



**SELF ASSESSMENT REPORT (SAR)
POST GRADUATE MANAGEMENT PROGRAM
MBA**

Submitted by

**Department of MBA (Established 2004)
ATRIA INSTITUTE OF TECHNOLOGY**



**Affiliated to Visvesvaraya Technological University, Belagavi,
Approved by Government of Karnataka, Accredited by NAAC and Recognized by
AICTE, New Delhi ASKB Campus, 1st Main Road, Anandnagara, Bengaluru – 560 024.
[E-mail:deanmba@atria.edu](mailto:deanmba@atria.edu), principal@atria.edu, www.atria.edu**

February 2022

PREFACE

It gives us immense honour to introduce you to Atria Institute of Technology (AIT), an education initiative of the A S Kupparaju & Brothers Charitable Trust (ASKB). The Trust was created by Mr. Kupparaju and Mr. Chinnaswamy Raju, further nurtured by Mr. C S Sunder Raju - Chairman & Mr. K Nagaraju - Managing Trustee to bring a change in the society. The trust focuses on developing educated professionals and transforming them into leaders of tomorrow. Atria Foundation under the ASKB Trust embarks on CSR & Charitable activities.

Atria Institute of Technology was established in the year 2000, with a sprawling 17.5-acre campus in the heart of Bengaluru city. The leadership team- Mr Kaushik Raju- Technical Director, Mr. Shaheem Rahiman - CEO and Dr. T N Sreenivasa - Principal believe that AIT aims to redefine the paradigm of higher education in India.

We are reorganizing the learning experience in a manner that places the student at the centre. The institution has been working tirelessly on achieving its vision of being a premier technical and management institution that provides transformational learning and multi-disciplinary research to develop socially conscious and competent professionals. Currently, the institution offers both undergraduate and postgraduate courses in the fields of Engineering and Management. The management, staff and the faculty of the institute are committed to provide excellence in education to students, giving equal focus to academics, co-curricular and extra-curricular activities. The students are taught the principles of 'Learning by Doing' by supporting the academics with the facilities of Centres of Excellence, Industry acclaimed labs and Hands-on projects to sustain education par excellence.

We go quite a few steps ahead of the ordinary and impart Outcome Based Education (OBE) that is a mixture of classroom learning supplemented with project-based learning, to provide the holistic development of every student, who embark on their educational journey with us. Our mission is to enable every student to craft their learning pathways in a way that uniquely works for them and gives them the scope and courage to explore interests, pursue passion, define career path, and carve out their distinct journeys into the future. The institute is affiliated to Visvesvaraya Technological University (VTU), Belagavi, accredited by NAAC and approved by AICTE, New Delhi. We firmly believe that AIT is at the threshold of accreditation by NBA.

In this context, we are submitting the Self-Assessment Report (SAR) to the NBA, New Delhi. Concerted efforts have been put in to prepare this SAR and getting the programs ready for accreditation. We would like to express our sincere gratitude to our management for being a beacon of light in this journey.

Dr. T N Sreenivasa
PRINCIPAL

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

ATRIA INSTITUTE OF TECHNOLOGY
ASKB CAMPUS, AG'S COLONY, 1ST MAIN,
ANANDNAGAR, BANGALORE,
BANGALORE URBAN, Karnataka, 560024

2. Name and Address of the Affiliating University, if applicable:

Visvesvaraya Technological University,
Jnana Sangama, Shantibastvar Road, Machhe,
Belagavi, Karnataka - 590018

3. Year of establishment of the Institution: 2000**4. Type of the Institution:**

| | |
|---|------------|
| Institute of National Importance | |
| University | |
| Deemed University | |
| Autonomous | |
| Affiliated Institution | Yes |
| AICTE Approved PGDM Institutions | |
| Any other (Please specify) | |

Provide Details:

Self-financed affiliated to Visvesvaraya Technological University (VTU), Belagavi.

5. Ownership Status:

| | |
|----------------------------|------------|
| Central Government | |
| State Government | |
| Government Aided | |
| Self-financing | |
| Trust | YES |
| Society | |
| Section 8 Company | |
| Any Other (Please specify) | |

Provide Details:

A S Kupparaju & Brothers Charitable Trust (ASKB) was established by Mr. Kupparaju and Mr. Chinnaswamy Raju, further nurtured by Mr. C S Sunder Raju - Chairman & Mr. K Nagaraju - Managing Trustee to bring a change in the society. The trust focuses on developing educated professionals and transforming them into leaders of tomorrow.

6. Vision of the Institution:

To be a premier technical and management institution that provides transformational learning and multidisciplinary research to develop socially conscious and competent professionals.

7. Mission of the Institution:

Atria Institute of Technology is committed to:

M1: Effectively disseminate knowledge between highly competent faculty and student community.

M2: Create an ambience that fosters a passion for learning and collaborative research.

M3: Nurture professionals who can add value to organizations, engage in higher studies and pursue innovative entrepreneurial activities.

M4: Provide best in class infrastructure to facilitate experiential learning in cutting edge technologies.

M5: Develop leaders who exhibit ethical behaviour in professional and societal activities.

8. Details of all the programs offered by the Institution:

| S.No | Program Name | Year of Start | Intake | Increase in Intake | Year of Increase | Year of Initial AICTE approval | Accreditation Status | Accreditation period |
|----------------------|--|---------------|--------|----------------------------|------------------------|--------------------------------|--|----------------------|
| 1 | B.E.(Information Science and Engineering) | 2001 | 40 | 40 to 60 60 to 120 | 2002 till 2006 2007 | 2000 | Granted provisional accreditation for two/three years for the period - 2008-2011 | 3 years |
| 2 | B.E.(Computer Science and Engineering) | 2000 | 60 | 60-120 | 2006 | 2000 | Granted provisional accreditation for two/three years for the period - 2008-2011 | 3 years |
| 3 | B.E.(Electronics and Communications Engineering) | 2000 | 60 | 60-90 90-120 120-180 | 2004 2007 2014 | 2000 | Granted provisional accreditation for two/three years for the period - 2008-2011 | 3 years |
| 4 | B.E.(Mechanical Engineering) | 2009 | 60 | 60-120 | 2011 | 2009 | NA | NA |
| 5 | B.E.(Civil Engineering) | 2009 | 60 | 60-120 | 2014 | 2009 | NA | NA |
| 6 | M.Tech (Computer Science and Engineering) | 2011 | 18 | 24 | 2021-22 | 2011 | NA | NA |
| 7 | Master of Business Administration | 2004 | 60 | 0 | NA | 2004 | NA | NA |
| 8 | Master of Computer Applications | 2021-22 | 120 | 0 | NA | 2021-22 | NA | NA |
| EMERGING AREA | | | | | | | | |
| 1 | B.E.(Computer Science and Design) | 2021-22 | 60 | NA | NA | 2021-22 | NA | NA |
| 2 | M.Tech (Data Science) | 2021-22 | 24 | NA | NA | 2021-22 | NA | NA |

| | | | | | | | | |
|---|---|---------|----|----|----|---------|----|----|
| 3 | M.Tech (Artificial Intelligence and Machine Learning) | 2021-22 | 24 | NA | NA | 2021-22 | NA | NA |
|---|---|---------|----|----|----|---------|----|----|

