b>Registration Number</b>	<b>Students Name</b>	<b>Guide Details</b>
1	21PGDM001	Anjali Karwa	Dr Anil Kumar R
2	21PGDM002	Bandela Gangadhar	
3	21PGDM003	Bathula Leela Ram	
4	21PGDM004	Bhukya Navadheer	
5	21PGDM005	Bogi Dileep Kumar	
6	21PGDM006	Chakilam Sudhishna	
7	21PGDM007	Chakka Harsha Vardhan	Prof Susmitha TP
8	21PGDM008	Channe Tanmay	
9	21PGDM009	Chennupalli Pavan Teja Reddy	
10	21PGDM010	Cherukupalli Mrudu Manasa	
11	21PGDM011	Chippada Jahnasri	
12	21PGDM012	Chunchu Srikanth	
13	21PGDM013	Damodara Kavya Priya	
14	21PGDM014	Debu Kar	Dr Shahid Raza
15	21PGDM015	Dilip Kumar	
16	21PGDM016	Induru Girishma	
17	21PGDM017	Jonathan Anthony Lobo	
18	21PGDM018	Kambala Naga Siva Sankar Reddy	
19	21PGDM019	Kanaganti Praveen	
20	21PGDM020	Kandikatla Jaya Sri	Dr Venkateswarlu K
21	21PGDM021	Katreddy Lakshmi Parvathi	
22	21PGDM022	Kobagapu Veda Priya	
23	21PGDM023	Kodamanchili Pavan	
24	21PGDM024	M C Deepthi	
25	21PGDM025	Mamatha	Dr. KethanManyam
26	21PGDM026	Mandava Yasaswi	
27	21PGDM027	Manoj M	
28	21PGDM028	Marrikunta Kartheek Reddy	
29	21PGDM029	Nadhamuni Venkata Rajesh	

30	21PGDM030	Neelam Shiva Rama Krishna		
31	21PGDM031	Nikhil G	Prof. Narayan Prasad	
32	21PGDM032	Nikita Karmakar		
33	21PGDM033	Nimma Sahithi		
34	21PGDM034	Palani Venkata Kumar		
35	21PGDM035	Perumalla Bhanu Prakash		
36	21PGDM036	Ramanathula Naveen		
37	21PGDM037	Rollu Jaya Prakash Goud	Prof. Sibananda Das	
38	21PGDM038	Sakshi Rani		
39	21PGDM039	Saurav Joshi		
40	21PGDM040	Shaik Mohammad Firoz		
41	21PGDM041	Sheik Imran		
42	21PGDM042	SKVV Satya Rishitha		
43	21PGDM043	Somisetty Sudharshan		Dr Samiya Mubeen
44	21PGDM044	Subham Dutta		
45	21PGDM045	Tarun Saini		
46	21PGDM046	Tunga Divya		
47	21PGDM047	Unnati Singh		
48	21PGDM048	Vuggina Vijaya Raju		

### Sample Internship Certificate





## II. Dissertation Project work:

The objective of Dissertation work is to expose the students to understand the research paper, working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization.

The Dissertation project work shall be for a period of 8 weeks immediately after the completion of 5<sup>th</sup> trimester Examinations but 6<sup>th</sup> trimester is the entire about Dissertation Work. By keeping the business trend in the present scenario, IIBS has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval by internal faculty guide. It is the total responsibility of the internal faculty guide to monitor the freelance project. In case, business problem selected from a Company, no students shall work on the same problem in the same organization. The student shall seek the guidance of the internal faculty guide on a continuous basis.

### A. Identification of projects and allocation methodology to faculty members

- Circulation of notice: A notice duly signed by coordinator and Principal is circulated among the students regarding the dates of commencement and conclusion of the Dissertation project work.
- Briefing students regarding the guidelines of Dissertation project work: All students of 5<sup>th</sup> trimester are briefed regarding the guidelines of Dissertation project work by the coordinator in the presence of all the faculty guide members and principal.
- Placement of students in various companies for Dissertation project work: With the help of training and placement office and the department placement coordinator, students are placed in various companies for the Dissertation project work. Students may select a company of their own choice as well for completion of Dissertation project work.
- Allocation of internal faculty guide: Each student is allocated an internal faculty guide for their Dissertation project work as per the specialization. Internal faculty Guide must provide students with regular guidance for completion of work in a satisfactory and timely manner.
- Identification of project title: Students are encouraged to identify project titles based on their specialization, area of interests and suggestions of internal faculty guide. Internal faculty Guides suggest projects based on complexity of the problem and identification of weak, average, and bright students. Students are required to follow the given schedule to identify the topic of research and project title before commencement of project.



Schedule to be followed before commencement of Dissertation project.

Activity	Timeline	Remarks
Commencement of Dissertation	First week	Student individually identifies an organization or identifies a problem for study, based on interest
Submission of Synopsis for Approval	Second week	Student discusses regarding project title, problem statement and research design with internal guide
Synopsis for Approval	Third Week	Student is required to present the synopsis with detailed execution plan to the internal faculty guide and coordinator will review and may: Approve the synopsis. Approve the synopsis with modification,or Reject for fresh synopsis
Introduction	Fourth week	Writing the introduction requires careful consideration, as it sets the tone for the entire document and provides a glimpse into the research and its significance. research by offering a brief overview of the general field or topic. This helps readers understand the broader context within which your dissertation operates.
Review of literature and Research design	Fifthweek	The review of literature aims to provide a comprehensive understanding of the existing body of knowledge related to your research topic. Organize the review chronologically, thematically, or methodologically, depending on the nature of your research.
Dissertation Progress Report -1	Sixth week	Student has to submit the progress report01 to the faculty guide and same will the added into dissertation report in annexure
Profile of the Selected Organization and Respondents	Seventh week	Provide a brief history and overview of the selected organization. Include details such as its establishment, mission, vision, and core values. Clearly outline the criteria used to select respondents. This may include factors such as job roles, departments, or specific expertise relevant to the research.
Data Analysis and Interpretation	Eight week	It Involves quantitative data, describe the statistical methods applied. This might include descriptive statistics, inferential statistics (e.g., t-tests, ANOVA), regression analysis, or other relevant techniques. Present descriptive statistics such as means, standard deviations, and frequencies. Use tables, charts, or graphs to provide a clear overview of the main characteristics of your data.

Dissertation Progress Report -2	Ninth week	Student has to submit the progress report02 to the faculty guide and same will be added into dissertation report in annexure
Findings, conclusions and Recommendations/ Suggestion	Tenth week	It is crucial as it presents the culmination of your research and offers insights for future work. Present your findings in a structured manner, grouping them according to the research questions or objectives you established earlier. Begin the conclusion section with a concise summary of your main findings. Recap the key outcomes of your research. Offer practical recommendations/ suggestions based on findings. Consider how your research can inform decision-making or actions in real-world settings.
Bibliography and Annexures	Eleventh Week	Students learn the essential components for providing proper attribution to sources and including supplementary materials. Alphabetically list all the sources you cited in your dissertation. Follow the citation style specified by your academic institution (e.g., APA, MLA)
End of Dissertation	Twelfth week	The approval status is submitted to coordinator who will officially give concurrence for, start writing the report based upon the inputs on internal faculty guide and Correction of the report will be suggested by the internal faculty guide to student.
Submission of softcopy of dissertation along with originality check (Plagiarism)		Plagiarism should be less than 25%
Submission of Dissertation Report (hardcopy 2 and softcopy CD)		Submitting the hardcopy and softcopy in the uneditable format after the approval from internal faculty guide
Commencement of Dissertation Viva Voce		Panels of external experts will come to campus and conduct <i>viva-voce</i> , where students need to present their dissertation work in front of external experts

\*Synopsis is a three-page document to be submitted to the coordinator with signature of the internal faculty guide and the student for project work approval. The student also, need to submit the fill registration form along with synopsis. The sample format has shown below



**Registration Form**

1. Name of the Student :
2. Name of the Organization:
3. Name and details of Co Guide in the Organization
4. Proposed dissertation area : HR/Marketing/Finance/BA/ABM/OM
5. Proposed dissertation topic :
6. Write a brief note on your topic: (Minimum 100 words)

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Student's Signature:

Approved	or	Disapproved	If it is disapproved, the reasons for revision
.....			

Faculty Guide's Signature with date



**Format of Synopsis**

- The synopsis should have minimum of 250 words
- The first page carries the Name of the student, Registration Number, and Title of dissertation.
- The subsequent pages should contain:
  - Title of the study
  - Need for the Study
  - Statement of the problem

- Objectives
- Sampling
- Sources of Data
- Tools for data collection
- Plan of Analysis

The synopsis should be neatly typewritten in A4 Size paper with 1 inch margin on all the sides.

This has to be signed by the student and internal Faculty Guide

C. Process of Monitoring and Evaluation of Project Work

- Weekly evaluation of work by internal faculty guide: The work completed by the student is evaluated by the internal guide on weekly basis. Corrections and suggestions are recommended by the internal guide which is incorporated by the student, the Dissertation Progress Report – 1 and 2 need to submit to the internal faculty guide on weekly basis.

## Annexure I

## PROGRESS REPORT

Sl. No.	Particulars	
1	Name of the Student	Anjali karwa
2	Registration Number	21PGDM001
3	Name of College Guide	Dr. K.Saketh Reddy
4	Name and contact no of the Co-Guide/External Guide (Corporate)	Gangadhar Nakdu 7760410212
5	Title of the Dissertation	"Empowering educators: A Study of Teacher's Development and Student's Outcome at Cuemath"
6	Name and Address of the Company/Organization where dissertation undertaken with Date of starting Dissertation	644, srmivagilu Main road kormangala 4 <sup>th</sup> block koramangala, bengaluru, Karnataka 560095, 25 september 2023
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	During project completion, I conducted regular communication with my research guide and company guide, under the guidance of them I have fixed my research title and objectives.

Date: 18/10/2023

Signature of the Candidate *Anjalikarwa.**K. Saketh Reddy*  
Signature of the College Guide

## Annexure 2

## PROGRESS REPORT

Sl. No.	Particulars	
1	Name of the Student	Anjali karwa
2	Registration Number	21PGDM001
3	Name of College Guide	Dr. k.Saketh Reddy
4	Name and contact no of the Co-Guide/External Guide (Corporate)	Gangadhar Naidu 7760410212
5	Title of the Dissertation	"Empowering educators: A Study of Teacher's Development and Student's Outcome at Cuemath"
6	Name and Address of the Company/Organization where dissertation undertaken with Date of starting Dissertation	644, srinivagilu Main road kormangala 4 <sup>th</sup> block koramangala, bengaluru, Karnataka 560095, 25september 2023
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	During project completion, I conducted meetings with my research guide and maintained communication with my company guide, enhancing my understanding of the research paper progress.

Date: 14/10/2023

Signature of the Candidate *Anjali Karwa**K. Saketh Reddy*  
Signature of the College Guide

## Annexure 3

## PROGRESS REPORT

Sl. No.	Particulars	
1	Name of the Student	Anjali karwa
2	Registration Number	21PGDM001
3	Name of College Guide	Dr. k.Saketh Reddy
4	Name and contact no of the Co-Guide/External Guide (Corporate)	Gangadhar Naidu 7760410212
5	Title of the Dissertation	"Empowering educators: A Study of Teacher's Development and Student's Outcome at Cuemath"
6	Name and Address of the Company/Organization where dissertation undertaken with Date of starting Dissertation	644, srinivagilu Main road kormangala 4 <sup>th</sup> block koramangala, bengaluru, Karnataka 560095, 25september 2023
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	During project completion, I conducted regular meetings with my research guide and maintained communication with my company guide, enhancing my understanding of business dynamics. Additionally, I meticulously reviewed research papers, conducted surveys, and analyzed data to derive meaningful results.

Date: 18/10/2023

Signature of the Candidate *Anjali karwa**Dr. k.Saketh Reddy*  
Signature of the College Guide

- Enhancing student's project report: Faculty members guide the students to enhance the quality of their reports by:

Chapter	CONTENTS	% of TotalLength
1	Introduction	15%
2	Review of literature and Research design	10%
3	Profile of the Selected Organization and Respondents	20%
4	Data Analysis and Interpretation	40%
5	Findings, Conclusions and Recommendations	15%
6	Bibliography	
	Annexures	

- Completion of Project Work and submission of report to internal guide: After working for eight weeks in the company and incorporating all corrections suggested by the internal guide, the student must submit the final report to the internal guide.
- Plagiarism: Plagiarism is considered as academically fraudulent, and an offence against Institution academic discipline. The Institution considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 25% is allowed in the project work and report should consist 75% of original content/work. Plagiarism is checked with the help of software Turnitin available with all faculty members.



plag\_check\_final\_year\_report.pdf

ORIGINALITY REPORT

17%	16%	2%	9%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	extrudesign.com Internet Source	5%
2	Submitted to ctu Student Paper	1%
3	dokumen.tips Internet Source	1%
4	ijamtes.org Internet Source	1%
5	www.livemint.com Internet Source	1%
6	www.slideshare.net Internet Source	<1%
7	aomrc.org.uk Internet Source	<1%
8	Submitted to Université Internationale de Rabat Student Paper	<1%
9	media.proquest.com Internet Source	<1%

**ORIGINALITY REPORT**

<b>21%</b>	<b>19%</b>	<b>2%</b>	<b>11%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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**PRIMARY SOURCES**

<b>1</b>	businessknowlle.com	1%
<b>2</b>	www.investopedia.com	1%
<b>3</b>	en.wikipedia.org	1%
<b>4</b>	www.coursehero.com	1%
<b>5</b>	www.slideshare.net	1%
<b>6</b>	dspace.bracu.ac.bd	1%
<b>7</b>	Adarsha packaging	1%
<b>8</b>	Submitted to Aligarh Muslim University, Aligarh	2%
<b>9</b>	fxinvestpal.wordpress.com	1%

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SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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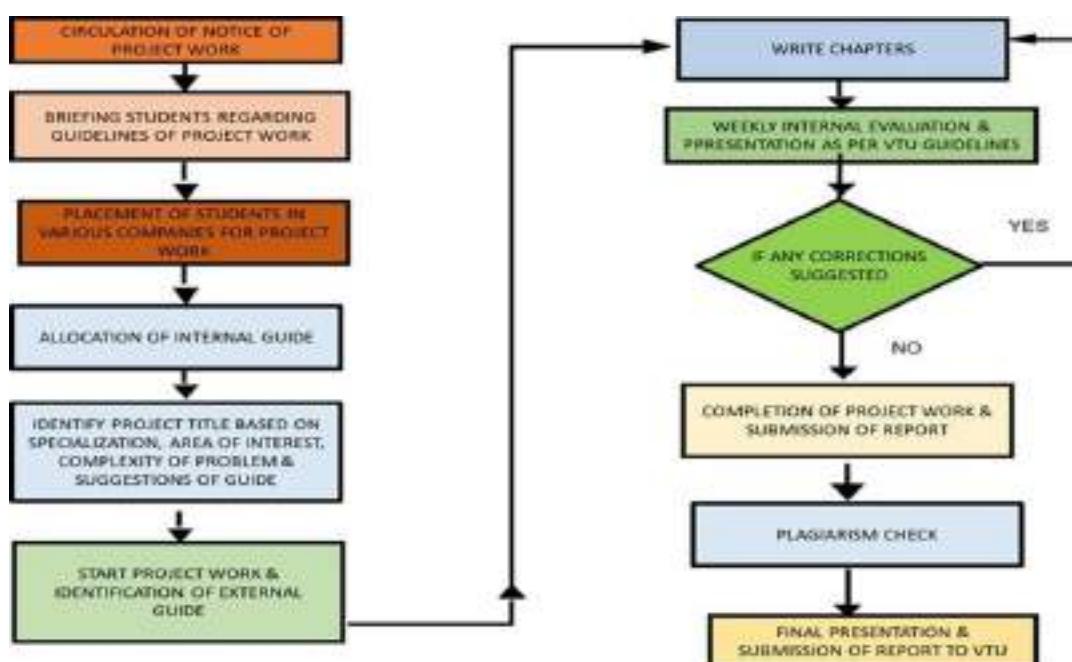
1	directory.trainingindustry.com Internet Source	1%
2	Submitted to Taylor's Education Group Student Paper	1%
3	Submitted to Royal Holloway and Bedford New College Student Paper	1%
4	www.india-briefing.com Internet Source	1%
5	Submitted to University of Central Oklahoma Student Paper	<1%
6	Submitted to University of Wollongong Student Paper	<1%
7	Submitted to Nottingham Trent University Student Paper	<1%
8	www.architecturaldigest.com Internet Source	<1%
9	Submitted to Bryant College Student Paper	<1%

- **Evaluation:** Internal evaluation will be done by the internal guide. External valuation shall be done by a faculty member of other institute drawn from various institutions with minimum of 10-year experience.

D. Process to assess individual Project Work Performance:

- **Final Viva Voce and Presentation: The viva –voce examination** will be conducted by the coordinator, principal and an expert drawn from the various institutes with minimum of 10 years of experience as appointed by the Institution. Project work carries 200 marks for internal marks by the internal faculty guide, average of 100 marks from both internal and external evaluation and 50 marks for viva-voce examination. Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.
- **Submission of final report to the College:** Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the College. The college in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to COE) one week before the commencement of the Theory Examinations or as per the notification issued by the Principal
- **Publication of Research Findings:** Students are expected to present their research findings in Seminars/ Conferences/ Technical/ Management Fests or publish their research work in Journals in association with their internal faculty Guide.

**Presents The Process Of Dissertation Project Work Follow**



**E Quality of Dissertation:**


The quality of the report is tested thoroughly by both the internal and external reviewers applying the following rubrics provided below:

Table: Rubrics for Dissertation Project Work

<b>Sl. No.</b>	<b>Aspects</b>	<b>Max Marks</b>
1	Introduction	20
2	Review of Literature & Research Design	40
3	Data Analysis & Interpretation	80
4	Findings Conclusions	40
5	Summary of findings, suggestions	20
6	Viva	50
	Total	250

**Table 4.2.3.13: Sample Evaluation sheet of Dissertation Project Work**

<b>Sl.No</b>	<b>Reg No.</b>	<b>Name of the Student</b>	<b>Title of Project</b>	<b>Introduction (20)</b>	<b>Review of Literature &amp; Research Design (40)</b>	<b>Data Analysis &amp; Interpretation (80)</b>	<b>Findings Conclusions (40)</b>	<b>Comments (20)</b>	<b>Viva (50)</b>	<b>Total (250)</b>

			
PGDM 2021 BATCH : 6 <sup>th</sup> Dissertation Project Internal faculty List based upon the specialization			
SL. No.	Registration Number	Students Name	Faculty Guide
<b>Specialization: Marketing</b>			
1	21PGDM001	Anjali Karwa	Prof. Saketh Reddy
2	21PGDM008	Channe Tanmay	
3	21PGDM010	Cherukupalli Manasa Mrudu	
4	21PGDM015	Dilip Kumar	
5	21PGDM017	Jonathan Lobo Anthony	
6	21PGDM018	K. Naga Siva Sankar Reddy	
7	21PGDM023	Kodamanchili Pavan	Prof. Soumya Suresh
8	21PGDM026	Mandava Ysaswi	
9	21PGDM027	Manoj M	
10	21PGDM032	Nikita Karmakar	
11	21PGDM034	Palani Venkata Kumar	
12	21PGDM038	Sakshi Rani	Mr. Manjunatha. V
13	21PGDM044	Subham Dutta	
14	21PGDM045	Tarun Saini	
15	21PGDM048	Vuggina Vijaya Raju	
<b>Specialization: Agri Business Management</b>			
1	21PGDM004	Bhukya Navadheer	Dr. Nagaraja
2	21PGDM005	Bogi Dileep Kumar	
3	21PGDM006	Chakilam Sudhishna	
4	21PGDM007	Chakka Vardhan Harsha	
5	21PGDM009	Chennupalli Teja Reddy Pavan	
6	21PGDM012	Chunchu Srikanth	
7	21PGDM013	Damodara Kavya Priya	

8	21PGDM019	Kanaganti Praveen	Prof. Mangala.V.Reddy
9	21PGDM020	Kandikatla Jaya Sri	
10	21PGDM021	KatreddyParvathi Lakshmi	
11	21PGDM024	M C Deepthi	
12	21PGDM025	Mamatha	
13	21PGDM033	Nimma Sahithi	Prof. Archana. YC
14	21PGDM035	Perumalla Prakash Bhanu	
15	21PGDM037	Rollu JayaPrakashGoud	
16	21PGDM043	Somisetty Sudharshan	
17	21PGDM046	Tunga Divya	
<b>Specialization: Finance</b>			
1	21PGDM002	Bandela Gangadhar	Dr. SamiyaMubeen
2	21PGDM003	Bathula Leela Ram	
3	21PGDM014	Debu Kar	
4	21PGDM028	Marrikunta Kartheek Reddy	
5	21PGDM030	Neelam Shiva RamaKrishna	Prof. Sushmita
6	21PGDM031	Nikhil G	
7	21PGDM039	Saurav Joshi	
8	21PGDM040	Shaik Mohammad Firoz	
<b>Specialization : Human Resource</b>			
1	21PGDM011	Chippada Jahnasri	Dr. Uma Devi
2	21PGDM016	Induru Girishma	
3	21PGDM036	Ramanathula Naveen	
4	21PGDM041	Sheik Imran	Prof. Alka Gupta
5	21PGDM042	SKVV Satya Rishitha	
6	21PGDM047	Unnati Singh	
<b>Specialization: Business Analytics</b>			
1	21PGDM022	Kobagapu Veda Priya	Prof. Ashok Matcha
2	21PGDM029	Nadhamuni Venkata Rajesh	

## List of Students with Title of Project

Sl. No	Reg No.	Name of the Student	Title of Project
1	21PGDM002	Anjali Karwa	"Empowering Educators: A Study of Teacher's Development and Student's Outcome at Cuemath"
2	21PGDM003	Bandela Gangadhar	A Study On The Mergers And Acquisition Of Indian Banking System With Special Reference To State Bank Of India
3	21PGDM004	Bathula LeelaRam	A Study On Financial Statement Analysis Towards Sri SatyabagiPlastics
4	21PGDM005	Bhukya Navadheer	A study on "customers perception and satisfaction towards indiamart "
5	21PGDM006	Bogi Dileep Kumar	A detailed study on the marketing strategies and customeracquisition in edusiksha consultancy
6	21PGDM007	Chakilam Sudhishna	An Evaluation of Rice Processing Industry in Warangal district ofTelangana - A Case Study
7	21PGDM008	Chakka Harsha Vardhan	A Study on performance appraisal system
8	21PGDM009	ChanneTanmay	A comprehensive study on consumer online shopping behaviorin unbond crews Bengaluru
9	21PGDM010	Chennupalli Pavan TejaReddy	Consumer behavior for dry fruits in Bengaluru city
10	21PGDM011	Cherukupalli Mrudu Manasa	As study on performance appraisal system
11	21PGDM012	ChippadaJahnasri	Enhancing workplace efficiency: Cuemath strategies for advancing diversity and inclusion initiatives in Human Resources
12	21PGDM013	ChunchuSrikanth	A Study On Marketing Strategies In Kotak Mahindra BankBangalore
13	21PGDM014	Damodara Kavya Priya	Analysis On Consumer Brand Preference On Soft drinks
14	21PGDM015	Debu Kar	A Study Of Mutual Fund As An Investment Avenue At TradebullSecurity Pvt. Ltd.
15	21PGDM016	Dilip Kumar	A study on performance appraisal system
16	21PGDM017	Induru Girishma	A study on recruitment selection process with special referenceto Gen work health private ltd
17	21PGDM018	Jonathan Anthony Lobo	A Study On Online Consumer Decision
18	21PGDM019	Kambala Naga Siva SankarReddy	A Study on online consumer decision making process of prototyze with reference to emerging fashion trends
256	21PGDM020	KanagantiPraveen	Reference to emerging fashion trends



20	21PGDM021	Kandikatla Jaya Sri	"A study on effectiveness of recruitment and selection in mythree Infratech pvt ltd"
21	21PGDM022	Katreddy LakshmiParvathi	A study on performance appraisal system
22	21PGDM023	Kobagapu Veda Priya	A study on customer life Tim value analysis in Mich Bizz service
23	21PGDM024	Kodamanchili Pavan	A study on real estate in today's business market in future perspective
24	21PGDM025	M C Deepthi	"The impact of research and development at NAMDHARI SEEDS"
25	21PGDM026	Mamatha	A study on "enhancing dealers' satisfaction in the fertilizer company".
26	21PGDM027	Mandava Yaraswi	A study consumer perception towards 7 up zero sugar
27	21PGDM028	Manoj M	A Study of Production Planning and Control Activities in Aquarelle India private limited
28	21PGDM029	Marrikunta Kartheek Reddy	A study on Evaluation of financial performance towards Adarshapackaging Pvt Ltd
29	21PGDM030	Nadhamuni Venkata Rajesh	A study on Data quality analysis in Aarvee Associates ArchitectsEngineers and Consultants Pvt. Ltd
30	21PGDM031	Neelam Shiva Rama Krishna	A study on capital budgeting
31	21PGDM032	Nikhil G	A Study on analysis of recent mergers and acquisitions
32	21PGDM033	Nikita Karmakar	A discrete data of mass data dumb into companies and utilizationof resources by employees at Sobha ltd
33	21PGDM034	Nimma Sahithi	A study on climate proofing of watershed project
34	21PGDM035	Palani Venkata Kumar	A study on elevating customer service in upgrad
35	21PGDM036	Perumalla Bhanu Prakash	A Study on Shrimp Culture
36	21PGDM037	Ramanathula Naveen	A comprehensive study on stress management
37	21PGDM038	Rollu Jaya Prakash Goud	A study on analysis of marketing strategies of NoBroker solutionstechnologies private limited
38	21PGDM039	Sakshi Rani	A study on marketing strategies with reference to Dunzo
39	21PGDM040	Saurav Joshi	Exit Strategies In Private Equity: A Comparative Analysis OfIpos Vs. Mergers And Acquisitions
40	21PGDM041	Shaik Mohammed Firoz	A project report on income tax planning with respect to individual assessee
257 41	21PGDM042	Sheik Imran	"A Study On The Impact Of Stress Management &Coping Up Strategies "

42	21PGDM043	SKVV Satya Rishitha	A study on intra organization relationships on organization effectiveness
43	21PGDM044	Subham Dutta	A study on real estate markets experiencing un predictable growth and changes
44	21PGDM045	Tarun Saini	A study on understanding customer satisfaction and service quality in urban company, a marketing research study in Delhi NCR
45	21PGDM046	Tunga Divya	A study on understanding customer satisfaction and service quality in Urban company: A marketing research study in Delhi NCR
46	21PGDM047	Unnati Singh	A Study On Effectiveness Of Maintaining Customer Relationship At Kotak Mahindra Bank
47	21PGDM050	Vuggina Vijaya Raju	A Comparative Study of Hirect Platform and Their Impact onCustomer Satisfaction

**Sample of certificate of completion Dissertation Project Work**



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Date:26/09/2023

TO WHOM IT MAY CONCERN

This is to certify that Mr. MARRIKUNTA KARTHEEK REDDY is a Bonafide student of international institute of business study, has successfully completed Dissertation project, from (24/07/2023 to 25/09/23), he was sincere and had taken keen interest in completing his Dissertation. We wish him all the best, good luck and success in his future endeavours.



Corresponding Address #32/1, 2nd Floor, 2nd Main, Ashwini Layout, (Intermediate Ring Road) Ejipura, Bangalore - 560 047  
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Jayanagar, Bangalore 560 011  
Phone: 080-2656 7924  
www.globalautomationinc.com

October 17, 2023

To whomever it may concern:

This is to certify that **Mr. Saurav Joshi** of International Institute of Business Study has undertaken dissertation in our organization on the topic "Exit Strategies in Private Equity: A comparative analysis of **IPOs Vs Mergers and Acquisitions between August 01, 2023 and September 30, 2023.**"

His Conduct and Work is Very Good.

**For Global Automation India Private Limited,**

  
**S Raghavendra Rao**  
Authorized Signatory



<b>Criterion 5</b>	<b>Student Quality and Performance</b>	<b>100</b>
<b>SELF ASSESSMENT MARKS</b>		<b>88</b>

The International Institute of Business Study (IIBS) is committed to promoting gender equity and fostering a safe and inclusive environment for all its students. The institute has implemented several measures to achieve these goals. IIBS enforces a comprehensive campus code of conduct that explicitly prohibits any form of harassment or discrimination based on gender or any other identity. This code of conduct serves as a guiding principle for students, faculty, and staff, emphasizing the importance of respect, equality, and non-discrimination. IIBS also focuses on continuous improvement of students in academic and career growth through the mentoring system.

**Table 5.1 Student Intake**

<b>Item</b>	<b>CAY 2023-2024</b>	<b>CAYm1 2022 - 2023</b>	<b>CAYm2 2021 -2022</b>	<b>CAYm3 2020 - 2021</b>	<b>CAYm4 2019 -2020</b>
<b>Approved Intake</b>	180	180	120	120	120
<b>Number of Students Admitted</b>	180	153	53	27	56

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)

**Table 5.2 Success Rate**

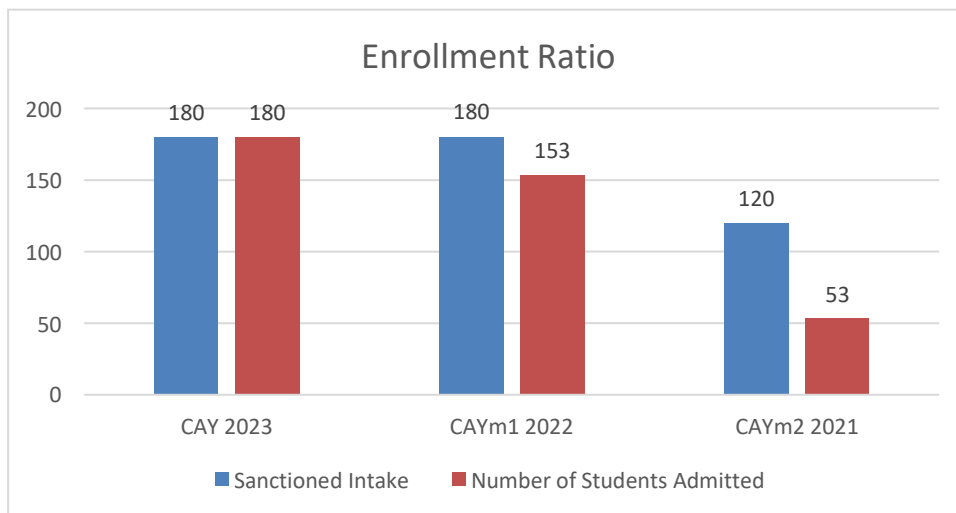
<b>Year of Entry</b>	<b>No of Students admitted</b>	<b>Number of Students who have completed</b>	
		<b>I Year</b>	<b>II Year</b>
CAY (2023-2024)	180		
CAYm1 (2022-2023)	153	150	
CAYm2 (2021-2022)	53	50	46
CAYm3 (2020-2021)	27	27	27
CAYm4 (2019-2020)	56	56	56

**5.1 ENROLMENT RATIO (ADMISSIONS) (20) (16)**

The enrolment ratio of the institute is given in table 5.3. It is observed that the enrolment ratio against the sanctioned seats is 80.42% for the institute average of three years.

**Table 5.3 Number of Students admitted as per intake sanctioned by AICTE Enrolment Ratio= Number of students admitted/ Sanctioned intake**

Item	CAY 2023 - 2024	CAYm1 2022 - 2023	CAYm2 2021-2022
Sanctioned Intake	180	180	120
Number of Students Admitted	180	153	53
Students admitted over last three (%)	100.00	85.00	44.17
Average Enrolment Ratio	80.42 %		



Graph No. 5.1 Percentage of Students admitted

**5.2 SUCCESS RATE (students clearing in minimum time) (10) (9.6)**

SI = 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

CAY = Current Academic Year

CAYm1: Current Academic Year minus 1

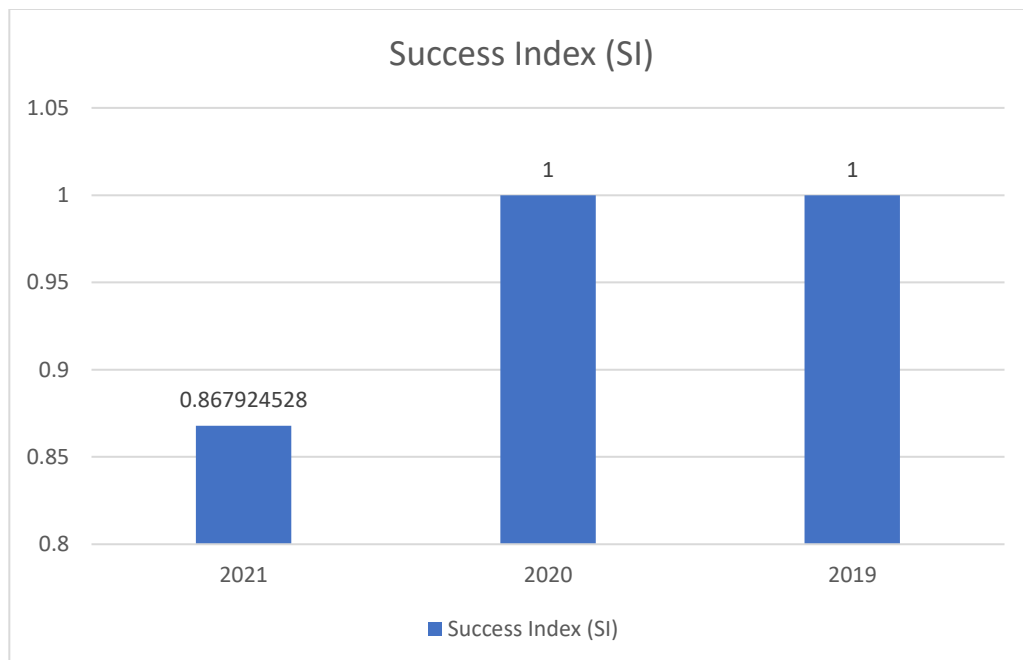
CAYm2: Current Academic Year minus 2 = Last Year Graduate (LYG)

CAYm3: Current Academic Year minus 3 = Last Year Graduate minus 1 (LYGm1)

CAYm4: Current Academic Year minus 4 = Last Year Graduate minus 2 (LYGm2)

Item	LYG 2021-2022	LYGm1 2020-2021	LYGm2 2019-2020
Number of students admitted (N)	53	27	56
Number of students who have graduated within the stipulated period of a program	46	27	56
Success Index (SI)	0.87	1	1
Average SI	0.96		
Success Rate	9.6		

Table 5.4 Success Rate



**5.3 Academic Performance (Percentage marks scored) (10) (7.75)**

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

<b>Academic Performance</b>	<b>CAYm1 2021-2022</b>	<b>CAYm2 2020-2021</b>	<b>CAYm3 2019-2020</b>
Mean of final Year Grade Point Average of all successful Students on a 10-point scale (X)	7.95	9.00	6.93
Total no. of successful students (Y)	46	27	56
Total no. of students appeared in the examination (Z)	50	27	56
API = $x * (Y/Z)$	7.31	9.00	6.93
Average API = $(AP1 + AP2 + AP3)/3$	7.75		

**5.4.1 PLACEMENT (30) (25.13)**

Assessment Points =  $30 \times$  average placement. N is the total no. of students admitted in first year

<b>Item</b>	<b>CAYm2 2021 -2022</b>	<b>CAYm3 2020 - 2021</b>	<b>CAYm4 2019 -2020</b>
Total Number of students admitted in first Year of the program (N)	53	27	56
No. of students placed in companies or Government Sector (x)	43	22	41
No. of students pursuing Ph.D. / Higher Study (y)	0	0	0
No. of students turned entrepreneur (In the areas related to management discipline) (z)	0	3	1
$x + y + (z * 1.2) =$	43	25.6	42.2
Placement Index : $(x + y + (z * 1.2)) / N$	0.81	0.95	0.75
Average placement = $(P1 + P2 + P3) / 3$	0.84		
Assessment Points = $30 \times$ average Placement	25.13		

Table 5.6 Placement, Higher Study and Entrepreneurship



## 5.4.2 Quality of Placement (10) (10)

Item	2021 - 2023	2020 - 2022	2019 - 2021
	Management Stream (M1)	Management Stream (M2)	Management Stream (M3)
No. of students placed	43	22	41
Median Salary for Placement	6L	4.95L	3.3L
Highest Salary	51L	48.6 L	14L

Placement data with the name of the program and the assessment year:

## PGDM 2019 – 2021

Sl. No.	Student Name	AICTE No	Specialization	Year of Passing	On/ Off Campus	Name of the Employer
1	Chennu Teja Reddy	19PGDM009	Marketing	2021	On	Jaro Education
2	Imon Mukerjee	19PGDM015	Marketing	2021	On	Jaro Education
3	Sweta Mukherjee	19PGDM046	Marketing	2021	On	Jaro Education
4	Vartika Funde	19PGDM054	Marketing	2021	On	Property Pistol
5	Lingam Kishore Kumar	19PGDM022	Marketing	2021	On	Nobroker
6	Nadar Janet Maria Johnson Stephen	19PGDM027	Marketing	2021	On	Jaro Education
7	Chykam Lakshmi Prasanna	19PGDM011	Marketing	2021	On	Pentagon Space
8	Daizy Gogoi	19PGDM012	HR	2021	On	Pentagon Space
9	Md. Izhar	19PGDM026	HR	2021	On	Pentagon Space
10	Manisha Nayak	19PGDM024	HR	2021	On	Pentagon Space
11	Akshay Awasthi	19PGDM002	Marketing	2021	On	Property Pistol
12	Danda Sai Charan	19PGDM013	Finance	2021	On	Property Pistol
13	Penugonda Daya Nagakrishnapavan	19PGDM031	Marketing	2021	On	Property Pistol
14	Subhakanta Sahoo	19PGDM044	Marketing	2021	On	Property Pistol
15	Sagar Prakash Babu	19PGDM036	Marketing	2021	On	Uniworks Design Pvt Ltd
16	Nikita Jaiswal	19PGDM028	Marketing	2021	On	Uniworks Design Pvt Ltd
17	Ankit Kumar Singh	19PGDM004	Marketing	2021	On	Property Pistol
18	Pramod Gouda	19PGDM032	Marketing	2021	On	Investo Xpert
19	K Nagesh	19PGDM017	Marketing	2021	On	Carwale
20	Anshuman Gohain	19PGDM005	Marketing	2021	On	Sonarome

21	Kasani Naga Yaswanth	19PGDM018	Marketing	2021	On	Sonarome
22	Sopan Shekhar Sangamnerkar	19PGDM043	Marketing	2021	On	Sonarome
23	Prasmita Mohanty	19PGDM033	HR	2021	On	Squareyard
24	Tirumalasetti Rajesh	19PGDM051	Marketing	2021	On	Squareyard
25	Md. Tarique Shadab	19PGDM025	Marketing	2021	On	Pentagon Space
26	Balaka Praveen Kumar Reddy	19PGDM008	Marketing	2021	On	Squareyard
27	Pritish Behera	19PGDM034	Marketing	2021	On	Sonarome
28	Shreyashi Deb	19PGDM041	Marketing	2021	On	Talchemist
29	Amit Kumar	19PGDM003	Marketing	2021	On	Squareyards
30	Shreya Verma	19PGDM040	HR	2021	On	Pentagon Space
31	Jaweria Afroz	19PGDM016	Finance	2021	On	Apex
32	Ayushi Kapoor	19PGDM006	HR	2021	On	Talchemist
33	Kinjal Jaiswal	19PGDM019	Finance	2021	On	Experis IT Pvt Ltd
34	Mallela Indraja	19PGDM023	Finance	2021	On	Wipro
35	Haritha Jannu	19PGDM014	Finance	2021	On	Broadridge
36	Yasam Hari Haranath	19PGDM056	Finance	2021	On	Broadridge
37	Kumar Sanu	19PGDM020	Marketing	2021	On	Nobroker
38	Pandey Abhishek Dinesh Bhai	19PGDM029	Finance	2021	On	Dreamgains Financial Pvt Ltd
39	Shaik Rahul Babu	19PGDM038	Marketing	2021	On	Dreamgains Financial Pvt Ltd
40	Abhishek Jena	19PGDM001	Marketing	2021	On	Tata Capital

## PGDM 2020-2022

Sl. No.	Student Name	AICTE No	Specialization	Year of Passing	On/ Off Campu s	Name of the Employer
1	Aakash Verma	1-43608879344	Marketing	2022	On	Uplers
2	Kajal Kumari	1-43610638510	Human Resource	2022	On	RTB Demand
3	Kiladi Vinay Kumar	1-43607241916	Marketing	2022	On	Extramarks
4	Kratika Jain	1-43622259374	Finance	2022	On	Brady Company India Pvt. Ltd
5	Nalagonda Mounika	1-43607261736	Finance	2022	On	Property Pistol
6	Neha Bharti	1-43607241874	Marketing	2022	On	Property Pistol
7	Nitish Dobriyal	1-43607241876	Finance	2022	On	Incred
8	R Anirudh	1-43607241878	Finance	2022	On	Seedwill
9	Ritica Kumari	1-43607241880	Marketing	2022	On	Securenow Insurance Broker Pvt Ltd
10	Rituparna Patel	1-43607241902	Marketing	2022	On	Retail9 Ventures
11	Sakshi Bhadani	1-43607241904	Marketing	2022	On	Extramarks
12	Thilbertta Dorine P	1-43607241910	Human Resource	2022	On	Prism Point Technologies
13	Vishal Yadav	1-43607241912	Finance	2022	On	Seedwill
14	Addala Saiteja	1-43610638456	Human Resource	2022	On	Colive
15	Byreddy Dhanush Reddy	1-43610638460	Finance	2022	On	Settl
16	Chinnapolu Anil Kumar	1-43610638502	Human Resource	2022	On	Settl
17	Jaajitha C	1-43610638504	Human Resource	2022	On	People Education
18	Kala Vinay	1-43610638506	Human Resource	2022	On	People Education
19	Minal Dhote	1-43610638508	Finance	2022	On	People Education
20	Saket Kumar	1-43610638510	Finance	2022	On	Seedwill
21	Srimanta Saha	1-43610638532	Marketing	2022	On	Seedwill
22	Thota Arun	1-43607241916	Marketing	2022	On	Seedwill

## PGDM 2021 - 2023

Sl. No.	Student Name	AICTE No	Specialization	Year of Passing	On/ Off Campus	Name of the Employer
1	Chunchu Srikanth	1-43608793862	ABM	2023	On	Kotak Mahindra Bank
2	Bhukya Navadheer	1-43607995820	ABM	2023	On	MySpace
3	Chakilam Sudhishna	1-43607995835	ABM	2023	On	Satyukt Analytics Pvt Ltd
4	Divya Tunga	1-43610467662	ABM	2023	On	Kotak Mahindra Bank
5	Mamatha	1-43608816678	ABM	2023	On	Varun Beverages
6	Katreddy Lakshmi Parvathi	1-43607060206	ABM	2023	On	Internz Learn
7	Rollu Jayaprakash Goud	1-43607060208	ABM	2023	On	Housiey
8	Kavya Priya	1-43608793864	ABM	2023	On	Varun Beverages
9	Chakka Harshavardhan	1-43607975874	ABM	2023	On	Corizo
10	Dileep Kumar Bogi	1-43607995835	ABM	2023	On	Berger Paints
11	Perumalla Bhanu Prakash	1-43607187528	ABM	2023	On	Seedwill
12	Chennupalli Pavan Teja Reddy	1-43608793796	ABM	2023	On	Kotak Mahindra Bank
13	Kanaganti praveen	1-43608793798	ABM	2023	On	Mad about Sports
14	M.C Deepthi	1-43608816676	ABM	2023	On	Satyukt Analytics Pvt Ltd
15	Kandikatla Jaya Sri	1-43607060204	ABM	2023	On	Mythree Builders
16	Nikita Karmakar	1-43607060206	Marketing	2023	On	Shobha Developers
17	Kambala Naga Siva Sankar Reddy	1-43607873836	Marketing	2023	On	Square Yard
18	M. Yasaswi	1-43607873838	Marketing	2023	On	Varun Beverages
19	C Silpa	1-44550295658	BA	2023	Off	Tech Mahindra

20	Venkat Kumar Palani	1-43608793796	Marketing	2023	On	India Insure
21	Subham Dutta	1-43610467638	Marketing	2023	On	Seedwill
22	Debu kar	1-43608793866	Finance	2023	On	Mad about Sports
23	Nikhil G	1-43607923376	Finance	2023	On	Stockwise Capital
24	Sheik Imran	1-43607923378	HR	2023	On	India Mart
25	Girishma Induru	1-43608793871	HR	2023	On	Corizo
26	Ramanathula Naveen	1-43607873834	HR	2023	On	Internz Learn
27	Geethika	1-44550295654	BA	2023	Off	CGI
28	Chippada Jahnasri	1-43608793800	HR	2023	On	Housiey
29	Vedhapriya Kobagapu	1-43607060208	BA	2023	On	Modesto Technology
30	Pavan Kodamanchili	1-43608816674	Marketing	2023	On	Seedwill
31	Mrudu Manasa Cherukupalli	1-43608793798	Marketing	2023	On	Federal Bank
32	Tarun Saini	1-43608793800	Marketing	2023	On	Federal Bank
33	Anjali Karwa	1-43607995814	Marketing	2023	On	Settl
34	Unnati Singh	1-43610467664	HR	2023	On	Settl
35	Tanmay Channe	1-43608793794	Marketing	2023	On	Campalin
36	Ravi teja	1-44550295656	BA	2023	Off	Capgemini
37	Vuggina Vijaya Raju	1-44085194104	Marketing	2023	On	People Education
38	Sakshi Rani	1-43607187534	Marketing	2023	On	People Education
39	Manoj M	1-43608816695	Marketing	2023	On	People Education
40	Jonathan Lobo	1-43607873834	Marketing	2023	On	People Education
41	Saurav Joshi	1-43607187536	Finance	2023	On	Seedwill
42	B Leela Ram	1-43607995818	Finance	2023	On	Seedwill
43	Nadamuni Venkata Rajesh	1-43608816699	BA	2023	On	Seedwill

**Entrepreneurship Details**

Sl. No.	Name of the student Entrepreneur	Enrollment No.	Company Details	GST / TIN / MCA reg
<b>CAYm4 2019-2020</b>				
1.	Lakki Setti Raviteja	19PGDM021	Moobi Traders	37GKGP9755P1ZV
<b>CAYm3 2020-2021</b>				
1	Abhishek Kasaudhan	1-43610638454	Abhishek Trading	09JVC PK7634C1ZF
2	Bhavana K L	1-43610638458		
3	Durgesh Prasad Das	1-43610638504	Your Wish Master Private Limited	U72900OR2021PTC038240

**5.5 Student Diversity (5) (5)**

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

Year	Sanctioned Intake	Gender		No. of Students Admitted							Total
				Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	
2023	180	M	105	6	99	0	46	59	104	1	180
		F	75	5	70	0	29	46	75	0	
2022	180	M	105	7	98	0	47	58	104	1	153
		F	48	0	48	0	26	22	48	0	
2021	120	M	33	1	29	0	18	15	33	1	53
		F	20	0	18	0	6	14	20	2	
2020	120	M	16	0	16	0	13	3	16	0	27
		F	11	2	9	0	6	5	11	0	

**5.6.1 Students' participation in Professional societies/chapters and organizing management events (10) (10)**

To facilitate and support the 360-degree development of students, International Institute of Business Study offers various platforms through multiple academic and extra-curricular events where students bring forth their talents and prove their managerial skills. Students are encouraged to participate in intra- and inter-college events.

