

The Annual Quality Assurance Report (AQAR) of the IQAC

All accredited institutions shall submit the AQAR to the NAAC by the end of every academic year with emphasis on the following key result areas:

Name of the Institution: **DC School of Management And Technology**

Name of the Head of the Institution: **Prof. (Maj) Premanathan .V. K**

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Mobile: **09946109627** e-mail: **prem@dcschool.net**

Name of the IQAC Coordinator: **Cris Abraham Kochukalam**

Ph. No. Office: __Residence: __

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Year of Report: 2013

Part A:

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

1. We have generally achieved the goals set out at the beginning of the year. Two such examples are given below:

- **Student Ownership Program:** SOP was designed to get the maximum out of each individual by group effort for the individual's benefit and collectively for the group's benefit. SOP group comprises of 10 to 12 students under each faculty. Every SOP owner meets the students twice a week and necessary steps are being taken for their overall development and well being. The objective of this programme is to guide, lead, help, counsel, and train each one of the small group of students and to enhance their employability. The program we dare say has achieved its objectives as evidenced by the excellent rate of student retention and excellent performance in the placement process
- **Evening Presentation:** Everyday evening from Monday to Friday, student groups are required to make presentations on different areas. Presentations include economic, non-economic, contemporary issues, non contemporary issues, any topic of interest and business quiz. The objectives to enhance the presentation skills and general awareness of students ultimately leading to improving the leadership quality and analytical skills of the students. The program has more than achieved its objectives as evidenced by the student feed back.

Part B:

1. **Activities reflecting the goals and objectives of the institution:**

(a) Our Vision and Mission are given below

(i) **Our Vision.** Our vision is to create a world class centre of excellence in research-oriented and industry-driven management education with distinct DCian characteristics of all round development and self reliance."

(ii) **Our Mission.** We shall strive to create a paradigm of physical infrastructure and academic ambience that propels the students and faculty to excellence in every area of academics and research as well as personal growth.

(b) In the emerging scenario of unprecedented global changes and e-learning, DCSMAT imparts management education through the latest in Information Technology to evolve into a dynamic centre for producing a pool of skilled and innovative minds with personal integrity, professional ingenuity and social commitment.

(c) In terms of infrastructure development, our major achievement was augmentation of water supply system to the entire Campus. We have been able to ensure ample supply of clean potable water even in a drought year like 2013.

(d) We have completed construction of additionally 15 faculty apartments.

(e) SAP & IBM certification are two major achievements in the academic sphere.

2. New academic programmes initiated

S. No.	School Name	Department Name	Programme Name	Programme Duration	Student Intake	Start Date (MM/YYYY)
1	DCSMAT	MANAGEMENT	Masters in Applied Management (Dual Degree)	3+2 years	60	JULY 2013

3. Innovations in curricular design and transaction:

(a) DCSMAT – An Unique 24 x 7 Campus.

(i) Our foremost strength lies in the uniqueness of its campus – its idealistic location away from all distractions, fully residential for students as well as faculty and staff, and its 24 x 7 study culture.

(ii) We have taken advantage of this uniqueness in the following ways:-

- * Frequent weekend programmes.
- * Extended library hours.
- * Class hours are diversified and they range from 8.00 AM till 8 PM.
- * Gives ample opportunities for extra classes and personality development programmes.
- * Strike-Free campus.
- * Opportunity to gain by add on courses.
- * Co-curricular activities.
- * Recreation and physical fitness through sports and gym.

(b) We are proud to have initiated a number of best practices in the teaching-learning processes. These are enumerated below:-

(i) **Induction Programme.** At the beginning of a course, the students are given an induction of a minimum of five days. In some cases, this may be extended.

(ii) **Course Plan for All Subjects.** A detailed course plan for every paper is prepared and available to the students in the 'Moodle'. The course plan contains course objectives in behavioural terms, the themes/topics to be learned, the method of learning/ teaching-learning delivery, books and journals to be referred before coming to the class and recommended reading for learning the topic in detail. The course plan also contains the method of internal evaluation of the courses taught.

(iii) **Case Method of Learning.** The institute focuses on case method of learning which is a proven method for management education. The case studies are live examples of the situations that managers face in their actual work setup and therefore arouse student's interest in the course. However, necessary efforts are always made to link the findings of the case with the concepts in the text.

(iv) **LMCW. (Learning Management through Case Writing).** We have already taken it a step ahead by making the students write cases on the small and tiny enterprises in and around Vagamon and also on the Akshaya entrepreneurs from different parts of the state. The students also wrote cases on the small and unique tourism enterprises in Kerala and conducted a conference on the above theme. We call this LMCW (Learning Management through Case Writing).

(v) **SOP. Student Ownership Programme (SOP)** of DCSMAT is yet another innovative and successful programme which has enabled the faculty and the students to interact more closely and get the mutual benefits. All the tasks given are group tasks and this helps in building teamwork and cohesiveness.

(vi) **Evening Presentations.** The daily presentations by the students and the weekly presentations by the faculty on various economic, non-economic and other issues is yet another successful innovation by DCSMAT. This has drastically improved the presentation skills and analytical skills of the DCians.

(vii) **Extensive Use of Technology.** Teaching using videos and other audio visual aids has been found very effective by the faculty in imparting knowledge to the students.

(viii) **Professional and Personal Excellence Plan (PEP).** A three sixty degree evaluation of teacher quality is practiced at DCSMAT. It is facilitated by an automated system developed entirely by the faculty of the institution. All aspects of teacher quality are identified and through a process of self assessment, peer evaluation, students' feedback and assessment by the Head of the Institution the teacher quality dimensions are evaluated, mentoring and counseling is done.

(ix) **Institutional/Social Audit.** This newly started initiative is based on the values of trusteeship and accountability. The audit was done from three perspectives namely academic performance, social commitment and value inculcation. The auditors were from outside the college.

(x) **Academic Audit.** This is similar to the social audit. The difference is that this exercise looks at the effectiveness of the institution as a whole, particularly the

teaching-learning process. We are assisted in this exercise by eminent external educationists.

(xi) **Evaluation of the Faculty by the Students.** A feedback system is in place for evaluating the curriculum transactions. For keeping the objectivity and confidentiality of the students' feedback system a separate cell under the direct supervision of the Principal is functioning.