Website link to latest AICTE approval letter:

[Corrigendum EOA Report 2021-22.PDF \(atria.edu\)](#)

Website link to all prior AICTE approval letters:

[Atria Institute of Technology | Hebbal, Bengaluru |](#)

9. Programs to be considered for Accreditation vide this application

| S. No. | Program Name | Current Year Sanctioned Intake | Current year admitted nos. (2021-22) |
|--------|---|--------------------------------|--------------------------------------|
| 1 | Master of Business Administration (MBA) | 60 | 58 |
| 2 | Bachelor of Engineering – Computer Science | 120 | 126 |
| 3 | Bachelor of Engineering – Information Science | 120 | 125 |
| 4 | Bachelor of Engineering – Electronics & Communication | 180 | 189 |
| 5 | Bachelor of Engineering – Mechanical | 120 | 16 |

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

a. Name: Dr. T N Sreenivasa
Designation: Principal
Mobile No: 9902489911
Email id: principal@atria.edu

b. NBA coordinator
Name: Dr. Surendra H J
Designation: Professor
Mobile No: 9945015853
Email id: surendra@atria.edu

PART – B

CRITERIA SUMMARY



ATRIA INSTITUTE OF TECHNOLOGY

Department of MBA (Established 2004)

Affiliated to Visvesvaraya Technological University, Belagavi,
Approved by Government of Karnataka, Accredited by NAAC and Recognized by
AICTE, New Delhi ASKB Campus, 1st Main Road, Anandnagara, Bengaluru – 560 024.
E-mail:deanmba@atria.edu, principal@atria.edu, www.atria.edu

PART B: Criteria Summary

Name of Program: Master of Business Administration (MBA)

| Criteria No. | Criteria | Mark / Weightage |
|-------------------------------|--|------------------|
| Program Level Criteria | | |
| 1 | Vision, Mission & Program Educational Objectives | 50 |
| 2 | Governance, Leadership & Financial Resources | 100 |
| 3 | Program Outcomes & Course Outcomes | 100 |
| 4 | Curriculum & Learning Process | 125 |
| 5 | Student Quality and Performance | 100 |
| 6 | Faculty Attributes and Contributions | 220 |
| 7 | Industry & International Connect | 130 |
| 8 | Infrastructure | 75 |
| 9 | Alumni Performance and Connect | 50 |
| 10 | Continuous Improvement | 50 |
| TOTAL | | 1000 |

Criterion 1

Vision, Mission & Program Educational Objectives

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 1: Vision, Mission and Program Educational Objectives

The Vision, Mission and PEOs are very essential statements that reflect the Institute's Purpose and Goal. The vision of the MBA Department is *"To be a prominent management institution offering transformational learning and research for growing human potential by developing socially responsible and effective future leaders."*

The Vision and Mission of the department focuses on key aspects like Transformational learning, Research, Social responsiveness, Collaboration with industry, foster entrepreneurship, and employability skills. The PEOs are the objectives that the institute aims to attain through its students after 3 years of passing out of the institution.

1.1. Vision and Mission Statements

1.1.1. Our Background

Atria Institute of Technology

Established in 2000, Atria Institute of Technology has been standing strong for two decades as an engineering and management institute. With a sprawling 17.5 acres of campus in the heart of the city, the institution is currently conducting six undergraduate programs, four postgraduate programs in engineering and a master's program in Business Administration. Owing to the best of infrastructural and academic facilities, Atria Institute of Technology has a pool of researchers across IISc, IITs, IIMs, NITs, and other reputed Institutions across India and abroad. To corroborate the theoretical fundamentals with real-life situations, the faculty base includes trainers with rich corporate experience.

Founded in 1960, Atria as a group is a diversified conglomerate with interests in renewable energy, healthcare, hospitality, education, training, and information technology. Atria Power, ACT, Atria Radisson Blu, Xcelerator, and Brains are a few of the brands under Atria Group.

Atria aims to provide the extraordinary facilities maintaining an equipoise on knowledge and co-curricular requirements to ensure the overall development of the student. We seek to inculcate an adaptive mindset through our principles of learning to learn, learning by practise and learning through enabling.



Vision of the Institute

To be a premier technical and management institution that provides transformational learning and multidisciplinary research to develop socially conscious and competent professionals.



Mission of the Institute

Atria Institute of Technology is committed to:

***M1:** Effectively disseminate knowledge between highly competent faculty and student community.*

***M2:** Create an ambience that fosters a passion for learning and collaborative research.*

***M3:** Nurture professionals who can add value to organizations, engage in higher studies and pursue innovative entrepreneurial activities.*

***M4:** Provide best in class infrastructure to facilitate experiential learning in cutting edge technologies.*

***M5:** Develop leaders who exhibit ethical behaviour in professional and societal activities.*

Relevance of the Statements:

- Institute Vision and Mission statements are the reflection of Institute objectives and the strategic planning.
- The ideals accompanied by the vision to be implemented by the mission aids in the success of an educational institute to a great extent.
- The Vision and mission statements are the roadmap to success; the identified Vision and Mission statements are described to the stakeholders.
- The Department vision and mission statements are framed in line with Institute vision and mission statements.
- In this context, the Vision of Institute initiate us to evolve as a premier and management institution that provides transformational learning and multi-disciplinary research to develop socially conscious and competent professional
- In accordance with this Vision, the institute has a Mission of developing highly competent faculty and students through collaborative research which leads to improvement in value added courses, higher education, entrepreneurial activities to develop sustainable solutions through lifelong learning to provide the service to the society and face challenges of the real world through continuous improvement.



Department of MBA (ACME)

The Department of Master of Business Administration is named as Atria Centre for Management & Entrepreneurship (ACME) at Atria Institute of Technology. The department was established in 2004. Current business environment requires managers with integrity, accountability, and individuals with a strong sense of social responsibility. At MBA, we provide our students with an opportunity to explore beyond their limits and enrich their thought process through a detailed academic course. The two-year MBA program at Department of MBA, develops and nurtures managerial talent in its students so that they can successfully enter the corporate world of digital India.



Vision (Department of MBA)

To be a prominent management institution offering transformational learning and research for growing human potential by developing socially responsible and effective future leaders.



Mission (Department of MBA)

Department of MBA is committed to:

M1: Effectively disseminate business knowledge between industry and academic experts and student community.