At IIBS, wide range of events including management fest such as MOM-preneur, SURFACE, Sports, Boot Camps, Alumni Association, Guest Lectures and Industrial Visits are organized by the students. When organizing these events students will clearly demonstrate

their leadership skills, effective communication, time management and team work.

Surface is the flagship event management and cultural fest organised annually at the College level with management events on Finance, Marketing, Human Resource, Agribusiness Management and other off-stage events.

With all the above-mentioned programmes, the skills of the students in organising, leadership, networking, using technology, negotiation, time management, and crisis management are honed. Professional Bodies: All India Management Association (AIMA), ASSOCHAM, Association of IBS clubs. Our students regularly attend programs and also participate in various events and competitions organised by them. IBS students have participated in various management events hosted by Sindhi college, Presidency college and Acharya College and have represented the college in events like Best Manager, Mad ads, Collage making and Tug of war.

### **Student's participation in Professional Societies and Chapters: -**

The Institute is also proud to be associated with Professional Bodies and Societies. The list is as below –

1. Centre for Entrepreneurship Development of Karnataka
2. All India Management Association (AIMA)
3. The Associated Chambers of Commerce & Industry of India (ASSOCHAM)

#### **1. Centre for Entrepreneurship Development of Karnataka**

CEDOK has been spearheading entrepreneurship movement throughout the state with a belief that entrepreneurs need not necessarily be born; but they can be trained and developed through well-conceived and well directed activities. It is now widely recognised that education can be a very effective instrument to bring out latent resources and capabilities of people.

#### **2. All India Management Association (AIMA)**

AIMA is the national apex body of the management profession in India. AIMA is a not for profit, non-lobbying organization, working closely with Industry, Government, Academia and students to further the cause of the management profession in India. The Institute has recently got the membership from AIMA and is looking forward for conducting various events with them.



ALL INDIA MANAGEMENT ASSOCIATION

### 3. The Associated Chambers of Commerce & Industry of India (ASSOCHAM)

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations and regional chambers in its fold.



#### Students Participation in External Events

At IBS, Students are encouraged and motivated to participate in external events organized by other colleges/ institutions which aims at enhancing their confidence, presentation skills, self-motivation and team building spirit. It also helps students to be focused and target oriented to achieve their goal by managing timelines and adhering to the roles and responsibilities.

EVENT NAME	ORGANIZER	DATE	Batch	OUTCOME
EUNOIA MERCURY	Presidency College, Bengaluru	May 23-24, 2022	PGDM 2021	Won two prizes
CRESINDO 2k22	Sindhi College, Bengaluru	July 22, 2022	PGDM 2022	Participated Winner – Mad Ads
NIRVAHANA '22	Ramaiah College of Arts, Science & Commerce, Bengaluru	August 25, 2022	PGDM 2022	Best Manager – Runners
REGALIA 2022	Acharya Bangalore B - School	December 2 - 3, 2022	PGDM 2022	Participated



## **Students Participation in IIBS Events**

At IIBS, various opportunities are provided to students since the day one of their journey in the college. The Institution provides with well planned Management Orientation Program which contains bundle of activities related to the management subjects so that they get the feel of corporate culture in the campus.

### **1. Management Orientation Module**

One of the main aspirations of an PGDM student is to become a well-to-do professional in corporate world. IIBS has acknowledged September as Management Orientation Module (MOM) and the main focus of this initiation is to make student reach their goal. Corporate world expects every professional to possess certain qualities so as to fulfil the tasks allocated to them by their employer. This program helps them achieve perfection in execution of their plans which intern ensures the success of the individual in the organization. The main aim of this initiative is to bring people from different platforms to the vital discipline of management. This will bring them to path of acquiring knowledge, tuning their skills and having a attitude to reach their goals.

### **Objectives**

1. Molding student to get knowledge about PGDM program.
2. Providing students an opportunity to identify themselves among others.
3. Familiarizing students an environment of growth & prosperity.
4. To provide an opportunity to identify themselves among others
5. To enhance their confidence to communicate with others
6. To shred their inhibition in a congenial environment
7. To identify & explore the capabilities by utilizing their potentials
8. To realize themselves about their level when compared to the expected levels of the corporate world.
9. To bridge the gap through finalized path of success for their achievement.
10. To develop human relationship with a group dynamism.

## Details of MOM Activity Year wise

Sl. No.	Date of Event	Title of the Session / Activity	No of Students	PO
<b>2021-2022</b>				
1.	12-07-2021	Ice-breaking Session	50	PO2, PO5 & PO8
2.		Corporate Etiquette	50	
3.	13-07-2021	Knowledge Paradise	53	
4.		Financial Acumen	53	
5.	14-07-2021	Yoga	53	
5.		Market Study Briefing	53	
7.	15-07-2021	Entrepreneur Development	53	
8.		Sports Activity	53	
9.	16-07-2021	Investo Progress	53	
10.	16-07-2021	Excellopruden	53	
11.	17-07-2021	HR Mind Spa	53	
12.	19-07-2021	Business Plan	53	
13.	20-07-2021	Shred Inhibo	53	
14.	21-07-2021	Campus to Corporate	53	
15.		Product & Brand Marketing	53	
16.	22-07-2021	Group Discussion	53	
<b>2022-2023</b>				
1.	11-08-2022	Ice-breaking session	153	PO2, PO5 & PO8
2.		Enhancing Managerial Skills	153	
3.		Product & Brand Market	153	
4.		Shred Inhibo	153	
5.	12-08-2022	Corporate Etiquette	153	
5.		Orientation for Market Study	153	
7.		Briefing on Business Plan Development	153	
8.	16-08-2022	Financial Acumen	153	
9.		Entrepreneur Development	153	
10.		Industrial Disputes	153	
11.		Investo Progress	153	
12.	17-08-2022	Research Techniques	153	
13.		Idea Seller	153	
14.		Industrial Visit to EMMVEE SOLAR PLANT	153	
15.	23-08-2022	Solution Craft	153	
16.		HR mind Spa	153	
17.	24-08-2022	Presentations on Market Study	153	
18.		Business Plan Presentations	153	
19.	25-08-2022	Learnings from Bhagavad-Gita	153	
20.		Yoga Session		

21.	27-08-2022	Sports Activity		
<b>2023-2024</b>				
1.	20-07-2023	Ice-breaking Session - Introduction	180	PO2, PO5 & PO8
2.		Knowledge Paradise	180	
3.	21-07-2023	Crazy Ads	170	
4.		Guest Lecture on Women Empowerment	165	
5.	24-07-2023	Integrated Farming System	180	
5.		Johari window	180	
7.	27-07-2023	MOM-preneurs (Stalls)	180	
8.	28-07-2023	Retail Renaissance - Mall ka Kamaal	180	
9.	02-08-2023	Land to Fork	180	
10.	03-08-2023	Business Tycoons	180	
11.	04-08-2023	Industrial Visit to Indus Vegpro Pvt. Ltd.	80	
12.	04-08-2023	Sports Activity	100	
13.	10-08-2023	Visit to Pyramid Valley	180	
14.	11-08-2023	Learnings from Bhagavad-Gita	180	
15.		Zumba Activity	180	
16.	12-08-2023	Excellopruden	180	



Photos showing the activities conducted during MOM Program

## 2. ALP-Adventure Learning Program

IIBS Adventure Learning Programs promote adventure-based pragmatic activities. Many of such adventure programs have been rock-climbing, trekking in terrain, exploring wilderness, and so on. They are intended to build a stronger sense of unity as well as promoting a broad spectrum of essential life skills.

IIBS distinguishes itself as an institution for practical & well-rounded learning. Adventure Learning Programme to help develop our students in the following areas i.e. Trust, Support, Planning, Delegation, Leadership, Communication, Problem Solving, Time Management, Building Relationships, Creativity & Innovation. It might be bit un-orthodox to advocate the concept of Adventure Learning in Business School. Modern workplace requires an individual to portrait self-determination, problem solving ability, restraint, team working and poise and an adventures activity develops it in a person. This also helps PGDM aspirant to have a dynamic personality to face global corporate world. Therefore, it becomes essential for a management student to be introduced to adventure programs that offer ample scope for developing distinctive management ethos, personality traits, and cross-cultural demands of corporate world.

They are intended to build a stronger sense of unity as well as promoting a broad spectrum of essential life skills, such as:

- Communication
- Increased group effectiveness and awareness
- Individual awareness.
- Goal setting, planning and strategizing.
- Decision-making skills.
- Leadership
- Trust
- Respect for others



**Photos showing activities conducted during Adventure Learning Program**

### 3. IIBS SURFACE

IIBS encourages every management student to showcase their talent and IIBS Surface is one of THE EVENTS to do so. IIBS' SURFACE is an annual cultural fest that encourages students to showcase their unique & creative talent.

Not only the students get to showcase their talent but learn to plan and execute the cultural events and various programs in given span of time. Students generally follow their academic curriculum IIBS Surface gives them fresh breath of air. Students get to express their innate talent in front of their peer group as well as invitees from academic & corporate world.

Surface is a smart way to let students learn their capabilities as team player and do wonders to their self-confidence while they are having fun. The experience and confidence that they gain from these kind of events helps them to take a big leap into corporate world.

#### Year wise SURFACE Events

Sl. No.	Date of Event	Title of surface events	No of Students	PO
<b>2021-2022</b>				
1.	Jul-22	Business Plan	35	PO5 & PO8
2.		HR Event		
3.		Finance Event		
4.		Marketing Event		
5.		Dance		
6.		Singing		
7.		Fashion Show		
8.		Mehendi		
9.		Rangoli		

10.		Collage			
<b>2022-2023</b>					
1.	Nov-22	Business Plan	120	PO5 & PO8	
2.		Agri Events			
3.		HR Event			
4.		Finance Event			
5.		Marketing Event			
6.		Photography			
7.		Mehandi			
8.		Face Painting			
9.		Pencil Art			
10.		Rangoli			
11.		Collage			
12.		Pencil Sketch			
13.		Vegetable Carving			
14.		Short-film making			
<b>2023-2024</b>					
1.	Oct-23	Business Plan	150	PO5 & PO8	
2.		Agri Events			
3.		HR Event			
4.		Finance Event			
5.		Marketing Event			
6.		Photography			
7.		Mehandi			
8.		Face Painting			
9.		Pencil Art			
10.		Rangoli			PO5 & PO8
11.		Collage			
12.		Pencil Sketch			
13.		Vegetable Carving			
14.		Short-film making			



*Photo: Displaying Students participation during Surface*

#### 4. Industrial Visit

As a part of Institute program and an exposure towards the industry and corporate world students at IBS visit industries on a yearly basis.

IIBS is known for its practical approach towards the learning and development of students. Industrial Visit focuses on preparing the students to learn about the day-to-day workings of a particular industry and understand its operational issues. The visit also helps the students to keep update regarding the current management practices followed by the organizations and acquire traits that the industry demands from them. Following is the list of industries/companies/organization/Government bodies visited by the students of IIBS (PGDM Programme).



Photo: Displaying Students participation in Industrial visit to UNIBIC

**Students Participation in IBS Club Activities: -****1. Institute Social Responsibility**

Sl. No.	Date of Event	Title of the event	PO
1.	15-10-2022	Rotaract Club Volunteering	PO3
2.	05-07-2023	Tree plantation	
3.	10-10-2023	Blood Donation Camp	
4.	19-12-2023	Networking cum Donation Drive	

**2. Agri Club**

Sl. No.	Date of Event	Title of the event	PO
1.	25-08-2022	World Honey Day	PO4
2.	26-08-2022	Visit to Agri Tech at BIEC	
3.	22-09-2022	Visit to BAMUL	
4.	27-09-2022	Workshop on Hydroponics	
5.	28-10-2022	Workshop on Data driven decision for sale optimizing and forecasting	
6.	20-03-2024	Guest Lecture on Organic Certification	

**3. Marketing Club:**

Sl. No.	Date of Event	Title of the event	PO
1.	23-09-2022	Marketing Mela – Vertrieb Fiesta	PO3 & PO6
2.	24-12-2022	Market Visit	
3.	11-02-2023	Mad Ads	
4.	06-10-2023	Brand Rebuilding Activity	

**4. Cultural Club:**

Sl. No.	Date of Event	Title of the event	PO
1.	28-08-2023	Onam Celebration	PO3
2.	18-09-2023	Ganesh Chaturthi	
3.	17-10-2023	Ethnos	
4.	19-10-2023	Navaratri	
5.	24-12-2023	Christmas	
6.	27-12-2023	Carpe Noctem	



**5. Sports Club:**

Year	Item	PO
2020-2021	Yuva annual sports meet	PO3
2021-2022	Yuva annual sports meet	
	Cricket tournament	
2022-2023	Yuva Annual Sports Meet	
	Cricket Tournament	
2023-2024	Yuva Annual Sport Meet	

**6. Research Club:**

Sl. No.	Date of Event	Title of the event	PO
1.	10-07-2022	“PESQUISA” Student Seminar	PO6
2.	13-08-2022	Debate	
3.	28-10-2022	Project Evaluation techniques	
4.	04-11-2022	Student Magazine	

**7. Finance Club:**

Sl. No.	Date of Event	Title of the event	PO
1.	14-07-2022	Stock trading	PO6
2.	29-08-2022	SEBI Visit	
3.	17-09-2022	Portfolio analysis	

**8. Entrepreneurship Club:**

Sl. No.	Date of Event	Title of the event	PO
1.	10-11-2022	Canva Model	PO6
2.	08-12-2022	Business Plan design	



*Photo courtesy: IIBS Gallery – displaying Student Seminar*



*Photo courtesy: IIBS Gallery – displaying Winning moment of Student Seminar*



*Photo courtesy: IIBS Gallery – displaying Students participated in the student seminar*

### **Students Participation in Vigilance Day (2022) Quiz:**

Central Vigilance Commission observes Vigilance Awareness Week during the week in which 31<sup>st</sup> October, the birthday of late Sardar Vallabhbhai Patel falls. This year, Vigilance Awareness Week is being observed from 31<sup>st</sup> October to 6<sup>th</sup> November, 2022 with the following theme: “**ट्पाचार मुक्त भारत - विकवित भारत**” / “**Corruption free India for a developed Nation**”. The purpose of Vigilance Awareness Week is to generate awareness in the public at large about the ill effects of corruption.

- Integrity Pledge for Citizen

As part of the Vigilance Week, ICAR-NIVEDI, Government of India conducted an Interactive Program with PGDM students of International Institute of Business Study, Bengaluru on 07<sup>th</sup> November 2022. They also conducted quiz on general awareness, where 6 teams each comprising of 3 students actively participated in the event.



*Photos displaying students participation in Vigilance Week*

## 5.6.2 Students' publications (05) (04)

Name of the Student	Title	Details
<b>Publication in IIBS Website</b>		
<i>Vemesetty Abhay</i>	Why is Vertical Farming Important for Our Future Food System?	Posted on 03/11/2022 <a href="https://www.iibsonline.com/article-details/why-is-vertical-farming-important-for-our-future-food-system">https://www.iibsonline.com/article-details/why-is-vertical-farming-important-for-our-future-food-system</a>
<i>Syed Khasim Baba</i>	Apiculture: Effective way of increasing Honey from Bee hives	Posted on 04/11/2022 <a href="https://www.iibsonline.com/article-details/apiculture-effective-way-of-increasing-honey-from-bee-hives">https://www.iibsonline.com/article-details/apiculture-effective-way-of-increasing-honey-from-bee-hives</a>
<i>Shubham Thube</i>	Refugia strategy: An effective way to overcome Bt cotton resistance problem in cotton bollworm	Posted on 10/12/2022 <a href="https://www.iibsonline.com/article-details/refugia-strategy-an-effective-way-to-overcome-bt-cotton-resistance-problem-in-cotton-bollworm">https://www.iibsonline.com/article-details/refugia-strategy-an-effective-way-to-overcome-bt-cotton-resistance-problem-in-cotton-bollworm</a>
<i>Shubham Thube</i>	India leading International Year of Millets 2023	Posted on 14/01/2023 <a href="https://www.iibsonline.com/article-details/india-leading-international-year-of-millets-2023">https://www.iibsonline.com/article-details/india-leading-international-year-of-millets-2023</a>
<i>Syed Khasim Baba</i>	Role of Artificial Intelligence (AI) in Agriculture	Posted on 24/01/2023 <a href="https://www.iibsonline.com/article-details/role-of-artificial-intelligence-ai-in-agriculture">https://www.iibsonline.com/article-details/role-of-artificial-intelligence-ai-in-agriculture</a>
<i>Syed Khasim Baba</i>	Role of Drones Technology in Agriculture	Posted On 03/03/2023 <a href="https://www.iibsonline.com/article-details/role-of-drones-technology-in-agriculture">https://www.iibsonline.com/article-details/role-of-drones-technology-in-agriculture</a>
<i>Ms. Sudhishna</i>	Indian Processed Food Industry: Importance and Challenges	Posted on 04/04/2023 <a href="https://www.iibsonline.com/article-details/indian-processed-food-industry-importance-and-challenges">https://www.iibsonline.com/article-details/indian-processed-food-industry-importance-and-challenges</a>

**Publication as Book Chapters:**

<b>Sl. No.</b>	<b>Name of the Authors</b>	<b>Title of Paper</b>	<b>Name of Book</b>	<b>ISBN / ISSN</b>	<b>Publisher</b>
1.	<b>Tarun Saini</b> Manjunatha V	A Study on Understanding Customer Satisfaction and Service Quality in Urban Company: A Market Research Study in Delhi NCR	Contemporary Research on Management and Technology	978-81-963044-1-6, July 2023	Shri Research Paper Publication
2.	<b>Sakshi Rani</b> Manjunatha V	A Study on Marketing Strategies with reference to Dunzo	Contemporary Research on Management and Technology	978-81-963044-1-6, July 2023	Shri Research Paper Publication
3.	<b>Mamatha</b> Mangala V Reddy	Study on Enhancing Dealers' Satisfaction in the Fertilizer Company at Chlorophyll Organics	Contemporary Research on Management and Technology	978-81-963044-1-6, July 2023	Shri Research Paper Publication
4.	Dr. Samiya Mubeen <b>Debu Kar</b>	A Study of Mutual Fund as an Investment Avenue at Tradebull Security Pvt. Ltd.	Contemporary Research on Management and Technology	978-81-963044-1-6, July 2023	Shri Research Paper Publication

<b>CRITERION 6</b>	<b>Faculty Attributes and Contributions</b>	<b>250</b>
SELF ASSESMENT MARKS		<b>219</b>

Please provide details for the faculty of the department, cumulative information for all the shifts for all academic years starting from current year in above format.

Kindly refer Annexure – I: Faculty Details

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

Table 6.1.1 Student-Faculty Ratio (SFR)

Description	CAY (2023-24)	CAYm1 (2022-23)	CAYm2 (2021-22)
Total Number of Students in the Department (S)	360	300	240
No. of Faculty in the Department (F)	23	21	19
Student Faculty Ratio (SFR)	15.65217391	14.28571429	12.63157895
<b>Average SFR</b>	<b>14.18</b>		
Year	CAY (2023-24)	CAYm1 (2022-23)	CAYm2 (2021-22)
p1.1 (Students in 1 <sup>st</sup> Year Sanctioned Intake)	180	180	120
p1.2 (Students in 2 <sup>nd</sup> Year Sanctioned Intake)	180	120	120
PG1 (Sanctioned Intake)	360	300	240
Total No. of Students in the Department (S) Actual Admission	332	200	75
pm.1	175	153	53
pm.2	153	53	27
PGm	pm.1+pm.2	pm.1+pm.2	pm.1+pm.2
	328	206	80
Total No. of Students in the Department (S)	PG1 + ...PGm=S1	PG1+... + PGm=S2	PG1+... + PGm=S3
No. of Faculty in the Department (F)	23	21	19
Student Faculty Ratio (SFR)	SFR1=S/F	SFR2=S/F	SFR3=S/F
	15.65217391	14.28571429	12.63157895
Average SFR	SFR=(SFR1+SFR2+SFR3)/3		
	<b>14.18</b>		

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

Table 6.1.1 Details of the regular and contractual faculty

Academic Year	Total Number of Regular Faculty in the Department	Total Number of Contractual Faculty in the Department
CAY (2023-24)	23	0
CAYm1 (2022-23)	21	0
CAYm2 (2021-22)	19	0

**6.2. Faculty Cadre Proportion (20) (20)**

Year	Professor		Associate Professor		Assistant Professor	
	Required F1 (RF1)	Available (AF1)	Required F1 (RF2)	Available (AF2)	Required F1 (RF3)	Available (AF3)
CAY (2023-24)	2	3	4	6	12	14
CAYm1 (2022-23)	2	2	3	6	10	13
CAYm2 (2021-22)	1	2	3	5	8	12
Average Numbers	1.67	2.33	3.33	6	10	12.67

**Cadre Ratio Marks = 29.81**

**6.3. Faculty Qualification (20) (15)**

	X	Y	F	$FQ=2.0 \times [(10X + 4Y)/F]$
CAY (2023-24)	12	11	24	13.5
CAYm1 (2022-23)	8	13	20	13.2
CAYm2 (2021-22)	9	10	16	16.25
<b>Average Assessment</b>				<b>14.31</b>

**6.4. Faculty Retention (20) (15)**

Details of the faculty Retention

Description	CAY (2023-24)	CAY m1 (2022-23)	CAY2 m2 (2021-22)
No of Faculty Retained	15	17	17
Total No of Faculty	23	21	19
% of Faculty Retained	<b>63.63</b>		

### 6.5. Faculty Initiatives on Teaching and Learning (15) (15)

A good teaching method in college should use different approaches to keep students interested and improve their learning. Interactive lectures that include discussions and immediate feedback can be paired with monthly articles on the college website to keep students updated on new developments in their field.

Reviewing and studying scholarly articles helps students think critically about information. Using online platforms like flipped Classroom makes it easy for teachers and students to communicate and share resources.

Bringing in expert speakers for talks gives students real-world knowledge and insights. Completing certification courses allows students to gain specialized skills and qualifications. National and international trips, including adventurous and hands-on experiences, help students understand different cultures and environments.

Boot camps offer intensive, practical learning experiences, while market surveys and case Study encourage analytical thinking and problem-solving skills. Participating in group discussions (GD) and role-playing exercises improves communication and teamwork skills. Combining these methods creates a thorough and engaging learning environment for students.

IIBS uses various teaching and learning methods beyond traditional lectures to address students' unique needs and learning styles. These methods aim to create a more well-rounded and practical approach to education, helping students gain theoretical knowledge while also developing hands-on skills and real-world experience.

Interactive lectures combine discussions, group activities, and multimedia presentations to engage students and help them better understand the material. Students' publications in journals, newsletters, and other formats encourage achievement and enhance their research and writing skills.

Project reports involve real-world problem-solving, promoting critical thinking and collaboration. Internships give students practical work experience and professional networking opportunities. Faculty-student exchange programs offer new perspectives and exposure to different academic settings.

Add-on courses allow students to explore subjects outside their major, broadening their knowledge base. Bridge courses help students transition between educational levels and disciplines, providing foundational knowledge for advanced Study.

Placement training prepares students for job interviews and recruitment, with both external and internal faculty offering industry insights and coaching. Industrial visits show students real-world business operations, bridging the gap between classroom learning and



industry.

Adventurous visits engage students in outdoor activities, fostering leadership and problem-solving skills. Experiential visits to museums, galleries, or historical sites, meditating centres, enrich students' cultural appreciation and broaden their educational experience.

Corporate and alumni mentoring offers guidance and advice from professionals and former students who have navigated similar paths. Faculty mentoring provides students with academic advice, research opportunities, and career guidance.

Marketing surveys give students insights into consumer behaviour and trends, while writing articles for the college website enhances their research and communication skills. Reviewing academic articles helps students develop critical thinking and analysis skills.

Google Classes and other online platforms provide flexible learning options. Expert talks from industry leaders inspire and educate students, while finishing certificate courses allow students to specialize in a skill or area.

International visits expose students to different cultures and broaden their horizons. Boot camps offer intensive cultural learning, hands-on training in specific skills over a short period

Case Study allow students to analyze real-world situations and apply theoretical concepts to find solutions. This method encourages problem-solving skills. Together, these diverse teaching and learning methods help students build a well-rounded skill set, preparing them for successful careers and lifelong learning through engagement, collaboration, and practical application.

**For all the courses an innovative course planner is being prepared based on Bloom's Taxonomy.**

1. Question Bank is being prepared for all the courses based on the important concepts of respective courses.
2. Handouts on the concepts are elaborately prepared for the reference of students. All these are kept for reference in the library in multiple copies and with the Director, Dean and COE.
3. Use of ICT is being done in the form of presentations & videos. DTEL resources are being prepared by course teachers and uploaded on intranet.
4. All the material prepared is being uploaded on the intranet for the reference of students. Faculties of same interest areas do collaborative brainstorming for the updating of these materials from time to time.
5. Students are being given assignments, class projects based on latest happenings for the



			DTEL	Youtube	Market Survey/ Field Survey	Group Activity	Role Play	Group Discussion	Google Class Room	Peer Learning
1	Trisem 1	6	6	1	0	3	1	2	2	1
2	Trisem 2	6	6	2	1	4	2	2	3	2
3	Trisem 3	6	6	1	1	2	2	1	2	1
4	Trisem 4	6	6	2	1	3	1	2	2	1
5	Trisem 5	6	6	2	1	2	1	2	3	2
6	Trisem 6	1	1	1	1	1	1	1	1	1

#### 6.6. Management Development Program (05) (04)

SL. No.	Organization	No of days / Duration	No. of Participants
1	Neovia Logistic Services, 1A - 1st Floor, Whitefield Road, Sonnenhali Village, Rd Number 2, EPIP Zone, Whitefield, Bengaluru, Karnataka 560066	5 days - 03/01/2023 to 07/01/2023	15
2	Shri Babu Raju Ram Fuel Station, Survey No 45/5, Guvalakanahalli, Ajjavara Kolar, Karnataka - 562101	5 days - 21/11/2022 to 25/11/2022	17
3	Lakshya Constructions Pvt. Ltd., #102 Surya Mansion, 2nd Cross, 7th Main road, Jayanagar 4th Block, Bangalore - 560011	5 days - 22/08/2022 to 26/08/2022	27
4	Kennedia Blu Café Ltd, #18, 2dFloor, Vasant Complex, Kaveri Nagar, R T Nagar, Bangalore, 560032	5 days - 21/08/2023 to 25/08/2023	15
5	Art home Advertaisors, #9-249, Road No.11, Sri Lakshmi Nilayam, SV Nagae, Hyderabad -500082	5 days - 01/01/2024 to 05/01/2023	18
6	G K Entertainments, g2, Myrah Avenue, MJR ARCADE, opposite Denny's hostel, Siddhi Vinayak Nagar, Madhapur, Hyderabad, Telangana 500081	5 days - 03/02/2023 to 07/07/2023	31
7	Mega Power Systems, Residency, #341,3rd Floor,Tirumala, 1st Main Rd, Talacauvery Layout, Byatarayanapura, Bengaluru, Karnataka 560092	5 days - 03/04/2023 to 07/04/2023	22
8	Tech BoostUp Pvt.Ltd, 29,3rd Floor,	5 days - 06/02/2023	25

	GVR Plaza, Bellary Rd, opposite viva Toyota, Hebbal, Bengaluru, Karnataka 560024	to 10/02/2023	
9	ALP Consulting, Address: No. 11/2, KHR House, Palace Rd, Vasanth Nagar, Bengaluru, Karnataka 560052	5 days - 05/12/2023 to 09/12/2023	16
10	Karnataka Police Department	5 days - 27/07/2024 to 31/07/2024	16

### 6.7. Faculty Performance, Appraisal and Development System (15) (15)

**FACULTY PERFORMANCE:** Faculty performance is assessed through Student Feedback, which is taken twice in a Trimester, one mid Trimester and one at the end of the Trimester. The format for Student feedback is Attached.

#### FACULTY APPRAISAL REPORT

International Institute of Business Study conducts faculty appraisal every year to evaluate faculty achievement in core area like Teaching, Research, Consultancy, Innovation, and Entrepreneurship and in Non-Core area like Leadership work in NBA, NIRF, Mentoring, Knowledge upgradation, Conference, Paper presentation.

The appraisal process starts with faculty members filling out self-appraisal forms every quarter. These forms require them to detail their activities in both core and non-core areas, supported by relevant documents. This self-assessment is the first step in the evaluation process.

After submitting the self-appraisal forms, each faculty member has a one-on-one discussion with their department head. These discussions allow faculty members to reflect on their performance, talk about any challenges, and set future goals.

Following these discussions, a final appraisal is carried out in December, where all aspects of the faculty member's performance are reviewed. The Director then compiles this into a confidential report, which is submitted to management for further processing. The final appraisal results are implemented in January, ensuring that faculty members are recognized and rewarded for their efforts.

The faculty appraisal process is a thorough evaluation system that supports the ongoing professional development of faculty members and the overall progress of the institution. By assessing both core and non-core activities, the process not only recognizes academic and research achievements but also encourages leadership and innovation, contributing to the institution's growth and success.

<b>Year</b>	<b>Letter of Appreciation</b>
2023-24	21
2022-23	18
2021-22	-

### **Performance Appraisal Policy**

Annual Appraisal of every employee is conducted in the month of December the Appraisal Form / Confidential Report is a report on the performance of the employee with regard to work, conduct, initiative, deficiencies, etc. Deficiencies should be brought to the notice of the employee at the appraisal meetings itself. The appraisal report is the basis for deciding annual increment, special increments, promotion or even withholding increment or disciplinary action.

Half-yearly appraisal of the teaching faculty is generally filled up and for the newly joined staff a review at the end of the three-month period is taken.

### **Faculty Performance Appraisal System:**

The faculty performance appraisal system is based on the following parameters:

- **Qualification** of the staff;
- **Experience**
- **Pass Percentage** (which also includes the number of distinctions obtained, First class holders) of the classes handled by them
- **Students' Attendance** in the class;
- **Evaluation of** the teachers by the students;
- **Self-developmental activities** such as Additional qualification acquired, Training or Staff Development program attended (In-house, External training), Participation in National Conference/ International Conference, Paper presentation in National Conference / International Conference;
- **Developmental Programs** conducted by the Staff as Resource faculty in any Continuing Education Program / Training Program, Obtained any funded research project (Internal / External), Consultancy services;
- **Research activities undergone;**
- **Industry Institution Interaction activities;**
- **Publication** in referred **journals** (i.e. in National / International referred Journals/UGC peer list);

- **Publication of Books**, Article in Magazines, Article in Professional newsletters, etc ;
- **Student Developmental activities** such as the Extent of participation in establishing Product development lab and exposing the students in out-of-the-syllabus areas, Counseling and guidance services, promoting students in attending Seminars, Conferences for paper presentation, any training program conducted for students on soft skills, Remedial measures to improve the students who failed, or extra classes taken for difficult subjects.
- **Professional Standings** (Member of any Professional body, any program conducted by the Professional body in the Campus)
- **Administrative assignments** at Institution level / Department level
- Other activities such as Sports and cultural activities, Honors and Awards received, Attendance, etc.,

The Performance Based Appraisal System (PBAS) stipulated by the Institution is followed and each faculty member has to enter his self-appraisal score, which will be verified by the respective Coordinators and the appraisal committee members.

The following will be the panel members for conducting the annual appraisal meetings –

Sr. No.	Name	Designation	Position
1.	Dr Jay Prakash	Chairman	Chairperson
2.	Dr. Tripuraneni Jaggaiah	Director	Member Secretary
3.	Dr. M. Kethan	Principal	Member
4.	Dr G N Nagaraja	Professor	Member
5	Dr Ordetta Mendoza	Professor	External Member
6	Dr Lalitha Raman	Professor	External Member
7	Dr Jahnavi	Professor	External Member

The principal will mark the appraisal scores.

For Non-teaching, Technical and Admin Staff, a Peer Review Committee will be formed for each Department with the following members, to evaluate the staff's performance with the subordinates and colleagues: -

Sr. No.	Name	Designation	Position
1.	Dr Jay Prakash	Chairman	Chairperson
2.	Dr Tripuraneni Jaggaiah	Director	Member Secretary

This Committee will give overall confirmation on the evaluation and submitted to the chairman. The increments will be effective from January month.