(xii) **Introduction of Digital Class Rooms.** All the classes are provided with computers, mounted LCD projectors, wide screens, sound systems, video coverage and interactive electronic boards.

(xiii) **Laptops.** All the students possess laptop computers and they utilize it to the utmost.

(xiv) **Library timings.** College library is open to students from 9 am to 11.pm. Students are given maximum opportunities to make use of the facilities in the campus.

(xv) **Industrial Visits.** For supplementing theoretical knowledge, the students are taken to the industries and organizations for direct exposure, observation and learning. They will also have an exposure to corporate culture and working conditions.

(xvi) **Frequent Faculty Meetings.** Weekly faculty meetings and the bi-weekly meeting of the non-teaching staff at the DCSMAT are held for transacting the academic and administrative businesses and also to bring in a sense of participation and coherence.

(xvii) **Mentoring.** The college has instituted mentoring system and it is a part of regular activity of the teaching-learning process. One teacher is in charge of 10 to 15 students called the SOP group. Students are encouraged to meet their mentors at least once in a week. Group mentoring is also arranged through the Creative Leadership Programme being conducted from this year. A mentoring manual is being prepared for helping all the teachers to orient them in mentoring process.

(xviii) **Subscription to Newspapers by Each Student.** All the students are encouraged to individually subscribe to newspapers like Business Line, Economic Times etc. under student's subscription scheme.

(c) **Inter-disciplinary programmes started:**

S. No	Names of Departments/Schools involved	Description of Programme	Date of Initiation (MM/YYYY)	Deliverables Projected (Research publications, degree, training, consultancy, product)
NIL				

5. Examination reforms implemented:

DCSMAT strictly follows the Mahatma Gandhi University guidelines in the conduct of the examinations.

6. Candidates qualified: NET/SLET/GATE etc.

The following faculty members have qualified NET :

- a. Saneesh P V (Assistant Professor)
- b. Jaidev P (Assistant Professor)
- c. Sanil Kumar (Assistant Professor)

7. Initiative towards faculty development programme:

Faculty Development Programmes conducted byDCSMATInstitutions

Ser	Title of the Program	Resource Person	Date
1	Net Promoter Score' An alternative measure to customer satisfaction	Prof. Dilraj	23.4.2013
2	Case teaching and case writing	Prof. Baiju P Samuel	15.11.2012
3	Business Communication and Presentation skills	Ms.Sreeja Nair	6.11.2012
4	New trends in Business Communication	Ms.Sreeja Nair	25.9.2012
5	"Change or Perish" and "Changing Landscape of Marketing communication	Prof. Bose	8.5.2012
6	Prof.Gopakumar-"Spatial Development and Regional Inequalities: The Indian Experience"	Prof. Gopakumar	24.4.2012

Management Development Programmes conducted by DCSMAT Institutions

S. No.	School Name	Department Name	Programme Name	Dates: (DD/MM/YY to DD/MM/YY)
1.	DCSMAT	Management	Rural Marketing	27.1.2013

Participation of DCSSMAT Faculty in Faculty Development Programmes conducted by Other Institutions

S. No.	Name of Institution organizing the programme	Location	Programme Name / Brief Description	Dates: (DD/MM/YY to DD/MM/YY)	# DCSSMAT Faculty Participants
1	IIM	Indore	Faculty Development Programme	23 /04/12 to 30/06/12	Mr.Jaidev P Dr.Jayachandran
2	IIM	Ahmedabad	Faculty Development Programme	11/06/12 to 30/09/12	Mr.Sanilkumar V K
3	Choice college of Arts and Commerce	Jaipur	International conference on Management, Technology and Engineering	16/06/12	Mr.Umesh Neelakantan
4	Kerala Productivity Council	Kochi	New Trends in Logistics-The Gateway to Fast Track Prosperity	23/08/12 to 25/08/12 2012	Mr.Pradeepkumar
5	AIMS – We School- ISB	Mumbai	AIMS International Conference	25/08/12 to 25/08/12	Mr.Umesh Neelakantan
6	NIPM	Kochi	Banking	06/09/12 to 08/08/12	Mr. Thomas V George
7	Kerala Management Association	Kochi	Workshop on Communication & Presentation	28/09/12 to 29/09/12	Ms.Sreeja B Nair
8	We School	Bangalore	Case Writing & Teaching	01/10/12 to 17/10/12	Mr.Baiju P Samuel
9	Tie Conference	Kochi		25/10/12	Mr.Sreenivasa Prabhu
10	Sree Narayana Guru College of Engineering	Kolenchery	Paradigm shift in innovative Business Management	16/11/12	Deepthi Sankar
11	St.Gits Institue of Management	Kottayam	Emerging Dimensions in Marketing	22/11/12 to 23/11/12	Mr.Umesh Neelakantan

12	St.Gits Institute of Management	Kottayam	Emerging Dimensions in Marketing	22/11/12 to 23/11/12	Ms.Deepthi Sankar
13	Nepal Academy of Management, Tribhuvan University,	Kathmandu	"Reshaping Organisations to Develop Responsible Global Leadership	10/03/13 to 12/03/13	Mr.Umesh Neelakantan

8. Total number of seminars/workshops conducted:

NIL

9. Internal Research projects:

a) Newly implemented:

S. No.	Name of the Ongoing Project	Principal Investigator and Co-investigator, if any (Names & Designations)	Assistance received from DCSMAT*	Duration of the Project
NA				

*Write N/A if not applicable

b) Completed:

S. No.	Name of the Completed Project	Principal Investigator and Co-investigator, if any (Names & Designations)	Assistance received from DCSMAT*	Duration of the Project
N/A				

*Write N/A if not applicable

10. Patents generated, if any:

S. No.	Title of the Patent / Invention	Name(s) of the staff	Month and Year of Patent Registration / Invention	Patent / Invention Details
N/A				

*Write N/A if not applicable

11. New collaborative research programmes:

S. No.	Name of Department/School in DCSSMAT	Primary Contact in DCSSMAT – Name & Designation	Name(s) of Collaborating Institution(s)	Primary Contact (Collaborator)– Name & Designation	Description of Research Programme
N/A					