M2: Collaborate with leading organisations for exposure to real life business problems and solutions.

M3: Create an ambience for superior academic and research endeavours to nurture ethical future leaders.

M4: Foster employability, entrepreneurship skills and social responsibility

We at the Department of MBA are committed to attain our Mission and Vision. In doing so we strongly uphold our Values. Our core values are:

Attain Excellence in teaching and mentoring students,

Transparency in all our dealings,

Respect for every individual staff and student,

Integrity and

Aiming for student centricity.

Our Vision of transformational learning is achieved through incorporating plenty of case studies, Role plays, Presentations, Mini Projects etc in our teaching process. We are using Xcelerator platform that is a digital learning management platform which also facilitates this transformational learning. The department focuses on Research by having its own Research centre. Our faculty are research supervisors under VTU to guide PhD students. The faculty are regularly encouraged to publish papers in reputed journals. Students are also encouraged to participate in paper presentations. The students are sensitised about the societal aspects and encouraged to participate in social activities like visiting NGOs and understanding their work and some students have also participated in educating the underprivileged and blood donation activities.

Table 1.1.1: Department Vision and Mission Execution

| S. No. | Vision and Mission | Execution Mechanisms |
|--------|---|--|
| 1 | Transformational Learning | Xcelerator, Case Studies, Role Plays, Presentations, Mini Projects etc |
| 2 | Research | PhD and Publications |
| 3 | Socially Responsible | CSR Activities, Blood Donation |
| 4 | Disseminate business knowledge between industry | Industry Interaction, Industrial visit |
| 5 | Collaborate with leading organisations | MOUs, Internships and Project Work |
| 6 | Superior academic and research endeavours | Results and Publications |
| 7 | Foster employability, entrepreneurship skills | Placements and Event Management |

Table 1.1.2: Mapping of Department Vision with the Institute Vision

| Key points from the Vision of the Institute | Key points from the Vision of the Department | Remarks |
|--|--|---|
| Premier technical and management institution | Prominent Management institution | To create a differentiated institution in this competitive marketplace. |
| Provide transformational learning and multidisciplinary research | Offering transformational learning and research | To implement innovative teaching and learning process including use of our own LMS Xcelerator |
| Develop socially conscious and competent professionals. | Developing socially responsible and effective future leaders | Instil ethics and social values among the students |

Table 1.1.3: Mapping of Department Mission with the Institute Mission

| Key points from the Mission of the Institute | Key points from the Mission of the Department | Remarks |
|---|--|--|
| M1: Effectively disseminate knowledge between highly competent faculty and student community | M1: Effectively disseminate business knowledge between industry and academic experts and student community. | Helps in Transformational teaching learning process |
| M2: Create an ambience that fosters a passion for learning and collaborative research | M2: Collaborate with leading organisations for exposure to real life business problems and | Helps students to solve real life business problems and contribute to the development of the |

| | | |
|--|---|---|
| | <p>Solutions.</p> <p>M3: Create an ambience for superior academic and research endeavours to nurture ethical future leaders.</p> | <p>organisation.</p> <p>Builds a culture of research and innovation.</p> |
| <p>M3: Nurture professionals who can add value to organizations, engage in higher studies and pursue innovative entrepreneurial activities</p> | <p>M4: Foster employability, entrepreneurship skills and social responsibility</p> | <p>Building skills and competency among the students to enable them to contribute to their organisation growth and society at large</p> |
| <p>M4: Provide best in class infrastructure to facilitate experiential learning in cutting edge technologies</p> | <p>M3: Create an ambience for superior academic and research endeavours to nurture ethical future leaders.</p> | <p>This will provide a conducive environment to get the best out of the student</p> |
| <p>M5: Develop leaders who exhibit ethical behaviour in professional and societal activities.</p> | <p>M4: Foster employability, entrepreneurship skills and social responsibility</p> | <p>Instil ethics and social values among the students</p> |

1.2. PEOs Statements

Department of MBA is committed to offering quality education and has been running successfully since 2004. The Program Assessment Committee (PAC) and Department Advisory Committee (DAC) are committed to offering the best quality of the education to the students within the scope of the University regulations to prepare the students to face the corporate life confidently. Our Alumni are very successful in the industry

and holding key positions in organisations like TVS Motors, Honeywell International, Google, Statestreet, Intellipaat, Saint Gobain etc.

PEO 1: Business Leaders with Ethics: To develop graduates to be proficient in managing a business unit ethically, legally and in a socially responsible manner.

PEO 2: Research & Innovation: To inculcate the spirit of research and innovation to groom entrepreneurs.

PEO 3: Professional Competency: To nurture holistic problem-solving skills among students for finding optimal solutions to business problems.

Relevance of PEOs

PEO 1: Business Leaders with Ethics:

The ethical leaders in any business tend to be personally committed to the organisation for a longer time. They are good at installing and reviving values that will inspire their colleagues and subordinates. This also provides a sense of direction and confidence to the team. Such leaders ensure good governance in the organisation. Hence it is particularly important to nurture our students to be ethical business leaders.

PEO 2: Research & Innovation:

Research and Innovation helps to explore and look beyond the requirement. It involves a different way of looking at problems and solving them. This will develop creativity and problem-solving skills that are very much essential for today's corporate world. It will help in bringing the entrepreneurial spirit among the students.

PEO 3: Professional Competency:

Programs are designed around competencies that are needed for a particular career. Professional competency is a hallmark of a good MBA professional where he/she brings in their skills and talent to solve complex business problems and benefit the organisation.

1.3. Dissemination among Stakeholders

The Vision, Mission and PEOs are very essential statements that reflect the Institute's Purpose and Goal. Once these statements are framed, it needs to be disseminated among its stakeholders. By stakeholders, we mean all the parties that are interested, affected, and concerned about the institute.

Vision and Mission are communicated to stakeholders by different ways and means as:

- During the Induction Program students are sensitized about the Vision, Mission, PEOs and values of the Department.
- The student handbook also mentions the Mission, Vision, PEOs and values of the Department.
- During the first session of each semester, the faculty will create awareness and recollect the Vision, Mission and PEOs of the department
- Staff and faculty Induction Program includes introduction to the Vision, Mission and PEOs of the Department.
- Correspondences sent to students and parents during the time of admission also mention Vision and Mission statements of the Department.
- Vision and Mission are stated on our website www.atria.edu which is visible to all stakeholders of the institution.
- Our Department and Classroom Notice Boards display the Vision, Mission and PEOs of the department through Posters and placards in all rooms on the MBA floor.
- Vision and Mission of the department is published in Newsletter.
- We present our Vision, Mission and Values during Parent Teacher Meetings, Industrial interaction, Campus Placement Activities and Alumni Association Meetings.
- Our Tagline is “**Nurturing Leaders for a New India**” which is displayed and communicated in all our collaterals and stated in all our meetings.