IIBS		Faculty Quarterly Evaluation			Year: 2023
Name of the Faculty:			Dept. Management		
Four times in a year: 1. In April for Jan-Mar qtr. 2. In July for April-June qtr. 3. In October for July-Sept qtr. 4. In January '24 for Oct – Dec qtr.					
Faculty deliverables will be changed every academic year. The weightage may change based on specific activities allotted to a staff.					
Activity (Type)	Weights	Targets	Target details	Description to be provided	Supporting document to be provided
<b>Core</b>	<b>60</b>	<b>Refer latest Goals document, weekly reports and Latest staff meeting minutes</b>			
<b>Teaching (T)</b>	10	90%UG 95%PG	SEE Results > 95% / 90%	All subjects / Lab. T/Semester @students	Results sheet signed by the Principal
<b>Research (RP)</b>	20	1paper + Grants	1 research paper accepted in UGC Listed journals+ 1 project or 5 proposals submitted to various agencies.	Paper Title, Journal name , all authors name and affiliation  Title, Sponsoring Agency, Principal investigator and co-investigators, duration of the project grant.	Copy of published paper with page numbers and volume details of the journal signed by Principal. Letter of sponsoring agency and amount received by IIBS attested by Principal
<b>Consultancy (C)</b>	10	1.00 / 2books / Chapter	Rs. 1.00 Lakhs received by IIBS or 2 book/ Chapter publications	Type of work, company name, name and affiliation of people involved.	Amount received by IIBS from the company attested by the Principal.
<b>Innovation (I)</b>	10	0.50 / Patents	Rs. 0.50 lakhs earnings received by IIBS or 2 patents submitted.	Title, Patent ID, mechanism of revenue generation name / USN of students and faculty involved.	Document of revenue generation and amount received & patent submission by IIBS, attested by Principal
<b>Entrepreneurship (E)</b>	10	1.00	Rs. 1 Lakhs earnings received by IIBS or 2 start-ups initiated.	Name of the company and date of inception, Type of product or services, Revenue till date, name/USN of students and faculty involved	Registration and Revenue detail of company, and amount received by IIBS attested by HoD
<b>Noncore Target</b>	<b>40</b>	<b>Refer latest Goals document, weekly reports and Latest staff meeting minutes</b>			
<b>Knowledge Upgrade (K)</b>	10			Mega Proj./App. or I&E Proj./Start-up - 7.5 MOOC, Tech-talk, FDP, ext. events - 2.5	As applicable
<b>Support (S) (to org., dept., students)</b>	30			1.Mentoring outcome >20 2.NAAC / NBA/Institutional ranking - 10 Others-5: e-resources, flip-classroom, slow/fast-learners, IQAC, admission, guidance, resource, coordination, conformance, discipline, teamwork,	1.PG-100% achievement and 50% above 8L placement and UG- 100% achievement in placement/ higher education  2.As applicable

					committee, initiatives, feedback, student activities, and others.						
IIBS		Faculty Quarterly Evaluation					Year : 2023				
Name of the Faculty: <b>Dr. Tripuraneni Jaggalah</b>						Dept: Management					
Activity	Quarter	Target	Actual	Description	DOC Y/N	Remarks by External Auditors	Grade by External Auditors	Max Score	Annual Score		
Core 1	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
Core 2	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
Core 3	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
Core 4	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
Core 5	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										

Faculty Signature

External Auditor's Signature

Director Signature

IIBS		Faculty Quarterly Evaluation					Year : 2023				
Faculty Name: <b>Dr. Tripuraneni Jaggalah</b>						Dept: Management					
Activity	Quarter	Target	Actual	Description	DOC Y/N	Remarks by External Auditors	Grade by External Auditors	Max Score	Annual Score		
Non-Core 1	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
Non-Core 2	Jan-Mar										
	Apr-Jun										
	Jul-Sep										
	Oct-Dec										
<b>TOTAL</b>								<b>100</b>			



Faculty Signature

External Auditors Signature

Director Signature

IIBS Faculty Quarterly Evaluation		Year : 2023				
Faculty Name: Dr. Tripuramani Jagalah		Dept: Management				
Activity	Description	DOC Y/N	Remarks by External Auditors	Grade by External Auditors	Max Score	Actual Score
Key Additional outcomes (Which are not already covered in page2 and 3) Principal to grade from MAX of the activity if it is in the prescribed categories also grade as A,B or C						
Strengths of Faculty (to be filled by the Principal (HOD))						

### 6.8 Visiting / Adjunct Faculty (10) (10)

Visiting Faculty						
S.NO	Guest Faculty Name	Industry Name	Association with the Institution	Qualification	Subjects Under taken	No. of Contact Hours
1	Dr. Chakrapani Gopal	Consultant, Bengaluru	3.1.2021	MBA, Ph.D	1. Supply Chain & Logistics	50
2	Mr Niranjan VN	Entrepreneur	25.1.2021	M.Com	1.Advance Excel 2. GST with Tally	100
3	Mr. Bhagyachand Talluri	Business Manager, Siemens, Bengaluru	20-02-2021	MBA	Leadership & Mind control	50
4	Ms. Suma Annegowda	Secretary, COWE, Karnataka	26-03-2021	MBA	Linked in Brand Building & Job Search	50
5	Dr Santhosh Kumar V	Placement Coordinator EWIT, Bengaluru	05-04-2021	MBA, M.Phil., Ph.D	1. HR 2. Business Analytics and Business	100

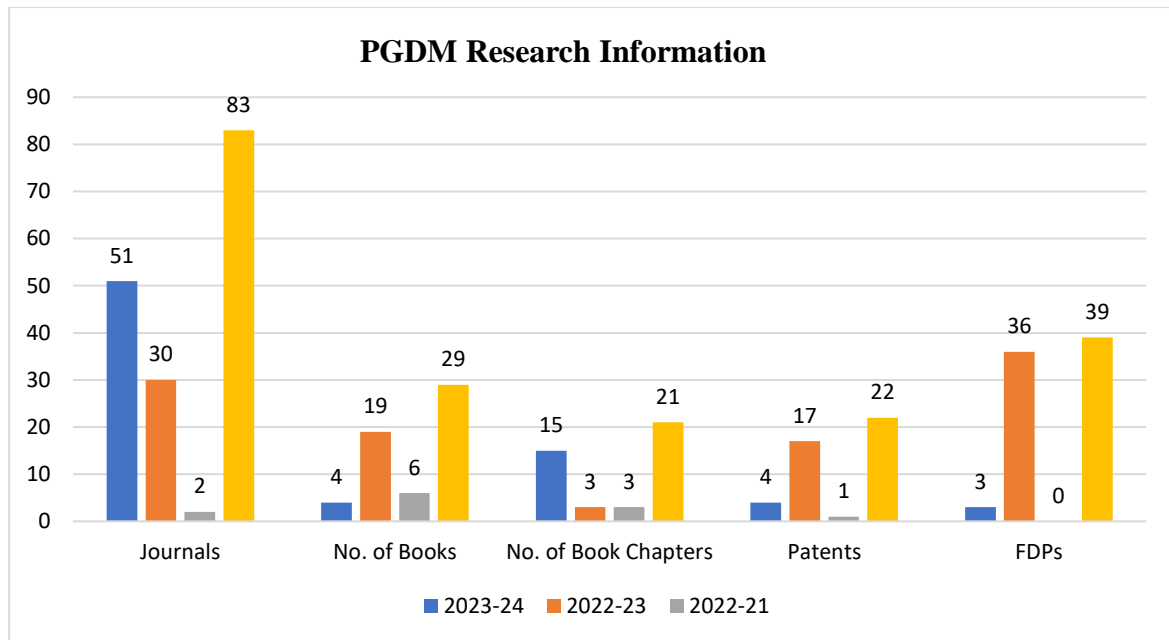
					Intelligence with Power BI	
6	Dr Mahesh Pavan Sathavalli	Infrastructure Program Manager, Bengaluru	28-04-2021	MBA, M.Phil., Ph.D	1. Marketing Matrix	50
7	Mr Koppada Kiran	Managing Director, Grahtek, Bengaluru	30-04-2021	MBA	1. EDI 2. Digital Marketing	100
8	Mr Santhosh E	Consultant, Bengaluru	02-05-2021	MBA	1. SAP-Finance (FICO) 2. SAP S&D	100
9	Venkata Murali Krishna	CBIT-LTIMNdtree, Bengaluru	05-05-2021	M.Sc	1. SAP-HR	50

### 6.9 Academic Research (70)

#### Faculty Paper Publications (50)

#### Details of Publications in Conferences and Journals

Year	Journals	No. of Books	No. of Book Chapters	Patents	FDPs
2023-24	51	4	15	4	3
2022-23	30	19	3	17	36
2022-21	2	6	3	1	0
<b>Total</b>	<b>83</b>	<b>29</b>	<b>21</b>	<b>22</b>	<b>39</b>



JOURNALS						
S · N o	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	A Study on Factors Influencing the Purchase of Electric Vehicles in Indian Auto Mobile Market	Prof. Rajesh	Management	journal of contemporary issues in business and government	2022	2204 - 1990
2	Financial Literacy and Investment Behaviour of IT Professional in India	Mahabub Basha, M. Kethan, T. Jaggaiah	Management	EAJMR	2022	777-788
3	An Empirical Study on factors affecting Employee Retention in Selected IT Companies in Bangalore City	Bibi Hajira	Management	IJFANS International Journal of Food Nutritional Sciences	2022	2320 - 7876

4	Crash of Demonetization on FMCG: A Study in Bengaluru	Bibi Hajira & Anupama V K	Management	Shodhsamhita	2022	2277 - 7067
5	A Study on E-Commerce Service Influencing Purchasing Decision: An evidence from Visakhaptnam City	Dr. Venkateswarlu Karumuri	Management	Manager-The British Journal of Administrative Management	2022	1746 - 1278
6	Economic and Enviromental Assessment of IPM Technology in Redgram cultivation in Karnataka	Managala V Reddy	Management	International Journal of Research and Analytical reviews	2022	2349 - 5138
7	A Study on India Origin Products Impact and Consumer Buying Behaviour towards Lifestyle Products: A Case Study in Bangalore *	Dr. T Balaji & Dr A Rambu	Management	Shodsamhita	2022	2277 - 7067
8	Covid -19 Pandemic and Digital Revolution in Academia and Higher Education: An Empirical Study	S Mahubub Basha & M Kethan	Management	Eduvest-Journal of Universal Studies	2022	2775 - 3727
9	Impact of Task Performance on Job Satisfaction Techonology Employees in Bangaluru City	Mr. Mahabub Basha S & Dr. M Kethan	Management	The Review of Contemporary Scientfic and Academic Studies	2022	2583 - 1380
10	An Emperical Study on Consumer Satisfaction towards Organized Retail Outlets in Bengaluru City, Karnataka	M Kethan, Jaggaiah, Mahabub Basha S &	Management	Academy of Marketing Studies Journal	2022	1528 - 2678

		Venkat eswarlu Karum uri				
1 1	A Study on Issues and challenges on Production of handloom Sector with Special Refference to Rayalaseema and costal Region of Andhra Pradesh	Dr. M Kethan	Managem ent	International Journal of Applied Research	2022	2394 - 5869
1 2	A study on impact of television advertaisment on purchase decisions of consumer durable goods in Bangalore city	Dr. M Kethan & Mr. Mahab ub Basha S	Managem ent	Journal of the Asiatic Society of Mumbai	2022	0972 - 0766
1 3	Relationship of Ethical Sales Behaviour with customer Loyalty trust and commitment: A study with Special reference to Retail Store in Mysore	M Kethan & Mahab ub Basha S	Managem ent	East Asian Journal Of Multidisciplnar y Research	2022	1365 - 1376
1 4	An Empirical Study on Customer Experience and Customer Engagement Towards Electric Bikes with Reference to Bangalore city	Mahab ub Basha S	Managem ent	Journal of Positive School Psychology	2022	1323 - 6903
1 5	Economic and environmental Assessment of IPM technology in Redgram cultivation in Karnataka	Prof. Archan a Y C	Managem ent	International Journal of Research and analytical Reviews	2022	2348 - 1269
1 6	Financial Literacy and Investment Behaviour of IT Professional With Reference To Bangalore City	Mahab ub Basha S	Managem ent	Ilomata International Journal of Management	2022	2714 - 8971

17	Impact of artificial intelligence on marketing	Mahabub Basha S	Management	Formosa Publisher	2022	2828 - 1519
18	An empirical study on customer satisfaction towards organized Retail outlets in Bengaluru city, Karnataka	Mahabub Basha S	Management	Academy of Marketing Studies Journal	2022	1528 - 2678
19	Economic and environmental Assessment of IPM technology in Redgram cultivation in Karnataka	Dr G.N. Nagaraja	Management	International Journal of Research and analytical Reviews	2022	2348 - 1269
20	An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India	Mahabub Basha S	Management	Journal of Positive School Psychology	2022	2896 - 2906
21	A Study on the Factor Affecting Employee Retention in Information Technology Sector	Mahabub Basha S	Management	journal of contemporary issues in business and government	2022	1323 - 6903
22	A Study on Issues and challenges on Production of handloom Sector with Special Refference to Rayalaseema and costal Region of Andhra Pradesh	Mahabub Basha S	Management	International Journal of Applied Research	2022	2394 - 5869
23	Financial Literacy and Investment Behaviour of IT Professional in India	Mahabub Basha Shaik, M Kethan, T Jaggaiah	Management	East Asian Journal of Multidisciplinary Research	2022	2828 - 1519

2 4	An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India	Prof. Mahabub Basha S , Dr. M. Kethan	Managem ent	Journal of Positive School Psychology	2022	2896 - 2906
2 5	A Study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19	Dr. Jaggaiah, Dr. M. Kethan , S. Mahabub Basha	Managem ent	International Journal of Early Childhood Special Education (INT-JECSE)	2022	1308 - 5581 -14
2 6	Relationship of Ethical Sales Behaviour with Customer Loyalty, Trust and Commitment: A Study with Special Reference to Retail Store in Mysore City	M. Kethan, Mahabub Basha S	Managem ent	East Asian Journal of Multidisciplinary Research (EAJMR)	2022	1365 - 1376
2 7	Covid-19 Pandemic and the Digital Revolution in Academia and Higher Education: an Empirical Study	Prof. Mahabub Basha S , Dr. M. Kethan	Managem ent	Journal Eduvest - Journal of Universal Studies	2022	2775 - 3735
2 8	Financial Literacy and Investment Behaviour of IT Professional With Reference To Bangalore City	Mahabub Basha, M. Kethan , T. Jaggaiah	Managem ent	Iloomata International Journal of Management	2022	2714 - 8963
2 9	Service Quality In SBI: An Assessment Of Customer Satisfaction On E-Banking Services	Dr. Rajasulochana, Dr. M. Kethan	Managem ent	Journal of Positive School Psychology	2022	4585 - 4590

30	A study on issues and challenges on production of handloom sector with special reference to rayalaseema and costal region of Andhra Pradesh	Dr. M Kethan, Mahabub Basha S	Management	International Journal of Applied Research	2022	2394 - 7500
31	Revolutions of Blockchain Technology in the Field of Cryptocurrencies	Mahabub Basha, Manyam Kethan, Venkateswarlu Karumuri,	Management	IEEE	2022	
32	Impact of Task Performance on Job Satisfaction of Information Technology Employees in Bengaluru City	Mahabub Basha, M. Kethan.	Management	The Review of Contemporary Scientific and Academic Studies	2022	2583 - 1380
33	A Study on Factors affecting of Online Marketing on Customer Purchase	Dr.K.S aketh Reddy	Management	Korea Review of International Studies	2023	1226 - 4741
34	Fostering Talent Stability: A Study on Evaluating the Influence of Competency Management on Employee Retention in the Automotive Industry	Dr.K.S aketh Reddy	Management	Remittances Review	2023	2059 - 6596
35	A Study on Factors Influencing Organic Food and Purchase Intentions of IT Professionals	Dr.K.S aketh Reddy	Management	RES MILITARIS	2023	2265 - 6294
36	Artificial Intelligence in HR	Mrs. Bibi Hajira	Management	ISAR Journal of Arts, Humanities and Social Sciences	2023	2583 - 9691



37	The Impact of Digital Marketing and Digital Transformation on E-Commerce, Positioning and Brand promotion	Mrs. Bibi Hajira	Management	Journal of Informatics Education & Research	2023	1526 - 4726
38	Impact of indian cinema on youth lifestyle and behiour patterns	Mahabub Basha	Management	East Asian Journal of Multidisciplinary Research	2023	2828 - 1519
39	Impact of artificial intellgence on marketing	Mahabub Basha	Management	East Asian Journal of Multidisciplinary Research	2023	2828 - 1519
40	A study on consumer perception towards fast food retail outlets with reference to Bengaluru karnataka	Mahabub Basha, Kethan M	Management	Journal of Pharmaceutical Negative Results	2023	0976 - 9234
41	Construction Of An Optimal Portfolio Using The Single Index Model: An Empirical Study Of Pre And Post Covid 19	Mahabub Basha	Management	Journal of Pharmaceutical Negative Results	2023	0976 - 9234
42	Does the Performance of Banking Sector Promote Economic Growth? A Time Series Analysis	Mahabub Basha, Samiya Mubee n	Management	International Journal of Professional Business Review: Int. J. Prof. Bus	2023	2525 - 3674
43	Blockchain Implementation in Financial Sector and Cyber Security System	Mahabub Basha	Management	IEEE Conference	2023	10.1109/AISC56616.2023.10085045
44	An Empirical Study on the Factors Influencing Usage of Mobile Payments with Reference to Bangalore City	Mahabub Basha, M.Kethan	Management	Journal of Corporate Finance Management and Banking System	2023	2799 - 1059

45	Indian Banking Industry: Challenges and Opportunities	Mahabub Basha	Management	Indian Banking Industry: Challenges and Opportunities	2023	2320 - 0685
46	A Study on the Effect of Electronic Payment Systems on Small Business in Urban Bengaluru	Mahabub Basha	Management	biogecko.co.nz	2023	2230 - 5807
47	Analyzing the Effect of Macroeconomic Variables on National Stock Exchange: Evidence from India	Mahabub Basha,	Management	biogecko.co.nz	2023	2230 - 5807
48	A Study on Consumers Awareness in Rythu Bazars with Reference to Andhra Pradesh	Mahabub Basha	Management	Int. j. adv. multidisc. res. stud.	2023	2583 - 049X
49	Application of Internet of Things and Machine learning in improving supply chain financial risk management System	Mahabub Basha	Management	IEEE Conference	2023	10.1109/I CIDE A598 66.20 23.10 2951 82
50	A Study on Micro, Small and Medium Enterprises in India: Status and its Performance	Mahabub Basha,	Management	samdarshi	2023	2581 - 3986
51	The Effective Human Resource Management as Tool for Organisational Success	Dr Nityana nd B Patil	Management	Journal of Complementary Medicine Research	2023	2146 - 8397
52	The Effective Human Resource Management as Tool for Organisational Success	Dr S Balaji Naik	Management	Journal of Complementary Medicine Research	2023	2146 - 8397
53	A Study on Emotional Intelligence and Work Life Balance of	Dr M. Kethan	Management	International journal of Management and	2023	2320 - 0685

	Employees in the IT Industry in Bangalore			Development Studies		
54	Does the Performance of Banking Sector Promote Economic Growth? A Time Series Analysis	Samiya Mubeen	Management	International Journal of Professional Business Review: Int. J. Prof. Bus	2023	2525 - 3674
55	Analyzing the Effect of Macroeconomic Variables on National Stock Exchange: Evidence from India	T. Jaggaiah	Management	biogecko.co.nz	2023	2230 - 5807
56	Analyzing the Effect of Macroeconomic Variables on National Stock Exchange: Evidence from India	T. Jaggaiah, M.Kethan	Management	biogecko.co.nz	2023	2230 - 5807
57	The Emergence of the Fintech Market : Opportunities and Challenges	Kethan M, T. Jaggaiah	Management	International Journal of Management and Development Studies	2023-10-31	1539 - 1590
58	A Study on Micro, Small and Medium Enterprises in India: Status and its Performance	Kethan M, T. Jaggaiah	Management	samdarshi	2023	2581 - 3986
59	Analyzing the Effect of Macroeconomic Variables on National Stock Exchange: Evidence from India	M.Kethan	Management	biogecko.co.nz	2023	2230 - 5807
60	The Emergence of the Fintech Market : Opportunities and Challenges	Mahabub Basha,	Management	International Journal of Management and Development Studies	2023-10-31	1539 - 1590
61	Analysis of Review of Literature on construction optimal portfolio and Co – Integration approach	Dr M Kethan,	Management		2023	ISB N 978-81-

						9630 44-0- 9
6 2	ARTIFICIAL INTELLIGENCE AS A GAME CHANGER FOR HIGHER EDUCATION: A SYSTEMATIC STUDY	Dr S Balaji Naik	Managem ent	Asian And Pacific Economic Review	2023	ISSN : 1000 - 6052
6 3	Transformative applications of Artificial Intellegence in diverse areas of Medicine, Smart Mobility and Business	Matcha Ashok	Managem ent	IJIRT	2023	ISSN : 234 9- 6002
6 4	Transforming Healthcare Delivery: Exploring the Evolution, Challenges, and Opportunities of IoT Integration in Healthcare	Matcha Ashok	Managem ent	Journal of engineering, computing and architecture	2023	ISSN : 1934 - 7197
6 5	Deep Learning-Based Operational Risk Prevention and Control Monitoring of Smart Financial Systems	Dr Samiya Mubee n	Managem ent	<a href="https://ieeexplore.ieee.org/document/10199687">https://ieeexplore. iee.org/doc ument/101996 87</a>	2023	10.11 09/A CCA I582 21.20 23.10 1996 87
6 6	An Investigation in to the Relationship between Corporate Governance and Corporate Sustainability: Evidence from Indian IT Sector	Dr Samiya Mubee n	Managem ent	<a href="https://www.eurchembull.com/">https://www.eu rchembull.com /</a>	2023	Eur. Che m. Bull. 2023, 12 (S6), 40 – 45
6 7	IMPLEMENTATIONS OF RELATIONSHIP MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT IN	Dr Samiya Mubee n	Managem ent	Vol. 13 No. 01 2023 Hipatia Press	2023	Vol. 13 No. 01 2023 Hipat

	THE AUTOMOTIVE SECTOR					ia Press
68	DOES THE PERFORMANCE OF BANKING SECTOR PROMOTE ECONOMIC GROWTH? A TIME SERIES ANALYSIS	Dr Samiya Mubeen	Management	<a href="https://openaccesssojs.com/JobReview/article/view/2128">https://openaccesssojs.com/JobReview/article/view/2128</a>	2023	<a href="https://openaccesssojs.com/JobReview/article/view/2128">https://openaccesssojs.com/JobReview/article/view/2128</a>
69	A STUDY ON COMPENSATION MANAGEMENT AND EMPLOYEES PERFORMANCE IN IT SECTOR	Dr Samiya Mubeen	Management	Korea Review of International Studies	2023	ISSN - 1226 - 4741
70	A STUDY ON GREEN HRM TECHNIQUES AND ITS IMPACT ON EMPLOYEE'S BEHAVIOUR IN INFORMATION TECHNOLOGY SECTOR	Dr Samiya Mubeen	Management	Journal of Reseach Administration	2023	ISSN :1539-1590   E-ISSN :2573-7104 Vol. 5 No. 2 (2023)
71	ECONOMIC AND ENVIRONMENTAL ASSESSMENT OF IPM TECHNOLOGY IN REDGRAM CULTIVATION IN KARNATAKA	Mangal a V Reddy, Archana Y C., Dr. Nagaraj a GN	Management	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS	2023	E-ISSN 2348 - 1269, P-ISSN 2349 - 5138

7 2	Market Share of Milk and Milk Products in Rural-Urban Interface of North Bengaluru	Mangal a V Reddy, Dr. Nagaraj a GN	Managem ent	INTERNATIO NAL JOURNAL OF RESEARCH AND ANALYTICA L REVIEWS	2023	E- ISSN 2348 - 1269, P- ISSN 2349 - 5138
7 3	Economic and Environmental Assessmenrt of IPM Technology in Redgram Cultivation in Karnataka	Archan a Y C	Managem ent	INTERNATIO NAL JOURNAL OF RESEARCH AND ANALYTICA L REVIEWS	2022	E- ISSN 2348 - 1269, P- ISSN 2349 - 5138
7 4	Market Share of Milk and Milk Products in Rural-Urban Interface of North Bengaluru	Archan a Y C	Managem ent	INTERNATIO NAL JOURNAL OF RESEARCH AND ANALYTICA L REVIEWS	2023	E- ISSN 2348 - 1269, P- ISSN 2349 - 5138
7 5	Using Process Enhancement to Predict Organizational Citizenship Behavior via the Role of Sustainable Training Practices	Akriti Gupta	Managem ent	ACM Proceedings	2023	
7 6	Impact of innovation Effervescence towards digital payment during Covid 21 in Devanahalli,North Bangalore	Dr Samiya Mubee n	Managem ent		2023	

77	Analysis of Review of Literature on construction optimal portfolio and Co – Integration approach	Dr M Kethan.	Managem ent		2023	ISBN N 978- 81- 9630 44-0- 9
78	Review article on advanced technologies & their role in marketing	Ashok Matcha	Managem ent	IJIRT	May-23	ISSN : 2349 - 6002
79	A Study on Human Capital towards Social, Economic and Environmental Sustainability that Leads to Competitive Advantage in terms of Value Creation - An Integrated Approach	Dr. T. Uma Devi	Managem ent	JETIR	2024	ISSN : 2349 - 5162
80	Driving towards a Greener,more Suitable Automobile Industry Scrappage Policy	Shrinidhi V S	Managem ent	The International Journal of Interdisciplinarily Organizational Studies	2024	2324 - 7657
81	An Empirical Study on Integration of Artificial Intelligence and Marketing Management to Transform Consumer Engagement in Selected PSU Banks (PNB and Canara Banks)	Mahabub Basha S	Managem ent	Naturalista Campano	2024	1827 - 7160
82	Enhancing Employability by Design: Optimizing Retention and Achievement in Indian Higher Education Institution	Mahabub Basha S	Managem ent	Naturalista Campano	2024	1827 - 7160

83	The advancement of using Internet of things on Blockchain applications for creating sustainable environment in the real world scenario	Mahabub Basha	Management	Taylor & Francis Group, London	2024	ISBN N 978- 1- 032- 5219 9-2
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BOOKS					
S. No	Name of the Authors	Title of the Book	Publisher Name	Year of Publication	ISBN/ISSN
1	Matcha Ashok	Environment and Ecology - Edition 2022	Notion Press	2022	978-1639201013
2	Ashok Matcha	Advancements in Science and Technology	G.K.Publications (P) LTD.; Haryana	2022	978-93-92837-75-3
3	M. Kethan , S. Mahabub Basha , Dr. Tripuraneni Jaggaiah	Emerging Trends in Business and Technology	Aarhat Publication and Aarhat Journals	2022	978-93-91199-24-1
4	M. Kethan , S. Mahabub Basha , Dr. Tripuraneni Jaggaiah	Management Dynamics and Applications	IIP PUBLICATIONS	2022	978-1685762971
5	Dr. Tripuraneni Jaggaiah; Dr. M Kethan; Mr. Mahabub	Enhancing Innovative Practices Industry 5.0 - The New	LAP LAMBERT Academic Publishing	2022	978-620-5-52775-7



	Basha	Revolution			
6	Tripuraneni Jaggaiah	Emerging Technologies in Business Innovation and Sustainability	LAP LAMBERT Academic Publishing	2022	978-620-3-30713-9
7	Dr S Balaji Naik	Advanced Financial Management	Wisdom Indian Publications Bengaluru	2023	978-81-962564-4-9
8	Matcha Ashok	Environment and Ecology - Edition 2023	Notion Press	2023	979-8889517696
9	Dr.K.Saketh Reddy	International Marketing	RED UNICORN PUBLISHING PVT. LTD.	2023	978-81-963677-3-2
10	Mahabub Basha s	Contemporary Research on Managment and Technology	SHRI RESEARCH PUBLICAITO N	2023	978-81-963044-1-6
11	Samiya Mubeen	Corporate Administration	Kalyani Publishers	2023	
12	Dr Samiya Mubeen	Security Analysis &Portfolio Management	Blue Ink Publishing House	2023	ISBM:978-93-92473-70-8
13	Dr Samiya Mubeen	Indian Financial System	Kalyani Publishers	2023	
14	Dr Samiya Mubeen	Fudamentals Of Business Communication	Sahiha Publications	2023	ISBN:978-93-91387-42-6
15	Dr Samiya Mubeen	Social Media Marketing	Kalyani Publishers	2023	

16	Dr Samiya Mubeen	Text Book of Financial Accounting	Saliha Publication	2023	ISBN:978- 93-94198- 38-8
17	Dr Samiya Mubeen	Production And Operations Management	Kalyani Publishers	2023	ISBN:978- 93-5540- 591-3
18	Dr. Tripuraneni Jaggaiah ,Dr. Khethan.M,Prof. Mahabub Basha	Contemporary Research on Management and Technology	Shri Research Paper Publication	2023	ISBN:978- 81-963044- 1-6
19	Samiya Mubeen	Disaster Management	Kalyani Publishers	2023	
20	Mr. Ashok Matcha	Environment, Biodiversity & Climate Change	Notion Press	2023	979-88- 94462-97-4
21	Dr Manjushri Janardan Yadav	Human Resource Management (HRM) - Theory and Concept	RK Publications	2024	978-81- 970169-8-1
22	Dr Manjushri Janardan Yadav	Professional Ethics	RK Publications	2024	978-81- 970820-4-4
23	Dr Venkataramana K	Marketing Skills	Vrinda Publishing House	2024	978-93- 91365-82-0
24	Dr Venkataramana K	Digital Marketing	Professional Book Publisher	2024	978-93- 95854-80-1
25	Dr Venkataramana K	Social Media Marketing	Thanuj International Publishers	2024	978-93- 94638-62-4
26	Dr Venkataramana K	Services Marketing	Darshan Publishers T.N	2024	978-93- 86739--98-8

27	Dr Arun Kumar A	HRM Strategy and Planning	Taran Publication	2024	978-81-19998-18-0
28	Mr. Mahabub Basha S	Security Analysis &Portfolio Management	BR International	2024	978-93-6294-226-5
29	Ms. Shivakashi Sharma	Professional English	RK Publications	2024	978-81-976657-4-5

### BOOK CHAPTERS

S. No	Name of the Authors	Title of the Book	Title of the Book Chapter	Publisher Name	Volume and Issue	ISBN/ISSN
1	Krishna Kumari; Deepika M Rajpal	Emerging Technologies in Business Innovation and Sustainability	Trash to Cash - An Entrepreneur's Perspective towards Sustainable Waste Management	LAP LAMBERT Academic Publishing ; Mauritius	2021	978-620-3-30713-9
2	Prof. Kuldeep Sharma	The Covid-19 Pause Uncommon Tales of Common Folks	The COVID SAGA	GiantStep, Bengaluru, India - 560090	2021	978-93-5407-359-5
3	Dr. Tripuraneni Jaggaiah	Emerging Technologies in Business Innovation and	Impact of E-Commerce on Event Management in Eventshigh Company: A	LAP LAMBERT Academic Publishing ; Mauritius	2021	978-620-3-30713-9

		Sustainability	Study			
4	Dr.Tripuraneni Jaggaiah; Mr.Ashok Matcha	Enhancing Innovative Practices Industry 5.0 - The New Revolution	Effectiveness of Employee Engagement Activities During COVID-19 With Reference to IT Company Employees in Bengaluru	LAP LAMBERT Academic Publishing ; Europe	2022	978-620-5-52775-7
5	Dr Jaggaiah.T; Dr.T.Balaji; Dr.A.Rambabu	Enhancing Innovative Practices Industry 5.0 - The New Revolution	Factors Influencing the Purchase Willingness towards Electric Cars in the South Delhi Region	LAP LAMBERT Academic Publishing ; Europe	2022	978-620-5-52775-7
6	Lakshamma. T	IOSR Journal of Computer Engineering	A Simplified Approach in Sorting Method: Bubble Sort, Selection Sort and Merge Sort	IOSR Journal of Computer Engineering (IOSR-JCE)	Vol 25, Issue 6 2023	ISSN-2278-0661
7	Mahabub Basha	Meta Heuristic Algorithms for	Enhancing Business Development , Ethics, and	IGI Global		

		Advanced Distributed Systems	Governance with the Adoption of Distributed Systems			
8	Mangala V Reddy	Contemporary Research of Management and Technology	Study on Enhancing Dealers'Satisfaction in the Fertilizer company at Chorophyll organics	Shri Research Paper Publication	July 2023	ISBN:978-81-966344-1-6
9	Archana Y C	Contemporary Research of Management and Technology	Study on Enhancing Dealers'Satisfaction in the Fertilizer company at Chorophyll organics	Shri Research Paper Publication	July 2023	ISBN:978-81-966344-1-6
10	Nagaraja G. N	Contemporary Research of Management and Technology	Study on Enhancing Dealers'Satisfaction in the Fertilizer company at Chorophyll organics	Shri Research Paper Publication	July 2023	ISBN:978-81-966344-1-6
11	Mahabub Basha	Transition from industry 4.0 to industry	Impact of AI Applications and development	Infinite learning solutions	2023	978-81-942198-6-6

		5.o	in industry 5.O			
12	Mahabub Basha	Computer science engg and emerging technologie s	The Advancement of Using Internet of Things in block chain application for creating sustainable environment in the real word scenario	Taylor & Francis Group	2023	978-1- 032- 52199- 2
13	Manjunatha V	Global Economic Turmoil: Transformation & Business Recovery Process.	A Study on Industry 5.o; Benefits, Opportunities , & Challenges in the present business senario.		2023	
14	Mani Krishna	Application of AI in Engineering , business,law, commerce and industry	Investment redefined: AI'S role in shaping the investor's financial future prospects.		2023	

15	Dr Samiya Mubeen	Book titled "Emerging trends in business and technology	The impact of fintech on Gramin bank near north bangalore : A study on financial inclusion	Shri Research Publication	2023	ISBN 978-81-963044-0-9
16	Lakshamma T	A simplified approach in Sorting method: Bubble Sort, Selection Sort and Merge Sort	IOSR Journal of Computer Engineering (IOSR-JCE)		2023	
17	M. Ashok	A Sustainable Future with E-Mobility: Concepts, Challenges, and Implementations	Economic growth study and inferences from developments in e-mobility		2024	9798369352472
18	Dr K Saketh Reddy		Exploring Ethical Considerations: Privacy and Accountabilit	Springer	2024	978-981-97-2715-5

			y in Conversation al Agents like ChatGPT			
19	Mahabub Basha		Emerging Business Paradigms Tranisation from Industry 4.0 to Industry 5.0in India	Cahiers Magellane s-NS	2024	
20	Dr M Kethan		Emerging Business Paradigms Tranisation from Industry 4.0 to Industry 5.0in India	Cahiers Magellane s-NS	2024	
21	Dr T Jaggaiah		Emerging Business Paradigms Tranisation from Industry 4.0 to Industry 5.0in India	Cahiers Magellane s-NS	2024	

<b>PATENTS</b>
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Sl. No.	Patent Application No.	Status of Patent (Published / Granted)	Inventor/s Name	Title of the Patent	Applicant/s Name	Patent Filed Date (DD /M /YY)	Patent Published Date / Granted Date (DD/M /YY)	Patent Publication Number / Patent Granted Number
1	20224 10365 95	Publish ed	Dr.M.Kethan, Mr.S. Mahabub Basha	Rural Digital Marketing Strategies and challenges for Micro and small Scale Industries: A Post COVID-19 Scenerio	Dr.M. Kethan Mr.S. Mahabub Basha	26/0 6/20 22	07-01- 2022	2022410 36595
2	62971 85	Publish ed	Karnati Saketh Reddy	Camera for Healthcare Management	Karnati Saketh Reddy	18- 07- 2023	29-09- 2023	6297185
3	20234 10449 63 A	Publish ed	Dr Nityanand B Patil	Industry 5.0 the Human Tech Revolution, Solutions,	Dr Nityanand B Patil	07- 05- 2023	09-01- 2023	2023410 44963 A

				Challenges and Automation for Industry in Society				
4	20234 10674 24	Publish ed	Dr. Tripurane ni Jaggaiiah	The Mediating Role of Green Logistics and Supply Chain and Supplychain Management Practices in Relationship between Operations Management Practices and Sustainable Organisation Performance	Dr. Tripur aneni Jaggai ah	10- 08- 2023	13/10/2 3	2023410 67424
5	20234 10039 34	Publish ed	Dr.M.Keth an	Banking Reforms in India: Public Sector Banks	Dr.M. Ketha n	20/0 1/20 23	02-03- 2023	2023410 03934

6	20231 10102 63	Publish ed	Mr. Mahabub Basha S	Evaluation of the Micro Credit Banks Audit and Local Regulatory System	Mr. Maha bub Basha S	15/0 2/20 23	17/03/2 023	2023110 10263
7	20234 10348 45	Publish ed	Mr. Mahabub Basha S	Cyber Physical System for Human Resource Managemen t to Increase Green Corporate Image	Mr. MAH ABU B BAS HA S	18/0 5/20 23	16/06/2 023	2023410 34845
8	20234 10262 77	Publish ed	S. Mahaboob Basha Dr. Kethan	The Mediating Role of Investors Awareness and Perception in Relationshi p between the Antecedents of Mutual Fund Investment	Maha boob Basha Dr. Ketha n	04- 07- 2023	05-05- 2023	2023410 26277

				Decisions and Market Growth				
9	20234 10478 62	Publish ed	Dr Samiya Mubeen	Use of Portfolio Assessment Method for Teaching in Scholastic Education.	Dr Samiya Mubeen	16- 07- 2023	01-09- 2023	2023410 47862
10	38940 2-001	Publish ed	Dr Samiya Mubeen	AI Based for Using Financial Sector	Dr Samiya Mubeen	02- 07- 2023	08-09- 2023	389402- 001
11	20234 10584 44	Publish ed	Dr.Samiya Mubeen	AI and IOT enabled smart crowd Funding System For Social Projects	Dr.Sa miya Mube en		2023	
12	62775 22	Publish ed	Dr . M Kethan	Capsule for Housing Electro-Medical Equipment for Radio diagnosis,	Dr . M Ketha n		2023	6277522
13	20231 10881	Publish ed	Dr. Manjushri	An Empirical	Dr. Manju	Nov -23	2023	2023110 88176

	76		Janardan Yadav	Examination of Cashless Payment Systems in Business Transaction	shri Janardan Yadav			
14	20234 10864 25	Published	Mangala V Reddy	A New Era in Agriculture: Large Scale Crop Production Prediction Using Time Series Transformers	Mangala V Reddy		10-04- 2023	2023410 86425
15	20234 10881 78	Published	Archana Y C	Enhancing Cybersecurity in leveraging machine learning models for detecting distributed Denial of service attacks in agriculture 4.0	Archana Y C		10-04- 2023	2023410 88178
16	20234	Published	Shrinidhi	Cultural and	Shrini		10-04-	2023410

	10816 86	ed	V S	Enviroment al Aspects influence lateral preference	dhi V S		2023	81686
17	20244 10234 11	Publish ed	Dr. T. Uma Devi	An innovative HR practices on monitoring employees behaviour	Dr. T. Uma Devi		10-04- 2023	2024410 23411
18	20234 10816 86	Publish ed	Dr S Balaji Naik	Cultural and Enviroment al Aspects influence lateral preference	Dr S Balaji Naik		10-04- 2023	2023410 81686
19	20244 10112 45	Publish ed	Dr.K.Sake th Reddy	Human Resource Analytics Platform for Employee Performanc e Enhanceme nt	Dr.K. Saket h Reddy		10-04- 2024	2024410 11245
20	20241 10096 37	Publish ed	Dr. Manjushri Janardan Yadav	The Impact of Socially Responsible Human Resource Managemen	Dr. Manju shri Janard an Yadav	Jan- 24	2024	2024110 09637

				t Practices on Organisatio nal Behaviour for the Environmen t				
21	20232 10892 12	Publish ed	Dr. Manjushri Janardan Yadav	Machine Learning- Based Evaluation and enhancing Critical thinking in Academic Institutions	Dr. Manju shri Janard an Yadav	27/1 2/20 23	19/1/20 24	2023210 89212
22	63224 25	Publish ed	Dr S Balaji Naik	Health Monitoring Camera Device	Dr S Balaji Naik	27.1 0.20 23	12.1.20 24	6322425

FDPs					
S. No	Name of the Authors	Title of the FDP	No. of Day s	Sponsor	Date
1	T.Lakshamm a	FDP on Artificial Intelligence	5	Christ Academy	Nov 20th to Nov 24 2023
2	T.Lakshamm a	FDP on Teaching	5	IIBS College	Nov 27 to Dec 1st 2023

		pedogogy			
3	Mangala V Reddy	Effective Communication & Negotiation Skills	5 days	Presidency University , Bengaluru	24th to 28th April 2023
4	Mangala V Reddy	Teaching pedogogy	6 days	IIBS	Nov 27 to Dec 1st 2023
5	Mangala V Reddy	Emerging Trends & Challenges in Management Education & Research	8 days	Kristu Jayanti College	18th to 25th May 2023
6	Mangala V Reddy	Research Methodology using ChatGPT and AI Tools	8 days	Marian College, Kuttikkanam	21st to 29th September 2023
7	Shrinidhi V S	Effective Communication & Negotiation Skills	5 days	Presidency University , Bengaluru	24th to 28th April 2023
8	Shrinidhi V S	Professional Development Programme on Research Methodology	10 Days	Seshadripuram Academy of Business Studies	09 Aug to 19 August 2023
9	Shrinidhi V S	Best Practices Benchmarking in HEIs for Quality Enhancement	5 days	Guru Shree Shantivijai Jain College	26 to 31 October 2023
10	Shrinidhi V S	Contemporary	5	Amity	24 July 23 to 28 July



		Issues and Methods of Financial Economics	days	University	2023
11	Shrinidhi V S	Research Methodology	10 Days	CMDR	Dec 17-26, 2023
12	Dr. Manjushri Janardan Yadav	FDP on Teaching pedagogy	5 days	IIBS College	Nov 27 to Dec 1st 2023
13	Dr Nithyanand Patil	Professional Development Programme on Research Methodology	10 Days	Seshadri puram Academy of Business Studies	09 Aug to 19 August 2023
14	Dr Nithyanand Patil	Emerging Trends in Digital Marketing	7 days	Vardhaman College of Engineering, Shamshabad	20 to 26 September 2023
15	Dr Nithyanand Patil	Teaching pedagogy	5 days	IIBS College	Nov 27 to Dec 1st 2023
16	Dr Nithyanand Patil	Unlocking Digital Pedagogies: ICT in Academics	6 Days	Malaviya Mission Teacher Training Centre	26 Sept 23 to 01 October 2023
17	Bibi Hajira	FDP	5 days	Jnana Jyothi Degree	6 Feb to 11 February 2023

				College	
18	Bibi Hajira	Research Applications in AI and Machine Learning	5 days	NITTE DR NSAM FIRST GRADE College	20 Feb to 23 February 2023
19	Bibi Hajira	Research Journey & IPR	5 days	NITTE DR NSAM FIRST GRADE College	19 June to 23 June 2023
20	Bibi Hajira	Basic Data Analysis and Its Interpretation Using SPSS	5 days	Primax Foundation	26 June to 30 June 2023
21	Bibi Hajira	Funded Research Projects	6 days	ATLAS Skill Tech Uniersity	16 October to 21 October 2023
22	Bibi Hajira	Teaching pedogogy	5 days	IIBS College	Nov 27 to Dec 1st 2023
23	Dr Samiya Mubeen	Essentials of Data Science	5 days	Inspire Softech Solutions	30 Januaary to 5 February 2023
24	Dr Samiya Mubeen	SEM Model	5 days	GOMSGU RU ACADEM Y	22 Feb to 26 Feb 2023
25	Dr Samiya Mubeen	Contemporary Research Methods in Finance	5 days	Alliance University	12 June 2023 to 16 June 2023

26	Dr Gurunatha Naidu	Business Analytics	7 days	Kristu Jayanti College Bengaluru	02 to 09 November 2023
27	Dr T Umadevi	International Interdisciplinary Sustainable Strategies	7 days	Mahatma Hansraj College	24 to 30 July 2023
28	Dr T Umadevi	Research Methodology in Social Science, Management	7 days	K R Mangalam University	4 to 11 July 2023
29	Mahabub Basha S	Outcome Based Education	7 days	SES College Sreekanda puram	18 to 25 January 2023
30	Mahabub Basha S	Application of Data Science and Machine Learning	5 days	Nagarjuna Degree College	13 to 17 February 2023
31	Mahabub Basha S	Funded Research Projects	6 days	ATLAS Skill Tech University	16 October to 21 October 2023
32	Archana Y C	Teaching pedogogy	6 days	IIBS	Nov 27 to Dec 1st 2023
33	Dr S Balaji Naik	Effective Communication & Negotiation Skills	5 days	Presidency University , Bengaluru	24 to 28 April 2023
34	Dr S Balaji Naik	Emerging Trends and Challenges in Management	8 days	Kristu Jayanti College Bengaluru	18 - 25 May 2023

		Education and Research			
35	Dr S Balaji Naik	Innovative Teaching and Learning Pedagogy	5 days	Shri Shradhana th PG College Rajasthan	26-30 July 2023
36	Dr S Balaji Naik	Contemporary Issues and Methods of Financial Economics	5 days	Amity School of Economics	24-28 July 2023
37	T.Lakshmmamma	FDP on Mobile Application Development and Internship	2	Vivekananda Institute of Management	April 4th and 5th 2024
38	Dr S Balaji Naik	Consumer Behaviour(NPT EL)	8 Week	NPTEL	Jan-Mar 2024
39	Mangala V Reddy	Consumer Behaviour(NPT EL)	8 week	NPTEL	Jan - March 2024

**List of Ph.D. received during the period (20) (15)**

Sl. No	Name of the Faculty	University	Title of Thesis	Awarded year
1	Dr Krishna Kumari	CMR University, Bengaluru	A Study on Risk Reward Pattern of Conventional Investment Products Versus P2P Investments.	2020-21
2	Dr Chaitra V H	University of Mysore, Mysore	Influence of Institutional Image on Talent Attraction and Retention in Business Schools in Bengaluru	2021-22

3	Dr Anil Kumar R	Bharathiar University, Coimbatore, T,N	A Study on Work Life Balance in TNRTC Employees	2022-23
4	Dr K Saketh Reddy	Dayananda Sagar University, Bengaluru	Impact of Covid-19 Pandemic on Consumer Behaviour ( A Study on Shopping Malls in Bangalore)	2023-24

### 6.10 Sponsored Research (20) (05)

SL. No.	Title of the Consultancy	Type of Consulting	Funding Agency	Investigators	Amount (in INR)	Academic Year
1	A Report on performance enhancement and optimization of marketing campaigns of TechBoost up Pvt.Ltd	Digital Marketing	Tech BoostUp Pvt.Ltd, 29,3rd Floor, GVR Plaza, Bellary Rd, opposite viva Toyota, Hebbal, Bengaluru, Karnataka 560024	Principal Investigator: Dr. Tripuraneni Jaggaiah, Co-Investigators: Dr. M. Kethan, Prof. Mahabub Basha	8,70,000	2022-2023
2	A Report on strategy building to enhance the sales with automated robot technology upgradation at Source for Swasth Pvt.Ltd.	Marketing	Source for Swasth Technological Solutions Pvt.Ltd, 82, 21st Cross Rd, Siddanna Layout, Banashankari Stage II, Banashankari, Bengaluru, Karnataka 560070	Principal Investigator: Dr. Tripuraneni Jaggaiah, Co-Investigators: Dr. M. Kethan, Prof. Mahabub Basha	4,60,000	2022-2023
3	A Report on Adopted Online Marketing Strategies for Newly opened Kennedia Blu Café Ltd	Offline / Online Marketing & PR	Kennedia Blu Café Ltd, #18, 2d Floor, Vasant Complex, Kaveri Nagar, R T Nagar, Bangalore, 560032	Principal Investigator: Dr. Tripuraneni Jaggaiah, Co-Investigators: Dr. M. Kethan, Prof. V Mani Krishna	1,30,000	2023-2024
4	A Report on	Marketing /	G K	Principal	12,50,000	2023-2024

Branding Strategies for OTT Platform for G K Entertainments Pvt.Ltd.	Branding	Entertainments Pvt.Ltd., g2, Myrah Avenue, MJR ARCADE, opposite Denny's hostel, Siddhi Vinayak Nagar, Madhapur, Hyderabad, Telangana 500081	Investigator: Dr. Tripuraneni Jaggaiah, Co-Investigators: Dr. M. Kethan, Prof. Mahabub Basha		
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### 6.11 Consultancy/Testing/Training (25) (25)

Sl. No.	Title of the project	Consulting	Funding Agency	Amount (inLakhs)	Duration
1	A Report on performance enhancement and optimization of marketing campaigns of TechBoost up Pvt. Ltd.	Digital Marketing	Tech BoostUp Pvt. Ltd, 29,3rd Floor, GVR Plaza, Bellary Rd, opposite viva Toyota, Hebbal, Bengaluru, Karnataka 560024	8.7	1 year
2	A Report on strategy building to enhance the sales with automated robot technology upgradation at Source for Swasth Pvt. Ltd.	Marketing	Source for Swasth Technological Solutions Pvt.Ltd, 82, 21st Cross Rd, Siddanna Layout, Banashankari Stage II, Banashankari, Bengaluru, Karnataka 560070	4.6	1 year
3	A Report on Adopted Online Marketing Strategies for Newly opened Kennedia Blu Café Ltd.	offline / Online Marketing & PR	Kennedia Blu Café Ltd, #18, 2d Floor, Vasant Complex, Kaveri Nagar, R T Nagar, Bangalore, 560032	1.3	1 year
4	A Report on Branding Strategies for OTT Platform for G K Entertainments Pvt. Ltd.	Marketing / Branding	G K Entertainments Pvt.Ltd., g2, Myrah Avenue, MJR ARCADE, opposite Denny's hostel, Siddhi Vinayak Nagar, Madhapur, Hyderabad, Telangana 500081	12.5	1 year

### 6.12 Faculty as consultant of the industries (10) (10)

Company	Type of Consultancy	No. of faculties involved	Type of Industry	Status
334 TechBoost up Pvt.Ltd.	Management	1	IT	completed

Bangalore	Consultancy			
Mega Power Systems Pvt. Ltd. Bangalore	Management Consultancy	1	Retail Outlet	completed
Lakshya Constructions Pvt.Ltd. Bangalore	Management Consultancy	1	Infrastructure	completed
Shri Babu Raju Ram Fuel Station (IOCL) Bangalore	Management Consultancy	1	Oil and Gas / Retail	completed
Virat Crane Industries Ltd.Vijayawada	Management Consultancy	1	FMCG	completed
Art Home Advertisers Hyderabad	Management Consultancy	1	Media and Entertainment	completed
Deloitte Bangalore	Management consultancy	1	software	completed
Infosys Bangalore	Management consultancy	1	software	completed

### 6.13. Preparation of teaching Cases (10) (10)

International Institute of Business Study, believes in nurturing students' knowledge and skills through different pedagogy. It is our continuous endeavor to develop and promote our students' learning and critical thinking skills primarily through the Case study teaching methodology. Case methodology is considered as one of the most prominent and effective teaching tool across all premium management Institutions. Case Study refers to assigned situations in which students observe, analyze records, implement, conclude, summarize, or recommend. Our faculty adopt the different management case Study in the areas of Marketing, Finance, Human Resources and general management, etc., which are available on various open sources. Our Faculties have developed and published case Study in focused areas of management. These Case Study have been included and extensively used to acquaint students with management concepts and strategies. It is regular practice of the institute to promote the research and innovative advance teaching. The case Study developed by the faculty members are relevant to the topics prescribed in the curriculum. Relevant questions are developed at the end of each case study and presentation of the case will be given in the class for the betterment of the students.