*Write N/A if not applicable

12. Research grants received from various agencies:

S. No.	Name of the Ongoing Project	Principal Investigator and Co- investigator, if any	Name of the Funding Agency	Project Grant / Assistance	Duration of the Project*
N/A					

*Write N/A if not applicable

13. Details of research scholars:

S. No	Name of the Research Scholar	Previous Highest UG/PG Degree with Specialization	Name of the College/University (Previous Degree)	Institution where registered for PhD (Dept / School / Campus)	Name, Designation, & Institution of PhD Guide	Research Topic / Area
1.	Prof. Satheeshkumar. T.N	M.B.A (operations & management of financial institutions)	South Gujarat University, Surat	Noorul Islam University, Tamil Nadu	Dr.Merlin Thangajoy,Asst.Prof, Noorul Islam University, Tamil Nadu	Corporate Governance
2.	Prof. Pramod Kumar	M.B.A	Madurai Kamaraj University, Madurai	Kerala University	Dr.Chandrasekar,Reader, Kerala University	Marketing
3.	Prof. Baiju P Samuel	M.B.A	Madras University, Madras	Bharathiar University, Cbe,TN	Dr.T.Vetrivel, Prof.& Head, Velalar college of engineering and Tech,Erode, T N	HRM
4.	Prof. Satheeshkumar. R	M.B.A. M.Phil in Management	Anna university, Chennai,	Anna university, chennai,	Dr.T.Vetrivel, Prof.& Head, Velalar college	Services Marketing

			Alagappa University, Karaikudi, TN		of engineering and Tech,Erode,T N	
5.	Prof. Deepthi	M.B.A., M.Phil, M.Phil in Management	Guruvayappa n Institute of management. Bhrathiyar University	CUSAT, Cochin	Dr.Zakkaria, Associate Prof, CUSAT, Cochin	Marketing/ Consumer Behaviour

S. No.	Number of Research Scholars registered for PhD	Number of Research Scholars that completed PhD	Number of Research Staff that are <u>not</u> registered for PhD
1.	5 faculty Members	Nil	

14. Citation index of faculty members and impact factor:

Title of the paper	Year of publication	Author/s	Name of the journal	Publisher	Citation Index
Role of Socio demographics in profiling Green Consumers	2013	Ms. Deepthi Sankar	Journal of Development and Research		0.755

Other Publications by faculty members

Title of the paper	Year of publication	Author/s	Name of the journal	Publisher
Institution building – For Whom and Why?	March- May 2012	Gopakumar V.	Infotips- Quarterly information journal Vol 4, No.1	Gimmy George- RNI- KERENG-2010/39362
A critical evaluation of Shannon Weaver model of Communication vis- a –vis its practical linearity	July- Dec 2012	Gopakumar. V	International Journal of Technology modeling and Management	Serial Publications, New Delhi
Employee binding- An HR perspective on employment –management process	July- Dec 2012	Gopakumar. V	Journal of Asian Business Management	Serial Publications, New Delhi
Influence of conflicting Leadership style on safety related behaviour in Industries- A study in Kerala	Jan- March 2013	Gopakumar. V	Envisioning- Journal on Higher Education	UGC-Academic Staff College, University of Calicut
A study on the behavior styles of supervisors and safe work practices	July-Oct 2013*	Gopakumar. V	i-Manager journal on ManagementVol.8 , No.2	I-Manager Publications, Nagercoil, TN

Influence of Bounded Rationality in poverty eradication awareness programmes amongst women (* Accepted for publication; but print journal yet to be released)	April – July 2013*	Vadassery Gopakumar and Shyam G Warriar	TISS Journal of Social Sciences and Management	Publication Div. of Tata Institute of Social Sciences, Mumbai
A Study on Competency Mapping	2012	Baiju P Samuel and Preethiga S	RVS Faculty of Management Journal for Research (RVSFOM)Vol. 1, ISSN 2319-9296	RVS Faculty of Management , Coimbatore
"The Apple Experience : Secrets to building insanely great customer loyalty" (Book review)	2012	Jaidev	Indore Management Journal ISSN : 0975-1653 -Volume 3, Issue 3	Indian Institute of Management, Indore
"Consumers Perception on Private label brands in Indian Retail Market with reference to More – Aditya Birla Retail Ltd"	2012	R. Satheeshkumar, Dr. T. Vetrivel	RVS Faculty of Management Journal for Research (RVSFOM)Vol.1,No.1,ISSN 2319-9296	RVS Faculty of Management , Coimbatore, TN
"An over view of Indian Retailing Industry"	2013	R.Satheeshkumar, Sridevi. D	International Journal of Functional Management, Issue No.1, Volume No.1, with ISSN: 2319-1406, P.No: 72-74.	Gem Business Academy-Erode,TN
Trends and Patterns in Passenger Car Market of BRIC Countries	2012	Ms. Deepthi Sankar & Dr. Zakkariya K A	International Journal of Current ResearchVolume No.4Page No.044-048	
Title of the Paper: Customer Perception on Various Aspects of Khadi Textiles	2012	Ms. Deepthi Sankar	Global Research Review	
Rural Marketing-The Buzz	2013	Ms. Deepthi Sankar	POSEIDON Journal of Commerce, Management & Social Science	
Development and Validation for Studying Consumer Preferences of Car Owners",	May, 2012	Bal Krishnan Menon and Dr. Jagathy Raj V.P	International Journal of Marketing and Technology, Haryana, India, ISSN:2249-1058, Volume 2, Issue 5, pp. 148 - 173, May 2012	(Double Blind PeerReviewed Refereed Open Access International Journal, Included in theInternational Serial Directories: Ulrich's Periodicals Directory, USA.,Cabell's Directory of Publishing Opportunities, Texas, USA).