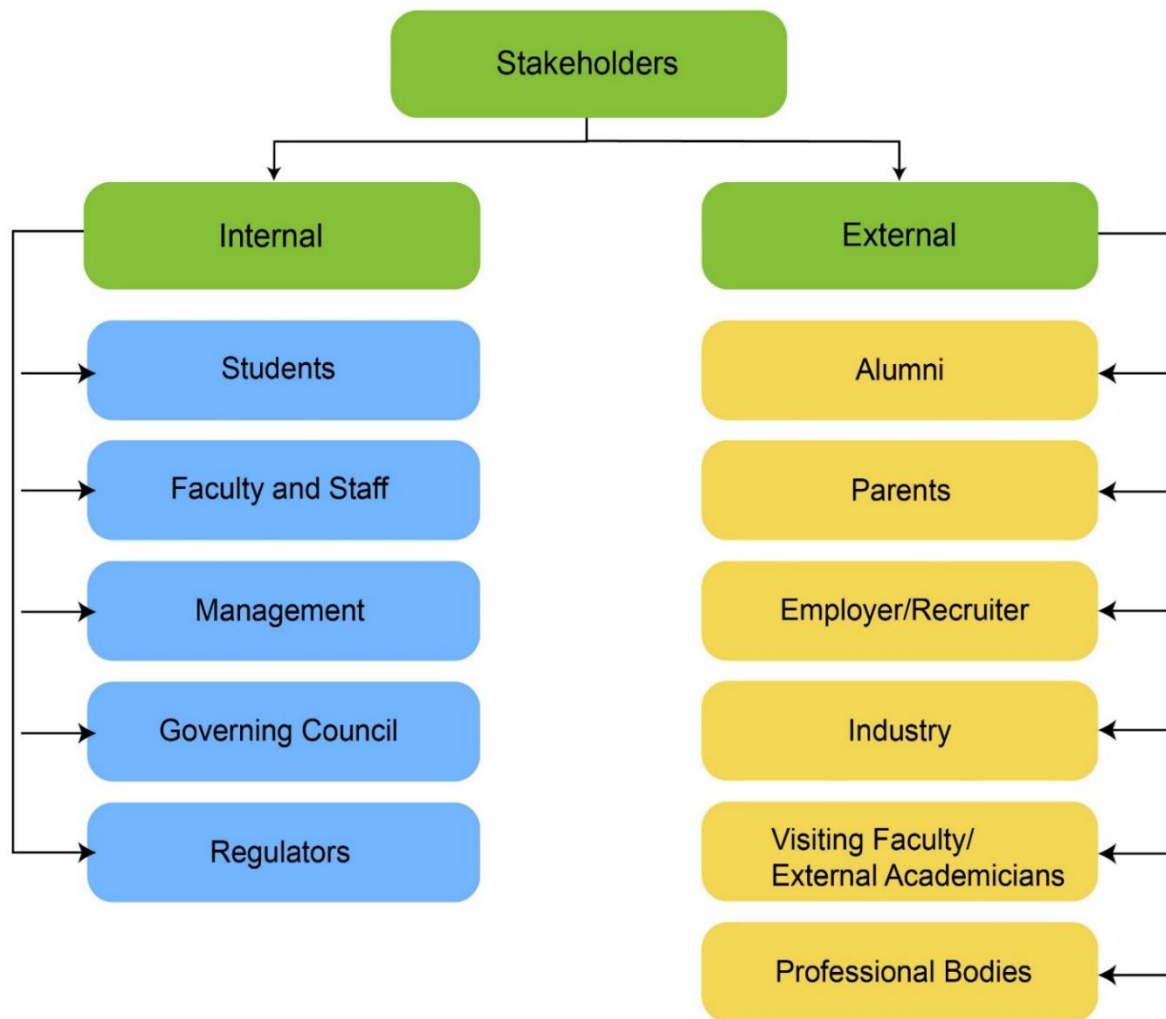


Fig 1.3.1: Dissemination of Vision, Mission & PEOs

Table 1.3.1: Channels of Dissemination Among the Stakeholders

| Stakeholders | Channels of Dissemination | | | | |
|---|---------------------------|---|---|--------------------------------|-------------------|
| | Website | Student Handbook, Brochures, Blue books, Counselling records, | Display in Institute Premises like Dean/HoD Chamber, Faculty Room, Corridors, Classrooms, Notice boards | Department Events & Activities | Induction Program |
| Students | ✓ | ✓ | ✓ | ✓ | ✓ |
| Parents | ✓ | ✓ | ✓ | ✓ | |
| Faculty & Staff | ✓ | ✓ | ✓ | ✓ | ✓ |
| Management | ✓ | ✓ | ✓ | ✓ | ✓ |
| Employer/ Recruiter | ✓ | ✓ | ✓ | ✓ | |
| Alumni | ✓ | ✓ | ✓ | ✓ | |
| Industry | ✓ | | ✓ | ✓ | |
| Visiting Faculty/ External Academics | ✓ | | ✓ | ✓ | |
| Regulators | ✓ | | ✓ | | |
| Governing Council | ✓ | | ✓ | ✓ | |
| Professional Bodies | ✓ | | ✓ | ✓ | |