<b>CRITERION 7</b>	<b>INDUSTRY AND INTERNATIONAL CONNECT</b>	<b>100</b>
<b>SELF ASSESMENT MARKS</b>		<b>90</b>

### **7.1. Industry Connect (60)**

IIBS has integrated with industries for conducting many activities like executive education, guest lectures by industry professionals, summer training, field visits/Industrial visits, internships and jobs. Specifically, there is a common, mutually agreed goal which governs the direction of mutual action that the corporate and IIBS will undertake together. The faculties get exposure to the cutting- edge technologies implemented and used in the industries, whereas the industries benefit from the research orientation of the faculties of IIBS who provides a research perspective to the industry through this joint projects and management development programmes that helps the corporate and their staff to increase effectiveness and efficiency.

All the activities which the corporate and the IIBS will undertake in service of common goal. Involvement of industry professionals in various academic bodies/boards like Board of Study and Academic Advisory Board involvement of industry experts in BOS gave us the insights about what should be included in the syllabus for the PGDM students according to the present corporate requirements and prevailing market trends and the Advisory Board of IIBS is constituted with an outlook to deliver the best academic standards in a professional dedicated way which creates, nurtures world class managers. The Board would constitute of Intellectuals, Academicians, Industrialists members of honour and repute from all disciplines and domains to give a fresh outlook and perspective into academics to deliver world class education.

#### **7.1.1. Initiatives related to industry interaction including industry internship / summer training/study tours/ guest lectures (15) (15)**

IIBS has tied up with many industries by signing Memorandum of Understandings (MoUs) for timely provision of industry internship/summer training as well as placements. IIBS has been regularly invited and arranged guest lectures to share the knowledge of industry experts with the students of PGDM where students can have one to one interaction with the speakers and get the clarifications on various grounds.

IIBS has also incorporated processes to enhance industry participation through guest talks, governing body meeting, advisory body meeting, alumni meet, participation during teaching, learning evaluation process, industry conferences, industrial visits, etc. The companies that have interface with the institute interact with the students familiarizing the concepts and their



applicability. Through such interaction, future career opportunities and trends are made aware to the students.

#### **A. Industry Internship Program (IIP):**

The students at IIBS are put through the paces of corporate life from day one in the campus. In order to enhance their learning, there are multiple interfaces available through IIBS itself. The most important of these is the Industry Internship Program (IIP) which is approximately of 12 weeks in duration.

An Industry Internship Program with a corporate is an ideal ground for students to test their learning in the first year of PGDM program. They are expected to take up On the Job Training (OJT) and work on the project that affords significant learning for them as well as add value to the corporate entity that they are working for.

The Industry Internship Program is part of the curriculum and the student has to be in constant touch with mentors, i.e. faculty mentors in the college campus and corporate mentors in the work place.

IIBS Tied up with many Industries by signing MoUs with various Industries for internship as well as Placement are mentioned below:

Internships provide numerous benefits for both students and the companies and colleges involved

- Real-world Experience
- Skill Development
- Networking Opportunities
- Resume Building
- Exploration of Career Paths
- Personal Growth
- Potential for Employment
- Feedback and Evaluation
- College-Corporate Collaboration
- Contribution to the Company

Name of the Company	Terms/Purpose of MoUs	Duration	MoU Signed on
Internshala	To create student accounts for all the students of IIBS To provide weekly updates of Internships To provide online resume maker to all the students of IIBS To safeguard students' data as per Internshala privacy policy To inform college when students get selected for internship.	1 Year	18.07.2019
	To provide an additional discount of 10% discount on all Internshala training of Students of IIBS. Provide college with Internshala logo and brand name to be used in college's communications (internal and external) and on its website to recognize Internshala as the internship and training partner and any other purpose limited to the scope of the agreement.		
Zolo Stays Property Solutions Pvt. Ltd., HSR Layout, Bengaluru, India	Entrepreneurial Skill Development, Internships, Outcome Based Training, Placement and related services	1 year	03-05-2020
Mahindra Green yard Pvt. Ltd. Navi, Mumbai, Maharashtra, India	Entrepreneurial Skill Development, Internships, Outcome Based Training, Placement and related services	1 year	27-05-2020
Shriram Life Insurance Company Ltd. Hyderabad, Telangana, India	Entrepreneurial Skill Development, Internships, Outcome Based Training, Placement and related services	1 year	22-06-2020
Star Fing Pvt. Ltd. Bengaluru, Karnataka India	Entrepreneurial Skill Development, Internships, Outcome Based Training, Placement and related services	1 year	26-06-2020
9 Occasions Private Limited, New Delhi, India	Entrepreneurial Skill Development, Internships, Outcome Based Training, Placement and related services	1 Year	26-07-2020
Anokhi Inc.	Co-operation and collaboration in content and app Distribution	1 Year	18-12-2020
Tonlouse Business School, France	Cooperation for online summer courses, Joint Summer and Winter schools	3 years	08-04-2021
Edu- Skill Harvest Institute, Bengaluru	For organization of workshops on Entrepreneurial Development in students	3 years	19-10-2022

Sapthagiri Enterprises	Mutual understanding for training and placement To provide add on Tally prime with GST and Advanced Excel	1 Year	23-06-2023
Sapthagiri Enterprises	Mutual understanding for training and placement To provide add on Tally prime with GST and Advanced Excel	1 Year	20-09-2023
Sapthagiri Enterprises	Mutual understanding for training and placement To provide add on Microsoft Power BI training Agreement	1 Year	10-01-2024

**Following are the list corporates and number of students undergone internship in respective company:**

**Academic Year: 2021-2022**

Sl. No	Name of the Company	No. of Students
01	Mythri Builders, Bangalore	01
02	Campalin Bangalore	03
03	Modern Architects for Rural India, Hyderabad	01
04	Star Fing, Bangalore	02
05	Kotak Mahindra Bangalore	01
06	Genworks Health Private Limited, Bangalore	02
07	Cuemath Private Limited, Bangalore	03
08	Kissan Parivar, Bangalore	02
09	Sun Technology Integrators Private Limited, Bangalore	01
10	Vihasta Software Solutions Private Limited, Bangalore	01
11	Sky Walls Interiors, Vizag	01
12	Hirect, Bangalore	01
13	Rajapalayam Mills Limited, Rajapalayam, Tamil Nadu	01
14	Health Care Global Enterprises Limited, Bangalore	01
15	Macronix Screening Services Private Limited, Bangalore	04
16	Rastriya Ispat Nigam Limited, Vizag	01
17	Trade Bulls Securities Private Limited, Bangalore	02
18	Sunitha Impex Private Limited, Bangalore	01
19	Agrinnov Technologies Private Limited, Bangalore	01
20	Muthoot Fincorp Limited, Bangalore	01
21	Spencer's Retail Limited, Vizag	01
22	Teachnook, Bangalore	01
23	Keltech Energies Limited, Bangalore	02
24	Dognition, Bangalore	01
25	Smarter Homes Technologies Private Limited, Bangalore	02
26	Dream Mithra Private Limited, Bangalore	01
27	ADD Edu Teach Private Limited, Hariyana	01

28	Cleartax Private Limited, Bangalore	01
29	Secure Now Insurance Broker Private Limited, Bangalore	01
30	Team lease Education Foundation, Vadodara	01
31	PIN Click Property Management Pvt Limited, Bangalore	01
32	Ramanand Core Investment Company Pvt. Limited, vizag	01
33	Kesavarapu Ranganayakulu & Co Chartered Accountancy	01

Table: 7.1 List of corporates recruited the students for Industry Internship program in the year 2020-2021

**Academic Year: 2022-2023**

Sl. No	Name of the Company	No. of Students
1	IMMENS SPHERE, HSR layout Bangalore	05
2	Metrix Lab, Cyber Pearl, Madhapur, Hyderabad	01
3	Aditya Goenka, Goenka Kachave LLP	04
4	Unacademy-Sorting Hat Technologies Pvt.Ltd	01
5	TEACHNOOK Edu Teach, HSR Layout, Bangalore	01
6	ADAMA India Private Limited, Sameerpet, Hyderabad	01
7	Cult Fit HealthCare Private Limited, HSR Layout, Bangalore	03
8	The Indian Hotels Company Limited, Mumbai	01
9	Ohmium Operations Private Limited, Bangalore	01
10	Bash Software Labs	01
11	MMF Infotech Technologies Private Limited, Indore	01
12	College Tips EdTech. Media Private Limited, Bhopal	01
13	The Affordable Organic Store Hyderabad	01
14	HayStack Marketing Services Private Limited, IndiraNagar	01
15	Fanplay Games and Media Private Limited	02
16	DEXTERITY Edu Teach, Bangalore	07
17	Cozy living, Bangalore	01
18	ENKEI Wheels India Limited, Pune	01
19	SPAR Hypermarket, Bangalore	01
20	Vox Building Products Private Limited, Bangalore	01
21	Intent Farm- Walnut Folks groups, Bangalore	01
22	LernX Private Limited, Bangalore	01
23	Acmegrade Private Limited, Bangalore	04
24	Launzy Bangalore	01
25	SKLR Edu tech Private Limited, Bangalore	03
26	Vio LernX Private Limited, Rajasthan State	01
27	Pattabhi Agro Foods Private Limited, Kakinada	01
28	Muthoot Housing Finance, Kerala	01
29	World Vegetable Center, Pantancheruvu, Hyderabad	01
30	Oyedesi its My choice, Jayanagar, Bangalore	01
31	Density Exchange Bangalore	01

32	ILIFE India Bangalore	01
33	Valfin Advisory India Private Limited, Hyderabad	01
34	Bridge And Roof Co. (India) Ltd, Kolkata	01
35	FAMORE Solutions Private Limited, Bangalore	01
36	63IDEAS Infolabs Private Limited, Bangalore	02
37	Bulls & Bears Advisory Bangalore	01
38	Tech Analogy Private limited, Gurugram	01
39	Innoviar Solutions Private Limited	01
40	Clearsharp Technologies Private Limited, Bangalore	02
41	Dados Technologies Private Limited, Mumbai	01
42	A & S Co. Bangalore	01
43	Innobits Solutions Private Limited, Bangalore	01
44	Career Craft Management Private Limited, Guntur	01
45	Aloft, Bangalore	01
46	Arconix	01
47	Advanta Enterprise Limited, Hyderabad	01
48	QA Solvers Private Limited, Hyderabad	01
49	SWAL Corporation Limited, Bangalore	02
50	MMRFC, Bangalore	01
51	ITC Limited- Paper Division, Bhadrachalam, Telangana State	01
52	Smart Homes Technologies Private Limited, Bangalore	01
53	Digitible Private Limited, Bangalore	01

Table: 7.2 List of corporates recruited the students for Industry Internship program in the year 2022-2023

**Academic Year: 2023-2024**

Sl. No	Name of the Company	No. of. Students
01	Star Fing, Bangalore	23
02	Internz Valley, Bangalore	52
03	Vrendraar IT Solutions Private Limited	14
04	ThinkLance EDTEachnology, Bangalore	17
05	Smart ED, Bangalore	04
06	NoBroker Technologies Solutions Private Limited	02
07	GMR Hyderabad	01
08	Social Bing, Pune	01
09	Neo Sales Bangalore	01
10	Plasmid, Bangalore	02
11	Swadesi Earthing, Pune	02
12	Bharathi Seeds Private Limited	02
13	Acclaim Motors Private Limited, Bangalore	01
14	iSqaure Soft, Bangalore	02
15	AVA Intern EDUTECH Private Limited, Bangalore	01

16	Sahni Auto Private Limited, Vijayawada, AP State	01
17	Peel-Works, Mumbai	05
18	TradeShala, Bangalore	02
18	ADAMA Agriculture Company, AP State	01
19	Lotus Business Solutions – LBS	02
20	Code EdTeach Private Limited, Bangalore	01
21	Shiksha, Bangalore	01
22	HSL, Gandhi gram, Visakhapatnam, AP State	02
23	Scalar By Interview Bit, Bangalore	01
24	VIRGO Communications & Exhibition Pvt.Ltd	04
25	JODO Ambassador, Bangalore	01
26	DECATHLON Sports India, Bangalore	01
27	GAO Tek Inc, Bangalore	01
28	Angle One, Bangalore	02
29	Margin Sentiment Advisory Private Limited, Bangalore	01
30	Sri Sathya Agri Biotech Private Limited	01
31	HITEACHI Astemo India Pvt.Ltd, Bangalore	01
32	Bunny Bash India, Bangalore	01
33	Frogmen Immigration Services India Pvt. Limited, Cochin	01
34	Academor, Bangalore	01
35	63 IDEAS Infolabs Private Limited, Bangalore	01
36	Bulls & Bear Advisory, Bangalore	02
37	Synthetic Packers Private Limited, Bangalore	01
38	Basanth Assawa and Associates, Bagalkot	01
39	GRID Studio, Telangana	01
40	Waycool Foods and Products Private Limited, Chennai	01
41	Aspire Agri India Private Limited	01
42	Tropical Ecology Private Limited, Hyderabad	01

Table: 7.3 List of corporates recruited the students for Industry Internship program in the year 2023-2024

### B. Study Tours / Industry Visits:

IIBS continuously encourages industry interaction with a wide cross section of companies in the industry. Industrial visit offers the students to understand the environment of companies, process and procedure of different companies.

Following are list of companies visited by IIBS students:

Academic Year-2021-22

Sl.No	Name of the Industry	Industry Sector	Place of Visit	No. of
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				Std's
1	Akshaya Patra	NGO	Bengaluru	47
2	AMS Manufacturing Systems	Manufacturing	Bengaluru	45
3	Krishi Mela	Agriculture	GKVK - Bangalore	46
4	Yuken India	Manufacture	Kolar	43
5	Century Ply Ltd	Wood factory	Bangalore	43
6	UNIBICS Cookies Company	Biscuits	Bangalore	45

#### Academic Year-2022-23

Sl.No	Name of the Industry	Industry Sector	Place of Visit	No. of Std's
1	Akshaya Patra	NGO	Bangalore	140
2	AMS Manufacturing Systems	Manufacture	Bangalore	130
3	Krishi Mela	Agri-expo	Bangalore	130
4	Yuken India	Manufacture	Kolar	140
5	Emmvee Power Pvt. Ltd.	Solar energy	Bangalore	142
6	Grover Zampa Vineyards	Wine Industry	Bangalore	130
7	Indus Veg Pro	Vegetable	Chikkaballapura	126
8	BAMUL	Milk	Bangalore	132
9	SEBI	SEBI	Bangalore	103
10	IFAB	Flower auctions	Bangalore	95
11	KSIC	Silk Industry	Mysuru	139
12	Agri-Tech Expo	Agriculture	Bangalore	54

#### Academic Year-2023-24

Sl.No	Name of the Industry	Industry Sector	Place of Visit	No. of Std's
1	IFAB	Flower auctions	Bangalore	175
2	VegPro	Food Processing Industry	Chikkaballapura, Bangalore	112
3	Integrated Food Park	Food Processing Industry	Tumkur	124
4	Unibics	Food Processing Industry	Bangalore	154
5	ID Fresh	Food Processing Industry	Bangalore	162
6	Indian Sweet House	Food Processing Industry	Bangalore	145
7	Emmvee Power Pvt Ltd	Solar Energy	Bangalore	126

#### C. Guest Lectures:

IIBS regularly invites industry professionals to interact with students. These interactions offer students an opportunity to develop and exhibit their organization skills, communication skills, analytical abilities, and awareness of corporate culture and understand the current problems faced by the industry. Following are list of guest lectures conducted by IIBS year wise.

#### List of Guest Lectures held in the AY 2021-2022

Sl. No	Date	Name of the Guest	Designation/Company	Topic	POs
1	23.07.2021	Mr. Avinash Reddy	Green Step Technologies Pvt.Ltd	Career Guidance Session	PO5
		Business Consultant			PSO3
2	23.07.2021	Mr. Nigel Monteiro	Smart Pensions UK Limited	Career Guidance Session	PO5
		Finance Analyst			PSO3
3	23.07.2021	Mrs. Sudha JM	Societe Generale	Career Guidance Session	PO5
		HR-Operations			PSO3
4	23.02.2022	Mr. Sunil, CEO	Green Step Technologies Pvt.Ltd	Connected Corporate - Career Counselling	PO4
					PSO1
5	20.09.2021	Dr. B.C. Rao	Kennametal India Pvt. Ltd.	Corporate Guidance by Leadership	PO4
		CEO and MD,			PO5
6	11.05.2022	Mr. Paniraj Murthy,	Next Step Logistics Management Pvt. Ltd.	Guest lecture on Job Opportunities	PO7
		CEO and Director			PSO3
7	21.05.2021	Mr. T. S. Gulhati, Chairman,	Sonarome Pvt. Ltd.	Entrepreneurship Development Strategies for Achieving and Sustaining Growth a Session in IIBS Bangalore	PO2
					PO3
					PO8
					PSO2
8	14-09-2021	Mr. Sajoeapen	Hindustan Unilever	Workshop on how Hindustan Unilever change its structure to be market leader	
		HR Manager			PO3
					PSO2
9	24-07-2021	Mr. Mangesh Gawande, CEO	Placement Orientation Programme	QDigi Services. Ltd	PO4
					PO5
					PSO2

Table 7.4 List of guest lectures held in the AY 2020-2021

**List of Guest Lectures held in the AY 2022-2023**

Sl. No	Date	Name of the Guest	Designation/Company	Topic	POs
1	12/1/2022	Mr. R. Mohammed Irfan	Founder of Skill Drivers	Corporate Mentoring Session on “Public Speaking is Easy” for IIBS-PGDM students	PO3
					PO7
					PSO3
2	7/12/2022	Mr. Pavan Kumar AG	(Staff SDET, NETSKOPE, EX-Navi, Nutanix Calm Acq, Akamai, IBM Labs)	Corporate Mentoring session on career in Business Analytics	PO3
					PO7
					PSO3
3	4/03/2022	Dr. Satya Sidhartha Panda	Certified Skill trainer, Bangalore	Guest Lecture on Career Aspects	PO5
					PSO3
344				Panel discussion on BFSI	



4	17-11-2022	Mr N Vaghul,Chairman	ICICI, Bangalore	(Banking, Financial Services, and Insurance) Industries work Culture from ICICI Bank.	PO7
					PSO2
5	10/11/2022	Mr. Pradeep A.M.	N.J. Invest Pvt. Ltd. Bangalore	A workshop on career opportunities in Mutual funds industry and tricksto crack interviews in placement season	PO7
					PSO2
6	31.08.2022	Mr. Naveen Kumar CEO	Growth Consultant	CEO Interaction	PSO1
					PO3
7	01.02.2023	Mr. Krishna Raju Manager	Automation Anywhere	Corporate Talks – Interactive Session	PSO3
					PO5
8	28.01.2023	Dr. D S Yadav	The Fertilizer Associationof India	The Fertilizer Orientation Programme	PSO1
					PO7
9	24.01.2023	Mr. Raghavendra MD	Toyota Motors In Saudi Arabia	Guest Lecture on TQM	PSO1
					PO7
10	11.02.2023	Mr. Vamshi Krishna Raju, City Head Marketing	JSW, Bangalore	Mentoring Session	PO3
					PSO3
11	25.08.2022	Mr. Havyas K S CEO	Beegle Agri-Tech	Online Workshop on Hydroponics	PO7
					PSO1
12	28.03.2023	Mr. Narappa Reddy H Founder	Edu Skill Harvest Institute, Yoga to Health	Workshop on Entrepreneurship – Awaken the Entrepreneurin You.	PO2
					PSO2
13	31.08.2022	Mr. Manu P Kulkarni HR Manager	Citroen Bangalore	Workshop on Career Opportunities in Automobile sector for Placement season 2023	PO3
					PO5
14	25.08.2022	Dr. KT Vijaya Kumar Agricultural Scientistand Bee expert	GKVK, Bangalore	Guest talk on Conservating Honey Bee.	PSO1
					PO7
15	10.09.2022	Dr. Shubhra Chakraborty, MBBS, MBA	Founder & CEO – Branding & Marketingconsultant	A workshop on Personal Branding and Cracking your Placement.	PO4
					PSO1

Table 7.5 List of guest lectures held in the AY 2022-2023

## List of Guest Lectures held in the AY 2023-2024

Sl.No	Date	Name of the Guest	Designation/Company	Topic	POs
1	20.03.2024	Mr. Anil Kumar Gajaga Krishnappa	ICCOA, Bangalore	Guest Lecture on Restrictions to Nutrient use in Organic Farming, Certification & Export Procedure	PO7
		Manager – Projects			PSO1
2	30-11- 2023	Ms. Sheela, Corporate Trainer	Director, National institute of Eloquent Training, Bangalore	Workshop On Entrepreneurship	PO2
					PO3
					PO8
					PSO2
3	30-11- 2023	Mr. Hemanshu Mota, Edge Learning Activity,	NIMF, Bangalore	Investors Awareness program	PO7
					PSO1
4	19-08- 2023	Mr. Shareni,	Express Bees, Bangalore	Webinar on Employability and Advancement in logistics & supply chain management	PO7
		Strategic Head Business Development,			PSO1
5	19-08- 2023	Mr. Vinay Chintamani, Branch Manager, Sharekhan	Chintamani, Branch Manager, Sharekhan	Investing in Stock Market - Latest trends	PO3
					PO7
					PSO3
6	18-10- 2023	R. Muralidhar Reddy, Associate Professor	Cambridge Institute of Technology	Workshop on Innovation & entrepreneurship	PO2
					PO3
					PO8
					PSO2
7	8/10/2023	Ms.Suma Anne Gowda	Linked India Pvt Ltd, Bangalore,	Self-branding and Positive Thinking	PO4
					PO5
					PSO3
8	9/5/2024	Mr. Koteswar Rao	Barcode Bioscience Pvt Ltd, Bangalore	Online Workshop on emerging DNA technologies forge pathways for new business ventures in modern era	PO7
		Leader – Global Operations			PSO2

Table 7.6 List of guest lectures held in the AY 2023-2024

### 7.1.2. Participation of Industry professionals in curriculum development, projects, assignments as examiners, in summer projects (15)(15)

#### A. Participation of Industry Professionals in Curriculum Development:

The participation of industry professionals in the Board of Study (BoS) in Management Education can bring several benefits

- Industry Relevance
- Practical Orientation
- Employability Enhancement
- Networking Opportunities
- Quality Assurance
- Fostering Partnerships
- Promoting Innovation
- Career Guidance and Counselling

IIBS conducts Academic Advisory Board meeting every year and invite the industry professionals for their valuable suggestions to develop strong curriculum.

PGDM Syllabus - PGDM adding new specialization of Agri Business Management (ABM) and Operation Management for 2021 batch and 2022 batch Addition or Deletion of subjects based on analysis of the broad program structure and its objectives. Review of the Contents of the syllabus by the board. Modification of the syllabus in line with the industry requirements (Closing the Gap).

A list Academic Advisory Board Meeting members from the industry and their designation is provided in the following tables

#### List of Academic Advisory Board Members for AY 2021-2022

Sl.No	Industry Professional Name	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.

*Table 7.7 List of AAB Members for AY 2021-2022*

#### List of Academic Advisory Board Members for AY 2022-2023

Sl. No	Industry Professional Name	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.

Table 7.8 List of AAB Members for AY 2022-2023

**List of Academic Advisory Board Members for AY 2023-2024**

Sl.No	Industry Professional Name	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Mr. Ravi Kumar VR	Manager- Agro India
3	Mr. Raghavendra	Managing Director – Toyota, Saudi Arabia (ALJ)
4	Ashwani Gautam	Associate Director, Deloitte India, Data & Analytics Evangelist

Table 7.9 List of AAB Members for AY 2023-2024

**Industry professionals as BOS Members for A.Y. 2021-2022**

Sl.No	Industry ProfessionalName	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.
3	Mr. Sashivardhana K.K	Senior Bank Manager Bank of India
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP
6	Mr. Vivek Jayaprakash	Senior Implementation Analyst Deloitte USA
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group

Table 7.10 List of BOS Members for AY 2021-2022

**Industry professionals as BOS Members for A.Y. 2022-2023**

Sl.No	Industry ProfessionalName	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
		Dean - Firebird Institute of Research in

2	Dr. Chetan Bajaj	Management, Chettipalayam, Coimbatore.
3	Mr. Sashivardhana K. K	Senior Bank Manager Bank of India.
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP
6	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group

Table 7.11 List of BOS Members for AY 2022-2023

**Industry professionals as BOS Members for A.Y. 2023-2024**

Sl.No	Industry Professional Name	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.
3	Mr. Sashivardhana K.K	Senior Bank Manager Bank of India
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP
6	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group

Table 7.12 List of BOS Members for AY 2023-2024

**B. Industry Professionals as examiners in Summer Projects**

As a part of involving more industrial members in the course development and evaluation, we at IIBS involves an industrial member as a part of Industry internship project /Summer Project viva voce panel and ensure that student learnings will match with industry expectations. The details of Industry members engaged in last three years are as below:

**List of Industry members engaged in A.Y. 2021-2022**

Sl.No	Name of the IndustryMember	Name of the Company	Student Roll No.
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head	20PGDM001-10
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.	20PGDM011-20
3	Mr. Sashivardhana K. K	Senior Bank Manager Bank of India, carryinfo@gmail.com	20PGDM021-30
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore	20PGDM030-50
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP	20PGDM050-70
6	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA	20PGDM070-100
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group	20PGDM0100-123

*Table 7.13 List of Industry members engaged in A.Y. 2021-2022***List of Industry members engaged in A.Y. 2022-2023**

Sl.No	Name of the IndustryMember	Name of the Company	Student RollNo.
1	Mr. S.V. Jatti	CEO - Indus towers OKMHead	1PGDM001-20
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.	1PGDM020-30
3	Mr. Sashivardhana K. K	Senior Bank Manager, Bank of India	1PGDM030-40
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore	1PGDM040-50
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP	1PGDM050-60
6	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA	1PGDM060-70
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group	1PGDM080-100

*Table 7.14 List of Industry members engaged in A.Y. 2022-2023*

**List of Industry members engaged in A.Y. 2023-2024**

Sl.No	Name of the IndustryMember	Name of the Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.
3	Mr. Sashivardhana K.K,	Senior Bank Manager Bank of India
4	CA. Ajay B Chowdary	Director – Finance at Simpliance Technologies Pvt Limited, Bangalore
5	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP
6	Mr. Jayaprakash	Senior Implementation Analyst Deloitte USA
7	Mr. Sourirajan Ranganathan	Director – Strategy Sharda Group

*Table 7.15 List of Industry members engaged in A.Y. 2023-2024***C. Industry Professionals as examiners in Term End Viva-Voce**

As a part of evaluation, the students of PGDM must undergo a term end viva-voce in each trimester to ensure their learnings in that current trimester for which there will be a panel of two consisting of an internal faculty and an industrial member would be present to assess the learnings of students in different subjects they were taught during that trimester. The following are the details of the industry professionals who have taken part as an external member:

**Industry participation in Project Evaluation of IIBS are mentioned below:**

Year	Name of the Evaluator	Organization
2021-2022	Mr. Raghu Kumar H.S. Vice President	ICICI Bank
	Mr. Dileep, Manager	Kotak Life Insurance
2022-2023	Mr. Raghu Kumar H.S. Vice President	ICICI Bank
	Mr. Dileep, Manager	Kotak Life Insurance
2023-2024	Sindhu Mukkamala, HR Business Partner	HR Practices and Solutions HR BusinessPartner   Talent Acquisition
	Mr. Jay Prakash, Senior Implementation Analyst	Deloitte USI
	Ravikumar R	Agro India

**Industry members in Academic Council of IIBS are mentioned below**

Year	Name of the IndustryMember	Designation/Name of the Company
2021-2022	Mr. S.V. Jatti	CEO - Indus Towers OKM Head
	Dr. Chetan Bajaj	Dean - Firebird Institute of Research in Management, Chettipalayam, Coimbatore.
2022-2023	Mr. Sashivardhana K. K	Senior Bank Manager
		Bank of India
	CA. Ajay B Chowdary	Director – Finance at Simpliance TechnologiesPvt Limited, Bangalore
	Dr. Mahesh Pavan	Project Manager, ogilvey, WPP
2023-2024	Mr. Jayaprakash	Senior Implementation Analyst
		Deloitte USA
	Mr. Sourirajan Ranganathan	Director – Strategy
		Sharda Group

**Final trimester Projects**

The following is the list of companies that participated in Project Internships in VI trimester PGDM Program for various batches. 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.

**Year wise list of summer projects done by IIBS Students: Internal guide and Industry Guide Academic Year: 2021-2022**

Sl.No.	Roll No. of student	Name of the Student	Title of Project
1	20PGDM001	Aakash Verma	A Study on Marketing and Sales Promotion Strategy at Puja Bricks Private Limited
2	20PGDM003	Addala Sai Teja	A Study on Backup Support for Small Grocery Retailers through E Commerce Platform in India
3	20PGDM004	Bhavana K L	Startup Building BADIDUKKAN
4	20PGDM005	Byreddy Dhanush Reddy	A Study On “Promotional Strategies for Electric Vehicles in Bangalore” (Two Wheelers and Four Wheelers)
5	20PGDM006	Chinnapolu Anil Kumar	A Study on Impact of Covid-19 Fast Food in Kolkata
6	20PGDM007	Durgesh Prasad Das	A Study on Market Potential of Tata AIG Insurance
7	20PGDM008	Jaajitha C	A Study on Issues and Implications of Online Food Ordering
8	20PGDM009	John Neslin Sam JS	“A study on Employee Engagement strategies on



			acousticindustry”
9	20PGDM010	Kajal Kumari	A Study on Employee Job Satisfaction
10	20PGDM011	Kala Vinay	A Study on Employee Perspective about Effectiveness of E Employee Engagement Activities with Reference to Benchire Company
11	20PGDM012	Kiladi VinayKumar	A Comparative Study on Consumer Preference towards CafeCoffee Day and Star Bucks In India
12	20PGDM013	Kotha NVSaikumar	A Study on Strategies used by Byju’s in Bangalore
13	20PGDM014	Kratika Jain	A Study on Evaluating Viable Business Models as Market EntryStrategy
14	20PGDM015	Minal Dhote	A Study on Financial Performance of Arcatron Mobility PrivateLimited
15	20PGDM016	Nalgonda Mounika	A Study on Crypto Currency and Analysis of Growth of Ethereumand its Future
16	20PGDM017	Neha Bharti	A Study on Customer Churn Analysis
17	20PGDM018	Nitish Dobriyal	A Study on Discounting Bill Facility – Credit on Incred Bangalore
18	20PGDM019	R Anirudh	A Study on Measuring and Analyzing of Accounts Payable andReceivables
19	20PGDM020	Ritika Kumari	A Study on Promotional Techniques of Aditya Birla SunlifeInsurance
20	20PGDM021	Rituparna Patel	A Study on Advantages of Landing Page in Digital Marketing
21	20PGDM022	Saket Kumar	Macro-Economic Factors and Its Impact on Capital MarketMovements: A Study of Nifty-50
22	20PGDM023	Sakshi Bhadani	Share Price Pattern in Selected FMCG Sector in Bangalore
23	20PGDM024	Srimanta Saha	A Study on Impact of Digital Marketing on Tea Consumer Behaviour Kanan Devan Hills Plantation Company Private Limited
24	20PGDM025	Thilbertta DorineP	A Study on Employee Engagement Strategies on Health CareIndustry
25	20PGDM026	Thota Arun	A Comparative Study on Consumer Behaviour towards Online andOffline Grocery Buying
26	20PGDM027	Vishal Yadav	A Study on Measuring and Analyzing of Tax Literacy in Clear Taxin Bangalore

## Academic Year- 2022-23

Sl.No.	Roll No. Of student	Name of the Student	Title of Project
1	21PGDM001	Anjali Karwa	"Empowering Educators: A Study of Teacher's Development and Student's Outcome at Cuemath"
2	21PGDM002	Bandela Gangadhar	A study on mergers and acquisition of Indian banking system with reference to State Bank of India
3	21PGDM003	Bathula Leela Ram	A study on financial statement analysis
4	21PGDM004	Bhukya Navadheer	A study on "customers perception and satisfaction towards indiamart "
5	21PGDM005	Bogi Dileep Kumar	A detailed study on the marketing strategies and customer acquisition in edusiksha consultancy
6	21PGDM006	Chakilam Sudhishna	An Evaluation of Rice Processing Industry in Warangal district of Telangana - A Case Study
7	21PGDM007	Chakka Harsha Vardhan	A Study on Performance Appraisal System
8	21PGDM008	Channe Tanmay	A Comprehensive Study on Consumer online shopping Behaviour in Unbound Crews, Bangalore
9	21PGDM009	Chennupalli Pavan Teja Reddy	Consumer behaviour for dry fruits in Bangalore city
10	21PGDM010	Cherukupalli Mrudu Manasa	A Study on Performance Appraisal System
11	21PGDM011	Chippada Jahnasri	Enhancing workplace efficiency: Cuemath strategies for advancing diversity and inclusion initiatives in Human Resources
12	21PGDM012	Chunchu Srikanth	A Study on Marketing Strategies in Kotak Mahindra bank, Bangalore
13	21PGDM013	Damodara Kavya Priya	Analysis on consumer brand preference on soft drinks
14	21PGDM014	Debu Kar	A study of mutual fund as an investment avenue at Trade Bull security Pvt. Ltd.
15	21PGDM015	Dilip Kumar	A Study on Performance Appraisal System
16	21PGDM016	Induru Girishma	A study on recruitment and selection process with special reference to Genworks Health Pvt Ltd
17	21PGDM017	Jonathan Anthony Lobo	A Study on Online Consumer Decision
18	21PGDM018	Kambala Naga Siva Sankar Reddy	A Study on online consumer decision making process of prototype with reference to emerging fashion trends
19	21PGDM019	Kanaganti Praveen	Reference to emerging fashion trends

20	21PGDM020	Kandikatla Jaya Sri	“A Study on Effectiveness of recruitment and selection in Mythree Infratech Pvt ltd”
21	21PGDM021	Katreddy Lakshmi Parvathi	A Study on Performance Appraisal System
22	21PGDM022	Kobagapu Veda Priya	A study on customer life Tim value analyses inMich Bizz service
23	21PGDM023	Kodamanchili Pavan	A Study on Real estate In today's Business MarketAnd it's future Prospects
24	21PGDM024	M C Deepthi	"The impact of research and development at NAMDHARI SEEDS"
25	21PGDM025	Mamatha	A Study on "Enhancing Dealers' Satisfaction inthe fertilizer company".
26	21PGDM026	Mandava Ysaswi	A Study Consumer Perception towards 7 up zerosugar
27	21PGDM027	Manoj M	A Study of Production Planning and Control Activities in Aquarelle India private limited
28	21PGDM028	Marrikunta Kartheek Reddy	A study on Evaluation of financial performance towards Adarsha packaging Pvt Ltd
29	21PGDM029	Nadhamuni Venkata Rajesh	A study on Data quality analysis in Aarvee Associates Architects Engineers and ConsultantsPvt. Ltd
30	21PGDM030	Neelam Shiva RamaKrishna	A study on capital budgeting
31	21PGDM031	Nikhil G	A Study on analysis of recent mergers and acquisitions
32	21PGDM032	Nikita Karmakar	A Discrete data of mass data Dumbs into companies and utilization of resources by employees at Sobha Limited.
33	21PGDM033	Nimma Sahithi	A Study on Climate Proofing of Watershed project
34	21PGDM034	Palani Venkata Kumar	A study on elevating customer service in upgrad
35	21PGDM035	Perumalla Bhanu Prakash	A Study on Shrimp Culture
36	21PGDM036	Ramanathula Naveen	A Comprehensive Study on Stress Management
37	21PGDM037	Rollu Jaya Prakash Goud	A study on analysis of marketing strategies of NoBroker solutions technologies private limited
38	21PGDM038	Sakshi Rani	A study on marketing strategies with reference toDunzo
39	21PGDM039	Saurav Joshi	Exit strategies in private equity: A Comparativeanalysis of IPOS vs. Mergers and acquisitions
40	21PGDM040	Shaik Mohammad Firoz	A project report on Income Tax Planning with

			Respect to Individual Assesses
41	21PGDM041	Sheik Imran	"A Study on The Impact of Stress Management&Coping Up Strategies "
42	21PGDM042	SKVV Satya Rishitha	"A Study on Intra Organization Relationships onOrganizational Effectiveness"
43	21PGDM043	Somishetty Sudharshan	Enhancement of raw materials procurement efficiency - A case study on supplies to Swastik Masalas Pvt Ltd in Andhra Pradesh and Karnataka
44	21PGDM044	Subham Dutta	A Study on Real Estate Market Experiencing Unpredictable Growth and Changes
45	21PGDM045	Tarun Saini	A study on understanding customer satisfactionand service quality in Urban company: A marketing research study in Delhi NCR
46	21PGDM046	Tunga Divya	A Study on Effectiveness of Maintaining Customer Relationship At Kotak Mahindra Bank
47	21PGDM047	Unnati Singh	A study on elevating customer service in upgrad
48	21PGDM048	Vuggina Vijaya Raju	A Comparative Study of Hirect Platform and TheirImpact on Customer Satisfaction

**7.1.3. Initiatives related to industry including executive education, industry sponsored labs, andindustry sponsorship of student activities (15) (15)**

Sl. No.	Faculty Name	Industry / Institute	Name of the Programme and Date	Subject of Session	Date of participation
1	Dr. N. Gurunatha Naidu	Andhra Pradesh Human Resource Development Institute (Govt. Of Andhra Pradesh)	3 Days DoPT Govt. of Indian Training Program on "Communicatio nand Presentation Skills"	Communication Skills forsuccess in Social and official Life, Case Study, group activity Team Spirit at work places Mentoring and Counselling case study, groupactivity.	10 <sup>th</sup> & 12 <sup>th</sup> Oct, 2023
2		AndhraPradesh	3 Days DoPT Govt. of Indian	The Definition and typesof Leadership	17 <sup>th</sup> To 19 <sup>th</sup> Oct 2023

	Dr. N. Gurunatha Naidu	Human Resource Development Institute (Govt. Of Andhra Pradesh)	Training Program on “Improving leadership and Governance in Public System”	Servant Leadership (Howa public servant leads in governance) Why leadership fails and consequences, Training and Development/skills enhancement especially in govt servants skills.	
3	Dr.N. Gurunath Naidu	Infosys, Chennai Campus	One day in-person event on Emerging Trends in ICT along with creating on Awareness at Chennai Infosys Campus on 15-03-2024	IOT: Network of interconnected physical devices, sensors and objects that can connect and exchange data over the internet or other communication network. AI: Creating systems or Machine that can perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, making decisions, and learning from experience.	15 March 2024.
	Dr.CM.Surendr	Deloitte USI Bangalore	3 days certification Course on Identity Access	Identities behaviours in IT landscape. Privilege User Management Password and Servers	

4	aReddy		management and Privilege Access Management using Delinea Secret Server	Management	20-Mar-24
				User elevation in PAM	
				Provisioning and Deprovisioning of the different servers/user with Different workstation like Windows/Unix/Mac	
5	Dr. Kethan M	Techboost Up, Bangalore	Consultancy Services	To Support Social MediaMarketing	16.12.2022
				To provide Digital Banner creation by the students	
				To create YouTube Marketing by Students	
				To develop Website design and Development by IT domain Students.	
				To Support Graphic designing and Advertising.	
6	Prof.Basha			Paid-up Capital	29.12.2022
		Source for Swasth Technologies	Consultancy Services	Short Term Borrowings	
	Trade Payables				
	Current Investments				
	Cash and Bank Balances				
7	Prof.Basha	IOCL, Bangalore	Consultancy Services	Brand Promotion	05.05.2023
				Market strategies in Rural Areas	
				Tie-ups with Nearby Schools and College	

				Buses Management	
8	Dr.T. Jaggaiah	KBC, Bangalore	Consultancy Services	To Support Brand promotion from KBC	05.04.2024
				To provide Digital Banner creation by the Students	
				To create posters and Banners	
				To higher suitable employment support	
				Free MDPs for KBC employees	
9	Dr. Kethan & Dr. Saketh Reddy	Virat Crane Industry PvtLtd, Vijayawada	Consultancy Services	Brand Promotion	20.02.2024
				Digital Marketing Support	
				Upskilling Employees	
10	Dr. Kethan M	GK Entertainment, Hyderabad	Consultancy Services	Brand Promotion	17.01.2024
				Digital Marketing Strategies	
				Preparing Market Segmentation	

#### 7.1.4. Involvement of industry professional as members of various academic bodies/board (15) (15)

The following professionals are involved in the Board of Study and Academic Council:

#### Industry professionals as BOS Members for A.Y. 2021-2022

Sl.No	Industry Professional Name	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Mr. Ravi Kumar VR	Manager - Agro India
3	Ashwani Gautam	Associate Director - Deloitte
4	Mr. Raghavendra	Managing Director – Toyota Saudi Arabia –ALJ

**Industry professionals as BOS Members for A.Y. 2022-2023**

Sl.No	Industry ProfessionalName	Designation/Company
1	Mr. S.V. Jatti	CEO - Indus towers OKM Head
2	Mr. Ravi Kumar VR	Manager – Agro India
3	Ashwani Gautam	Associate Director - Deloitte
4	Mr. Raghavendra	Managing Director – Toyota Saudi Arabia –ALJ

Table 7.17 List of BOS Members for AY 2022-2023

**Industry professionals as BOS Members for A.Y. 2023-2024**

Sl.No	Industry ProfessionalName	Designation/Company
1	Mr. S.V. Jatti	CEO – Indus towers OKM Head
2	Mr. Ravi Kumar VR	Manager - Agro India
3	Ashwani Gautam	Associate Director - Deloitte
4	Mr. Raghavendra	Managing Director – Tayota Saudi Arabia –ALJ

Table 7.18 List of BOS Members for AY 2023-2024

**Composition of IQAC**

The Director is pleased to constitute IQAC committee on 04.06.2022 for the period of 2 years as per the latest UGC Guidelines

Sl. No.	Category	Name of the Member
1	Chairperson	Dr. Tripuraneni Jaggaiah, Director – IIBS
		Dr. Manjushri Yadav, Assistant Professor
		Dr. Dhanush, Assistant Professor
		Ms. Mani Krishna, Assistant Professor
		Mr. Mehabub Basha, Assistant Professor
		Ms. Mangala V Reddy, Assistant Professor
2	Members from Teaching Staff	Dr. Balaji, Associate Professor
		Ms. Archana, Assistant Professor
		Mr. Manjunath, Assistant Professor
		Mr. Shrinidhi, Assistant Professor
		Mr. Ashok Matcha, Assistant Professor
3	Members from Management	Dr. Jay Prakash, Chairman – IIBS
4	Administrative Officer	Mr. Krishna Yadav, Admin Officer – IIBS
5	Member from Society	Mr. Nagaraj A, Muthugadahalli Grama Panchayat
6	Members from the Alumni	Mr. Tanmay Channe, Member from Alumni
7	Members from the Student	Mr. Syed Kasim Baba, PGDM II Years Student
8	Members from the Industry	Mr. Prasad Babu M, Sr. Manager Capgemini
9	IQAC Coordinator	Dr. M. Kethan, Associate Professor



Academic Advisory Board:

The Advisory Board of IIBS is constituted with an outlook to deliver the best academic standards in a professional dedicated way which creates, nurtures world class managers.