"Dominant Mean Percentage Square Factors of the Consumer Purchase Behaviour of Passenger Cars"	May, 2012	Balakrishnan Menon and Dr. Jagathy Raj V.P	International Journal of Research in IT and Management, Haryana, India, ISSN 2231-4334, Volume 2, Issue 5, pp. 13 - 36, May 2012	(Double Blind Peer Reviewed Refereed Open Access International Journal, Included in the International Serial Directories: Ulrich's Periodicals Directory, USA., Cabell's Directory of Publishing Opportunities, Texas, USA).
"Dominant Partial Least Square Factors of Consumer Purchase Behaviour of Passenger Cars"	July 2012	Balakrishnan Menon and Jagathy Raj V.P.,	Asian Journal of Management Research, ISSN 2229-3795, Volume 3, Issue 1, pp. 83-99	(Double Blind Peer Reviewed Refereed Journal), Listed in: Cabell's Directory of Publishing Opportunities, Texas; Ulrich's Periodicals Directory, ProQuest, U.S.A.; DOAJ -Directory of Open Access Journals, Open J-Gate, EBSCO Host, Google Scholar, SSRN.
Dominant Confirmatory Factors of Consumer Purchase Behaviour of Passenger Cars	July 2012	Balakrishnan Menon and Jagathy Raj V.P.,	Asia Pacific Journal of Marketing & Retail Management (International Journal of Marketing), ISSN 0976 - 7193, Volume 3, Issue 2, pp. 959 - 979	(Double Blind Peer Reviewed Refereed Journal), Listed in: Cabell's Directory of Publishing Opportunities
Dominant Exploratory Factors of the Consumer Purchase Behaviour of Passenger Cars	August 2012	Balakrishnan Menon and Jagathy Raj V.P.,	Zenith International Journal Of Business Economics & Management Research, ISSN 2249-8826, Volume 2, Issue 8, pp. 1-22, August 2012	(Double Blind Peer Reviewed Refereed Journal), Listed in: Cabell's Directory of Publishing Opportunities, Texas; Ulrich's Periodicals Directory, ProQuest, U.S.A.; E-ISRJC, Philippines; EZB, Germany; Open J-gate, India.
"Logistic Regression Modeling for Consumer Purchase Behaviour of Passenger Cars"	August 2012	Balakrishnan Menon and Jagathy Raj V.P.,	AIMA Journal of Management and Research, ISSN 0974-497, Volume 6, Issue 3/4,	AIMA Journal of Management and Research
"Confirmatory Factor Modeling on Emerging Consumer Purchase Behaviour of Passenger Cars"	2013	Balakrishnan Menon and Jagathy Raj V.P.,	Indian Journal of Marketing, ISSN 0973-8703, Volume 43, Issue 2, pp. 11-26	

International & National Conference (Proceedings)

International Conference (Proceedings)	Title of the Paper:	Is The Institution of Independent Directors Irrelevant? A Critical Inquiry Into Why The Institution Has Failed To Lead To Better Corporate Governance"
	Authors:	Prof. Satheeshkumar.TN

	Name of the Conference:	International Conference On Corporate Governance In Emerging Economies: Innovation,Sustainability and Challenges,
	Name of the Organizer:	Institute of Public Enterprise,Hyderabad jointly withAccounting Research Institute(ARI), Universiti Teknologi,Mara,Malaysiaand Institute of Business Research,University of Waikato, New Zeland
	Proceedings Published By:	Institute of Public Enterprise,Hyderabad jointly withAccounting Research Institute(ARI), Universiti Teknologi,Mara,Malaysiaand Institute of Business Research,University of Waikato, New Zeland
International Conference (Proceedings)	Title of the Paper:	Role of brand name in purchase decision of passenger cars
	Authors:	Deepthi Sankar
	Name of the Conference:	Paradigm shift in innovative Business Management
	Name of the Organizer:	
	Proceedings Published By:	
National Conference (Proceedings)	Title of the Paper:	"Succession Planning"
	Authors:	R.Satheeshkumar & Sridevi.D
	Name of the Conference:	:"Emerging Trends in Global Business"
	Name of the Organizer:	RVS Institute of Management, Coimbatore
	Proceedings Published By:	RVS Institute of Management, Coimbatore

15. Honors/Awards to the faculty:

S. No.	Name and Designation of the Staff member	Name of the Award / Recognition received	Name of the Agency	Month & Year of receiving the award/ recognition
1.	Dr. V Jayachandran	AMT Certification	All India Management Association, New Delhi	September 2012
2.	Prof. Satheeshkumar T.N	-do-	-do-	-do-
3.	Gopakumar K	-do-	-do-	-do-
4.	Baiju P Samuel	-do-	-do-	-do-
5.	Jaidev P	-do-	-do-	-do-
6.	Deepthi Sankar	-do-	-do-	-do-

16. Internal resources generated:**Income for the year 2012-2013 (Provisional)**

Income	Rupees In Lakhs
Course Fee	551.08
Application Fee	4.23
Hostel Fee	5.12
Mess Fee	83.95
Rent Received	1.18
Share of Consulting Honorarium	1.00
Utility Charges	20.90
Other Income	13.20
Total	680.66

17. Details of departments getting SAP, COSIST(ASSIST)/DST. FIST, etc. assistance/recognition:

SAP University Alliance Program for students of DCSMAT

Package : GBI 2.1 dataset

18. Community services:

S No.	Description of event	Dates	No. of participants	Outcome/comments
1	Conducted various competitions in the local school to encourage talents of students	12/11/2012	75	Welcomed by the local community
2	Distribution of free study materials to the local school students	14/12/2012	115	Welcomed by the local community
3.	Providing computer training to the local school students	12/07/12 to 02/03/2013	85	Welcomed by the local community
4	Providing free internet facility to the local public	30/12/2012 till date	Average 10 people/day	Welcomed by the local community

19. Faculty and officers newly recruited:**(a) Teaching Faculty (April 12 to July 13)**

Ser	Name	Designation	Joining Date	Department & School
1	Dr.Gopakumar V	Professor/Director	11.04.2013	Management
2	Dr.Mathew . K A	Professor	15.04.2013	Management
3	Dr.Kuppachi Sreenivasan	Professor	03.06.2013	Management
4	Dr.K . K . Anirudhan	Professor	20.06.2013	Management
5	Dr.P .K .Ghosh	Professor	01.07.2013	Management
6	K Vijayakumaran	Asst. Professor	25.06.2012	Management
7	Pradeep Kumar	Asst. Professor	04.06.2012	Management