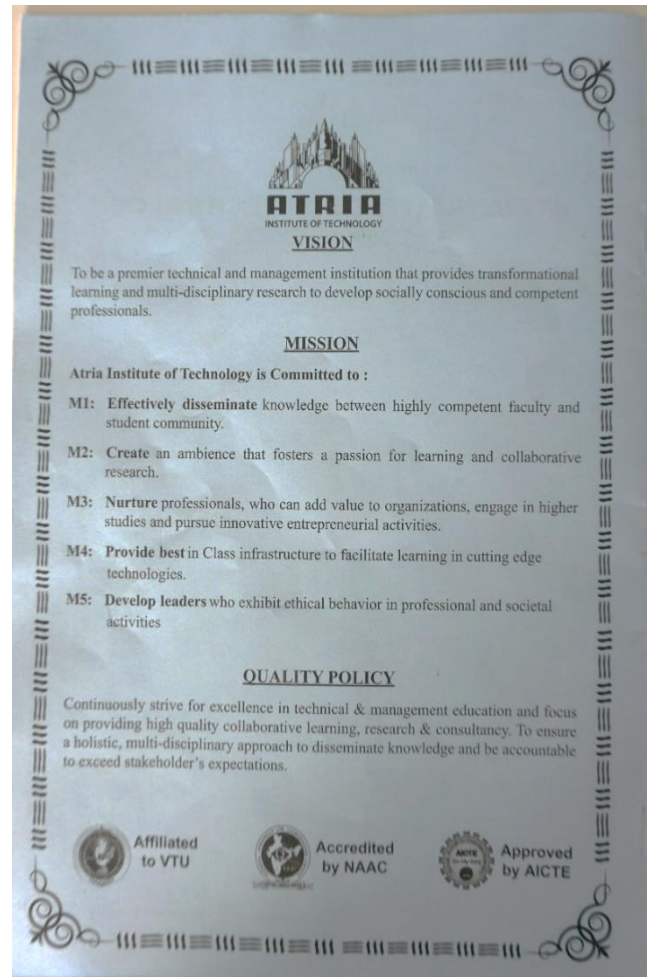
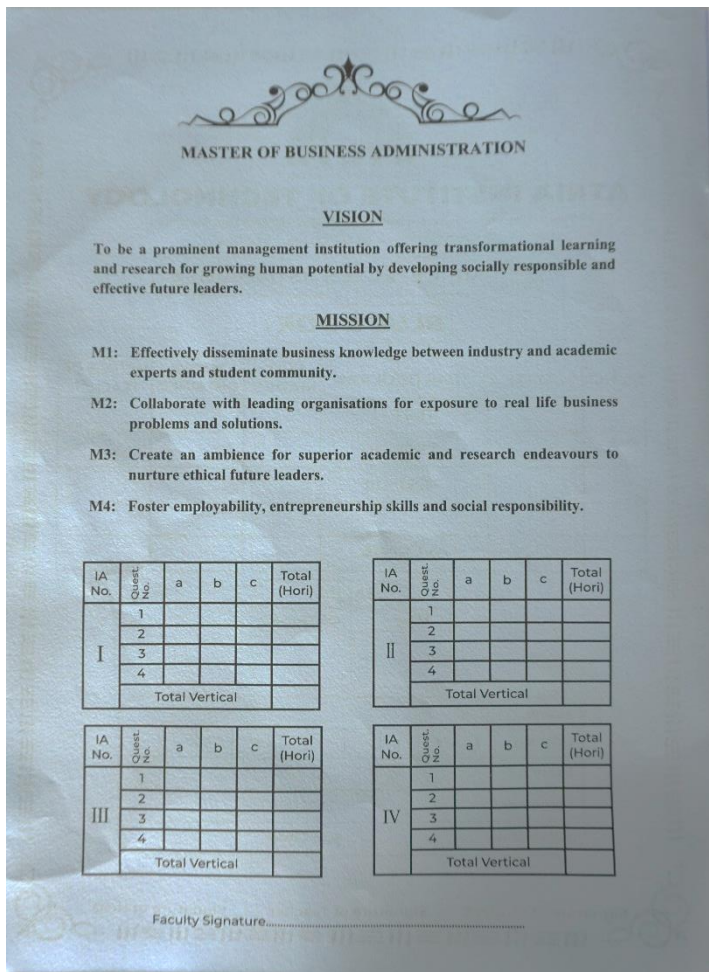


Fig 1.3.2: Dissemination of Institute and Department Vision & Mission in Blue Book

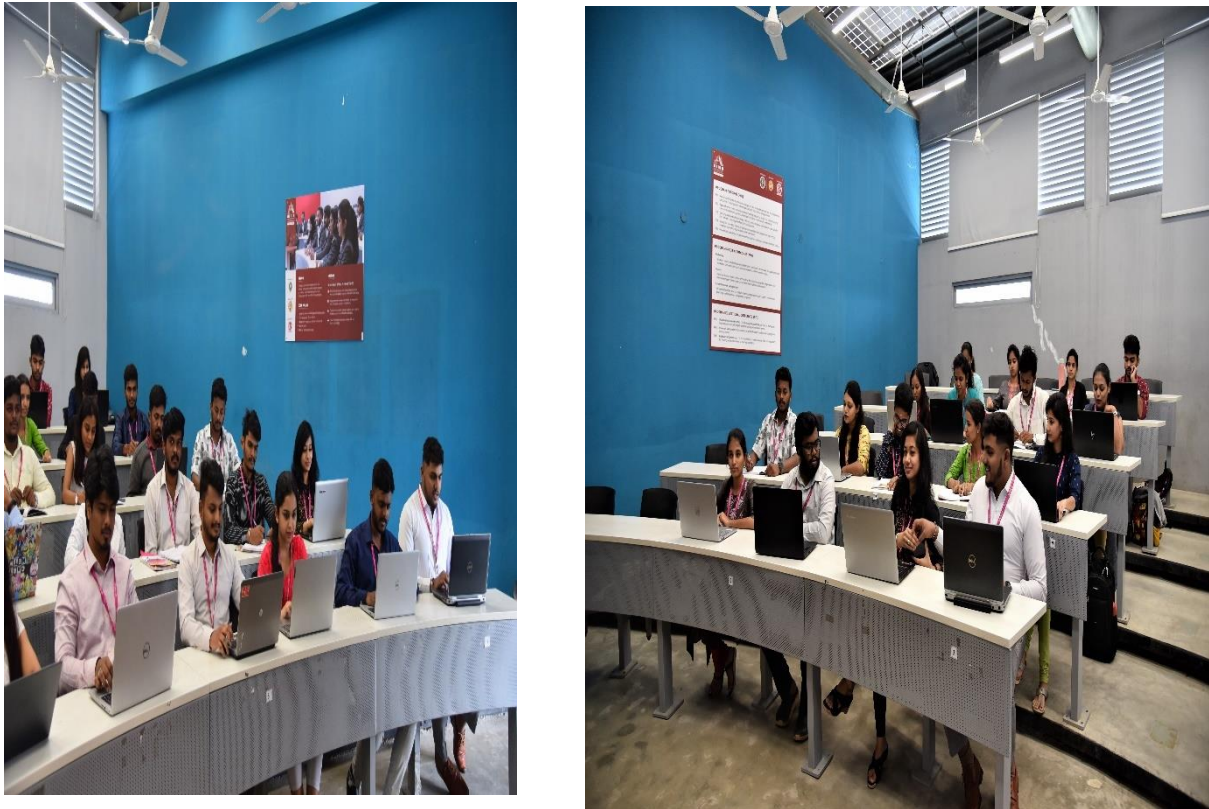


Fig 1.3.3: Dissemination of Vision & Mission in Classrooms

1.4. Formulation Process

The Vision and Mission of the department was developed in 2004 based on the philosophy and values of the Atria Institute of Technology. The following are the basic principles of the Atria Group of Education:

- Empower citizens of tomorrow to navigate the fast-paced disruptions the future portends.
- Committed to fostering a tribe united by mindsets and beliefs that can change tomorrow's world for the better, on their terms.