The Board would constitute of Intellectuals, Academicians, Industrialists members of honour and repute from all disciplines and domains to give a fresh outlook and perspective into academics to deliver world class education.

SN	NAME	DESIGNATION	COMPANY
1	Mr. Srinivas Ganga	CMO	Amara Raja Batteries Ltd.
2	Mr. Vivek M. Dipali	Product Development	Oracle India Pvt. Ltd
3	Dr. Lalna Sangolkar	Medical practitioner & Public Relation	Core Team of IIBS Mgt
4	Mr. Hirendra Badhiye	Vice President-HR	Northern Operating Services Pvt. Ltd
5	Amit Kumar Gupta	Head Material Management	Havells India Limited
6	Mr. Sunil Kumar	CEO & Product Director	Greene Step
7	Mr. Abhishek Mandal	Co-Founder & COO	Petoo.in
8	Mrs. Meena Kumari	Academic Consultant	British Conciliate
9	Mr. Ritesh Manwatkar	Consultancy & amamp; Management	Accenture India
10	Mr. Manish Kumar	CEO	Enaviya Information Technologies Pvt. Ltd

**7.2 International Connect (40) (30)**

**International Students, Student Immersion Programs, Faculty Exchange Programs and Collaborative Research Projects. These would also include online initiatives to engage with international academic communities.**

IIBS international wing is called Center for International Study, under this wing all international collaborations, partnership, tie-ups, student exchange programs take place.

We have had many MOUs with various foreign universities from 2021, across different countries.

Sl. No	Collaborative Universities	Types of Collaboration
1	Khalifa University, Abu Dhabi	Student-Faculty
2	Abu Dhabi University, Abu Dhabi	Multi-institutional
3	Gulf University, Doha	Intra-departmental
4	University of Dubai, Dubai	Industry-Academia
5	Toulouse Business School, Toulouse, France	Inter-university

**International Students:**



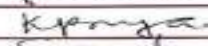



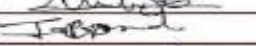
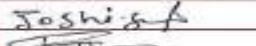


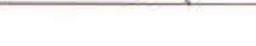


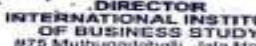
we have not admitted any international students in the PGDM program from 2021 to 2024.


**Student Immersion Programs and Faculty Exchange Program:**

As part of international tours, we have programs related to faculty Exchange program and Studentimmersion program.

**PGDM Students participated in International Trip are mentioned below:**

**STUDENT LIST APPROVED FOR INTERNATIONAL TOUR AND  
INTERNATIONAL STUDENT EXCHANGE PROGRAMME**

SLNO	NAME OF THE STUDENT	SIGNATURE
1	Chante Tanmay	
2	Chennupalli Pavan Teja Reddy	
3	Chunchu Srikanth	
4	Damodara Kavya Priya	
5	K Naga Siva Sankar Reddy	
6	Kobagappu Veda Priya	
7	MC Deepthi	
8	Mamatha	
9	Manoj M	
10	Roju Jaya Prakash Goud	
11	Saheev Joshi	
12	Shaik Mohammed Firoz	
13	Tarun Saini	
14	Unnati Singh	

  
T. J. J. J.  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugodahalli, Jala Hobli,  
Bangalore North - 562157

## STUDENTS ATTENDED INTERNATIONAL TOUR AND STUDENT EXCHANGE PROGRAMME



INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
#75, Muthugodahalli, Jala Hobli, Bangalore North, Bangalore-562 157 (Near International Airport)

### STUDENT LIST APPROVED FOR INTERNATIONAL TOUR AND INTERNATIONAL STUDENT EXCHANGE PROGRAMME

SLNO	NAME OF THE STUDENT	SIGNATURE
1	Chanse Tanmay	
2	Chennupalli Pavan Teja Reddy	
3	Chunchu Srikanth	
4	Damodara Kavya Priya	
5	K Naga Siva Sankar Reddy	
6	Kobagappu Veda Priya	
7	MC Deepthi	
8	Mamatha	
9	Manoj M	
10	Rollu Jaya Prakash Goud	
11	Saurav Joshi	
12	Shaik Mohammed Firoz	
13	Tarun Saini	
14	Unnati Singh	

**DIRECTOR**  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
#75 Muthugodahalli, Jala Hobli,  
Bangalore North - 562157

**FACULTIES ATTENDED INTERNATIONAL TOUR AND FACULTY EXCHANGE PROGRAMME**



**IIBS**  
INTERNATIONAL INSTITUTE OF BUSINESS STUDY  
875, ANAPPAZHAVI, 4th FLOOR, Saravali North, Bangalore - 562 157 (Near International Airport)

**FACULTIES ATTENDED INTERNATIONAL TOUR AND FACULTY EXCHANGE PROGRAMME:**

Sr.	NAME OF THE FACULTY	SIGNATURE
1	Dr. Vijayaraman Jagannathan	<i>[Signature]</i>
2	Mr. Baldeep Sharma	<i>[Signature]</i>
3	Mr. Rajesh A V	<i>[Signature]</i>
4	Mrs. Sarathamma	<i>[Signature]</i>

*[Signature]*  
DIRECTOR  
INTERNATIONAL INSTITUTE  
OF BUSINESS STUDY  
875, ANAPPAZHAVI, 4th FLOOR,  
Saravali North - 562 157

**International trip to Dubai**



**International Boot Camps:**

**1. Italian Boot Camp**



The banner for the Italian Boot Camp features a background image of the Colosseum in Rome. In the top right corner, the IIBS logo and name are displayed, along with the address: International Institute of Business Study, #75, Muthugadahalli, Bangalore North Jais Hebbi, Near International Airport, Bangalore-562157. The central text reads "Italian Boot Camp" in a stylized font, followed by "PGDM" and the date "06.12.2022". The venue is listed as "Seminar Hall 1, IIBS Airport Campus" and the start time is "10:00am". On the left, a portrait of Nitesh Reddy N is shown with his details: Designation: UX Designer, Company Name: Neural Jam, Milan Italy. On the right, the Chief Patrons are listed as Prof. Kuldeep Sharma (Director) and Dr. Samiya Mubeen (Principal-PGDM), and the Event Coordinator is Prof. Narappa Reddy (Faculty Coordinator). There are also circular inset images showing a bridge and the Leaning Tower of Pisa.

**IIBS** International Institute of Business Study  
#75, Muthugadahalli, Bangalore North Jais Hebbi, Near International Airport, Bangalore-562157

*Italian Boot Camp*

PGDM  
**06.12.2022**  
Venue: Seminar Hall 1,  
IIBS Airport Campus

**10:00am**

**CHIEF PATRONS**  
Prof. Kuldeep Sharma (Director)  
Dr. Samiya Mubeen (Principal-PGDM)

**EVENT COORDINATOR**  
Prof. Narappa Reddy (Faculty Coordinator)

**Nitesh Reddy N**  
Designation: UX Designer  
Company Name: Neural Jam, Milan Italy

**2. Japanese Boot Camp:**



**Online initiatives to engage with international academic communities Academic Year  
2023-2024**

<b>Sl.No</b>	<b>Date</b>	<b>Name of the Guest</b>	<b>Designation/Company</b>	<b>Topic</b>
1	31.10.2023	John hook Lee	Professor- POSCO	Workshop on Enterpreunership andInnovation
2	13.02.204	Dr. Kumara Raja	University of Teknikal, Malaysia	Guest talk on Recent Trends in ERP and AI.
3	22.03.2024	Mr. ManjeetPahari	Associate Consultant TCS, Netherlands	Online Guest talk on Risk and Reporting.

<b>CRITERION 8</b>	<b>Infrastructure</b>	<b>75</b>
	<b>Self-Assessment Marks</b>	<b>74</b>

### 8.1. Classrooms & Learning facilities (25)

(Availability of adequate, well-equipped classrooms to meet the curriculum requirements)

(Availability of –learning facilities, utilization; initiatives to ensure students learning)

#### 8.1. A Adequate well-equipped classrooms to meet the Curriculum (10):

Table No. 8.1 - Infrastructure Details

Sr. No	Details	Available	Area (Each in sq.m.)	Facilities
1	Class Rooms	18	66.1-77.5 Sq. M	Desktop Computer Overhead Projector with Remote Local Area Network (LAN), Notice Board, Audio and Video Facility, Access to Library Database.
2	Tutorial Rooms	3	36.3-38.8 Sq. M	
3	Seminar Hall	2	308 Sq. M	
4	Computer Labs	1	117 Sq. M	
5	Computer Center	1	163.3 Sq. M	
6	Library with Reading Room	1	119 Sq. M	
7	Language Laboratory	1	67 Sq. M	
8	Director Office	1	37.21 Sq. M	
9	Principal Office	1	37.21 Sq. M	
10	Reception	1	220 Sq. M	
11	Board Room	1	43 Sq. M	
12	Office	1	183.94 Sq. M	
13	Examination Control Room	1	36 Sq. M	
14	HOD Room	2	10.3-14.5 Sq. M	
15	Department Office	2	20.6-24 Sq. M	
16	Faculty Cabin	1	134 Sq. M	
17	Placement cell	1	45.8 Sq. M	
18	Central Store	1	33 Sq. M	
19	Maintenance	1	12.08 Sq. M	
20	House Keeping	1	20 Sq. M	
21	Pantry for Staff	1	15 Sq. M	
22	Security Room	1	11 Sq. M	
23	Boys Common Room	1	76.6 Sq. M	
24	Girls Common Room	1	81 Sq. M	
36725	Toilets	6	350 Sq. M	
26	Stationary & Repographic Room	1	16 Sq. M	

27	First Aid Room	1	16 Sq. M	
28	Cafeteria	2	268 Sq. M	
29	Sports Club	1	47 Sq. M	
30	Corridors		653 Sq. M	
31	Other Common area		669 Sq. M	



Photo No. 8.1 &amp; 8.2 ICT Equipped Classrooms

#### Class Room:

“Today’s Learners, become tomorrow’s leaders”. IIBS comprises 18 Classrooms with well furnished, good ventilated, spacious classrooms equipped with LCD projectors for conducting theory classes and addition with a writing white board. The ICT classrooms have the provision of Multimedia learning, Wi-Fi connectivity and internet access is provided.



Seminar Hall's:



Photo No. 8.3 ICT Equipped Seminar Hall.

Seminar hall is enabled with ICT facility and well-equipped Audio Systems, Interactive touch board for all the practical classes. This hall is regularly used for the various Internal / National / International Seminars and Workshops.

### 8.1. B Availability of E-Learning facilities, utilization; initiative to ensure students learning (15):

Table No. 8.2 - Availability of E-Learning facilities & Utilization of Students .

Sr. No.	E-learning Facilities	Utilization of Students
1	SAP Fico Model	Interactive Querying, Financial performance of Indian Companies
2	Easylib Automation software	Easylib Automation software with barcode technology Library record Management Books Circulation generating reports.
3	Tally - ERP Edit Log	End to end ERP integration, Accounting, GST and Taxation.
4	English Cloud Language Lab Software	To enhance writing, Communication, to improve vocabulary, voice modulation and soft skill.
5	ERP- Heraizen Software.	Teaching learning planning, Notes, Question Banks, Case Studies and Study materials.
6	Computer Lab software's	JAVA, TABLEAU, POWER-BI, SQL, PHYTHON, C++ etc.
7	Online MOOC courses	Students are registering and completing online courses such as MOOC, Swayam and IMB certifications successfully.

## 8.2 Library: (20) (20)

The library has the well-stocked resources accessible from 8.30am to 5.30pm. As the heart of any institute library plays vital role in enhancing the student knowledge as well as the enriching faculty members.

A library endowed with the books and periodicals having rich, latest and updated information which forms the backbone of any educational institute. Institute's library extends support to the educational & research programs of the institute through providing physical & intellectual information. Library is divided in Reference Section, Journal Section, and Digital library section. The library has very unique collection of various Textbooks, Reference Books, General Books, Rare books, Print Journals, e-journal and CD's.

### 8.2.A Availability of relevant learning resources including e-resources and Digital Library (15)



Photo No. 8.4 Library



Table No. 8.3 - Brief Information about IIBS Library:

Sr. No.	Details	Information
1	Website:	iibs.easylib.net
2	Library mail ID:	library.nc@iibsonline.com
3	IIBS Library - WEB OPAC Link -	iibs.easylib.net
4	Area Library & Reading Room	119 Sq. M
5	Seating Capacity	90
6	Total No. of Titles	500
7	Total No. of Volumes	6000
8	Total No. of Donated Books	40
9	Total No of e-Books	10000 Plus
10	Total No. of Journals	25
11	Total no of e-journals	10000 Plus,
		J-gate <a href="http://jgateplus.com">http://jgateplus.com</a>
		User ID: iiobosuser
		Password: iiobouser539142902
12	Total No. of CDs	20
13	E Resources	J-Gate and DELNET
14	National Digital Library	Membership access to all
15	E-research Platform	Easylib automation software.
		Cloud Version 6.4a
		Institutional Associate Membership
16	IIMB	Easylib Automation software
	Library Automation with Barcode	Easylib Automation software
17	Technology	Library Orientation ,
		Current Awareness Services,
18	Activities	Selective Dissemination Services
		Functioning
19	Library Advisory Committee	Functioning

## 8.2 B Accessibility to students (5)

Table No. 8.4 -E-Resources Available At IIBS, Bangalore:

Sr. No.	Publisher	URL
1	J-Gate	J-gate <a href="http://jgateplus.com">http://jgateplus.com</a> User ID:iiobosuser Password: iiobouser539142902
2	DELNET	<a href="http://www.delnet.in">www.delnet.in</a> login: Kniibsbkn PW:iibs9798
3	NDL	<a href="https://ndl.iitkgp.ac.in">https://ndl.iitkgp.ac.in</a> Registration No.:INKANC5CYY6KZYV
<b>E-Books</b>		
1	EBSCoHost-Net Library [10000 Titles]	<a href="http://search.ebscohost.com">search.ebscohost.com</a> User ID: iibsc Password: Library@2023
2	World e-Books Library [Now available through NDLI only]	<a href="https://ndl.iitkgp.ac.in/">https://ndl.iitkgp.ac.in/</a> <a href="https://ndl.iitkgp.ac.in">https://ndl.iitkgp.ac.in</a> Registration No.: INKANC5CYY6KZYV

**IT Infrastructure and Learning Management System (30) (29)****Computer Lab:**

Institute has advanced & well equipped computer labs with latest configuration of PC's with total seating capacity of 60 students in Computer lab. The labs are well supported with latest software version and strong anti- virus software support to invasion of viruses. System Admin are available to assist students. The Lab is operating on the 300MBPS dedicated Lease line internet connection. The institute has all supportive equipment's such as scanners, printers, speakers, Laptop, LCD projector etc. The lab also has a language lab for improving the accent, voice modulation, diction with proper construction of simple and complex sentences.



Photo No. 8.8 Computer lab

**Language Lab:**

The International Institute of Business Study has state-of-the-art audio-visual equipment to aid in imparting language skills. The English Cloud software is effectively utilized by students and faculty members for various self- enhancement and soft skill development activities.

This Laboratory proves beneficial for the students who want to learn English Language. College provides audio-visual training in the language lab. It aims to build confidence among students for interactions and presentations in English. The basic purpose of the lab is to provide students a platform to enhance English language skills, communication skills and to practice soft skills.



Photo No. 8.9 Language lab

**8.3. A. Availability of composite hardware, software, network resources and services required for the existence, operation and management of an institution's IT environment (15)**

Table No. 8.5 - IT Infrastructure

Description	Total Quantity	Specifications
Desktop-, HP & DELL SYSTEMS	59	Hp I3& Core, Dell systems I3 4 GB RAM
		Core i3 11-Generation Intel, RAM 8 GB 1x8 DDR 4 , 2.5 inch 1 TB, 7200 RPM SATA HDD, 18.5 LED Monitor, USB.
Laptop- Lenovo, HP	300+	1-Lenovo AMD 8 GB RAM 1TB, 15 inches display, Win 10, = 01
		2- HP 245 8gb 256 Sdd , 3- HP 245 8gb 1tb , Hard Disk

Table No. 8.5 - IT Infrastructure

Internet Band width in Mbps:	300mbs	Lease line from BBNL
Printers available	18	Laser Printer -Canon & HP
External USB HDD	01	Colour Printer 3 - HP & Cannon
		Xerox Machine 1 -Cannon
		Xerox Machine 1 - Cannon
		1-TB = 01
External USB HDD	01	1 tb WD
External USB DVD Drive	01	
LED Android	4	LG
TV (42 Inches)		
LCD Projectors	26	Dell
Xerox Machines	3	Cannon
Sony Handy camera with	1	Sony Sony
Tripod, Sony DSLR camera	1	
PA Sound System	4	4-Cordless Mike (Studio Master)
Biometric Machine	2	Thumb Vantage, ESSL Face Recognition Device.

Bar Code Scanner & Documents Scanner		
Bar Code Scanner & Documents Scanner	1	
CCTV Surveillance Security Systems	90	Hik Vision
Web Cam	12	Logitech
Smart Interactive Board	1	Senses Lite 85” Interactive Flat Panel

Table No. 8.6 - List of Software's available

Sr. No.	Description	Specification
1	Microsoft Windows	Windows 10
2	Heraizen Software	Version 13.2 Perpetual License with all modules
3	Easylib Automation software	Version 6.4a
4	Tally - ERP Edit Log	Series 3, Version 9.0.
5	English Cloud Language Lab Software	Client server based Software
6	ERP- Heraizen Software.	Teaching learning planning, coordination, Attendance, Marks, Mentoring and feedback purposes
7	Saral Salary Paypack	For all teaching and non-teaching Staff for Salary Processing.

LAN facility: LAN facility for departments, where 300 Mbps are installed.

Wi-Fi facility: IT department extends the complete support to the students.

Wi-Fi is made available by setting and installing the Wi-Fi zones at various locations at Hostels and Green lawn area. Staff and Students can access this facility on their Laptops by registering their laptops. The institute has currently state-of-the-art TP-Link Wi-Fi router to provide the Wi-Fi internet access through Wi-Fi zones.



### 8.3. B. Availability of LMS related core functionalities like sharing of Learning resources, Assessment and external learning linkages, 24/7 learning support, Discussion forums and learning engagement (15)

Table No. 8.7 - Details of Software's used at Institute for various Functions.

Software	Purpose	Users
Easylib Automation software	Easylib Automation software with barcode technology Library record Management Books Circulation generating Reports.	Staff and Students
English Cloud Software in Language Lab	To enhance writing, Communication, to improve vocabulary, voice modulation and soft skill.	Students
SAP Fico Model	Interactive Querying, financial performance of Indian companies	Students
ERP- Heraizen Software.	Teaching learning planning, coordination, Attendance, Marks, Mentoring and Feedback purposes.	Staff and Students
Computer Lab software's	JAVA, TABLEAU, POWER-BI, SQL, PHYTHON, C++ etc.	Staff and Students

#### Other Facilities at IIBS:

##### Hostel Facilities:

##### Boys Hostel:

The hostel facility is provided to the students who request for the facilities. There are total 90 rooms in the boy's hostel which include one TV room, 'reading room, one Visitor room, two rooms for office and one Guest room. There is a hot water facility for the hostel Students. Students and staffs can take meals in the boys hostel mess.



Photo No. 8.15 Boys Hostel Room

**Girls Hostel:**

There are total 60 rooms in the Girls hostel which include two Guest rooms and one Warden's residence room. All the rooms are self-contained. Rest of the rooms is available for hostel admission. The total capacity of Girls hostel is 120 students. There is seven aqua guards for water purification in the hostel. There is mess in girl's hostel. All students have to take their meals in the mess only.



Photo No. 8.16 Girls Hostel Room

**Table No. 8.8- Hostel Facilities**

	Boys hostel	Girls Hostel
Hostel Capacity	180	120
Two-Seater Room	90	60
Facility for each Student	Cot, Study table, Chair Computer point, Steel Cupboard, Mattress	Cot, Study table, Chair Computer point, Mattress
Common facilities	Water Supply 24 hrs Water Purifier, Wi Fi, Parking, Lift, Fire System, Generator Supply, 1 Guest Room Canteen 368 Capacity Nearby bank ATM, 24 Hrs availability of Rector with Supportive staff.	Water Supply 24hrs. Water Cooler With Purifier each floor, Wi Fi , Parking, Lift, Fire System, Generator Supply, 1 Guest Room, Canteen 368 Capacity Nearby bank ATM, 24 Hrs availability of Warden with supportive Staff, Lady Security Guard.

**Sports facility:**

Sports help to build character and teach the importance of discipline in Life. Sports Facilities in the institute is well equipped with sports facilities for the students, which includes indoor as well as out- door, such as Cricket, Table Tennis, Chess, and Carom. The ground for Cricket, Volleyball, Basketball and Football is spacious and well maintained.

**Indoor Sports Facilities (05)**

Indoor Games: a) Badminton b) Table-tennis, c) Chess d) Carom. Usage: Morning timing: 6.00 am to 8.00am

Evening timing: 4.30 pm to 8.00 pm

Indoor Gymnasium & Open Gymnasium (For Boys & Girls separate gymnasium): Equipment:

a) Multi-station, b) Treadmill, c) Exercise cycle, d) Dum-bells,

Usage: Morning timing: 6.00 am to 8.00 am (Supervised by Hostel Staff) Evening timing:

4.30 pm to 8.00 pm (Sup. by Physical Director).

**Outdoor Sports Facilities (05)**

Outdoor Games: - (Soil & Grass ground available) Soil Field: - 55m\*90m Grass Field: - 125m \* 50m

a) Volleyball b) Cricket, c) Handball, d) Kho-Kho, e) Kabaddi f) Shuttle Badminton, g) Tennikoit.

Usage: Morning timing: 6.00 am to 8.00 am Evening timing: 4.30 pm to 8.00 pm.



**Medical Facilities:**

MOU with Sri Vinayaka Multispecialty hospital Trauma Center, Mylanahalli, BK Halli Post, Behind Bengaluru international Airport, Jala Hobli, Bangalore North- 562149, for emergency service and Doctor on call



Medical In charge:  
Dr. Lakshmikant (MD),  
Nurse: Tangarani,  
Mob: 8095621022.  
Place: Medical Room.

<b>CRITERION 9</b>	<b>Alumni Performance and Connect</b>	<b>50</b>
<b>Self-Assessment Marks</b>		<b>50</b>

Maintaining strong relationships with alumni is paramount for the success and growth of any Management Institution. The International Institute of Business Study (IIBS) understands this significance and has established an Alumni Association that serves as a lifelong bridge between the institute and its extensive network of over 350+ alumni.

The IIBS Alumni Association functions collaboratively with the institute to foster enduring connections among alumni, extend support to current students, and enrich the institute experience through a diverse range of events, engagements, and structured programs. This concerted effort aims to cultivate a robust and enduring relationship between the institute and its alumni base.

The achievements of IIBS alumni stands as a testament to the institution's quality education and support. Remarkably, majority of IIBS alumni hold positions in the world's top 20 most coveted employers, including renowned companies like Amazon, Paytm, BMW



Group, Nike, JP Morgan, Accenture, Federal Bank, DHL, Axis Bank, EY, IBM, TCS, Cultfit, PhonePay among others. These alumni occupy leadership roles globally, demonstrating the institute's commitment to nurturing exceptional talent.

Moreover, the alumni network extends its influence across various industries, with over 350+ alumni serving in senior leadership capacities such as Director of HR, Senior Vice President, Vice President, and Director of Marketing in top Indian and multinational corporations worldwide. This showcases the value and caliber of professionals groomed by IIBS, who contribute significantly to the corporate landscape.

The IIBS Alumni Association stands as a testament to the enduring bond between the institute

and its graduates. It underscores the institute's commitment to not only imparting quality education but also fostering a community that continues to excel and contribute to the global business arena.

9.1 Alumni association (10) (10)



## 1. LOGO OF IBS ALUMNI ASSOCIATION



## 2. AIMS AND OBJECTIVES OF ALUMNI ASSOCIATION: -

1. To promote a feeling of brotherhood among the members.
2. To bring the old students in touch with the present students.
3. To create foster and maintain union, friendship and fellowship among the old students of the Institute.
4. To encourage and foster the interest of the old students in the present day activities of the college.
5. To provide inspiration and guidance to the students at the college, through the experience and achievements of the old students.
6. To cooperate with the college management for the betterment of college and students
7. To provide charitable to the deserving needy students of the hostel and to render financial or other aids towards widening the scope of usefulness of the hostel whenever necessary.
8. To support the celebration of the present students' day annually.
9. Serving as forum to promote and foster the relationship between the alumni, the present students, the staff, and the management of college / institute with basic objects of exchange of ideas, which besides being mutually beneficial, will generally help in achieving excellence and professional competence and contribute to improve the quality of life.
10. Conducting Technical update programmes, arranging lectures by eminent persons, circulating newsletter periodically, the is necessary from time to time , to maintain continuous contact and fellowship with the present and future Alumni.
11. To arrange cultural, literacy and sports activities amongst Alumni.
12. To institute Scholarships, funds, prizes/ medals, etc. for the deserving students.
13. To bring about contact between the past and present students by holding periodical

Alumni Day celebrations and any other means as may be decided upon by the association from time to time.

14. To institute and award fellowships, scholarships, stipends, travel grants or otherwise support students and research scholars to encourage them to devote themselves to scientific pursuits.

15. To promote overall academic activities of the Department of Management.

16. To organize programs which inspire and motivate young students to develop interest in any subject.

17. To arrange and hold seminars, conferences, symposia, lectures, workshops and similar academic activities.

18. To honor and present awards to distinguished Alumni of the department.

19. To establish displays and other means to create awareness among the public and to keep them abreast of the complex scientific developments in those subjects which have far-reaching effect on association.

20. To Undertake Training and other related programs to disseminate information on the Subject of Degree, in college and other management and social organizations.

21. To undertake or to do all other things, which may include similar corresponding, supporting, correlated, incidental, necessary matters which may be found by the Executive Committee from time to time to be conducive for the achievement of all or any of the objects stated above.

#### Association Office Bearers (2018-2021)

Sl.No	Name	Designation	Occupation
01	Mr. Kevin Priyadarshan	President	Alumni
02	Arikatala Amarnath	Secretary	Alumni
03	Prabhakaran	Vice President	Alumni
04	Ajay R	Joint Secretary	Alumni
05	Dinesh Kumar	Treasurer	Alumni
06	Kusum Kumari	EC Member	Alumni
07	Mr Kuldeep Sharma	Faculty Advisor	Faculty
08	Mr NSR Murthy	Faculty Advisor	Faculty

#### Association Office Bearers (2021-2023)

Sl.No	Name	Designation	Occupation
-------	------	-------------	------------



01	Mr. Sarath Kumar	President	Alumni
02	Mr. G Vidya Sagar	Secretary	Alumni
03	Mr. Yashwin Venkata Swami	Vice President	Alumni
04	Mr. Arikatla Amarnath	Joint Secretary	Alumni
05	Mr. Prabhakaran	Treasurer	Alumni
06	Ms. Kusum Kumari	EC Member	Alumni
07	Mr Ajay R	EC Member	Faculty
08	Mr Kevin Priyadarshan	EC Member	Faculty
09	Mr Kuldeep Sharma	Faculty Advisor	Faculty
10	Mr NSR Murthy	Faculty Advisor	Faculty

**Association office Bearers (2023-24)**

Sl.No	Name	Designation	Occupation
01	Mr.Dinesh Kumar Ramesh	President	Alumni
02	Mr Saketh Kumar	Secretary	Alumni
03	Ms. Kusum Kumari	Vice President	Alumni
04	Mr. Yashwin Venkata Swami Reddy	Joint Secretary	Alumni
05	Mr. G V Maheshwar Reddy	Treasurer	Alumni
06	Ms. Minal Dhote	EC Member	Alumni
07	Ms. Rituparna Patel	EC Member	Alumni
08	Mr. G Vidya Sagar	EC Member	Alumni
09	Mr. Tanmay Waman	EC Member	Alumni
10	Dr. Tripuraneni Jaggaiah	Honorary President	Professor
11	Mr. Kuldeep Sharma	Alumni Chairperson	Placement Director
12	Dr. M Kethan	Faculty Advisor	Associate Professor

## 9.2 Involvement of alumni (25) (25)

The alumni community stands as an invaluable pillar in the fabric of educational institutions, offering a bridge between the past and the present, nurturing a culture of continuous growth and development. Criterion 9.2 of the National Board of Accreditation (NBA) underscores the pivotal role played by alumni in various facets of institutional advancement. This criterion encompasses a multifaceted assessment of alumni engagement, evaluating involvement across diverse domains such as alumni gatherings, institutional visits, student interactions, circular development, project mentorship, entrepreneurial support, mentoring endeavors, placement assistance, resource mobilization, among others. The depth of alumni engagement, as gauged by these sub-criteria, forms a cornerstone in evaluating the institution's commitment to fostering enduring relationships, leveraging alumni expertise, and fortifying the educational journey for present and future students.

### Alumni meet

The IIBS PGDM Alumni Association holds an annual meeting each year and aims to organize online gatherings every month, fostering connections among alumni. These events serve as a platform for alumni to relive college memories alongside their families and friends. They actively engage in diverse activities such as professional showcases, alumni wall photo booths, games, and more. Moreover, the association facilitates chapter-based alumni reunions, further strengthening the bond and camaraderie among its members.

2018



2019



2020-21



2021-22



2022-23

2023-24



The aim of the Alumni Face-to-Face Networking event, held during Tribute, is to strengthen the professional network among IBS Alumni, transcending industries and geographic limits for the collective advantage of the alumni community. Provided below is

Table 9.1, showcasing the PGDMAumni involved in this extensive year-long event.

### Key Take-aways:

- ❖ Strengthening alumni's professional network across diverse industries.
- ❖ Overcoming geographic barriers for unified alumni connections.
- ❖ Collective advantage through network expansion.
- ❖ Focus on uniting IIBS Alumni for mutual growth.
- ❖ Year-long event emphasizes sustained networking efforts. Table 9.1 highlights PGDM Alumni involvement. Brochures and Pamphlets of Alumni meets



### Visit to Institution and interaction with student.

Alumni visits to the institution represent an invaluable chance for current students to connect with former graduates, cultivating meaningful interactions that bridge the gap between different generations. These interactions not only bring depth to campus life but also offer a unique platform for sharing experiences, knowledge, and insights between alumni and students, contributing significantly to the holistic educational experience.



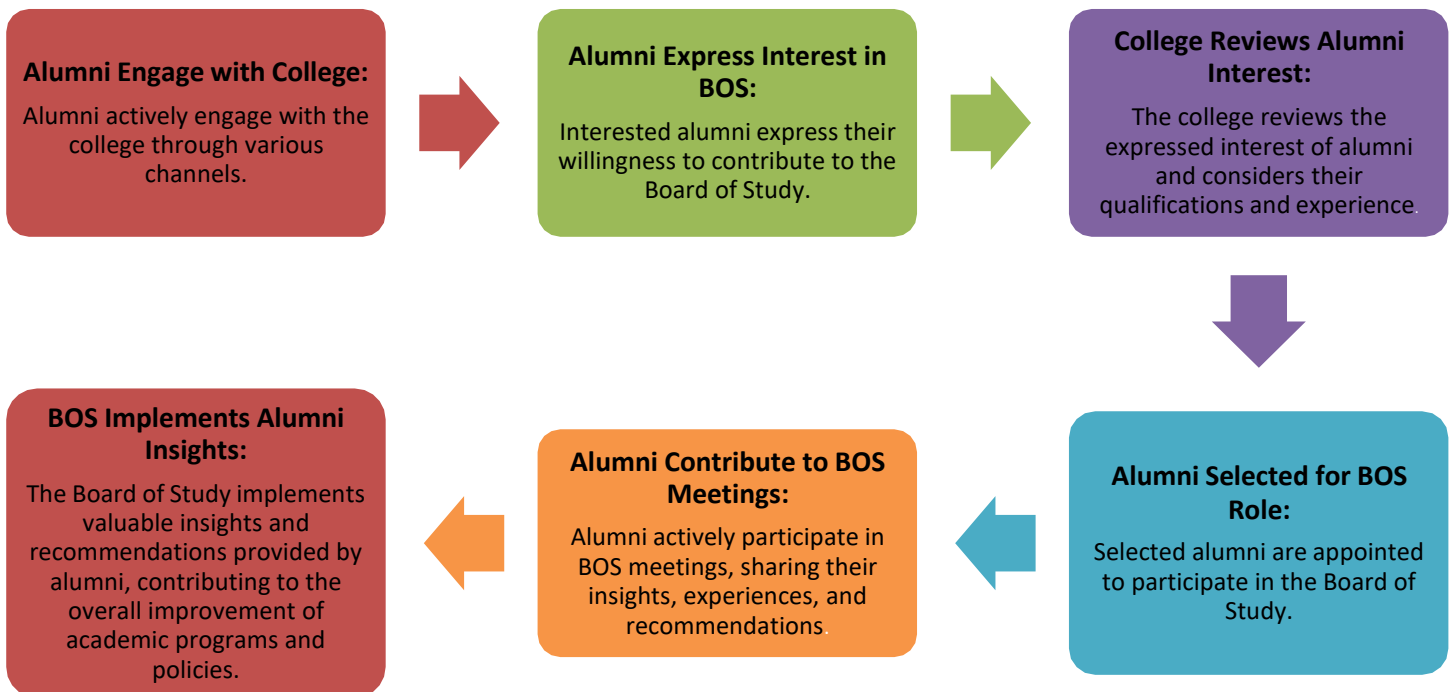
**Table 9.2, showcasing the Alumni involved Institution and interaction with students.**

<i>Sl.no</i>	<i>Name of the Alumni</i>	<i>Interaction Subject</i>
<b>2021</b>		
1	Sarath Kumar	<i>Career Journey: From Campus to Corporate</i>
2	G Vidya Sagar	<i>Entrepreneurship: Building a Startup from Scratch</i>
3	Arikatla Amarnath	<i>Industry Insights: Trends and Challenges in IT industry</i>
<b>2022</b>		
1	Arikatla Amarnath	<i>Digital Marketing Strategies: Success Stories and Pitfalls</i>
2	Yashwin Venkata Swami	<i>Financial Planning and Investment Strategies for Young Professionals</i>
3	Prabhakaran	<i>Leadership Skills: Navigating the Path to Success</i>
<b>2023</b>		
1	Kusum Kumari	<i>Corporate Social Responsibility: Making a Difference</i>
2	Ajay R	<i>Innovation in Business: Lessons Learned from the Field</i>
3	Kevin Priyadarshan	<i>E-commerce Evolution: Lessons from the Frontlines</i>

4	<i>Vamsi Krishnam raju</i>	<i>Supply Chain Management: Optimizing Operations</i>
5	<i>Dinesh Kumar Rahul</i>	<i>International Business: Navigating Global Markets</i>
6	<i>Debasmita das</i>	<i>Human Resource Management: Strategies for Success</i>
7	<i>Anurag sharma</i>	<i>Marketing in the Digital Age: Strategies and Best Practices</i>
8	<i>Kinjal Jaiswal</i>	<i>Data Analytics: Leveraging Insights for Business Growth</i>
9	<i>Sagar prakash babu</i>	<i>Brand Management: Building and Sustaining a Strong Brand</i>
10	<i>Telagathoti Rushikesh</i>	<i>Sustainable Business Practices: Balancing Profit and Planet</i>

### **Involvement in Curriculum development**

Alumni play a crucial role in the holistic development of a curriculum, particularly in shaping syllabi and various aspects of educational programs. Their involvement offers a unique perspective rooted in practical experiences beyond academia. Alumni input aids in aligning syllabi with current industry trends and demands, ensuring relevance and applicability in real-world scenarios. Additionally, their insights contribute to enhancing the overall quality of education by infusing practical knowledge and relevant skill sets into the curriculum, preparing students more effectively for professional challenges. "Table 9.3 presents the involvement of PGDM Alumni in Curriculum Development."