8	R Satheeskumar	Asst. Professor	15.06.2012	Management
9	Harisankar Ramaswamy	Asst. Professor	01.01.2013	Management
10	Dilraj	Asst.Professor	15.04.2013	Management
11	Deepthi Sankar	Lecturer	11.06.2012	Management
12	Laljem Babu	Lecturer	24.06.2013	Management
13	Jeena S	Teaching Associate	01.02.2013	Management
14	Sreeja B Nair	Faculty Assistant	14.05.2012	Management
15	Saritha Nair	Faculty Assistant	15.6.2013	Management

(b) Administrative Staff (April 12 to March 13)

Ser	Name	Designation	Joining Date	Department & School
1.	Yaseentha Joseph	Welfare Officer	01.07.2012	Administration, Mgt
2.	Santhosh P	Project in charge	01.10.2012	Administration, Mgt
3.	Varghese P.V	Warden	11.12.2012	Administration, Mgt
4.	Raju N.R	Store Supervisor	07.01.2013	Administration, Mgt

(c) Senior Technical Non-teaching Staff (April 12 to March 13)

Ser	Name	Designation	Joining Date	Department & School
1.	Vijay Kumar G	Site Supervisor	18.12.2012	Administration, Mgt

20. Teaching – Non-teaching staff ratio:

1:1

21. Improvements in the library services:

Implementation of KOHA Library Management Software. This enables database connection with Google book preview, online management of issue of books and anywhere catalogue. This also has email integration for subscriber communication.

22. New books/journals subscribed and their value:

	Number of Text Books	Total Value (INR)	2011-2012	Total Value (INR)	2010-2011	Total Value(INR)
Number of Reference Books	1239	354815	1077	175767	871	404804.6
Number of Magazines	34	106773	14	149800	17	91606
Number of Journals	62		30		32	
E- Resources such as Audio/Video Resources, DVDs, CDs, etc.	EBSCO- and JGate E journals	261135	EBSCO- and JGate E journals	265557	EBSCO & Emerald E journals	702511

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

Se r	School	Department	Course Name	Semester & Year	Action on Feedback
1.	DCSMAT	MAMANAGEMENT	MBA	ALL SEMESTERS	1. Intimation to the teachers after midway and final feed back. 2. Linked to pay and increments

24. Unit cost of education: (FY 2012-13)

- (a) Unit cost = Total Annual Budget/ No of Students = Rs 1.21 Lakhs
- (b) Unit cost calculated excluding salary component - Rs. 0.79 lakhs

25. Computerization of administration

The entire administration activities including staff attendance, payroll management, scheduling, record keeping, accounts etc. are fully computerized with the help of a centralized computer facility with 120 terminals. The administration is also making use of the intranet database and internet database with an 8 mbps leased line.

26. Admission process & details including computerization

The Institute follows the Government of Kerala and the Mahatma Gandhi University norms for admitting students to this course. Students are selected for admission on the basis of their university minimum marks (50%), CMAT Score and their performance in the Group Discussion and Personal Interview. The cut off percentage for admission at entry level is 50 % for general candidates and 49 % for SC and ST category. There are no seats under the management quota.

DCSMAT ensures transparency through the following:-

- (a) By following a stringent admission process - we admit only CMAT qualified students who have scored a minimum of 50% in their graduation.
- (b) Students are selected for admission from a rank list prepared on the basis of their merit in the MAT, GD and Interview.
- (c) Norms prescribed by AICTE are followed for assigning weightages for the different stages of admission, such as GD, interview etc.
- (d) In the interview boards, we include external examiners in addition to internal faculty members.
- (e) We do not have any management quota.
- (f) Factual information regarding placements, infrastructure availability, rigorous class schedules etc are posted to the public domain while admission presentations are undertaken.

All the details about the institution will be available in our website. The admission list and other related documents will be kept in the digital format by the admissions wing.

27. Examination results and issue of certificates, with details

Assessment of students:

(a) Assessment of students for each course / subject are done by internal continuous assessments and end semester examinations. Internal assessment is conducted throughout the semester. It is based on internal examinations and assignments as decided by the faculty handling the course. Assignments includes homework, problem solving, group discussions, quiz, term project, spot test, software exercises etc. Details of assignments of every semester are submitted by the faculty members in an assignment book to the Principal / Director of the institution. This is to facilitate uniformity in the internal evaluation process.

(b) End semester examinations of all subjects are conducted by the University.

(c) The marks required for a pass is 50%. There is separate minimum for all courses and for internal and external (University) examinations.

(d) No student is permitted to appear for the university (external) examinations unless he/she secures at least 50% marks in the internal evaluation in each course. The internal assessment marks is awarded by the concerned faculty member in charge of the course based on the guidelines of the University.

(e) The distribution of internal assessment marks are as follows:

(i) Periodical tests (subject to a minimum of 3 tests for each course) 60% (15 marks)

(ii) Assignments, Seminars, group discussions term projects etc. 30 % (15 marks)

(iii) Classroom participation, attendance punctuality and discipline 10 % (10 marks)

(f) In case a candidate fails to secure the required minimum of 50% marks in internal assessment, he may secure it by repeating the course altogether in a regular class or by taking the course with a faculty member assigned by the Head of the Department in subsequent semester provided that the candidate has failed to obtain the 50% marks in the first instance, but such improvement in sessions in the same paper cannot be attended more than once.

(g) Systematic record for the award of internal assessment marks (in the computerized form) will be maintained in the department duly signed by the concerned faculty members and counter signed by the Head of the Department.

(h) Candidates who have secured not less than 60% marks in the aggregate of total marks for all papers in four semesters (both internal and external together) in the examination shall be declared to have passed the MBA degree examination in first class.

(i) Candidates who obtain an average of not less than 75% of the total marks shall be declared to have passed the MBA degree examination with Distinction.

(j) Candidates for the MBA degree shall be eligible to undergo the course of study in the next semester and take the examination of that semester, irrespective of the results of the examinations of the previous semester provided they have completed all the formalities of attendance, payment of all fees due to the university and registration for the examinations in the earlier semesters.

(k) The degree certificates and mark sheets will be issued by the University.