Formulation of Vision and Mission of the Department

The Vision and Mission of the Department are revised keeping in view the Institute Vision and Mission. The steps followed in this process are:

- Department Vision and Mission statements are framed keeping in line with the Institute Vision and Mission, VTU Vision and Mission for the Department of Management Studies and AICTE Vision and Mission
- Brainstorming session in the department with the faculty and students are held to prepare the draft copy of the Vision and Mission statements that will be submitted

by the HOD and Dean to the DAC.

- Draft Vision and Mission statements are revised and reframed by the Department Advisory Committee to be shared with the stakeholders for their suggestions and views.
- This draft copy of the Vision and Mission statements of the department are shared with the Stakeholders like Industry, Employers, Alumni, Parents, Faculty and Students for their suggestions and comments.
- The feedback received is reviewed at the department level and the statements are revisited and reframed based on this feedback.
- The Department Advisory Committee reviews this feedback and reframed statements and prepared the final copy of the Vision and Mission of the department
- The final copy of the Department Vision and Mission is shared with the principal for his approval.
- These statements are then published and disseminated among the stakeholders.

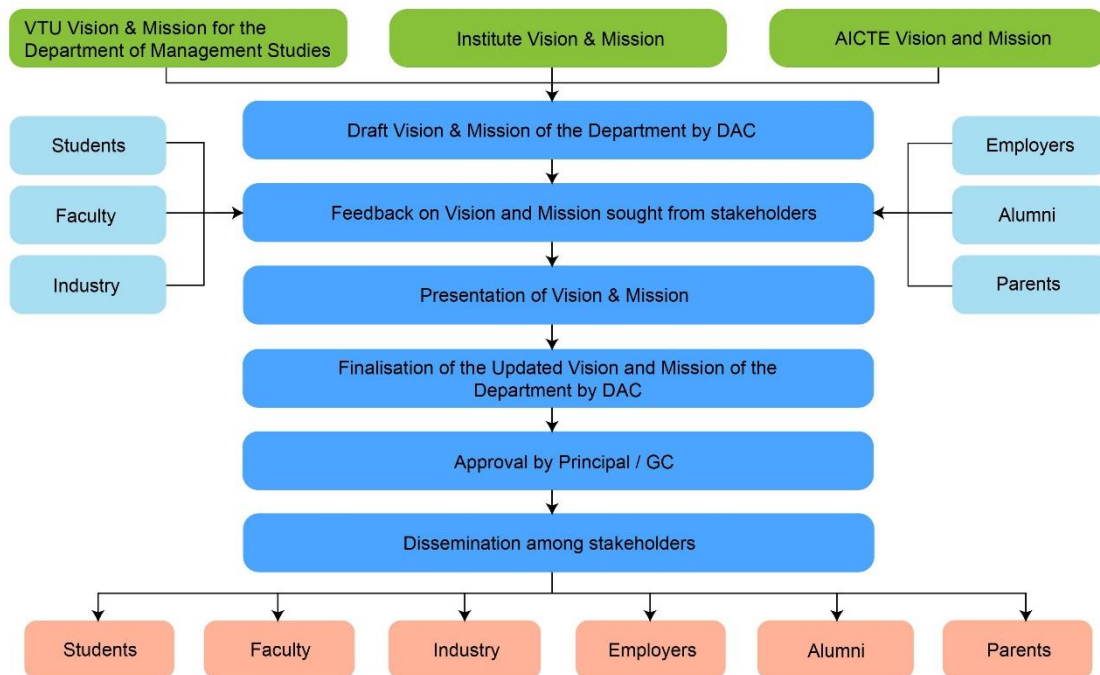


Fig 1.4.1: Formulation process of the Vision & Mission of the Department

Formulation of PEOs of the Department

The Program Educational Objectives are the outcomes whose achievement is measured after 3-5 years of graduating the course. These PEOs are aligned with the Vision and Mission of the department. The Mission statements of the department were re-worked on, and changes were made according to suggestions put together. The new Mission statements mirror the fundamental values underlying the initial Mission in a substantial but compact fashion. The changes made in the Mission statement were discussed in faculty meetings, DAC, and PAC meetings. Changes were made as per the suggestions of the stakeholders of the department. The final document was then approved by the Principal of Atria Institute of Technology.