**Chart 9.1 Alumni engage in Curriculum Development (BOS)****Table 9.3 List of Alumni in Curriculum Development (BOS)**

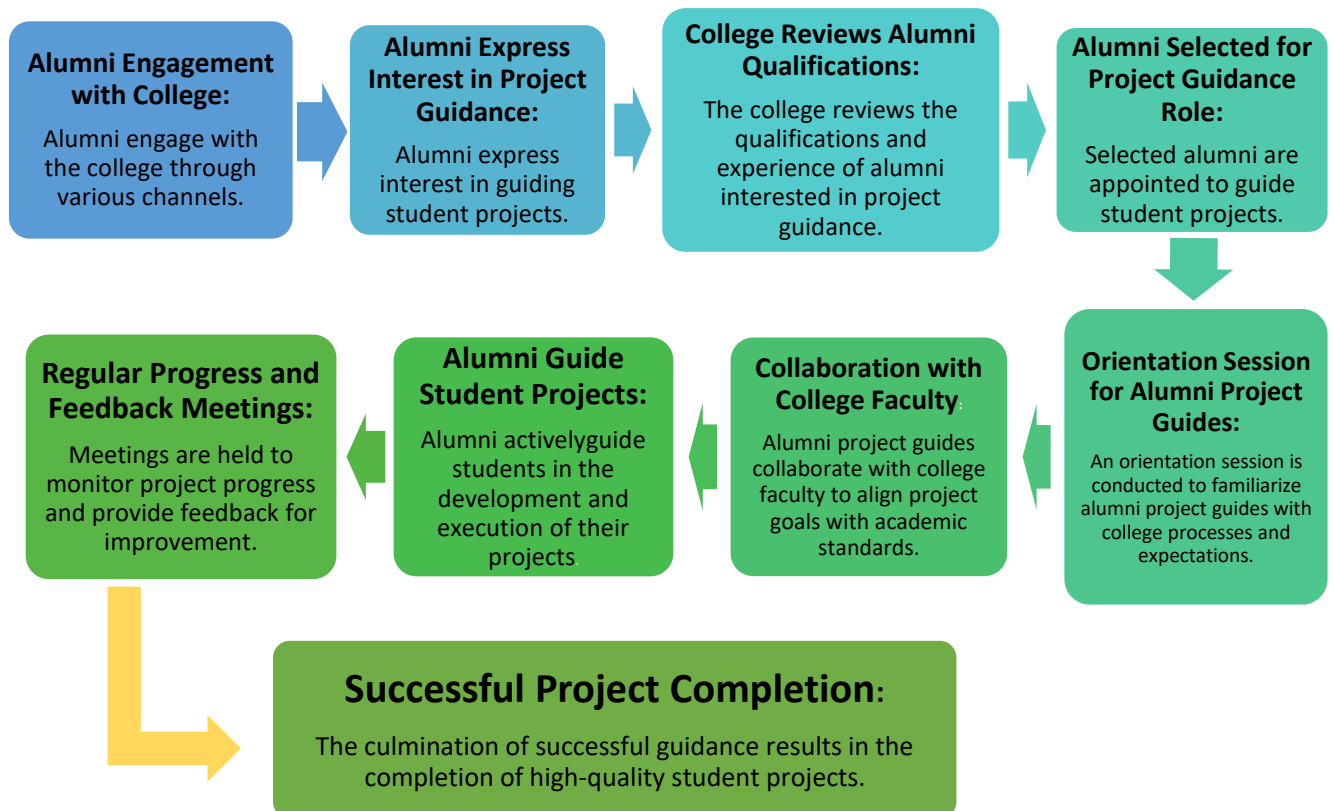
SL.No	Name	Position in BOS	Year of BOS
1	Anushuman Greeshma	IIBS Alumni MemberBOS	2018
2	Md. Izhar	IIBS Alumni MemberBOS	2018
3	Subhakanta Sahoo	IIBS Alumni MemberBOS	2018
4	Anushuman Greeshma	IIBS Alumni MemberBOS	2019
5	Md. Izhar	IIBS Alumni MemberBOS	2019
6	Subhakanta Sahoo	IIBS Alumni MemberBOS	2020
7	Maheshwar Reddy	IIBS Alumni MemberBOS	2020
8	Dinesh Kumar R	IIBS Alumni MemberBOS	2021
9	Kusum Kumar	IIBS Alumni MemberBOS	2021
10	Vadala Nikhil	IIBS Alumni MemberBOS	2022
11	Anushuman Greeshma	IIBS Alumni MemberBOS	2023
12	Dinesh Kumar R	IIBS Alumni MemberBOS	2023
13	Kusum Kumari	IIBS Alumni MemberBOS	2023

**Project Guidance**

Alumni play a significant role in guiding PGDM projects by offering valuable

mentorship and practical insights to students. Leveraging their professional experiences, they provide guidance, advice, and industry perspectives, enriching the projects with real-world relevance and applicability. This involvement not only enhances the quality of the projects but also exposes students to current industry practices and trends, contributing to their overall learning and skill development. "Table 9.4 highlights the involvement of Alumni in Project Guidance."

**Chart 9.2 Involvement of Alumni in Project Guidance**





**Table 9.4** Involvement of Alumni in Project Guidance

SL.No	Name
1.	Sarath Kumar
2.	G Vidya Sagar
3.	Arikatla Amarnath
4.	Yashwin Venkata Swami
5.	Prabhakaran
6.	Kusum Kumari
7.	Ajay R
8.	Kevin Priyadarshan
9.	Vamsi Krishnam raju
10.	Dinesh Kumar Rahul
11.	Debasmita das
12.	Anurag sharma
13.	Kinjal Jaiswal
14.	Sagar prakash babu
15.	Telagathoti Rushikesh
16.	Sarath Kumar
17.	G Vidya Sagar

### Assistance in Entrepreneurship

The Alumni for Assistance program aims to support student entrepreneurship by providing guidance, orientation, and workshops. Through these initiatives, alumni share insights on how to navigate the entrepreneurial landscape, offering invaluable advice on overcoming obstacles and challenges commonly encountered in the startup journey. By leveraging their experiences and expertise, alumni empower students with the knowledge and tools necessary to embark on their entrepreneurial ventures confidently. This collaborative effort bridges the gap between academia and real-world entrepreneurship, fostering a supportive network that nurtures innovative ideas and fosters sustainable business growth.

Alumni can significantly aid students in entrepreneurship through various means:

### Chart 9.5 Assistance in Entrepreneurship



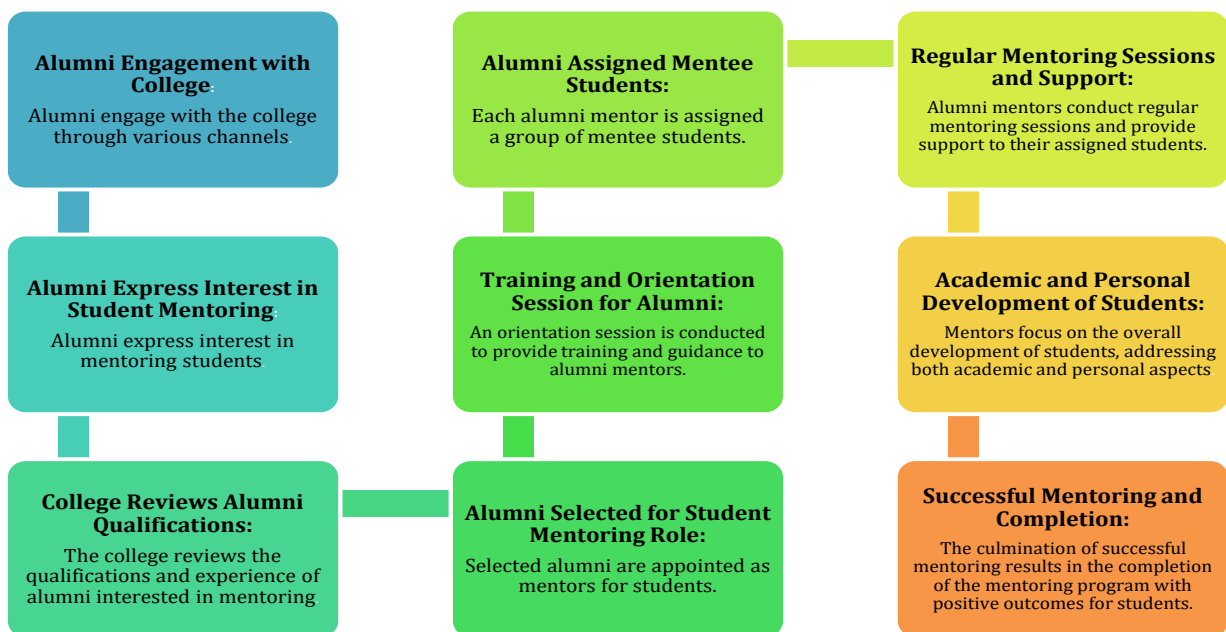
- Mentorship: Providing guidance based on their own entrepreneurial experiences.
- Networking: Introducing students to valuable contacts and potential collaborators.

- Resource Sharing: Sharing insights, tools, and resources crucial for starting a venture.
- Skill Development: Offering workshops or sessions to enhance entrepreneurial skills.
- Support and Advice: Providing ongoing support and advice through the startup process.
- Access to Opportunities: Connecting students with funding sources, incubators, or investors.

### Mentoring of the student

Alumni play a pivotal role in mentoring students throughout various stages of their academic journey. During orientation programs, alumni act as guides, offering insights and support to incoming students, helping them acclimate to the institution's environment. Additionally, during placement and training periods, alumni serve as mentors, providing valuable inputs to students, aiding in their preparation for placements, and sharing insights into various aspects beyond placements, contributing to their holistic development."

**Chart 9.4 Involvement of Alumni in Mentoring**



**Table 9.6 highlights the involvement of Alumni mentoring**

SL No	Name
1	<i>Sarath Kumar</i>
2	<i>G Vidya Sagar</i>
3	<i>Arikatla Amarnath</i>
4	<i>Yashwin Venkata Swami</i>
5	<i>Prabhakaran</i>
6	<i>Kusum Kumari</i>
7	<i>Ajay R</i>
8	<i>Kevin Priyadarshan</i>
9	<i>Vamsi Krishnam raju</i>
10	<i>Dinesh Kumar Rahul</i>
11	<i>Debasmita das</i>
12	<i>Anurag sharma</i>
13	<i>Kinjal Jaiswal</i>
14	<i>Sagar prakash babu</i>
15	<i>Telagathoti Rushikesh</i>
16	<i>Sarath Kumar</i>
17	<i>G Vidya Sagar</i>

### **Involvement of Alumni in Mentoring**

Alumni play a pivotal role in mentoring students throughout various stages of their academic journey. During orientation programs, alumni act as guides, offering insights and support to incoming students, helping them acclimate to the institution's environment. Additionally, during placement and training periods, alumni serve as mentors, providing valuable inputs to students, aiding in their preparation for placements, and sharing insights into various aspects beyond placements, contributing to their holistic development.

### Assistance in Placement

Our alumni provide valuable assistance in entrepreneurship by offering references to students for their placements. They also conduct mock interviews to prepare students who are gearing up for job placements. Furthermore, they organize placement training programs, equipping students with the necessary skills and knowledge essential for securing placements or starting their entrepreneurial journeys."

Chart 9.5 Assistance in Placement

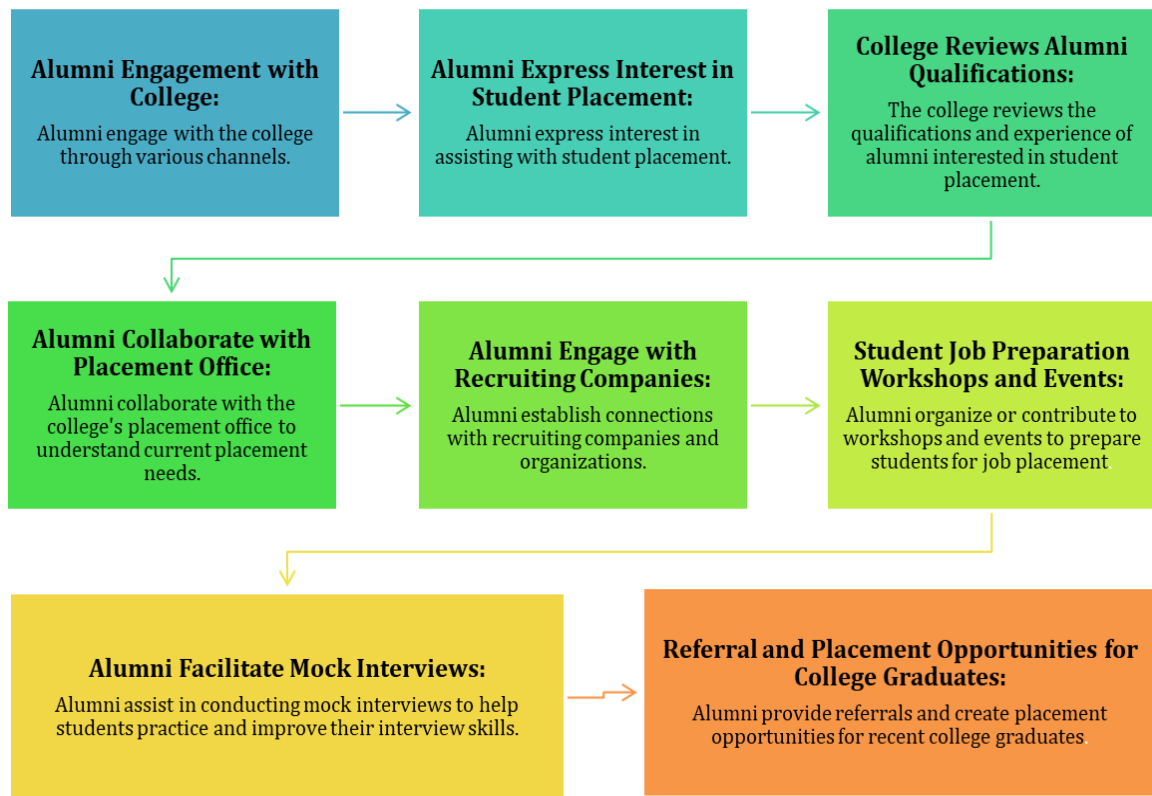


Table 9.8 highlights the involvement of Alumni in Assistance in Placement

SL.No	Name	Purpose
1	Anushuman Greeshma	Networking + Referring + Communicating
2	Md. Izhar	Networking + Referring + Communicating
3	Subhakanta Sahoo	Networking + Referring + Communicating
4	Anushuman Greeshma	Networking + Referring + Communicating
5	Md. Izhar	Networking + Referring + Communicating
6	Subhakanta Sahoo	Networking + Referring + Communicating
7	Maheshwar Reddy	Networking + Referring + Communicating
8	Dinesh Kumar R	Networking + Referring + Communicating

9	Kusum Kumari	Networking + Referring + Communicating
10	Sarath Kumar	Networking + Referring + Communicating
11	G Vidya Sagar	Networking + Referring + Communicating
12	Arikatla Amarnath	Networking + Referring + Communicating
13	Yashwin Venkata Swami	Networking + Referring + Communicating
14	Prabhakaran	Networking + Referring + Communicating
15	Kusum Kumari	Networking + Referring + Communicating
16	Ajay R	Networking + Referring + Communicating
17	Kevin Priyadarshan	Networking + Referring + Communicating
18	Vamsi Krishnam raju	Networking + Referring + Communicating
19	Dinesh Kumar Rahul	Networking + Referring + Communicating
20	Debasmita das	Networking + Referring + Communicating
21	Anurag sharma	Networking + Referring + Communicating
22	Kinjal Jaiswal	Networking + Referring + Communicating
23	Sagar prakash babu	Networking + Referring + Communicating
24	Telagathoti Rushikesh	Networking + Referring + Communicating
25	Sarath Kumar	Networking + Referring + Communicating
26	G Vidya Sagar	Networking + Referring + Communicating

## Resources Raised

In addition to their generous donations, tireless fundraising efforts, and ongoing support, our alumni have also contributed books as a valuable resource to the college, enriching our library collections and providing students and faculty with access to a wide range of academic materials and knowledge, thus further enhancing the educational experience for current and future generations of learners, while underscoring their steadfast commitment to the advancement of education and reinforcing the enduring bond between alumni and their alma mater. **Table 9.7** highlights the resources raised from alumni.

**Table 9.7** Resource raised From Alumni

Sl.No	Title	Author	Donated By	Batch
1	Cost and Accounting	R S N Pillai	Mr. Prabhakaran	2016-18
2	Projects	Prasanna Chandra	Mr. Easwar Sankrithiyar	2017-19
3	Personality Development and Career Management (A Pragmatic Perspective)	R M Onkar	Vamsi KrishnaRaju	2018-20
4	Body Language Your Success	Shalini Verma	Mr. Anurag Sharma	2018-20
5	Macro Economics for Business Decisions	Juniraju S KPodder	Manikandan J	2018-20
6	International Financial Management	V A Avadhani	Bangalore Sowmya	2018-20
7	Business Environmental Text and Cases	Francis Cherunilam	Suniti Das	2019-21

### 9.3 Methodology to Connect with Alumni and Its Implementation (15) (15)

The strategy to engage alumni involves a multifaceted approach aimed at fostering enduring connections with graduates. Central to this methodology is the establishment and utilization of an Alumni Portal, serving as a digital platform for alumni to stay connected with their alma mater, access resources, and engage in networking opportunities. Additionally, maintaining a comprehensive database is essential for efficiently managing alumni information and communication channels, ensuring timely updates and personalized interactions. Complementing these digital initiatives are alumni meets, organized at regular intervals, which provide invaluable opportunities for face-to-face interactions, fostering a sense of belonging and community among alumni members.

The frequency of these meetings plays a pivotal role in sustaining alumni engagement, with regular gatherings facilitating ongoing connections and reinforcing ties with the institution. Moreover, the establishment of alumni chapters further enhances localized engagement, enabling alumni to stay connected and involved within their respective regions. Alongside physical interactions, the distribution of newsletters serves as a means to keep alumni informed about institutional updates, achievements, and upcoming events, fostering ongoing communication and fostering a sense of pride and involvement among alumni. This comprehensive approach underscores the institution's commitment to nurturing meaningful relationships with its alumni community and leveraging their support for mutual benefit and

advancement.

### Alumni Portal

The IIBS Alumni Portal is central to fostering a strong bond between the International Institute of Business Study (IIBS) and its graduates. It serves as a hub for networking, enabling alumni to connect, share insights, and mentor current students. Additionally, the portal provides career development resources such as job opportunities and industry updates, enhancing the professional growth of its members. By showcasing alumni achievements, it boosts the institution's reputation, attracting new students and nurturing a sense of pride among graduates. In essence, the IIBS Alumni Portal plays a vital role in maintaining a dynamic and mutually beneficial relationship between the institution and its former students.

<https://www.iibsonline.com/alumni-meet>



### IIBS ALUMNI ASSOCIATION



**REGISTER NOW!**

**Events:**

Alumni Meet - Global 2023  
Alumni Meet - Bangalore 2023

**IAA - Chapter DUBAI CHAPTER**

President - Sushant Bhat  
Vice President - Gaurav Choudhary  
General Secretary - Arjun Prasad  
Treasurer - Uday Chitambar

**BANGALORE CHAPTER**

President - Pratik Bhat  
Vice President - Saksham Bhat  
General Secretary - Adarsh Bhat  
Treasurer - Anand Bhat

The IIBS Alumni Association of IIBS, BSR is an online association platform for the alumni of the Institute to maintain and strengthen their bond with IIBS, Bangalore, IIA Association, they are also a strong network of IIBS Alumni in worldwide. It is an online platform for the alumni to connect, share insights, and mentor current students. Additionally, the portal provides career development resources such as job opportunities and industry updates, enhancing the professional growth of its members. By showcasing alumni achievements, it boosts the institution's reputation, attracting new students and nurturing a sense of pride among graduates. In essence, the IIBS Alumni Portal plays a vital role in maintaining a dynamic and mutually beneficial relationship between the institution and its former students.

**IIBS Alumni Meet**



**Alumni Meet - Global 2023**

In our effort to foster IIBS Alumni Association, we organized an online event, **GLOBAL ALUMNI MEET 2023**, for all IIBS Alumni worldwide from 4-5th April 2023. The event was a great success and we received a lot of feedback from our alumni. We are looking forward to organizing more such events for our graduates, alumni and prospective students.



**Alumni Meet - Bangalore 2023**

The IIBS Alumni Association of IIBS, Bangalore organized an online event, **ALUMNI MEET 2023**, for all IIBS Alumni in Bangalore. The event was a great success and we received a lot of feedback from our alumni. We are looking forward to organizing more such events for our graduates, alumni and prospective students.

[Alumni Meet Bangalore 2023](#) | [Alumni Meet Bangalore 2023](#) | [Alumni Meet Bangalore 2023](#)

**Alumni Meet - Bangalore 2023**

The IIBS Alumni Association of IIBS, Bangalore organized an online event, **ALUMNI MEET 2023**, for all IIBS Alumni in Bangalore. The event was a great success and we received a lot of feedback from our alumni. We are looking forward to organizing more such events for our graduates, alumni and prospective students.



## Data Base

The Alumni Database from 2018 to the present, highlighted in table 9.8, is crucial for tracking graduates' professional journeys, assessing academic programs, and identifying trends. This resource facilitates networking, mentorship, and ongoing engagement with the alumni community. It plays a key role in showcasing past graduates' successes, enhancing the institution's reputation, and attracting prospective students. In summary, the data in table 9.8 is vital for institutional growth, community building, and strategic decision-making.



<https://docs.google.com/spreadsheets/d/1VsSPI2f7Vjjyan6HWLpDWuQp3VCXd6fxZEBWagzENnc/edit?usp=sharing>

**Table 9.8 Data Base of Alumni**



SL.No	Year	No of Alumni Registered
1	2021	123
2	2022	112
3	2023	153
Total		388

## Alumni Meet

Within IIBS, the regular conduct of an annual alumni meet and monthly meetings is a fundamental aspect of our ongoing commitment to fostering consistent interaction and engagement with our esteemed graduates. Notably, we extend our outreach internationally by organizing an annual international alumni meet, with detailed information provided in the accompanying **table 9.9**. This comprehensive table serves to encapsulate all pertinent details pertaining to these events, thereby affirming our dedication to maintaining robust connections

with our global alumni community. These structured initiatives offer a professional platform for networking, experience-sharing, and the fortification of the global network of IIBS graduates. As highlighted in this report, these endeavors contribute significantly to cultivating a vibrant and enduring relationship between our institution and its alumni.

**Table 9.9 Detail of Alumni Meet**

SL. No	Year	Venue	Participants	Type of Meeting
1	2021	Bangalore	44	Yearly meeting
2	2022	Bangalore <a href="https://youtu.be/mF32aKCcE7U">https://youtu.be/mF32aKCcE7U</a>	43	Yearly meeting 
3	2023	Bangalore <a href="https://youtu.be/IQ3fq063TJ4">https://youtu.be/IQ3fq063TJ4</a>	58	Yearly meeting 

**Frequency of meetings of Alumni Meet**

IIBS maintains an active and diverse approach to alumni engagement with a strategic frequency of events. Annually, the institution hosts a physical alumni meet, providing an in-person platform for graduates to reconnect and network. Additionally, monthly virtual meetings are conducted to ensure regular and accessible interaction. Furthermore, IIBS emphasizes global connectivity by organizing an international alumni meet annually. This multi-faceted approach reflects our commitment to fostering ongoing connections, both locally and globally, and providing varied opportunities for alumni to stay engaged with the institution and with each other.


**Table 9.9 Frequency of meetings**

SL.No	Year	Frequency of Meeting	Venue
1	2021	Once in a year	Zoom Platform
2	2022	Once in a year	Lalith Ashok Bangalore
3	2023	Once in a year	Club Cubana Bangalore

## Alumni Chapter

IIBS organizes an alumni meet chapter in Dubai, offering a dedicated platform for graduates to connect and engage. This Dubai Chapter underscores our commitment to fostering strong ties with our alumni community in the region, providing them with opportunities to network, share experiences, and stay connected with the ongoing developments at IIBS. This initiative reflects our global perspective and commitment to sustaining meaningful relationships with our alumni beyond geographical boundaries.

**Table 9.9 Alumni Chapters**

SL. No	Year	Venue	Participants
1	2018	Dubai (UAE)	30
2	2023	Dubai (UAE)  <a href="https://www.youtube.com/watch?v=P0GZmIkF35E">https://www.youtube.com/watch?v=P0GZmIkF35E</a>	17

## Newsletter

In the IIBS newsletter, we comprehensively highlight the dynamic activities and achievements of our esteemed alumni. The newsletter serves as a vibrant platform where we showcase the outcomes of alumni meetings, both on and off-campus. Additionally, we provide updates on the noteworthy accomplishments of our alumni, both professionally and in their contributions to the institution. A detailed display of this information is available in **Table 9.12**, encapsulating the remarkable achievements and contributions made by our alumni to the growth and success of our institution. This newsletter reinforces our pride in the accomplishments of our graduates and strengthens the sense of community within the IIBS network.

## Chart 9.7 "Alumni Impact: Contributions, Functions, and Achievements in the IIBS"

# Alumni Newsletter''



<b>CRITERION 10</b>	<b>Continuous Improvement</b>	<b>50</b>
<b>Self Assessment Marks</b>		48

**10.1 Actions taken based on the results of evaluation of each of the POs and PSOs (20)  
(20)**

**a. Program Outcomes (POs) are defined as below: A management postgraduate should be able to**

**PO1:** Apply knowledge of management theories and practices to solve business problems.

- Mastering management theories and their application in addressing complex business challenges.

**PO2:** Foster Analytical and critical thinking abilities for data-based decision making.

- Enhancing analytical and critical thinking for making informed decisions based on data.

**PO3:** Ability to develop value-based leadership ability.

- Cultivating leadership with a foundation in ethical values and integrity.

**PO4:** Ability to understand, analyse and communicate global, economic, legal and ethical aspects of business.

- Navigating global business environments with an understanding of economic, legal, and ethical dimensions.

**PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

- Leading and collaborating effectively to achieve organizational objectives.

**PO6:** Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.

- Applying rigorous quantitative and qualitative research methods to inform decision-making and foster organizational improvement.

**PO7:** Demonstrate expertise in resolving business problems that may arise due to the advancement of the management concepts and engage in lifelong learning.

- Solving emerging business problems through advanced management knowledge and a commitment to lifelong learning.

**PO 8:** Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage.

- Leveraging modern technologies and tools for strategic business advantages.

**b. Program Specific Outcomes (PSOs) are defined as below: A management postgraduate should be able to**

**PSO1:** Apply the fundamental understanding of management sciences in order to tackle the challenging business issues.

- Utilizing core management principles to address and resolve pressing business issues.

**PSO2:** Instill the capacity for acquiring multidimensional knowledge via experiential learning, research, analysis, problem solving abilities through case studies, projects, industrial training and apply necessary tools to solve the problems.

- Acquiring diverse knowledge through hands-on learning, research, and analytical problem-solving to tackle real-world challenges.

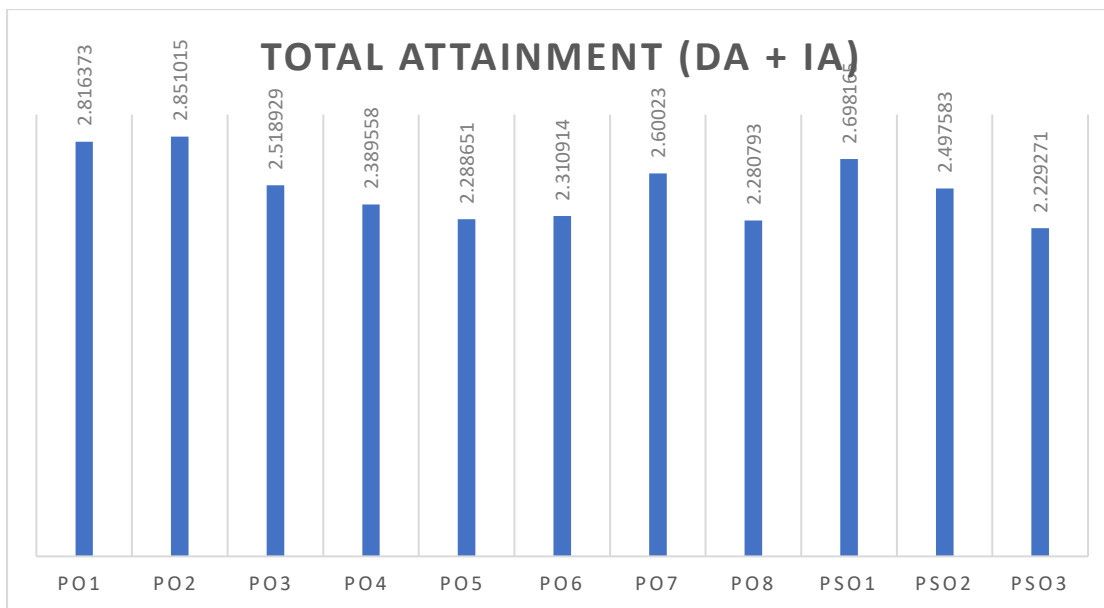
**PSO3:** Demonstrate the practice of professional ethics and standards for societal and environmental well-being.

- Upholding professional ethics, contributing to societal well-being, and promoting sustainable practices.

The International Institute of Business Study (IIBS) is dedicated to enhancing the quality of its academic offerings through a steadfast commitment to continuous improvement. Recognizing the critical role of placements in the institute's success and the indispensable value of knowledge in securing these placements, IIBS conducts rigorous assessments across all courses. This approach meticulously evaluates Course Outcomes (COs), Program Outcomes (POs), and Program Specific Outcomes (PSOs), ensuring that academic programs are not only aligned with industry requirements but also equip students with the necessary skills and knowledge to excel in their careers.

## 2019-2021

PO/PSO	Direct attainment	Indirect attainment	Total	Gap	Action
			Attainment		
PO1	2.356373	0.46	2.816373	-0.51637	Attained
PO2	2.351015	0.5	2.851015	-0.55102	Attained
PO3	2.018929	0.5	2.518929	-0.21893	Attained
PO4	1.829558	0.56	2.389558	-0.08956	Attained
PO5	1.708651	0.58	2.288651	0.011349	Continuous Improvement
PO6	1.830914	0.48	2.310914	-0.01091	Attained
PO7	2.06023	0.54	2.60023	-0.30023	Attained
PO8	1.680793	0.6	2.280793	0.019207	Continuous Improvement
PSO1	2.178165	0.52	2.698165	-0.39817	Attained
PSO2	1.957583	0.54	2.497583	-0.19758	Attained
PSO3	1.709271	0.52	2.229271	0.070729	Continuous Improvement



Based on the provided data for the batch 2019 - 2021 regarding direct and indirect attainment of various Performance Objectives (POs) and Program Specific Objectives (PSOs), an analysis reveals the following:

The attainment level (batch 2019 – 2021) for both POs and PSOs has been capped at 2.3. upon calculating the CO PO attainment, two POs have not been attained, and one PSO has not been attained.

- Upon reviewing the POs and their total attainment scores:

- PO5 and PO8 are identified as the objectives not fully attained, since their total scores are above the cap of 2.3, which are 2.288651 and 2.280793 respectively. It is noteworthy that these scores are marginally below the cap, reflecting a near attainment and suggesting that with minor continuous improvement, the objectives may be reached.
  - **PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
    - Leading and collaborating effectively to achieve organizational objectives.
  - **PO 8:** Build proficiency in utilizing modern business technologies and tools, understanding their impact on business operations, and leveraging them for strategic advantage.
    - Leveraging modern technologies and tools for strategic business advantages.
- Both PO5 and PO8 have been marked for 'Continuous Improvement', indicating that while they did not meet the attainment threshold, efforts are taken to address these gaps.
- In the case of the PSOs, they all appear to have been attained, with the total attainment scores being below the cap of 2.3. However, PSO3 has a positive gap showing that it has not exceeded the target by 0.070729, which suggests falls into the category of 'Continuous Improvement'.

**Action Taken:**

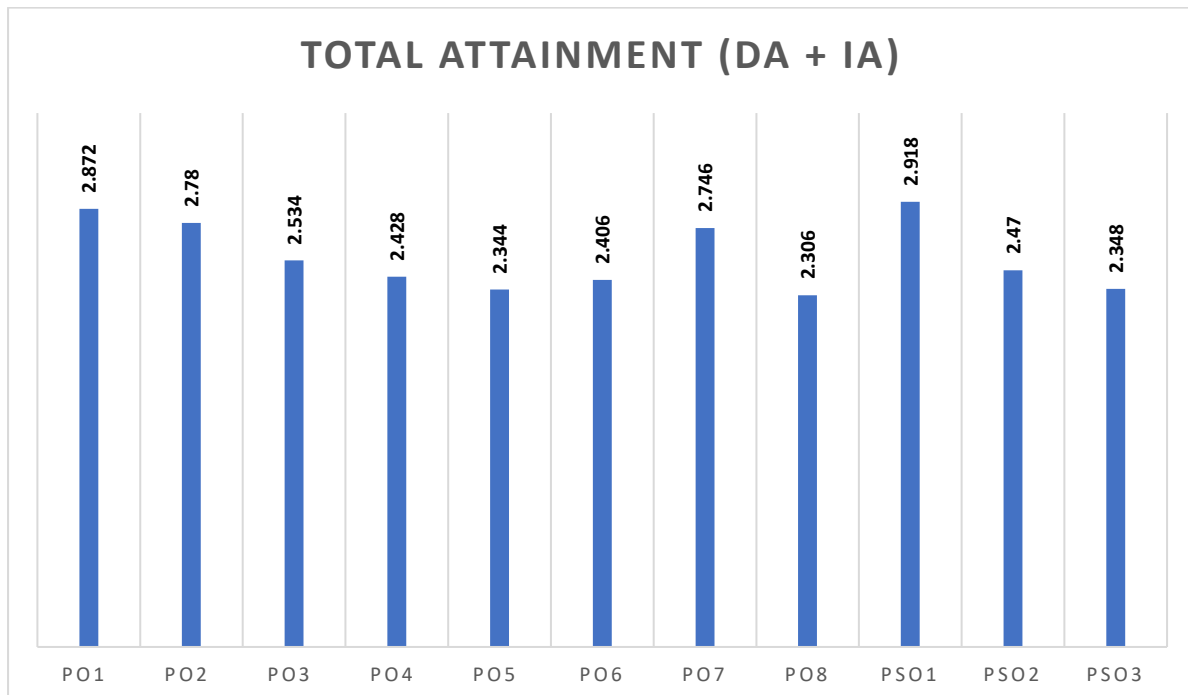
- Action for PO5 (Ability to lead and contribute to team environments):
  - Implement a leadership development program focusing on team collaboration, conflict resolution, and effective communication.
  - Encourage team-based projects that align with organizational goals, allowing students to practice and enhance their leadership skills.
  - Provide opportunities for students to receive feedback on their leadership abilities from peers and faculty.
- Action for PO8 (Proficiency in modern business technologies and tools):
  - Introduce hands-on workshops and training sessions focused on the latest business technologies and analytical tools.
  - Forge partnerships with technology firms to offer students insights into practical applications of these tools in a business context.



- Encourage case study analyses where these tools can be applied to solve real-world business problems and create strategic advantages.
- Action for PSO3 (Practice of professional ethics, societal well-being, and environmental sustainability):
  - Promote involvement in community service and sustainability projects that allow students to engage with these ethical and societal challenges directly.

**BATCH: 2020-2022**

PO/PSO	Direct attainment	Indirect attainment	Total	Gap	Action
			Attainment		
PO1	2.392	0.48	2.872	-0.572	Attained
PO2	2.36	0.42	2.78	-0.48	Attained
PO3	2.12	0.414	2.534	-0.234	Attained
PO4	1.968	0.46	2.428	-0.128	Attained
PO5	1.864	0.48	2.344	-0.044	Attained
PO6	1.944	0.462	2.406	-0.106	Attained
PO7	2.216	0.53	2.746	-0.446	Attained
PO8	1.864	0.442	2.306	-0.006	Attained
PSO1	2.384	0.534	2.918	-0.618	Attained
PSO2	2.024	0.446	2.47	-0.17	Attained
PSO3	1.92	0.428	2.348	-0.048	Attained



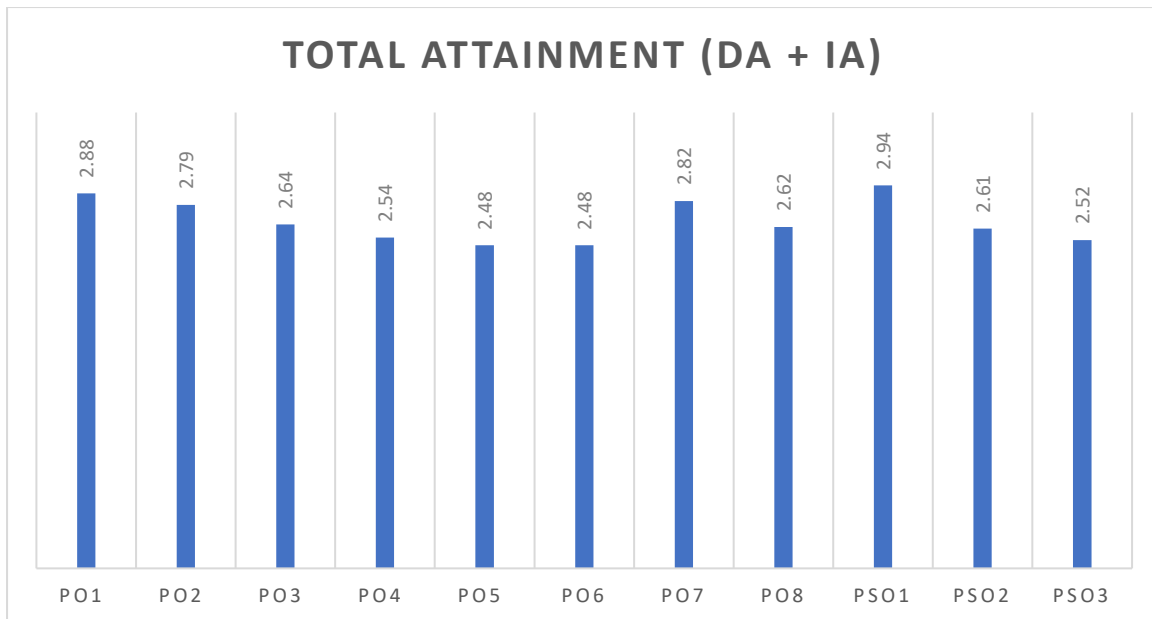
The data for the batch 2020-2022 indicates that all Program Objectives (POs) and Program Specific Objectives (PSOs) have been achieved, with total scores above the attainment level of 2.3. The total attainment figures for each PO and PSO exceed the set attainment level, reflecting successful educational strategies and execution.

Although the text indicates that all objectives have been achieved, if the attainment level is strictly capped at 2.3 for the batch 2020-2023, as it was for the previous year, then the following actions might still be recommended:

- For PO1, PO7, and PSO1, which have a notably higher performance (with total scores of 2.872, 2.746, and 2.918 respectively), actions can be geared toward maintaining the standards of excellence. This might involve reinforcing the current curriculum and learning methodologies, as well as integrating advanced materials or studies to challenge and stimulate high-achieving students.
- For objectives like PO8 and PSO3, which narrowly attained the targets (with total scores of 2.306 and 2.348 respectively), the program can aim to increase the margin of attainment. This would ensure a safer buffer to accommodate variations in student performance and changes in learning conditions year-over-year.

#### **BATCH: 2021-2023**

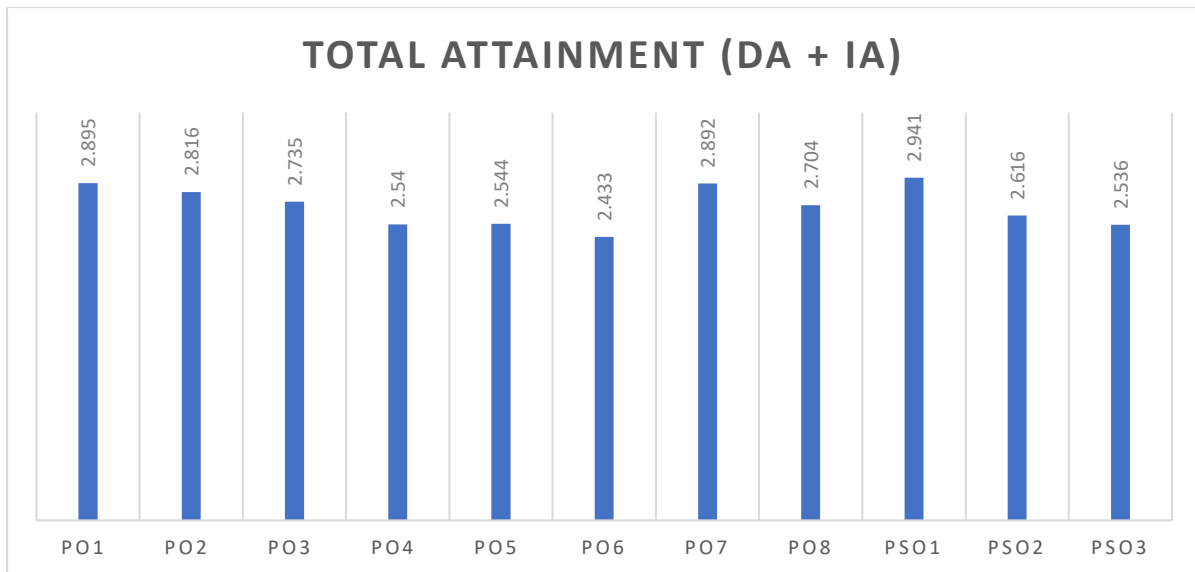
<b>PO/PSO</b>	<b>Direct attainment</b>	<b>Indirect attainment</b>	<b>Total</b>	<b>Gap</b>	<b>Action</b>
			<b>Attainment</b>		
<b>PO1</b>	2.32	0.464	2.88	-0.48	Attained
<b>PO2</b>	2.26	0.5	2.79	-0.39	Attained
<b>PO3</b>	2.14	0.5	2.64	-0.24	Attained
<b>PO4</b>	1.98	0.56	2.54	-0.14	Attained
<b>PO5</b>	1.9	0.58	2.48	-0.08	Attained
<b>PO6</b>	2	0.48	2.48	-0.08	Attained
<b>PO7</b>	2.28	0.54	2.82	-0.42	Attained
<b>PO8</b>	2.02	0.6	2.62	-0.22	Attained
<b>PSO1</b>	2.31	0.52	2.94	-0.54	Attained
<b>PSO2</b>	2.07	0.54	2.61	-0.21	Attained
<b>PSO3</b>	2	0.52	2.52	-0.12	Attained



For the batch 2021-2023, the updated attainment target was set to 2.4, as opposed to the previous year's target of 2.3. Since the attainment cap was raised to 2.4, all the data show that the total attainments of the listed POs and PSOs comfortably exceed the revised cap, indicating strong performance across the board. None of the objectives fall short of the new attainment cap, showing an improvement from the previous batch and demonstrating that the actions taken were effective in exceeding the minimum attainment target.