(l) The marks secured by the students in each semester will be recorded and kept in the office in the digital form, for further reference.

28. Increase in the infrastructural facilities:

New classroom with a seating capacity of 90 students added.

29. Technology upgradation:

Note: Provide a list of additions and improvements with respect to – new labs, computers & computer accessories, software, etc.

(a) Wireless upgradation

(b) Campus ERP implemented

(c) New LMS Software Purchased

(d) 29 Brand new Wipro computers purchased

30. Computer and internet access to teachers and students:

Ser	Lab	Number of computers	Number of computers with internet Access	Lab hours	Access level : Faculty and students/All
1.	IBM	150	150	9.30 AM- 5.30 PM	Students/Faculty

Computer Training (Non-curricular):

Ser	Name of Training Session	No of Participants	Duration	Target Audience (Students/Faculty)	Date(s) (DD/MM/YY to DD/MM/YY)
1.	SAP	150	24 days	Students and Faculty	2/3/13 -25/3/13

31. Financial support to students:

NIL (During the year 2012-13)

32. Support from the Alumni Association and its Activities:

Following support is provided by the Alumni :-

- (a) Placement leads
- (b) CSR in local area - furnishing of library in local School
- (c) Internship leads
- (c) Talks to students
- (d) Syllabus revision

33. Support from the Parent-Teacher Association and its Activities:

NIL

34. Health services:

- (a) A Health Centre has been established in the Campus.
- (b) Nursing Assistant to provide first aid and medicines for minor and common ailments through out the day.
- (c) A Doctor visits the campus once a month. All students and staff have access to the doctor for consultations. The prescribed medicines are procured and dispensed on demand.
- (d) The institution has its own ambulance to convey the students to the nearest hospital when needed.
- (e) All arrangements are in place to maintain a hygienic campus.
- (f) Students are made to submit a medical fitness certificate at the time of admissions and any special health care requirements are followed up.

35. Performance in sports activities:

- (a) Sports Activities in DCSSMAT Vagmon Campus
- (b) "Klub de Sports"- Sports club of DCSSMAT has conducted "COLOSSIUM" sports mega event from November 1 to 5 December 2012 within the Campus. The following events were conducted :

(i) Football

- (1) Conducted on 3 .12.12
- (2) In Football four teams were participated-MBA 12 A and B Batch, Two

teams from PGDM12

(3) Winner of the Football Match :MBA A Batch,

(ii) Volleyball

(1) Conducted on 4.12.12

(2) In Volleyball four teams participated -Three teams from MBA12 and One team from PGDM12

(3) Winner of the Volleyball game was MBA12 B Batch

(iii) Cricket

(1) Conducted on 5.12.12

(2) In Cricket six teams participated - Two teams each from MBA A,MBA B and PGDM

(3) Winner of the Cricket Match was PGDM 12

36. Incentives to outstanding sportspersons:

NIL

37. Students achievements and awards

NIL

38. Activities of the Guidance and Counseling Cell:

A. Guidance and Counseling Cell

Career Guidance: Career Guidance is provided to the students by the department of Corporate Relations and Alumni Affairs headed by the Manager – Corporate Relations. The manager is a member of the faculty and is assisted by the members of the Placement Committee (PC).

The Members of the Cell	Designation	Role	
1. Dr K K Anirudhan	Professor	Director CR	Full Time
2. Dilraj K R	Asst.Professor	Manager C R	Full Time
3. Gopakumar K	Asst Professor	Member P C	Part time
4. Thomas V George	Asst professor	Member P C	Part time
5. Umesh N	Asst Professor	Member P C	Part Time
6. Jaidev P	Lecturer	Member P C	Part Time

Activities

- (a) Guest talks on Career options for MBAs based on their specializations
- (b) Survey among the students to identify aptitudes and career preferences based on sectoral interests.
- (c) Identification of the training needs of the students and the trainers
- (d) Placement related training and finishing programmes.
- (e) Organizing placement /recruitment events in the campus and off campus.
- (f) Obtaining feed back from the recruiters.
- (g) Following up the career of the alumni and ensuring their support for placement.

B. Personal Counseling Unit

The Counseling Unit is headed by a qualified Counselor designated as 'Welfare Officer cum Counselor'. It is a full time appointment and the Counselor is always available to the staff and the students for consultations.

Activities

- (a) All the newly admitted students meet with the Counselor for discussions at least once in the beginning of their term in the college.
- (b) Records are kept of the counseling activities and those that need further help.
- (c) All the students who need counseling can meet with the counselor any number of times.
- (d) Those who need further counseling are referred to experts outside the campus.

39. Placement services provided to students:

The placement preparation takes place as 4 phases.

(a) Preparatory:

- (i) Formation of faculty and student committee
- (ii) Brochure & E-brochure
- (iii) Meeting with the students, Delegating responsibilities to the students
- (iv) Students folders
- (v) Budgets to be allocated for each verticals
- (vi) Folders/gifts to be ready

(vii) Formation of placement rules

(b) Training

(i) Sourcing and identifying the trainers

(ii) Competency mapping of the students

(iii) Arranging the mock training from trainers

(iv) Scheduling of the training

(v) Identifying the areas for improvement, gap analysis.

(vi) Resume preparation

(vii) Training on the various understanding of the careers in corporate and progressions

(c) Sourcing

(i) Building up the database of companies

(ii) Fixation of the target

(iii) Sending E-brochure

(iv) Telecalling

(v) Existing recruiters follow up

(vi) Alumni Database

(vii) Liasoning with the consultancies

(viii) Company visits

(ix) References from the parents

(x) Seeking references from all possible avenues

(xi) Ensuring maximum companies to come to campus

(d) Closing

(i) Organizing the placement week

(ii) To facilitate travel plans of recruiters

(iii) To facilitate accommodation & hospitality

(iv) Follow up the recruiter, giving updates to students

(v) Collecting the offer letters

Placement status as on June 2013 is as follows:

- (a) Total Placements : 87
- (b) Highest Salary : 10.8 Lakhs
- (c) Average salary : 2.8 lakhs

40. Development programmes for non-teaching staff:

NIL (During the year 2012-13)

41. Best practices of the institution:

A. Best practices in Curricular Aspects

(a) **Academic Development Council.** We have formed an Academic Development Council which includes all the Faculty members of the college and we conduct meetings regularly to discuss the various aspects of curriculum design and their improvement.