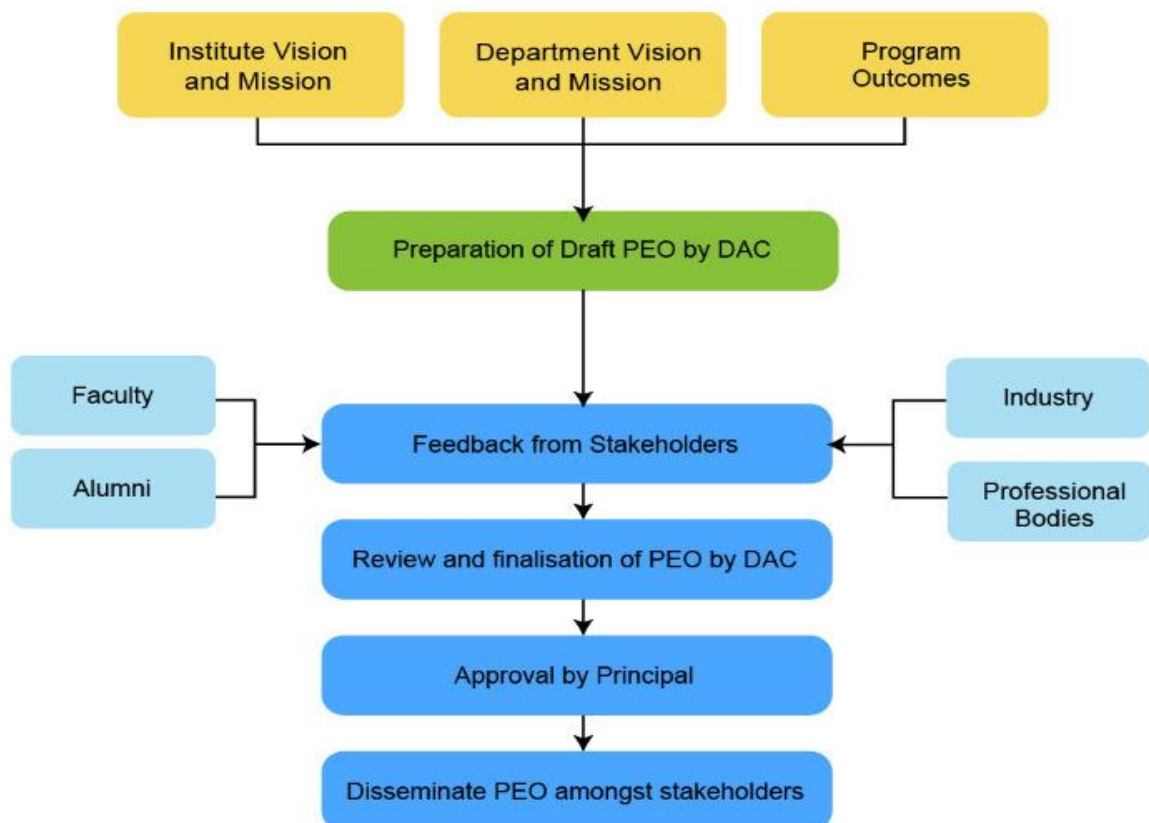


Fig 1.4.2: Formulation Process of PEOs of the Department

A seven-member DAC [Table 2.1.1.1.25], consisting of Dean & HOD, Industry Expert, Alumni, Parent Representative and Faculty analysed and developed an introductory plan on program educational objectives taking the Institute Vision and Mission, Department Vision and Mission and Program Outcomes into consideration. From March 2019 this committee is also known as the department Quality Improvement Cell (QIC). The final list of PEOs was created after brainstorming sessions of faculty members taking into consideration the relevance and importance of the same. The Internal QIC/DAC assisted in the finalisation of the PEOs which was further approved by the Principal of Atria Institute of Technology. This approved PEOs are disseminated among the stakeholders and reviewed once in 5 years.

1.5. Consistency of PEOs with the Mission

The Program Educational Objectives are aligned with the Mission of the department. Consistency of these statements results in the achievement of the Vision of the Department.

Table 1.5.1 Mapping of PEO with the Mission of the Department

| PEO Statements | M1 | M2 | M3 | M4 |
|--|----|----|----|----|
| PEO1: To develop graduates to be proficient in managing a business unit ethically, legally and in a socially responsible manner. | 2 | 3 | 2 | 3 |
| PEO2: To inculcate the spirit of research and innovation to groom entrepreneurs. | 2 | 2 | 3 | 3 |
| PEO3: To nurture holistic problem-solving skills among students for finding optimal solutions to business problems. | 3 | 3 | 2 | 2 |

* 1- Low, 2- Medium, 3- High

Table 1.5.2: Correlation between PEO and M1, M2, M3 and M4

| PEOs | M1 | M2 | M3 | M4 |
|-------------|--|---|--|--|
| PEO1 | PEO1 is moderated mapped with the M1. The department organises regular lectures by experts in the industry and academicians to share their knowledge and experience with the student community. This helps in developing proficient graduates. | PEO1 is strongly mapped with the M2 through collaborating with leading organisations. Industry interaction provides students with business leadership skills. | PEO1 is moderated mapped with the M3. To promote ethical research, the students are encouraged to be original and carry out their internships and prepare reports that goes through plagiarism checks to ensure ethical practice. This builds a habit of being ethical in managing their businesses in future. | PEO1 is strongly mapped with the M4 through the pedagogy of case studies and course work that inculcates social responsibility among our students. |
| PEO2 | PEO2 is moderated | PEO2 is moderated | PEO2 is strongly | PEO2 is strongly |

| | | | | |
|-------------|--|--|--|---|
| | <p>mapped with the M1. Entrepreneurs are invited to share their experience and challenges faced by them in their venture which will help in grooming the students who are interested to become entrepreneurs in future. Latest developments in the field of management and business are regularly discussed by the faculty in their respective fields to encourage students to keep themselves updated with the latest research developments and innovation.</p> | <p>mapped with the M2. The department works closely with our college innovation centre that has collaborations with lead angels on promoting innovation.</p> | <p>mapped with the M3. As a part of M3, students are encouraged to do research through Project work.</p> | <p>mapped with the M4 through various activities and assignments that are given to the students to develop entrepreneurial skills that results in high correlation with M4.</p> |
| PEO3 | PEO3 is strongly | PEO3 is | PEO3 is | PEO3 is |

| | | | | |
|--|---|---|--|--|
| | <p>mapped with the M1. We get industry experts as visiting faculty which results in high correlation of M1 with PEO3.</p> | <p>strongly mapped with the M2. Students are required to identify a live business problem faced by the organisation and analyse the same and present solutions which results in high correlation between M2 and PEO3.</p> | <p>moderately mapped with the M3. Students are encouraged to take up live projects in the organisations during their internship that will enhance their problem-solving skills and help in achieving the PEO3.</p> | <p>moderately mapped with the M4. The first-hand knowledge acquired by students when they take up internships in organisations, helps in enhancing the problem-solving skills of the students which will justify for the strong correlation between PEO3 and M4.</p> |
|--|---|---|--|--|

Criterion 2

Governance, Leadership & Financial Resources

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 2: Governance, Leadership & Financial Resources

AIT has a clear Organization Structure and delegation of responsibilities at different levels of management. It has an eminent Governing Council and Academic Advisory Board that provides strong guidance to the institute. AIT follows transparent management practices with robust academic policies and processes. The trust which manages the institute continues to make significant investment for infrastructure development and expansion, while the fees collected from the students are sufficient to run the day-to-day operations of the college. The leadership of the college is provided by the principal who is a highly experienced and research-oriented academician. He is ably supported and guided by a CEO and a Technical Director with extensive industry experience.

2.1 Governance and Leadership

2.1.1 Governing Structure and Policies

2.1.1.1. Governing Structure

Atria has a well-designed Organization Structure to smoothly manage its operations and clearly delineate the Roles and Responsibilities of its leaders. The Organization Structure is also used to delegate responsibility and ensure transparency in operations enabled by sound academic policies. The following diagram depicts the well thought out current Organization Structure.