#### 2022-24

PO/PSO	Direct attainment	Indirect attainment	Total Attainment	Gap	Action
PO1	2.375442	0.52	2.895	-0.395	Attained
PO2	2.316093	0.5	2.816	-0.316	Attained
PO3	2.234791	0.5	2.735	-0.235	Attained
PO4	1.959553	0.58	2.54	-0.04	Attained
PO5	1.951634	0.592	2.544	-0.044	Attained
PO6	1.953136	0.48	2.433	0.067	Continuous Improvement
PO7	2.352014	0.54	2.892	-0.392	Attained
PO8	2.104	0.6	2.704	-0.204	Attained
PSO1	2.352917	0.588	2.941	-0.441	Attained
PSO2	2.056	0.56	2.616	-0.116	Attained
PSO3	1.976263	0.56	2.536	-0.036	Attained



For the batch 2022-2024, the updated attainment target was set to 2.5, as opposed to the previous year's target of 2.4. Since the attainment cap was raised to 2.5, all the data show that the total attainments of the listed POs and PSOs comfortably exceed the revised cap other than PO6.

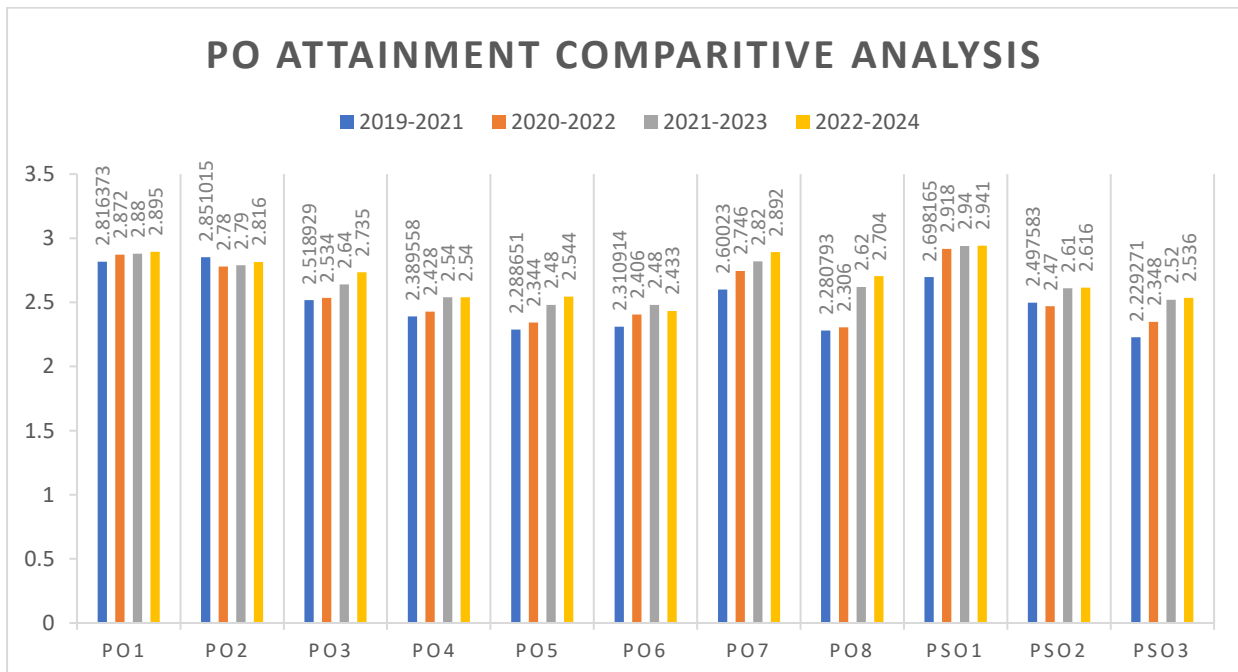
Acknowledging that the attainment target for the batch 2022-24 has been set at 2.5 and PO6 has not been attained, the following actions are suggested to address this gap:

- **Curriculum Enhancement:** Review and update the curriculum content for courses related to quantitative and qualitative research methodologies to ensure they are up-to-date with the latest standards and practices in the field. Include new and emerging research techniques that are being adopted in organizational settings as certification courses.
- **Workshops and Seminars:** Organize workshops and extra-curricular seminars led by experts in research methodology to provide hands-on experience in advanced quantitative and qualitative techniques.
- **Faculty Training:** Attending at least 2 FDPs with a minimum of 6 days is made mandatory.
- **Feedback Mechanisms:** Implement a structured feedback mechanism where students can reflect upon and discuss the challenges, they face in applying research methods, allowing for continuous course and teaching method improvement.

By integrating these actions, the program hopes to boost the proficiency of students in quantitative and qualitative research methodologies to ensure that the attainment target of 2.5

is achieved for PO6 in the future batches.

PO1	2.816373	2.872	2.88	2.895
PO2	2.851015	2.78	2.79	2.816
PO3	2.518929	2.534	2.64	2.735
PO4	2.389558	2.428	2.54	2.54
PO5	2.288651	2.344	2.48	2.544
PO6	2.310914	2.406	2.48	2.433
PO7	2.60023	2.746	2.82	2.892
PO8	2.280793	2.306	2.62	2.704
PSO1	2.698165	2.918	2.94	2.941
PSO2	2.497583	2.47	2.61	2.616
PSO3	2.229271	2.348	2.52	2.536



**Attainment Analysis since 2019 to 2024:**

PO1:

- The attainment level of PO1 has increased from 2.816 (93.87%) (Batch 2019-2021) to 2.872 (95.73%) (Batch 2020-2022) (1.86% increase).

- From 2.872 (95.73%) (Batch 2020-2022) to 2.88 (96%) (Batch 2021-2023) (0.27% increase).
- From 2.88 (96%) (Batch 2021-2023) to 2.895 (96.5%) (Batch 2022-2024) (0.5% increase).

**PO2:**

- The attainment level of PO2 has slightly decreased from 2.851 (95.03%) (Batch 2019-2021) to 2.78 (92.67%) (Batch 2020-2022) (2.36% decrease).
- It then increased from 2.78 (92.67%) (Batch 2020-2022) to 2.79 (93%) (Batch 2021-2023) (0.33% increase).
- From 2.79 (93%) (Batch 2021-2023) to 2.816 (93.87%) (Batch 2022-2024) (0.87% increase).

**PO3:**

- The attainment level of PO3 increased from 2.519 (83.97%) (Batch 2019-2021) to 2.534 (84.47%) (Batch 2020-2022) (0.5% increase).
- From 2.534 (84.47%) (Batch 2020-2022) to 2.64 (88%) (Batch 2021-2023) (3.53% increase).
- From 2.64 (88%) (Batch 2021-2023) to 2.735 (91.17%) (Batch 2022-2024) (3.17% increase).

**PO4:**

- The attainment level of PO4 increased from 2.39 (79.66%) (Batch 2019-2021) to 2.428 (80.93%) (Batch 2020-2022) (1.27% increase).
- From 2.428 (80.93%) (Batch 2020-2022) to 2.54 (84.67%) (Batch 2021-2023) (3.74% increase).
- PO4 maintained its attainment at 2.54 (84.67%) for the Batch 2022-2024.

**PO5:**

- The attainment level of PO5 increased from 2.289 (76.30%) (Batch 2019-2021) to 2.344 (78.13%) (Batch 2020-2022) (1.83% increase).
- From 2.344 (78.13%) (Batch 2020-2022) to 2.48 (82.67%) (Batch 2021-2023) (4.54% increase).
- From 2.48 (82.67%) (Batch 2021-2023) to 2.544 (84.8%) (Batch 2022-2024) (2.13% increase).

**PO6:**

- The attainment level of PO6 increased from 2.311 (77.03%) (Batch 2019-2021) to 2.406 (80.2%) (Batch 2020-2022) (3.17% increase).
- From 2.406 (80.2%) (Batch 2020-2022) to 2.48 (82.67%) (Batch 2021-2023) (2.47% increase).
- However, it decreased from 2.48 (82.67%) (Batch 2021-2023) to 2.433 (81.1%) (Batch 2022-2024) (1.57% decrease).

**PO7:**

- The attainment level of PO7 increased from 2.600 (86.67%) (Batch 2019-2021) to 2.746 (91.53%) (Batch 2020-2022) (4.86% increase).
- From 2.746 (91.53%) (Batch 2020-2022) to 2.82 (94%) (Batch 2021-2023) (2.47% increase).
- From 2.82 (94%) (Batch 2021-2023) to 2.892 (96.4%) (Batch 2022-2024) (2.4% increase).

**PO8:**

- The attainment level of PO8 increased slightly from 2.281 (76.03%) (Batch 2019-2021) to 2.306 (76.87%) (Batch 2020-2022) (0.84% increase).
- From 2.306 (76.87%) (Batch 2020-2022) to 2.62 (87.33%) (Batch 2021-2023) (10.46% increase).
- From 2.62 (87.33%) (Batch 2021-2023) to 2.704 (90.13%) (Batch 2022-2024) (2.8% increase).

**PSO1:**

- The attainment level of PSO1 increased from 2.698 (89.93%) (Batch 2019-2021) to 2.918 (97.27%) (Batch 2020-2022) (7.34% increase).
- From 2.918 (97.27%) (Batch 2020-2022) to 2.94 (98%) (Batch 2021-2023) (0.73% increase).
- PSO1 maintained its attainment at 2.94 (98%) for the Batch 2022-2024.

**PSO2:**

- The attainment level of PSO2 decreased slightly from 2.498 (83.27%) (Batch 2019-2021) to 2.47 (82.33%) (Batch 2020-2022) (0.94% decrease).
- It then increased from 2.47 (82.33%) (Batch 2020-2022) to 2.61 (87%) (Batch 2021-2023) (4.67% increase).
- From 2.61 (87%) (Batch 2021-2023) to 2.616 (87.2%) (Batch 2022-2024) (0.2% increase).

**PSO3:**

- The attainment level of PSO3 increased from 2.229 (74.3%) (Batch 2019-2021) to 2.348 (78.27%) (Batch 2020-2022) (3.97% increase).
- From 2.348 (78.27%) (Batch 2020-2022) to 2.52 (84%) (Batch 2021-2023) (5.73% increase).
- From 2.52 (84%) (Batch 2021-2023) to 2.536 (84.53%) (Batch 2022-2024) (0.53% increase).

Almost all POs and PSOs show an upward trajectory over the four years, with the notable exception being PO6 in the last time, reminding that continuous improvement efforts should remain vigilant and responsive to any indicators of decline. Overall, however, the trends suggest effective strategies have been in place to enhance and consistently improve upon past performances in various objectives.

<b>PO/PSO</b>	<b>Action Plan</b>	<b>Description</b>	<b>Actions</b>
PO1	Continuous Improvement	Mastering management theories and their application in addressing complex business challenges.	Curriculum interventions, Roll out new specializations aligned with business needs, Support system incentives for working with industry, Enhance the usage of learning management systems, online, social, and experiential learning, Encourage value-added certification courses for faculty.
PO2	Continuous Improvement	Enhancing analytical and critical thinking for making informed decisions based on data.	Incorporating critical thinking-oriented review questions, increasing self-directed learning components such as seminar mode in courses, Curriculum interventions to strengthen analytical skills.
PO3	Continuous Improvement	Cultivating leadership with a foundation in ethical values and integrity.	Addition of focused case studies and management games on leadership, Developing leadership workshops and mentoring programs.
PO4	Continuous	Navigating global	Corporate Finishing School to improve



	Improvement	business environments with an understanding of economic, legal, and ethical dimensions.	communication skills, global etiquettes, and manners, Integration of global business environment studies in the curriculum.
PO5	Continuous Improvement	Leading and collaborating effectively to achieve organizational objectives.	Individual Capacity Building (ICB) training, Group projects and interaction with visiting corporate faculty, Teamwork and leadership skill development programs.
PO6	Continuous Improvement	Applying rigorous quantitative and qualitative research methods to inform decision-making and foster organizational improvement.	Enhancing research methodology components in the curriculum, Offering workshops on quantitative and qualitative research methodologies.
PO7	Continuous Improvement	Solving emerging business problems through advanced management knowledge and a commitment to lifelong learning.	Incorporating advanced management concepts, Promoting lifelong learning strategies and continuous education programs.
PO8	Continuous Improvement	Leveraging modern technologies and tools for strategic business advantages.	Integrating modern business technologies and tools into the curriculum, Offering training on the latest business software and analytical tools.
PSO1	Continuous Improvement	Utilizing core management principles to address and resolve pressing business issues.	Core management principles in the curriculum, Practical case studies and problem-solving sessions.

PSO2	Continuous Improvement	Acquiring diverse knowledge through hands-on learning, research, and analytical problem-solving to tackle real-world challenges.	Experiential learning, research projects, case studies, and industrial training, Tools and techniques application workshops.
PSO3	Continuous Improvement	Upholding professional ethics, contributing to societal well-being, and promoting sustainable practices.	Embedding professional ethics and sustainability in the curriculum, Ethics workshops and community service projects.

### 10.2 Academic Audit & Action Taken Report (10)(10)

The Internal Quality Assurance Cell (IQAC) plays a pivotal role in the maintenance and enhancement of quality in an institution's operations. Established with the purpose of creating systems and benchmarks, IQAC facilitates both internal and external processes to uphold quality standards. The focus remains on a multitude of areas including:

- Tools and Guidelines Development: Crafting strategies for quality improvement at various institutional levels.
- Monitoring and Evaluation: Implementing comprehensive systems for internal and external review to maintain process integrity.

#### The chief objectives of the IQAC encapsulate:

- Continuous Improvement: Instituting mechanisms for ongoing, dynamic, and catalytic improvement in academic and administrative domains.
- Quality Culture: Embedding a culture of quality within the institution's ethos.
- Best Practices: Advocating the adoption and normative integration of superior practices institution wide.

#### Academic Audit:

The objectives of an academic audit are primarily focused on assessing and improving the quality of education within an academic institution. While specific objectives can vary depending on the institution and its goals, common objectives include:

1. **Quality Assurance:** To ensure that the academic programs and services meet certain quality standards and are in line with the institution's mission and goals. This includes evaluating the effectiveness of teaching methods, course content, and the achievement of learning outcomes.
2. **Enhancement of Teaching and Learning:** To identify strengths and weaknesses in the curriculum, teaching methods, and learning resources, with the aim of enhancing the overall teaching and learning experience for both faculty and students.
3. **Accountability:** To provide accountability to stakeholders, including students, parents, government bodies, and accrediting agencies, regarding the institution's performance and use of resources.
4. **Curriculum Development:** To review and assess the relevance, coherence, and progression of the curriculum to ensure it meets the current and future needs of students and aligns with industry standards and expectations.
5. **Faculty Development:** To identify opportunities for faculty development and support, ensuring that instructors are well-qualified, effectively supported, and engaged in continuous professional development.
6. **Resource Allocation:** To assess the adequacy and effectiveness of the physical, financial, and technological resources available to students and faculty, and to inform decision-making regarding resource allocation.
7. **Continuous Improvement:** To establish a culture of continuous improvement by regularly reviewing and updating academic programs, policies, and procedures based on audit findings.
8. **Compliance with Standards and Regulations:** To ensure that the institution complies with national and international standards and regulations for higher education.
9. **Student Support Services:** To evaluate the effectiveness of student support services, including advising, counselling, and extracurricular activities, in enhancing the student experience and supporting student success.
10. **Research and Innovation:** In some cases, to assess the quality and impact of research and innovation activities within the institution, ensuring they contribute to the institution's mission and enhance its reputation.

### **Academic Audit - IIBS**

IIBS has a comprehensive framework for conducting both internal and external academic audits within an educational institution, focusing on various criteria and areas of evaluation. This structured approach is aimed at ensuring the quality and relevance of academic programs,

incorporating feedback mechanisms, and fostering continuous improvement. Here's a summarized analysis and suggestions for further improvement:

### **Summary of the Audit Framework**

- **Quarterly Internal Audit:** Academic Audit is conducted once in every 3 months led by the Academic Director.
- **Annual External Audit:**
- **Annual Internal Audit:** Conducted by an internal committee led by the Academic Director, focusing on curriculum design, evaluation processes, stakeholder feedback, and more.
- **Annual External Audit:** Performed by an external resource person, enhancing objectivity, and bringing external expertise into the audit process.

### **Key Areas of Focus and Suggestions for Improvement:**

#### 1. Curriculum Design and Syllabus Development:

- Steps Followed in the Designing of Syllabus and Curriculum (Board of Studies - BOS)
  - **Audit Objective:** To evaluate the thoroughness, inclusivity, and relevance of the process used to design and update the syllabus and curriculum.
  - **Evaluation Criteria:**
    1. Inclusivity of stakeholder consultation (faculty, industry experts, alumni, students).
    2. Adequacy of needs analysis to determine curriculum content and outcomes.
    3. Benchmarking against leading institutions for quality assurance.
    4. Clarity and measurability of learning outcomes.
    5. Approval process efficiency and thoroughness by the BOS.
- **BOE/Evaluation**
  - **Audit Objective:** To assess the fairness, transparency, and comprehensiveness of the Board of Examiners (BOE) in evaluating student performance.
  - **Evaluation Criteria:**
    1. Procedures for setting and reviewing examination papers.
    2. Mechanisms for marking and moderation to ensure consistency and fairness.
    3. Processes for handling grievances and re-evaluations.

4. Accuracy and security in the recording and reporting of results.
- Stakeholders Feedback
    - Audit Objective: To evaluate the process of collecting, analyzing, and acting upon feedback from stakeholders (students, alumni, employers, faculty).
    - Evaluation Criteria:
      1. Diversity and frequency of feedback mechanisms (surveys, focus groups, interviews).
      2. Responsiveness to feedback in curriculum development and teaching practices.
      3. Evidence of improvements or changes implemented based on feedback.
  - Add-on/Certificate Courses
    - Audit Objective: To assess the relevance, quality, and integration of add-on and certificate courses offered alongside the main curriculum.
    - Evaluation Criteria:
      1. Alignment with industry trends and student career objectives.
      2. Quality of course content and instruction.
      3. Integration with the main curriculum and ease of access for students.
      4. Impact on student employability and skill development.
  - Credits Allotted/Distribution
    - Audit Objective: To evaluate the rationale and effectiveness of the credit distribution across the curriculum.
    - Evaluation Criteria:
      1. Alignment of credit distribution with learning outcomes and course objectives.
      2. Balance between core, elective, and practical learning components.
      3. Compliance with accreditation standards and educational norms.
      4. Flexibility for students in meeting their educational and career goals.
2. Curriculum Transaction & Implementation:
    - Lesson Plan for the Lecture Hour
      - Audit Objective: To assess whether the lesson plans are well-structured, align with the curriculum objectives, and are executed as planned.

- Evaluation Criteria: Clarity, comprehensiveness, alignment with learning outcomes, and adaptability to student feedback.
- Teaching Methods & Teaching Aids
  - Audit Objective: To evaluate the variety and effectiveness of teaching methods and aids used in delivering the curriculum.
  - Evaluation Criteria: Use of innovative teaching methods, incorporation of teaching aids to enhance understanding, and alignment with lesson objectives.
- E-Learning Modules
  - Audit Objective: To assess the integration and effectiveness of e-learning modules in the curriculum.
  - Evaluation Criteria: Accessibility, interactivity, student engagement, and contribution to the learning outcomes.
- Project Work:
  - Audit Objective: To examine the relevance, rigor, and integration of project work in the postgraduate curriculum.
  - Evaluation Criteria: Alignment with program objectives, industry relevance, research component, and mentorship quality.
- Internal Assessment: Components & Uniqueness
  - Audit Objective: To evaluate the components of internal assessments and their uniqueness in measuring student learning accurately.
  - Evaluation Criteria: Variety, fairness, relevance to learning outcomes, and the inclusion of innovative assessment methods.
- Student Support: Remedial Coaching
  - Audit Objective: To assess the availability and effectiveness of remedial coaching for students needing additional support.
  - Evaluation Criteria: Accessibility, impact on student performance, customization based on student needs, and teacher involvement.
- Parents Meeting: Evaluation of Student's Progress
  - Audit Objective: To examine the structure and effectiveness of parent-teacher meetings in communicating student progress.
  - Evaluation Criteria: Frequency, comprehensiveness, feedback mechanism, and follow-up actions.
- Steps Taken on the Feedback

- Audit Objective: To assess the mechanism for collecting feedback and the responsiveness to stakeholder feedback.
- Evaluation Criteria: Feedback collection process, analysis, and implementation of changes based on feedback.
- Attendance
  - Audit Objective: To evaluate the monitoring and impact of student attendance on academic performance.
  - Evaluation Criteria: Attendance policy, monitoring system, and correlation with student performance.
- Teaching Diary and Teaching Notes
  - Audit Objective: To assess the organization and utility of teaching diaries and notes in planning and delivering lessons.
  - Evaluation Criteria: Completeness, regular updates, and effectiveness in improving teaching quality.
- Number of Teaching Staff
  - Audit Objective: To evaluate the adequacy and quality of teaching staff, including contract, guest, and part-time lecturers.
  - Evaluation Criteria: Qualifications, experience, student-to-teacher ratio, and contribution to the academic environment.
- Use of Supplementary Teaching Tools and Application of ICT
  - Audit Objective: To assess the use of supplementary teaching tools and the integration of Information and Communication Technology (ICT) in teaching.
  - Evaluation Criteria: Variety, effectiveness, and enhancement of student learning experiences.
- Student-Centric Activities
  - Audit Objective: To evaluate the range and impact of student-centric activities on learning and development.
  - Evaluation Criteria: Diversity of activities, student engagement, learning outcomes, and personal development.
- Student Seminars
  - Audit Objective: To assess the organization, participation, and learning outcomes of student seminars.
  - Evaluation Criteria: Relevance, engagement, skill development, and feedback.

- **Experiential Learning**
    - **Audit Objective:** To evaluate the integration and effectiveness of experiential learning opportunities.
    - **Evaluation Criteria:** Relevance, student involvement, learning outcomes, and real-world application.
  - **Student Assignment**
    - **Audit Objective:** To assess the relevance, challenge, and alignment of student assignments with curriculum goals.
    - **Evaluation Criteria:** Clarity, learning outcomes, feedback, and innovation.
  - **Student Feedback (Analysis Done or Not)**
    - **Audit Objective:** To evaluate the collection, analysis, and action on student feedback regarding teaching and learning.
    - **Evaluation Criteria:** Systematic collection, comprehensive analysis, responsiveness, and evidence of improvements.
3. **Student Support:**
- **Projects Completed/Ongoing**
    - **Audit Objective:** To assess the scope, impact, and relevance of faculty-led projects, including completed and ongoing efforts.
    - **Evaluation Criteria:** Alignment with academic and industry needs, outcomes, innovation, and student involvement.
  - **Government or Non-Government Grants**
    - **Audit Objective:** To evaluate the faculty's ability to secure funding for research or project work.
    - **Evaluation Criteria:** Number and size of grants, source diversity, and grant utilization effectiveness.
  - **Seminars/Conferences Attended**
    - **Audit Objective:** To assess the faculty's engagement in professional development and scholarly communities.
    - **Evaluation Criteria:** Relevance to their field, frequency of attendance, and contributions (presentations, panel discussions).
  - **Papers/Articles/Books Published**
    - **Audit Objective:** To evaluate the faculty's research output and its impact on their field of expertise.



- Evaluation Criteria: Publication quality and quantity, citation index, and contributions to advancing knowledge.
- FDP/MDP/Training Program/Workshop
  - Audit Objective: To assess the faculty's participation in and contribution to professional development programs.
  - Evaluation Criteria: Participation level, areas covered, and application of learned skills in their teaching and research.
- Preparation of E-Learning Materials/Content
  - Audit Objective: To evaluate the faculty's contributions to the development of e-learning materials and content.
  - Evaluation Criteria: Quality, innovation, accessibility, and usage statistics of the developed materials.
- Acted as Resource Persons
  - Audit Objective: To assess the faculty's role in sharing expertise with wider academic or professional communities.
  - Evaluation Criteria: Events participated in as a resource person, topics covered, and feedback from participants.
- M.Phil. & Ph.D. Awarded
  - Audit Objective: To assess the faculty's effectiveness and contribution as research supervisors.
  - Evaluation Criteria: Number of M.Phil. and Ph.D. candidates supervised, completion rates, and quality of research produced.
- Extension Activities Awards
  - Audit Objective: To evaluate the faculty's engagement in and recognition for extension activities.
  - Evaluation Criteria: Nature, impact, and recognition of extension activities, including community service and outreach programs.
- Collaborative Activities (Student & Faculty Exchange)
  - Audit Objective: To assess the faculty's involvement in promoting and participating in collaborative activities.
  - Evaluation Criteria: Number and scope of collaborative projects, student and faculty exchange programs, and partnerships with other institutions or industries.

#### 4. Student Engagement:

- Students Participated in Extension Activities & Club Activities
  - Audit Objective: To assess the level of student involvement in extension and club activities.
  - Evaluation Criteria: Participation rates, diversity of activities, leadership roles assumed by students, and the impact of these activities on student development and community well-being.
- Student Involvement in Extra-Curricular & Co-Curricular Activities
  - Audit Objective: To evaluate the range and depth of student participation in activities beyond the curriculum that contribute to their personal and professional growth.
  - Evaluation Criteria: Types of activities (sports, arts, debates, etc.), achievements, skills developed, and recognition received.
- Study Tour/Industrial Visits/Exhibitions/Internship/Training
  - Audit Objective: To assess the practical exposure students gain through various external engagements.
  - Evaluation Criteria: Relevance to their field of study, learning outcomes, application of theoretical knowledge in practical settings, and networking opportunities.
- Achievements
  - Audit Objective: To catalog and evaluate the achievements of students in academic, extra-curricular, and co-curricular activities.
  - Evaluation Criteria: Levels of achievement (local, national, international), recognition received (awards, scholarships, publications), and impact on career readiness and personal development.

#### 5. Departmental Activities:

- MoUs Signed
  - Audit Objective: To assess the department's efforts in establishing formal partnerships and collaborations.
  - Evaluation Criteria: Number and scope of Memorandums of Understanding (MoUs) signed with industry, research centers, and educational institutions, their objectives, and outcomes.
- Consultancy

- Audit Objective: To evaluate the department's engagement in consultancy work and its impact on industry and society.
- Evaluation Criteria: Nature, scope, and number of consultancy projects, revenue generated, and contribution to departmental expertise and reputation.
- Collaborations
  - Audit Objective: To assess the effectiveness and outcomes of collaborative projects and activities with external entities.
  - Evaluation Criteria: Types of collaborations (research, educational, community service), partners involved, and tangible outcomes of these collaborations.
- Association Meetings
  - Audit Objective: To evaluate the role and impact of association meetings in fostering a professional community within the department.
  - Evaluation Criteria: Frequency, participation, objectives, and outcomes of meetings, including enhanced collaboration and knowledge sharing.
- Guest Lectures
  - Audit Objective: To assess the contribution of guest lectures to the educational experience.
  - Evaluation Criteria: Number and quality of guest lectures, expertise of speakers, relevance to curriculum, and student feedback.
- Conference/Seminar/Workshop Conducted
  - Audit Objective: To evaluate the department's role in disseminating and generating knowledge through conferences, seminars, and workshops.
  - Evaluation Criteria: Scale, frequency, participation (internal and external), and impact on academic and professional communities.
- Extension Activity
  - Audit Objective: To assess the department's engagement with the community and contribution to societal development through extension activities.
  - Evaluation Criteria: Types, scale, and impact of extension activities, involvement of faculty and students, and community feedback.
- Interaction with Industry/Research Centres/Educational Institutions

- Audit Objective: To evaluate the department's efforts in maintaining dynamic interactions with industry, research centers, and other educational institutions.
  - Evaluation Criteria: Nature and frequency of interactions, partnerships for internships, research, guest lectures, and their benefits to students and faculty.
6. Evaluation and Results:
- Conduct of Internal Examinations
    - Audit Objective: To assess the planning, execution, and integrity of internal examinations.
    - Evaluation Criteria: Examination scheduling, adherence to academic standards, security measures to prevent malpractice, and feedback mechanisms for continuous improvement.
  - Maintenance of Marks Register/File
    - Audit Objective: To evaluate the system for recording and maintaining marks to ensure accuracy, confidentiality, and accessibility.
    - Evaluation Criteria: Maintenance of physical and electronic records, backup procedures, and access controls to ensure data integrity and security.
  - Result of University Examinations (Last Exam)
    - Audit Objective: To review the performance of students in the most recent university examinations.
    - Evaluation Criteria: Overall pass percentage, distinctions, and any discrepancies or issues reported during the examination process.
  - Analysis of University Results (Percentage of Passed Students)
    - Audit Objective: To analyze the trends in examination results, including pass percentages and academic achievements.
    - Evaluation Criteria: Year-on-year comparison of results, identification of patterns or areas of concern, and measures taken to address any identified issues.
  - Newsletter/Magazine
    - Audit Objective: To evaluate the role of newsletters or magazines in showcasing the department's academic and extracurricular achievements.

- Evaluation Criteria: Frequency of publication, content quality, student and faculty involvement in production, and the effectiveness of these publications in enhancing the department's reputation.
- Placement
  - Audit Objective: To assess the effectiveness of the placement cell or mechanism in facilitating student employment opportunities.
  - Evaluation Criteria: Number and quality of placements, diversity of recruiters, preparation and support provided to students, and feedback from recruiters and alumni.

7. Overall Recommendations:

- Enhancing the documentation and systematization of processes to ensure consistency and transparency.
- Increasing engagement with external stakeholders for a broader perspective on curriculum relevance.
- Focusing on faculty development to adopt innovative teaching methods and improve student learning outcomes.
- Implementing a robust mechanism for tracking and acting on feedback from all stakeholders.
- Strengthening industry and academic collaborations to enhance the practical relevance of academic programs.

This framework and the suggestions for improvement underscore the importance of a dynamic and responsive academic environment that can adapt to changing educational needs and expectations.


**Academic Audit Report-IIBS**

<b>Name of the Department: PGDM</b>					
<b>Date: 31/10/2022</b>					
<b>Name of Audit Team: Dr Lalitha Raman</b>					
<b>Criterion</b>	<b>Items</b>	<b>Verification</b>	<b>Supporting Documents</b>	<b>Comments</b>	<b>Suggestions for improvement</b>
		<b>Yes / No</b>			
	<b>Steps followed in the designing of syllabus and curriculum (BOS)</b>	✓		<b>In the process</b>	<b>Format, Front pages, Matrix format, Books for reference with year. Stepwise process involved in the finalization of curriculum was given.</b>
	<b>BOE/ Evaluation</b>				<b>Members list Internal and External to be prepared and ratified by BOS</b>
	<b>Stakeholders Feedback</b>	✓	✓		
	<b>Add-on/Certificate Courses</b>	✓	✓		
	<b>Credits allotted / distribution</b>	✓	✓		
<b>Curriculum Transaction</b>	<b>Lesson plan for the lecture hour.</b>	✓	✓		
	<b>Teaching methods &amp; teaching aids</b>	✓	✓		
	<b>E-learning modules</b>	✓	✓		
	<b>Project work PG</b>	✓	✓		
	<b>Internal assessment – components – Uniqueness</b>	✓	✓		
	<b>Student support – remedial coaching</b>	--	--	<b>Not carried out</b>	<b>Suggested that it is better to give that support to slow learning students</b>
<b>Parents meeting – evaluation of student’s progress</b>	--	--	<b>Common meeting not organised</b>	<b>Once in 2 semesters hence 3 formal meetings with parents during the program</b>	
<b>Steps taken on the feedback</b>	✓	✓			

	<b>Attendance</b>	✓	✓		
	<b>Teaching Diary and Teaching Notes</b>	✓	✓	<b>Updating work diary</b>	<b>Work diary is very important since the topic coverage can be known.</b>
	<b>No of Teaching staff including contract/Guest/PTL</b>	<b>16 (Including MBA)</b>		<b>2 PT+2Guest faculty</b>	
	<b>Use of supplementary teaching tools and application of ICT</b>	✓	✓		
	<b>Student Centric Activities</b>	✓	✓		
	<b>Student seminars</b>	✓	✓		
	<b>Experiential Learning</b>	✓	✓	<b>Industrial visits</b>	
	<b>Student Assignment</b>	✓	✓		
	<b>Student Feedback (Analysis done or not)</b>	✓	✓	<b>Curriculum feedback was obtained</b>	
<b>Faculty Profile</b>	<b>Projects completed / on going</b>	✓	✓		
	<b>Govt. or Non-Govt. Grants</b>	<b>NO</b>	<b>NO</b>		
	<b>Seminars / conferences attended</b>	✓	✓		<b>Mandatory to attend</b>
	<b>Papers / articles / books published</b>	✓	✓		
	<b>FDP /MDP / Training Program / Workshop</b>	✓	✓		
	<b>Preparation of E-learning materials / Content</b>	✓	✓		
	<b>Acted as resource persons</b>	✓	✓	<b>2 are very active</b>	
	<b>M.Phil.&amp; Ph. D awarded</b>	<b>1 completed</b>		<b>4 ongoing PhD</b>	
	<b>Extension Activities Awards</b>	✓	✓		<b>Plan for Extension Activities in one place, so that you can see the change</b>
	<b>Collaborative Activities (Student &amp; Faculty Exchange)</b>	<b>Undertaken along with Rotaract</b>			
<b>Profile of Students</b>	<b>Students participated Extension Activities &amp; Club Activities</b>	✓	✓		
	<b>Students involvement in extra-curricular &amp; Co-</b>	✓	✓	<b>Won Prizes</b>	

	<b>curricular activities</b>				
	<b>Study tour / industrial visits / exhibitions / Internship / Training</b>	✓	✓		
	<b>Achievements</b>	✓	✓		
<b>Activities of the Department</b>	<b>MoUs signed</b>	✓	✓	<b>5 companies</b>	<b>Stamp paper is a must</b>
	<b>Consultancy</b>	<b>NO</b>	<b>NO</b>	<b>Proposal sent</b>	<b>Revenue to be generated</b>
	<b>Collaborations</b>	<b>Proposal Sent</b>			
	<b>Association Meetings</b>	✓	✓		
	<b>Guest lectures</b>	✓	✓	<b>Industry experts</b>	
	<b>Conference / Seminar / Workshop conducted</b>	✓	✓		<b>ICSSR, UGC can be approached for funding, which will add value</b>
	<b>Extension Activity</b>	✓	✓		<b>Plan for Extension Activities in one place, so that you can see the change</b>
	<b>Interaction with Industry / Research Centres / Educational Institutions</b>	--	--		
<b>Evaluation &amp; Results</b>	<b>Conduct of Internal Examinations</b>	✓	✓		<b>40:60 is the composition</b>
	<b>Maintenance of Marks Register/File</b>	✓	✓		
	<b>Result of University Examinations (Last Exam)</b>	<b>NA</b>			
	<b>Analysis of University Results (Percentage passed students)</b>	<b>NA</b>		<b>End Sem exam done</b>	
	<b>Newsletter / Magazine</b>	✓	✓	<b>News Letter</b>	
	<b>Placement</b>	✓	✓	<b>60%</b>	
<b>Please comment on SWOC Analysis :</b>					
<b>Strength:</b>					
<ul style="list-style-type: none"> <li>▪ Alumni is very active.</li> <li>▪ Peer mentoring is carried out among students.</li> <li>▪ Curriculum evaluation by students and analysis of the same is carried out</li> </ul>					
<b>Weakness:</b>					
<ul style="list-style-type: none"> <li>▪ 50:50 examination marks distribution</li> <li>▪ Absenteeism among students</li> </ul>					



<b>Opportunities:</b>		<ul style="list-style-type: none"> <li>▪ Faculty members to work on publications and need to visit large industrial units for experience.</li> <li>▪ Documents need to be filed more systematically.</li> </ul>
<b>Challenges:</b>		<ul style="list-style-type: none"> <li>▪ Designing the curriculum and conduct of BOS, Academic council meeting.</li> <li>▪ Conduct of Parents Teacher Meeting thrice during the program.</li> <li>▪ Consultancy work to be undertaken</li> </ul>
<b>Best Practice (s) / Innovations of the Department:</b>		<ul style="list-style-type: none"> <li>▪ Mentoring</li> <li>▪ Alumni engagement</li> </ul>
<b>Future Plans of the Department:</b>		<ul style="list-style-type: none"> <li>▪ NBA accreditation</li> <li>▪ AIC</li> </ul>
		 <b>Dr. Lalitha Raman</b>
<b>Signature of the Auditee</b>		<b>Signature of the Academic Audit member</b>

### Academic Year 2023 – 2024

#### Academic Audit and Action Taken Report

Academic Year	Type Of Audit	Suggestions	Action Taken
2023 – 2024	Quarterly Audit 1	<ul style="list-style-type: none"> <li>• Incomplete submissions by some faculty members.</li> <li>• Not all records submitted.</li> <li>• Not conducted as scheduled.</li> <li>• Maintenance issues noted.</li> <li>• Low involvement reported.</li> <li>• Missing documents related to publications and activities.</li> <li>• Challenges in fitting into the curriculum.</li> </ul>	<ul style="list-style-type: none"> <li>• A tracking system will be implemented. Deadlines will be set for lesson plan submissions.</li> <li>• Establish a standard procedure for documenting and submitting remedial coaching records.</li> <li>• Develop a schedule for parent meetings and ensure regular execution.</li> <li>• Regular updates and maintenance of e-learning modules to be ensured.</li> <li>• Encourage and support faculty members to</li> </ul>

		<ul style="list-style-type: none"> <li>• Underutilized opportunities of government grants.</li> <li>• No events conducted recently.</li> <li>• Industry Interaction is limited noted.</li> </ul>	<ul style="list-style-type: none"> <li>• participate as resource persons. Provide incentives if possible.</li> <li>• Implement a system to track and remind faculty about document submissions.</li> <li>• Review curriculum and integrate certification courses where possible.</li> <li>• Develop strategies for seeking research collaborations and applying for government grants.</li> <li>• Plan and organize conferences, seminars, and workshops.</li> <li>• Enhance and formalize interactions with industry partners and research centers.</li> </ul>
	Quarterly Audit 2	<ul style="list-style-type: none"> <li>• Importance of timely and complete submission.</li> <li>• Remedial Coaching needs systematic documentation.</li> <li>• Schedule and conduct parent meetings regularly.</li> <li>• Ensure regular updates and maintenance in E-Learning Modules</li> <li>• Faculty participation as resource Person Participation is encouraged support faculty involvement.</li> <li>• Implement a tracking system for publications.</li> <li>• Develop plans for student and faculty exchange programs.</li> <li>• Increase efforts to engage parents.</li> </ul>	<ul style="list-style-type: none"> <li>• Centralized tracking system implemented for lesson plan</li> <li>• E-learning modules updated and maintained</li> <li>• Encouragement and support measures in place for Resource Person Participation</li> <li>• Must submit the copy of all the publications and reports to IQAC</li> <li>• Plans for exchange programs developed.</li> <li>• Increased efforts for parental engagement</li> <li>• Support for faculty research activities promoted.</li> <li>• Improved document management system</li> </ul>

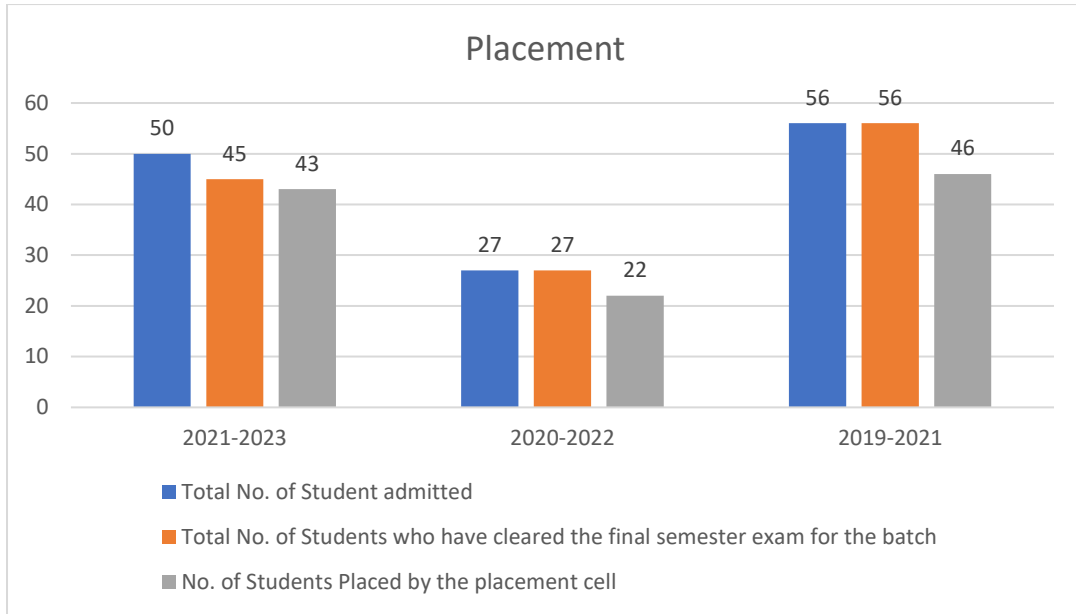
		<ul style="list-style-type: none"> <li>• Encourage faculty to pursue research opportunities.</li> <li>• Improve the systematic filing of documents.</li> </ul>	
	Quarterly Audit 3	<ul style="list-style-type: none"> <li>• Implement a digital filing system and conduct regular audits.</li> <li>• Increase participation of faculties to acted as Resource Persons by creating a database and promoting opportunities.</li> <li>• Initiate planning for student and faculty exchange programs for the academic year.</li> <li>• Apply for UGC funding and explore additional grants</li> </ul>	<ul style="list-style-type: none"> <li>• A digital filing system is being developed to streamline documentation. Initial setup is expected to be completed by June 2024.</li> <li>• A database for faculty resource persons will be created, and efforts will be made to promote opportunities. The target for completion is September 2024.</li> <li>• Planning for exchange programs is underway. Potential partner institutions are being identified with a goal to finalize plans by December 2024.</li> <li>• Proposals for funding will be prepared and submitted. The target submission date is July 2024.</li> </ul>
	Annual Internal Audit	<ul style="list-style-type: none"> <li>• E-learning modules are in place; however, creating MOOC courses was suggested.</li> <li>• Grants and funding are not fully explored; some faculty members are not presenting papers at conferences.</li> <li>• Weaknesses involve the lack of exploration for government grants and some faculty not presenting at conferences.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and implement a plan to identify and apply for government grants.</li> <li>• Encourage and support faculty to present papers at national and international conferences.</li> <li>• Start developing MOOC courses and allocate necessary resources.</li> <li>• Support faculty in submitting research to SCOPUS indexed journals.</li> <li>• Apply for funding from ICSSR and UGC.</li> </ul>