(b) **Annual Academic Workshop.** In the beginning of every academic year, we conduct an academic workshop which includes entire faculty members to discuss and decide about the curriculum that has to be followed. In this workshop, we invite experts from the industry as well as academics to give their valuable suggestions for the improvement in existing curriculum/course plans.

(c) **Academic Workshop for Each Semester.** These academic workshops are repeated at the beginning of each semester, to plan and formulate the conduct of the forthcoming semester in a meticulous manner.

(d) **Student Feedbacks.** We also take regular feedback from the existing students so as to know their expectations from each course and these are given due attention while evolving the course plan.

(e) **Feedback From Alumni.** We also take the feedback from the alumni who are the right people who can give their suggestions in filling the gap between the industry needs and existing curriculum. We take this feedback during the Alumni Meet which is held every year.

(f) **Add On Courses.** In all the courses, value addition is ensured through add-on programmes offered in order to enhance knowledge and skills of students.

(g) **Academic Council.** The DCSMAT Academic Council comprising of senior faculty members and invited experts from the concerned disciplines is a major initiative in the area of quality enhancement. The Council gives formal approval for the curriculum of add-on courses and in certain cases makes recommendations for changes in the curriculum of university approved courses.

(h) **Batch Coordinators.** The coordinators of the courses facilitate meticulous planning of the academic year well in advance at the stream and institute level.

(i) **Induction Programme.** Induction programmes are organized for the new comers in the beginning of the academic year with the twin goal;

- (i) To orient students to the course and the culture of the institution,

- (ii) To identify those who require bridge courses.
- (j) **Use of CMS – Moodle.** Timely formulation of the Course Plan and uploading it on the Moodle (Course Management System) helps the student to know the details of the course outlines and expectations.
- (k) **Feedback from Other Stakeholders.** The practice of obtaining feedback on curriculum from different stakeholders and channeling the same to DCSSMAT for processing and initiating reforms.
- (l) **Faculty Improvement.** Regular faculty improvement programmes.

B. Best Practices in Teaching and Learning Process

- (a) **Induction Programme.** At the beginning of a course, the students are given an induction of a minimum of five days. In some cases, this may be extended.
- (b) **Course Plan for All Subjects.** A detailed course plan for every paper is prepared and available to the students in the 'Moodle'. The course plan contains course objectives in behavioural terms, the themes/topics to be learned, the method of learning/ teaching-learning delivery, books and journals to be referred before coming to the class and recommended reading for learning the topic in detail. The course plan also contains the method of internal evaluation of the courses taught.
- (c) **Case Method of Learning.** The institute focuses on case method of learning which is a proven method for management education. The case studies are live examples of the situations that managers face in their actual work setup and therefore arouse student's interest in the course. However, necessary efforts are always made to link the findings of the case with the concepts in the text.
- (d) **LMCW. (Learning Management through Case Writing).** We have already taken it a step ahead by making the students write cases on the small and tiny enterprises in and around Vagamon and also on the Akshaya entrepreneurs from different parts of the state. The students also wrote cases on the small and unique tourism enterprises in Kerala and conducted a conference on the above theme. We call this LMCW (Learning Management through Case Writing).
- (e) **SOP. Student Ownership Programme (SOP) of DCSSMAT** is yet another innovative and successful programme which has enabled the faculty and the students to interact more closely and get the mutual benefits. All the tasks given are group tasks and this helps in building teamwork and cohesiveness.
- (f) **Evening Presentations.** The daily presentations by the students and the weekly presentations by the faculty on various economic, non-economic and other issues is yet another successful innovation by DCSSMAT. This has drastically improved the presentation skills and analytical skills of the DCians.
- (g) **Extensive Use of Technology.** Teaching using videos and other audio visual aids has been found very effective by the faculty in imparting knowledge to the students.
- (h) **Professional and Personal Excellence Plan (PEP).** A three sixty degree evaluation of teacher quality is practiced at DCSSMAT. It is facilitated by an automated system developed entirely by the faculty of the institution. All aspects of teacher quality are identified and through a

process of self assessment, peer evaluation, students' feedback and assessment by the Head of the Institution the teacher quality dimensions are evaluated, mentoring and counseling is done.

(i) Institutional/Social Audit. This newly started initiative is based on the values of trusteeship and accountability. The audit was done from three perspectives namely academic performance, social commitment and value inculcation. The auditors were from outside the college.

(j) Academic Audit. This is similar to the social audit. The difference is that this exercise looks at the effectiveness of the institution as a whole, particularly the teaching-learning process. We are assisted in this exercise by eminent external educationists.

(k) Evaluation of the Faculty by the Students. A feedback system is in place for evaluating the curriculum transactions. For keeping the objectivity and confidentiality of the students' feedback system a separate cell under the direct supervision of the Principal is functioning.

(l) Introduction of Digital Class Rooms. All the classes are provided with computers, mounted LCD projectors, wide screens, sound systems, video coverage and interactive electronic boards.

(m) Laptops. All the students possess laptop computers and they utilize it to the utmost.

(n) Library timings. College library is open to students from 9 am to 11.pm. Students are given maximum opportunities to make use of the facilities in the campus.

(o) Industrial Visits. For supplementing theoretical knowledge, the students are taken to the industries and organizations for direct exposure, observation and learning. They will also have an exposure to corporate culture and working conditions.

(p) Frequent Faculty Meetings. Weekly faculty meetings and the bi-weekly meeting of the non-teaching staff at the DCSMAT are held for transacting the academic and administrative businesses and also to bring in a sense of participation and coherence.

(q) Mentoring. The college has instituted mentoring system and it is a part of regular activity of the teaching-learning process. One teacher is in charge of 10 to 15 students called the SOP group. Students are encouraged to meet their mentors at least once in a week. Group mentoring is also arranged through the Creative Leadership Programme being conducted from this year. A mentoring manual is being prepared for helping all the teachers to orient them in mentoring process.

(r) Subscription to Newspapers by Each Student. All the students are encouraged to individually subscribe to newspapers like Business Line, Economic Times etc. under student's subscription scheme.