			<ul style="list-style-type: none"> <li>Establish a structured schedule and use digital tools to facilitate communication.</li> </ul>
	Annual External Audit	<ul style="list-style-type: none"> <li>Develop strategies to improve attendance.</li> <li>Explore and apply for Government grants.</li> <li>Implement systematic filing procedures.</li> <li>Encourage faculty to publish and participate in conferences.</li> <li>Begin development of MOOC courses.</li> <li>Increase faculty participation as resource persons.</li> </ul>	<ul style="list-style-type: none"> <li>Developed a comprehensive attendance monitoring system and implemented engagement strategies to improve student attendance.</li> <li>Encouraged faculty to submit papers for publication and participate in national and international conferences. Monitoring progress.</li> <li>Increased faculty engagement as resource persons in various academic and professional events.</li> <li>Improved procedures for curriculum design and BOS meetings. Scheduling and documentation streamlined.</li> </ul>

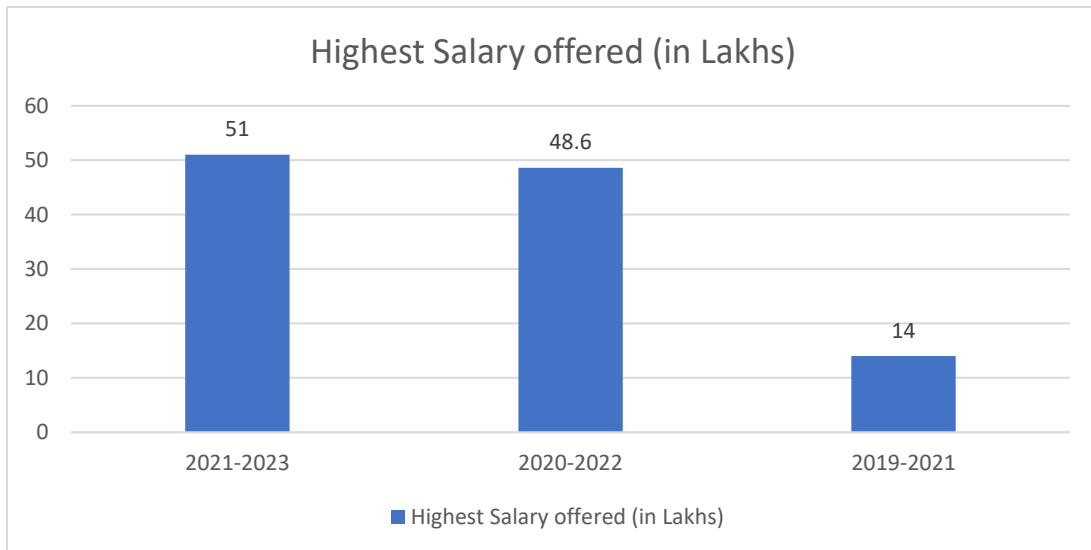
### 10.3 Improvement in placement, higher Study, and entrepreneurship (10)(08)

#### Placement:

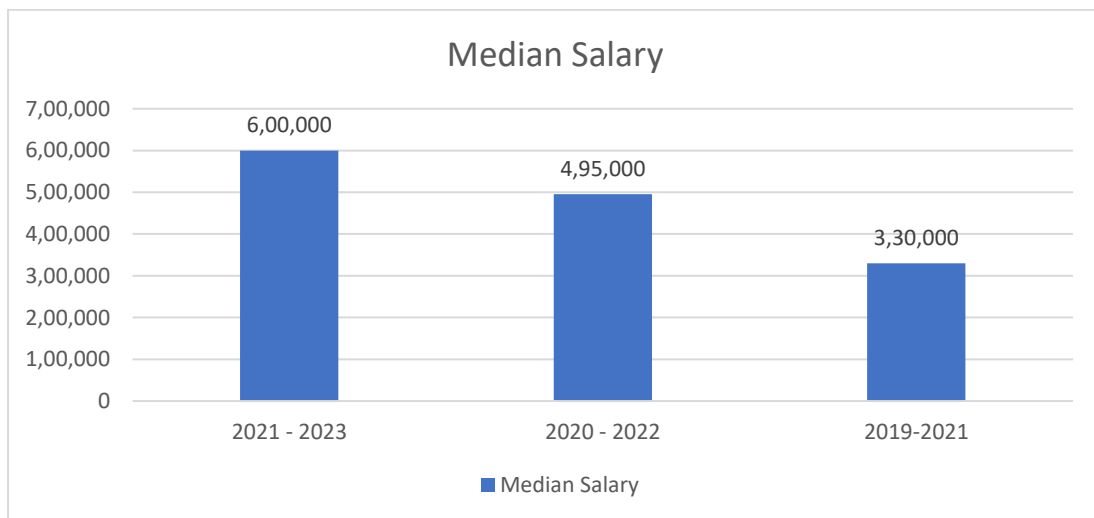
Placement	2021-2022	2020-2021	2019-2020
Total No. of Student admitted	53	27	56
Total No. of Students who have cleared the final semester exam for the batch	46	27	56
No. of Students Placed by the placement cell	43	22	41
Percentage of Students Placed by Placement Cell	93.47	92.59	75
No. of Students unplaced by placement cell	7	2	14
Highest Salary offered (in Lakhs)	51	48.6	14
Median Salary (in lakhs)	6	6.58	4.3
Lowest Salary (in lakhs)	4	3	2.16



**Percentage of placement**



**Median salary**

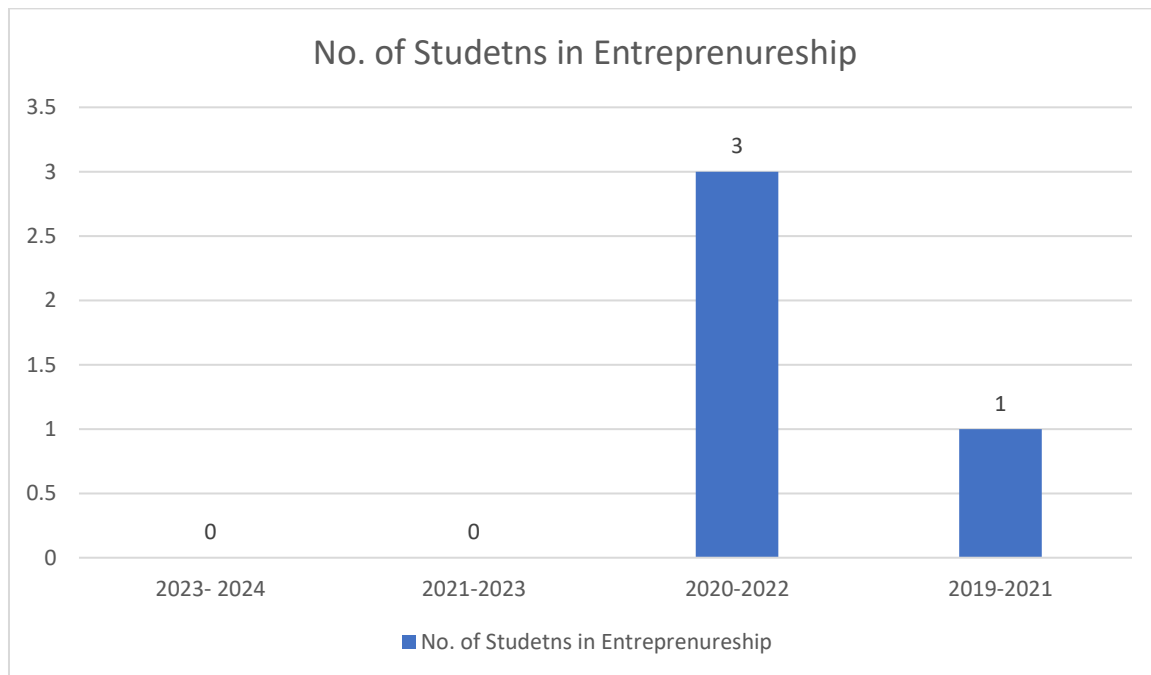


**Higher Study:**

Higher Study	2022-2024	2021-2023	2020-2022	2019-2021
Number of Students who went for furtherStudy. (Ph.D or higher Study)	Nil	Nil	Nil	Nil

**Entrepreneurship:**

Entrepreneurship	2022-2024	2021-2023	2020-2022	2019-2021
Number of students in entrepreneurship	NIL	00	03	01

**10.4 Improvement in the quality of students admitted to the program (10) (10)**

International Institute of Business Studies (IIBS) is renowned for its rigorous admission procedure, designed to select only the highest calibre of students for its Postgraduate Diploma in Management (PGDM) program. The process begins with candidates appearing for entrance examinations like the MAT, CAT, XAT, NTA, NMAT, ATMA, etc., which are pivotal in assessing their aptitude and suitability for the demanding curriculum offered by IIBS.

Candidates aspiring to join IIBS must apply through the institute's website for the PGDM program. The selection process is meticulously structured into three levels of screening to ensure a comprehensive evaluation of each applicant. The first stage involves Pre-Interview Profiling, where candidates' backgrounds and achievements are reviewed. This is followed by a Faculty Interview, focusing on academic capabilities and potential contributions to the program. The final hurdle is the Corporate Interview, designed to assess the candidates'

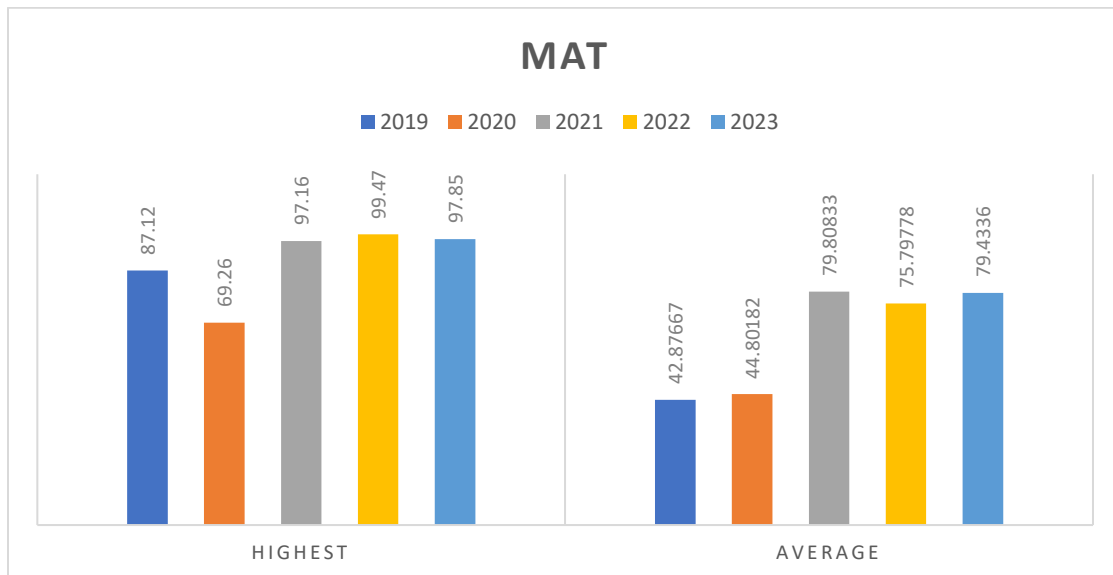
professional readiness and alignment with industry expectations.

Admission to IIBS is contingent upon an aggregate score derived from the entrance examination results and performance across the screening stages, ensuring a selection of students with not only academic excellence but also professional potential and personal qualities conducive to leadership and innovation.

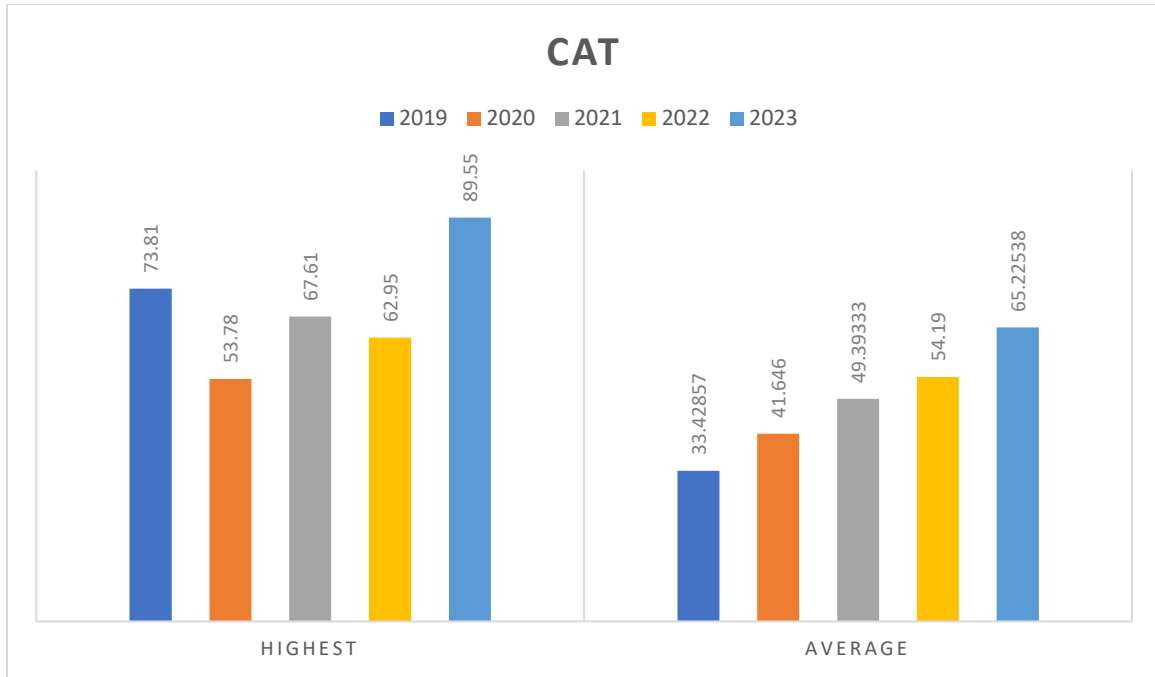
The admission data over the years underscores IIBS's commitment to quality. For instance, the Management Aptitude Test (MAT) scores have consistently reflected high standards, with the highest scores ranging from 87.12 in 2019 to 99.47 in 2022, and a significant uptick in the average scores from 42.88 in 2019 to 79.43 in 2023. Similarly, the Common Admission Test (CAT) scores have shown a relatable improvement, with the highest scores peaking at 89.55 in 2023 and average scores escalating from 33.43 in 2019 to 65.23 in 2023.

The institute has also adjusted its cutoff percentiles over the years in response to global challenges and evolving academic standards. For MAT, the cutoff percentile rose from no cutoff in 2019 to 60 percentile in 2023, indicating a higher bench for selection. CAT cutoffs were introduced in 2022 at 40 percentile, moving up to 50 percentile in 2023, further demonstrating IIBS's commitment to excellence.

#### MAT Scores

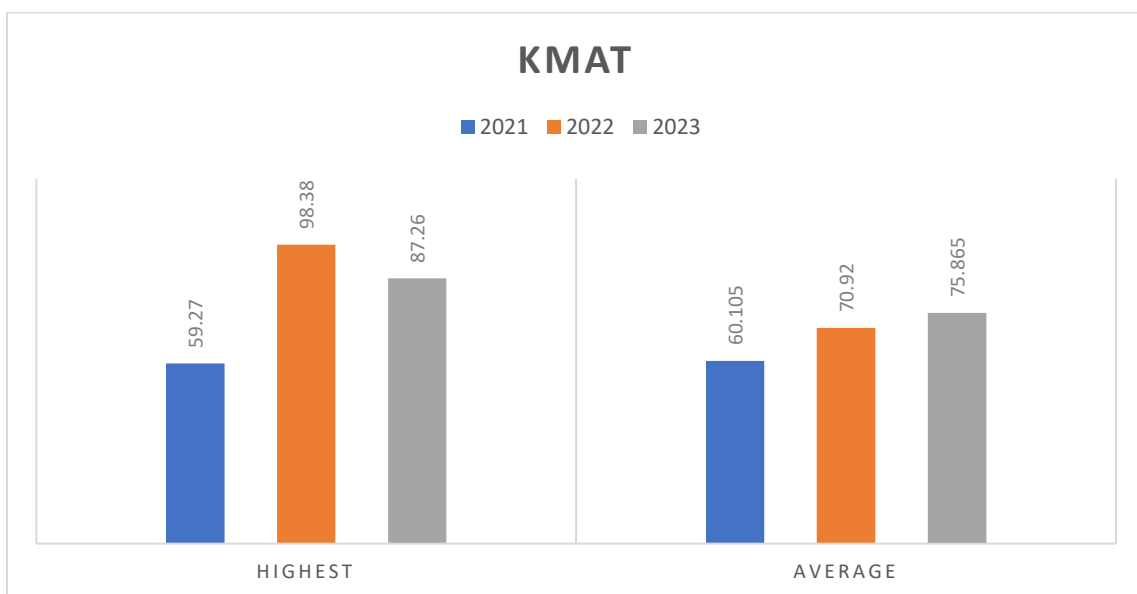


	MAT				
	2019	2020	2021	2022	2023
Highest	<b>87.12</b>	<b>69.26</b>	<b>97.16</b>	<b>99.47</b>	<b>97.85</b>
Average	42.87667	44.80182	79.80833	75.79778	79.4336



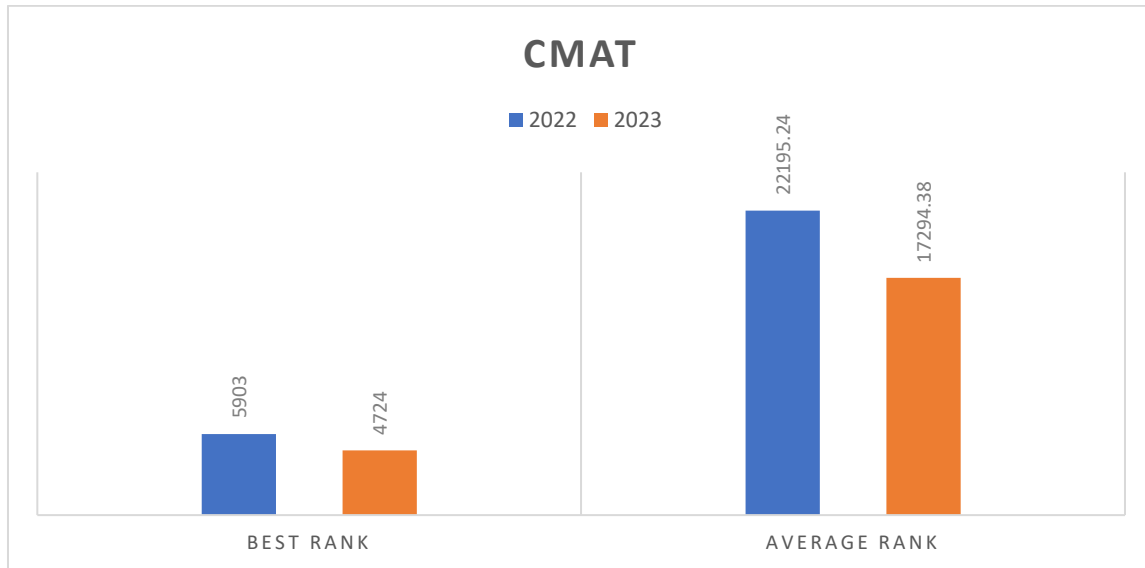
	CAT				
	2019	2020	2021	2022	2023
Highest	<b>73.81</b>	<b>53.78</b>	<b>67.61</b>	<b>62.95</b>	<b>89.55</b>
Average	33.42857	41.646	49.39333	54.19	65.22538

The introduction of the Karnataka Management Aptitude Test (KMAT) and the Common Management Admission Test (CMAT) scores into the selection process—with CMAT ranks improving from an average of 22195.24 in 2022 to 17294.38 in 2023—highlights IIBS’s dedication to diversifying its selection criteria and embracing a broader spectrum of talent.



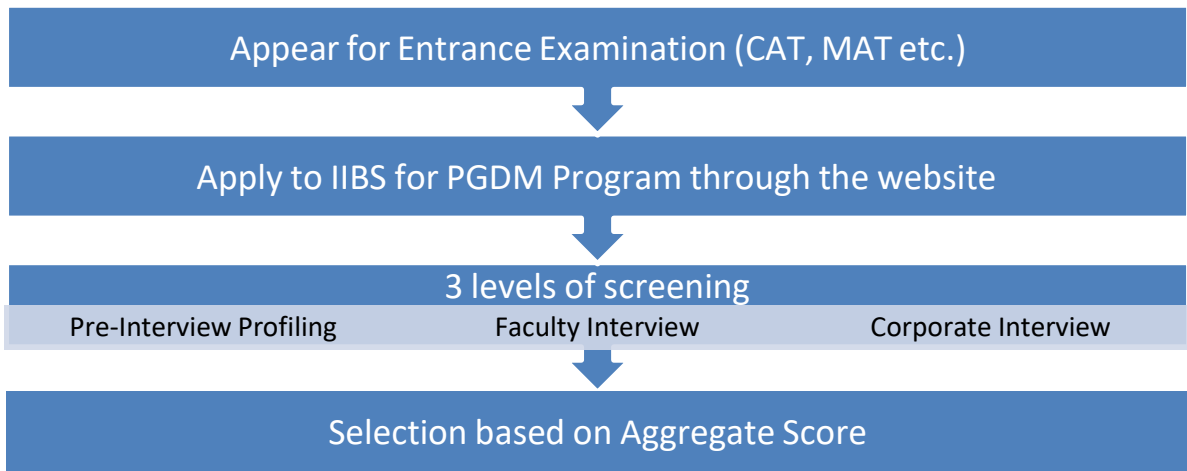


	KMAT		
	2021	2022	2023
Highest	59.27	98.38	87.26
Average	60.105	70.92	75.865



	CMAT	
	2022	2023
Best Rank	<b>5903</b>	4724
Average Rank	22195.24	17294.38

This rigorous and comprehensive admission procedure ensures that IIBS admits students of the highest quality, fostering an environment of excellence, leadership, and innovation that stands at the core of its educational philosophy.

**Admission Procedure:****List of Panelists in Corporate Interview**

Name of the Panelist	Contact Number
Kotna Hari Priya	9100634620
Sreela Acharya	9620700073
Ravi Acharya	9880040525
Anwita	9611126990

**Admission Score sheet**

Category	Sub-category	Criteria	Max Score (Marks)	Score Obtained
Degree Percentage / CGPA		76% - 100% or CGPA 8.1 - 10	5	
		51% - 75% or CGPA 6.1 - 8.0	3	
		Below 51% or CGPA below 6.1	1	
Entrance Exam		91st - 100th Percentile	5	
		71st - 90th Percentile	3	
		Below 70th Percentile	1	
Pre Interview	Relevant Work	3+ years	5	

Screening	Experience			
		1-3 years	3	
		Less than 1 year	1	
	Technical Skills and Certifications	Advanced certification or skill set	5	
		Basic certification or skill set	3	
		No certification or skill set	1	
Faculty Interview	Subject Knowledge	Excellent grasp and understanding	5	
		Good understanding with minor gaps	3	
		Basic understanding only	1	
	Communication Skills	Clear, articulate, and persuasive	5	
		Generally clear with some hesitations	3	
		Struggles to express ideas clearly	1	
	Problem Solving Ability	Exceptional problem-solving skills	5	
		Adequate problem-solving skills	3	
		Limited problem-solving capability	1	
Corporate Interview	Leadership Potential	Demonstrates strong leadership traits	5	
		Shows some leadership qualities	3	
		Limited or no leadership qualities	1	
	Teamwork and Collaboration	Excellent team player and collaborator	5	
		Works well in teams but can improve	3	

		Struggles with teamwork	1	
	Cultural Fit	Highly adaptable to company culture	5	
		Moderately adaptable	3	
		Finds it challenging to adapt	1	

### Declaration

The head of the institution needs to make a declaration as per the format given below:

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 visit and subsequent to grant of accreditation.



**Signature & Name**

**Date: 10-05-2024**

**Place: Bangalore**

**Institution with seal**

**Head of the**

**DIRECTOR**  
**INTERNATIONAL INSTITUTE**  
**OF BUSINESS STUDY**  
#75 Muthugadahalli, Jata Hobli,  
Bengaluru North - 562157

## Annexure – I Program Outcomes

PO 1	Apply knowledge of management theories and practices to solve business problems.
PO 2	Foster Analytical and critical thinking abilities for data-based decision making.
PO 3	Ability to develop value-based leadership ability.
PO 4	Ability to understand, analyze and communicate global ,economic ,legal and ethical aspects ofbusiness.
PO 5	Ability to lead themselves and others in the achievement of organizational goals, contributingeffectively to a team environment.
PO 6	Exhibit proficiency in applying advanced quantitative and qualitative research methodologies, allowing them to critically evaluate data, make evidence-based decisions, and contribute to the continuous improvement of organizational processes.
PO 7	Demonstrate expertise in resolving business problems that may arise due to the advancementof the management concepts and engage in lifelong learning.
PO 8	Build proficiency in utilizing modern business technologies and tools, understanding theirimpact on business operations, and leveraging them for strategic advantage

## Annexure – II

### Faculty Details

Sl.No	Name of the Faculty Member	Qualifications			Association with the Institution	Designation	Date on which Designated as Professor/ Associate Professor	Date of Joining the Institution	Department	Specialization	Academic Research			Currently Associated with the State of Learning (In case University Associated is "No")	Number of Association (Regular/Contract)
		Degree (Highest Degree)	University	Year of obtaining Higher Qualification							Research Paper Publications	Ph.D. Guide No.	Faculty Teaching P.T.D. during the Assessment Year		
1	Dr. Jayaraman Appiah	MA, MEd, Ph.D.	XX University, Tirupur, S.P	1998	4.9.2011	Professor	20.03.11	01.01.11	ICDM	Marketing			Yes	Regular	
2	Dr. C. N. Rajagopal	B.A. (Econ), M.A. (Econ)	Tamil University, Coimbatore, TN	1980	1.7.2012	Professor	17.8.02	1.7.2012	ICDM	Agri. Economics, GIS	2		Yes	Regular	
3	Dr. S. Govindarajulu	B.A., B.Com., M.A., M.Com., Ph.D.	SV University, Tirupur, S.P	1987	07.02.11	Professor	08.03.11	08.03.11	ICDM	Marketing			Yes	Regular	
4	Dr. T. Srinivasan	M.A., Ph.D.	Durham University, UK	1974	18.5.2012	Professor	17.5.2012	17.5.2012	ICDM	HR			Yes	Regular	
5	Dr. C. Raju Reddy	B.A., B.Com., M.A., M.Com., Ph.D.	SRM Institute of Science and Technology, K.J. Somaiya Institute of Management, S.P	1974	1.1.2012	Professor	1.1.2012	1.1.2012	ICDM	Accounting & Taxation	1		Yes	Regular	
6	Dr. S. Sathya	M.A., Ph.D.	CPJAS University, Thiruvananthapuram, S.P	2008	1.3.2011	Associate Professor	7.5.2011	7.5.2011	ICDM	Marketing			Yes	Regular	
7	Prof. Sreejith Nair	M.Com., Ph.D., M.B.A.	Rajaguru University, Bangalore	2012	14.8.2011	Assistant Professor		14.8.2011	ICDM	Accounting and Taxation			Yes	Regular	
8	Dr. Sathya Mohan	M.A., Ph.D.	Rajaguru University, Bangalore	2018	09.03.17	Visiting Associate Professor	2019	09.03.17	ICDM	Finance			Yes	Regular	
9	Dr. A. Sathya	B.A., B.Com., M.A., Ph.D.	SV University, Tirupur, S.P	1988	07.02.11	Associate Professor	07.02.11	07.02.11	ICDM	Accounting & Finance			Yes	Regular	
10	Dr. C. Venkatesan	M.A., Ph.D., M.B.A.	Jawahar University, Thiruvananthapuram, S.P	2013	09.07.2012	Associate Professor	09.03.12	09.03.12	ICDM	HR			Yes	Regular	
11	Dr. Srinivasan S. Paul	M.A., M.Com., Ph.D.	College of Arts, Kuvempu University, Shimoga	2001, 2002	21.6.2012	Associate Professor	21.6.2012	21.6.2012	ICDM	Finance and HRM	1		Yes	Regular	
12	Dr. Srinivasan Srinivasan	M.A., Ph.D.	Central Board of Secondary Education, India	2021	1.3.2021	Associate Professor	01.03.21	01.03.21	ICDM	HR			Yes	Regular	
13	Dr. K. Sathya Reddy	M.A., B.A.	Regional Engineering College, Bangalore	2010	01.11.2012	Assistant Professor		01.11.2012	ICDM	Marketing, HR			Yes	Regular	
14	Dr. Srinivasan Srinivasan	B.A., B.Com., M.A., M.Com.	Bharathiar University, Coimbatore, TN	2011	1.3.2018	Assistant Professor		02.7.2008	ICDM	Financial Management			Yes	Regular	
15	Dr. Lakshminarayana T.	M.A., M.Ed., Ph.D.	St. Peter's College of Arts and Science, Palani	2008, 2009	01.03.2012	Assistant Professor		01.03.12	ICDM	Corporate Finance			Yes	Regular	
16	Dr. Srinivasan Srinivasan	M.A., B.A., Ph.D.	St. Xavier's College, Palani	2014	14.02.2012	Assistant Professor		14.02.2012	ICDM	IT, Technology & Information Systems			Yes	Regular	
17	Dr. Srinivasan Srinivasan	M.A., B.A., Ph.D.	Bharathiar University, Coimbatore, TN	2012	1.03.2012	Assistant Professor		1.03.12	ICDM	HR			Yes	Regular	
18	Prof. Arjunan	M.A., Agri.	UNIVERSITY, Bangalore	2018	1.03.2012	Assistant Professor		1.03.2012	ICDM	Agri. Marketing	2		Yes	Regular	
19	Prof. Mangala T. Reddy	M.A., Ph.D. in Textile Technology	SVKM's University, Solapur	2012	19.03.2012	Assistant Professor		1.03.12	ICDM	MBA, Agri. Marketing	1		Yes	Regular	
20	Dr. Srinivasan Srinivasan	B.A., B.Com., M.A., M.Com.	Rajaguru University, Bangalore	2019	09.03.2012	Assistant Professor		17.03.2012	ICDM	Accounting			Yes	Regular	
21	Dr. Venkatesan Srinivasan	B.A., B.Com., M.A., M.Com., Ph.D.	Bharathiar University, Coimbatore, TN	2010	12.03.2012	Assistant Professor		08.03.12	ICDM	Marketing, HR, Production Operations	1		Yes	Regular	
22	Dr. Srinivasan Srinivasan	M.A., M.Com.	SVKM's University, Solapur	2018, 2019	07.03.2012	Assistant Professor		07.03.12	ICDM	Finance			Yes	Regular	
23	Prof. Manojkumar	M.A., M.Com., Ph.D.	Chennai University, Chennai, India	2011	20.10.11	Assistant Professor		20.10.11	ICDM	Communication			Yes	Regular	
24	Dr. Srinivasan Srinivasan	M.A., B.Com., M.A., M.Com., Ph.D.	SVKM's University, Solapur, TN	2017	12.12.2012	Assistant Professor		02.12.2012	ICDM	Finance			Yes	Regular	
25	Dr. Srinivasan Srinivasan	M.A., Ph.D.	University of Madras, TN	2011	14.5.2012	Associate Professor	07.05.2012			Human Resource & Marketing					

2023-24														
1	Dr. Vijayalakshmi	M. M.A. Ph.D	SV University Tirupur, AP	200	11.2017	Professor	20.2017	21.2017	PGDM	Marketing			Yes	English
2	Dr. C. S. Rajagopal	M.A. (Edu), Ph.D (Edu)	TDA University, Gandhinagar, TN	200	17.2019	Professor	17.2019	17.2019	PGDM	Appl. Economics/AM	2		Yes	English
3	Dr. S. Jayashree Devi	B.A., B.Com, MBA, MAMM, Ph.D	SV University Tirupur, AP	200	08.2013	Professor	08.2013	08.2013	PGDM	Marketing			Yes	English
4	Dr. T. Uma Devi	MBA, Ph.D	Osmania University, Hyderabad, Telangana	2016	17.12.2012	Professor	17.12.2012	17.12.2012	PGDM	HR			Yes	English
5	Dr. C. Suresh Babu	M.Com, MBA, M.Ed, Ph.D	SRM Institute of Science and Technology, Chennai, TN	2014	8.2012	Assistant Professor	11.2012	11.2012	PGDM	Account & Finance	1		Yes	English
6	Dr. R. Srinivas	MBA, PGDIPM, MDP, Ph.D	SVKM's University, Vallabhampet, AP	2019	7.1.2012	Assistant Professor	7.1.2012	7.1.2012	PGDM	Marketing			Yes	English
7	Dr. Suresh Babu	MBA, Ph.D	Thiagarajar University, Tirupur, TN	2019	6.2.2017	Assistant Professor	2021	04.2017	PGDM	Finance			Yes	English
8	Dr. A. Anand	M.Com, MBA, Ph.D	SV University Tirupur, AP	2009	9.7.2019	Assistant Professor		9.12.2019	PGDM	Account & Finance			Yes	English
9	Dr. Anitha K	MBA, PGDIP, Ph.D	Shree Sri University, Chennai, TN	2017	11.1.2011	Assistant Professor	11.1.2011	11.1.2011	PGDM	Marketing & Systems			11.1.2011	English
10	Dr. S. Subramanian	MBA, Ph.D	Anna University, Vallabhampet, AP	2019 (08/2013)	23.05/11	Assistant Professor	09.05/11	01.05/11	PGDM	HR			Yes	English

11	Dr. Jayaram K. Reddy	MBA, M.Phil, Ph.D	Kalinga University, Kalingapatnam, Karnataka	2007, 2001	11.12.2012	Assistant Professor	22.6.2012	22.6.2012	PGDM	Finance and HR	1		Yes	English
12	Dr. Rajeshwari Jayaram Reddy	MBA, Ph.D	Sri Siddhaganga Institute of Management Studies, Karnataka	2011	13.08.2012	Assistant Professor	10.08.2012	09.08.2012	PGDM	HR			Yes	English
13	Dr. Anand Kumar	MBA, MBA (Finance)	Shree Sri University, Chennai, TN	2014	1.2.2017	Assistant Professor		22.12.2016	PGDM	Financial Management			Yes	English
14	Dr. Lakshmanan T	MBA, BBA, Ph.D	Sri Mata Jyoti's University, Mysore	2008, 2001	11.12.2012	Assistant Professor		01.12.2012	PGDM	Corporate Finance			Yes	English
15	Dr. Mahesh Babu	M.Phil	SRM Institute	2016	2.10.2012	Assistant Professor		2.10.2012	PGDM	E-Technology & Business Model			Yes	English
16	Dr. Ravi K V	MBA, MBA ED	Shree Sri University, Chennai, TN	2012	1.4.2012	Assistant Professor		1.4.2012	PGDM	HR			Yes	English
17	Prof. Anand	M.A. (Edu)	ANANDRAJ University, Bangalore	2018	1.4.2017	Assistant Professor		1.4.2017	PGDM	APM, Appl. Marketing	2		Yes	English
18	Prof. Srinivas V Reddy	MBA (Edu) & (Edu) Research	SVKM's University, Noida	2012	1.7.2016	Assistant Professor		1.4.2017	PGDM	APM, Appl. Marketing	2		Yes	English
19	Dr. Srinivas V R	M.A. (Edu), Ph.D (Edu)	Kuvempu University, Shankaraghatta, Karnataka	2014	27.1.21	Assistant Professor		17.4.2017	PGDM	Statistics			Yes	English
20	Dr. Vijayalakshmi Jayaram	B.Tech, MBA, M.T, Ph.D	Bengaluru City University, Bengaluru	2015	8.8.2015	Assistant Professor		08.08.15	PGDM	Marketing HR & Finance	1		Yes	English
21	Dr. Chandan K S	MBA, Ph.D	PGU University, Bangalore, INDIA	2008, 2004	17.08.16	Assistant Professor		11.08.16	PGDM	Finance			Yes	English
22	Prof. Srinivas Raju	M.A., B.Ed, Ph.D	Hennrich University, Koppur, Andhra Pradesh	2011	01.10.2017	Assistant Professor		01.10.2017	PGDM	Communication			Yes	English
23	Prof. C. Ganesh Babu	MBA, Ph.D	Udayasankar Institute of Management, Bangalore	2011	01.11.2011	Assistant Professor		01.11.2011	PGDM	Marketing HR			No	None
24	Prof. Srinivas Raju	M.Com, M.T, B.T	Bengaluru City University, Bengaluru	2012	11.02.17	Assistant Professor		11.02.17	PGDM	Accounting and Finance			Yes	English



Sl. No.	Name of the Faculty Member	Qualification		Institution with the Degree		Designation	Appointed as Professor / Asst. Prof. of the last	Department	Specialization	Academic Research	
		Degree	Highest Degree	University	Year of Higher Qualification					Research Paper Published	Books / Ph.D. Award
1	Dr. Shyamprasad Jaggiah	B.A., M.A., Ph.D.	S.V. University, Tirupati, A.P.	2006	24.08.07	Professor	04.08.2011	14.08.07	PGDM	Business	
1	Dr. C. V. K. Raju	M.A. (Agri.), Ph.D. (Agri. Econ.)	TDA University, Coimbatore, TN	1997	17.08.01	Professor	1.7.2003	17.08.01	PGDM	Agri. Economics, SEM	3
1	Dr. M. Kameswari	MBA, PGDIPM, AMBA, ISO 9001	CEEMSI University, Visakhapatnam, AP	2010	15.08.2011	Associate Professor	7.5.2011	7.5.2011	PGDM	Marketing	
1	Dr. Ganesh Madhav	MBA, Ph.D.	Bangalore University, Bangalore	2010	04.08.07, 7 Years	Associate Professor	2015	05.08.07	PGDM	Finance	
1	Dr. A. Saravathi	M.Com., M.Phil., Ph.D.	S.V. University, Tirupati, A.P.	2000	07.08.20	Associate Professor		07.08.20	PGDM	Accounts & Finance	
4	Dr. N. Lakshminarayana	MBA, Ph.D. (MGT)	Andhra University, Visakhapatnam, AP	2000 (M.THRU)	03.08.2012	Associate Professor	03.08.2012	03.08.2012	PGDM	HR	
7	Dr. S. Srinivasan	M.Com., M.Phil., Ph.D. (E.P.)	St. Francis Xavier's University, Anantapur, A.P.	2011	04.08.2011	Associate Professor	11.4.2011	01.4.2011	PGDM	Accounts & Taxation	1
8	Dr. Rajeswari	M.Com., M.Phil., Ph.D., NET	Maharaja Temple University, Tiruchanur	2011, 2014	01.11.2011	Assistant Professor		01.11.2011	PGDM	Banking & Finance of Indian Banks	
9	Dr. Lakshmi Lakshmi	B.Sc., MBA (Finance)	Shri Chaitanya University, Chittoor, T.S.	2011	11.08.17	Assistant Professor		21.1.2008	PGDM	Financial Management	
10	Dr. Jayashree V	MBA, MCA, LLB	Shri Chaitanya University, Chittoor, T.S.	2012	14.08.2011	Assistant Professor		14.08.2011	PGDM	IT M	
11	Prof. Archana	B.Sc. (Agri.)	UAS (DAU), Bangalore	2019	14.08.2011	Assistant Professor		14.08.2011	PGDM	Agri. Marketing	2
12	Prof. Archana R	MBA, MSET	Bangalore University, Bangalore	2017	12.2.2011	Associate Professor	12.2.2011	12.2.2011	PGDM	Marketing & Systems	
13	Prof. Archana	B.Sc. (Agri.)	UAS (DAU), Bangalore	2018	15.08.2011	Assistant Professor		18.08.2011	PGDM	Agri. Marketing	2
14	Prof. Ranghvi V Reddy	MBA (Retail & Duty Free Store)	KVAFSU University, Bidar	2017	15.08.2011	Assistant Professor		18.08.2011	PGDM	Agri. Marketing	2
15	Prof. Jayashree M	M.Tech (IT) Engg.	BIT Bangalore	2014	4.08.2011	Assistant Professor		4.08.2011	PGDM	IT Technology & E-commerce Engg.	
16	Prof. Manojkumar	B.A., PGDIPM, M.Phil.	DuSarma University, Raipur, Andhra Pradesh	2011	05.08.2011	Assistant Professor		05.08.2011	PGDM	Communication	
17	Dr. Chakraborty V	MBA, Ph.D.	Vivekananda Technological University, Bellary	2010	2.11.2017	Assistant Professor		2.11.2017	PGDM	Marketing	
18	Dr. Srinivas Kumar	MBA, Ph.D.	CMB University, Bangalore	2010	4.5.2011	Assistant Professor			PGDM	Finance	
19	Prof. Bala Raju	M.Com., NET, ICFP	Bangalore University, Bangalore	2010	14.08.2017	Assistant Professor		14.08.2017	PGDM	Accounting and Taxation	