C. Best practices in Infrastructure and Learning facilities

(a) Idealistic Location, Eco- Friendly Campus and Conducive Environment. A truly 24 x 7 campus, fully residential for both students and staff, providing infrastructural facilities that are ideal for an interruption and distraction free campus, enabling it to exploit it fully for academic rigour as well as overall development of the students.

(b) **VC.** State of the art interactive Video Conferencing facility which gives us access to high quality interaction with leading academics and industry leaders from around the globe.

(c) **Campus Management Software.** Comprehensive campus management software has been contracted for and will be soon in place.

(d) **E -learning Facility.** Moodle which is extensively used for all academic related activities. Through this course management system, faculty is running the conventional courses more effectively. The asynchronous platform helps to create a soft copy of the course plus various activities in the Internet which in turn helps in documenting the course more effectively which is otherwise not possible in the conventional systems.

(e) **The Central Library.**

(i) Well stocked.

(ii) On-line access to management and business data in hundreds of e journals through EBSCO, ProQuest, J-Gate, and Capitaline.

(iii) Extended access hours.

(iv) Video streaming server.

(f) **Technology Driven Infrastructure Facilities :-**

(i) Fully Wi Fi campus.

(ii) Lap tops with all students.

(iii) Digital classrooms with interactive e-boards, sound system and video coverage.

(iv) Audio visual room.

(v) Biometric attendance system.

(vi) **Video Conference Facility:** The College is having a high end video conference system powered by Polycom HD VC system. It will help in conducting classes from remote destinations and also helpful for organizing online interviews and group discussion.

(g) Provision of laptop computers to all the students.

(h) Health Care facility and the ambulance service.

(i) Multi- gym facility for the students and staff.

(j) Small scale utility shop.

(k) Cafeteria serving South Indian as well as North Indian food.

D. Best Practices in Student Support and Progression

- (a) **24 x 7 Campus.** Provides an excellent environment for all facets of training, sports and extra curricular activities with the full support of the faculty and administration, since all live in the campus as one self contained and contented community.
- (b) **Induction Programme:** Ten days Induction programme to newly admitted students will help them to adapt with the campus and its culture. This programme will develop confidence and also help them to understand the importance and application of management learning in the real life situations. The induction programme includes guest talks from the industry and from the academia, soft skills training, case sessions, management games etc.
- (c) **Student Ownership Program:** SOP has been designed to get the maximum out of each individual by group effort for the individual's benefit and collectively for the group's benefit. SOP group comprises of 10 to 12 students under each faculty. Every SOP owner meets the students twice a week and necessary steps are being taken for their overall development and well being. The objective of this programme is to guide, lead, help, counsel, and train each one of the small group of students and to enhance their employability.
- (d) **Evening Presentation:** Everyday evening from Monday to Friday, student groups are required to make presentations on different areas. Presentations include economic, non-economic, contemporary issues, non contemporary issues, any topic of interest and business quiz. The objective is to enhance the presentation skills and General awareness of students ultimately leading to improving the leadership quality and analytical skills of the students
- (e) **Gallop:** The internal training programme for developing communication, social skills and etiquette of students has been an outstanding success and is greatly welcomed by the students.
- (f) **E-learning:** Learning in the campus is facilitated through the Learning Management System 'Moodle'. This helps the students and teachers to enhance their performance level. The academic instructors use Moodle to give assignments, upload cases, articles and other reading material, which can be accessed by the students. This e-learning platform allows users to create and operate groups and discussion forums of their interest.
- (g) **News Analysis and Discussion:** The students make a presentation in the class after following up the main news of the week. They discuss the relevant impact on the industry, the economy and the business as a whole.

E. Best practices in Governance and Leadership

- (a) **Faculty Feedback System.** There exists an excellent system of faculty feedback through Moodle. We also take a mid course feedback on faculties, which are shown to the faculty so that they can change or modify their teaching. The final feedback is taken immediately after the paper is over, while the conduct of the paper is fresh in their minds.
- (b) **Faculty Performance Appraisal and Award of Increments.** We follow a very stream lined system. The following aspects are considered :-
- (i) **Feedbacks from Students.** This has more weightage. The feedback of all papers are taken and extrapolated to a common denominator and accordingly weightage is assigned.
 - (ii) **Loyalty.** The number of years the faculty has spent in DCSMAT.

- (iii) **Commitment.** The faculty's contributions to non academic activities.
- (iv) FDP in IIMs.
- (v) **Qualifications** – M Phil or Ph D.
- (vi) Paper / Research Paper / Case Studies published.
- (vii) Other Achievements

(d) **AIM Centre.** A centralized scheduling and monitoring cell, which attempts to optimize the utilization of faculties, class rooms and other resources.

(e) **Transparency in Accounting Practices.** The management of funds is done through computerized systems and is audited regularly. The accounts are transparent and open to scrutiny.

(f) **Student selection Solely Based on Merit.** The Management has steadfastly held onto the principle of merit in selection of students for various courses. DCSMAT has no "payment seats/Management Quota", despite being a self-financing institution.

(g) **Secular Atmosphere.** DCSMAT maintains a highly secular atmosphere and culture. Our academic activity starts every day with the secular prayer "Asathoma Sathgamaya, Thamasoma Jyothirgamaya". Further to maintain an ambiance of harmony in diversity, the Management insists on celebrating all religious festivals with original charm inside the campus.

42. Linkages developed with National / International, academic / research bodies

NIL

43. Any other relevant information:

N/A

Part C:

Detail the plans of the institution for the next year.

1. Conducting bridge courses for bringing the newly joined students to a common platform in terms of the difficult areas like business mathematics, statistics, English language and communication and computation skills using Ms Excel
2. Improve the results of MBA for the University exams
3. Improve placement record
4. Extending the physical infrastructure by adding new classrooms and other central facilities
5. Encourage faculty members to publish cases, book chapters and articles in reputed journals.
6. Conducting seminars and colloquium in the coming academic year
7. Encourage faculty participation in FDPs conducted by reputed institutions

Name & Signature of the Coordinator, IQAC

Name & Signature of the Chairperson, IQAC