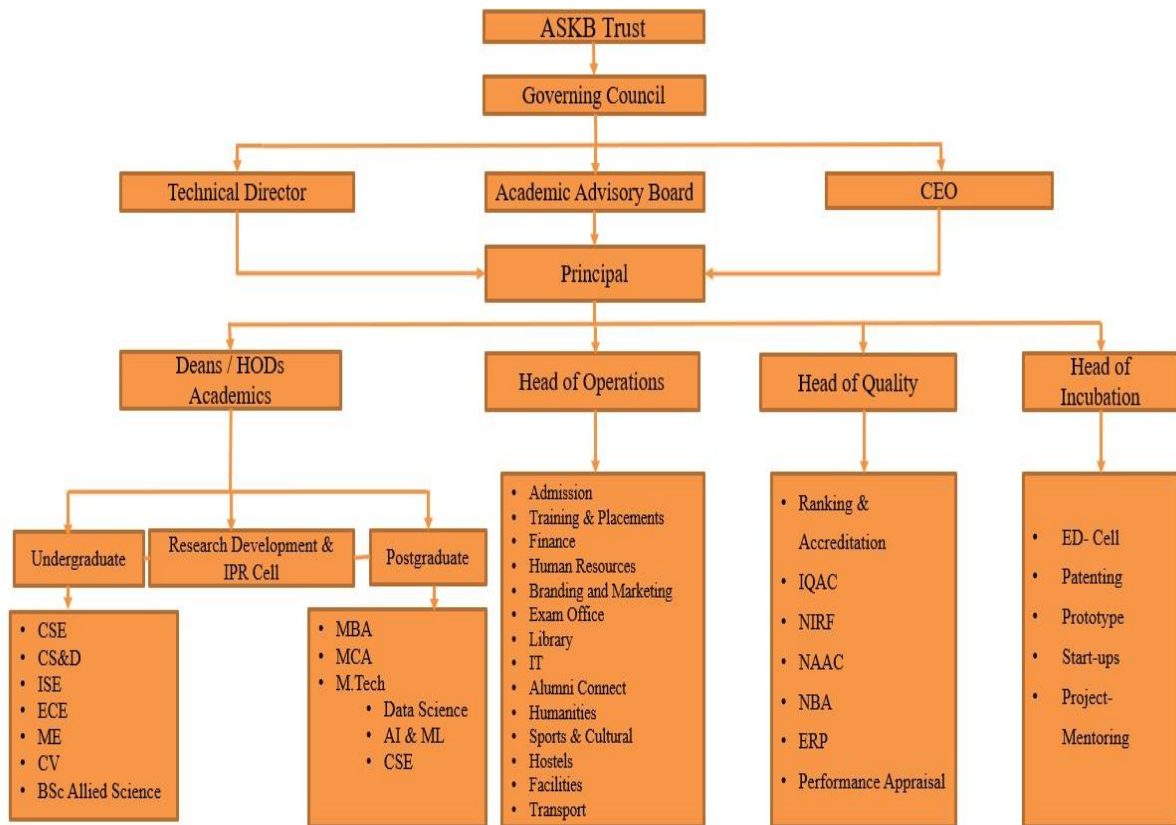


Fig. 2.1.1.1.1: Governing Structure

A. List of the governing, academic and all other administrative bodies, their memberships, functions, and responsibilities; frequency of the meetings; and attendance:

Table 2.1.1.1.1: List of Governing & Academic Council and Frequency of Meeting

| S. No | Name of the Body | Frequency of Meeting | Meeting Dates |
|-------|--|----------------------|--|
| 1 | Governing Council | Once in a year | 10.01.2022 21.08.2021 20.03.2021 27.06.2020 29.06.2019 |
| 2 | Academic Advisory Board | Twice in a year | 30.12.2021 19.06.2021 07.11.2020 18.04.2020 |
| 3 | Head of the Departments and Principal (Functional Committee) | Weekly | Every Friday: Link to Sample MoM https://atria.edu/assets/pdf/committees/academic-committee/MOM02-Accreditation%20-24.08.2021.pdf |

Governing Council:



Fig. 2.1.1.1.2: Good Governance and Administration

Primary Accountabilities of Governing Council

- Vision, Mission and Long-term strategic plan approval
- Financial sustainability
- Quality assurance
- Monitoring Head of institution's performance

Transparency in the Operation of Governing Council (GC)

- Annual report
- Public disclosure of Members interest of Governing Council
- Sharing of Institutional activities & information to all Stakeholders

Key Attributes of Governing Council

- Board members are competent & effectively able to carry out primary accountabilities.
- Independent members are actively involved in decision making.
- Governing Council is always consulted during the appointment process of Head of the Institution and other key positions.
- Governing Council is carrying out performance monitoring & review of key positions.

Performance Review of Institute

- Performance review of Institute
- Induction of new GC members

Regulatory Compliance

- Regulatory compliance audit by GC
- Audit of Institutional social service (not for profit) by GC
- Accreditation status from various agencies

❖ Duties / Responsibilities:

- Governing council will be responsible for smooth functioning of the Institute by all means and it is a supreme administrative body.
- It acts as a supreme body to monitor the academic, financial and performance of the various units of the Institute and recommends budget to the Governing Council.
- Fix the fee structure and other charges in accordance with the central planning and budget committee.

- Decide the promotion or penalties as per the recommendation of academic monitoring committee.
- Uphold the dignity of the Institute in view of UGC, AICTE, state government and affiliating university (VTU) or any other body/ agency.

❖ Powers and Functions of the Governing Council

- To ensure good conditions of the campus.
- Proper management, maintenance, and custody of the institution in relation to land, infrastructure, equipment, and funds, including grants received from AICTE, Central Government and Government of Karnataka.
- Ratification of appointment of staff by the way of selection committee of the institute in accordance with the norms prescribed by the AICTE and state government.
- To ensure observance and compliance of instruction issued by AICTE and affiliating university.


❖ Frequency of the meetings:

- Frequency of meeting of the Governing Council is once a year or whenever needed.

Table 2.1.1.1.2: List of Members in Governing Council in the year 2021-2022

| S. No. | Name | Position | Email Id |
|--------|-----------------------|--------------------------|--|
| 1 | Sri C S Sunder Raju | Chairman-AIT, Trustee | sunder.raju@atriapower.com |
| 2 | Sri K Nagaraju | Trustee | knr@rdbengaluru.com |
| 3 | Mr. Kaushik Raju | Technical Director | kaushik.raju@atria.edu |
| 4 | Mr. Shaheem Rahiman | CEO | shaheem.r@atria.edu |
| 5 | Dr. P Ramaiah | Member | pramiah@icloud.com |
| 6 | Dr. K Balaveera Reddy | Member | k.balaveera@gmail.com |
| 7 | Dr. S Mohan | Member | smohan46@yahoo.co.in |
| 8 | Prof. M Ram Mohan Rao | Member | mrrao41@yahoo.com |

| | | | |
|----|---|--------------------------|------------------------|
| 9 | Prof. Raj Acharya | Member | racharyaiu@gmail.com |
| 10 | Dr. M K Venkatesh | University (VTU) nominee | principal@rnsit.ac.in |
| 11 | Dr. R Shaktivelu AICTE special officer, South western zone | Ex-officio Member | swro@aicte-india.org |
| 12 | Dr. Nalinakshi N | Faculty Representative | nalinakshi.n@atria.edu |
| 13 | Dr. T N Sreenivasa | Member secretary | principal@atria.edu |



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ASRB Campus, 1st Main Road, 455 Colony,
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principal@atria.edu | www.atria.edu

Ref: GC/27/AT/Dated 10th January 2022

27th Governing Council meeting dated 10th January 2022, Saturday in blended mode at Atria Institute of Technology, Bengaluru - 24.


Members of GC:

| Sl.No | Name | Designation | Signature |
|-------|------------------------|---|-----------|
| 1. | Sri C.S.Sunder Raju | Chairman – AIT, Trustee | |
| 2. | Sri K.Nagaraju | Trustee & Member | |
| 3. | Dr. P. Ramaiah | Ex-MLC and Hindu Editor, Member | |
| 4. | Dr. K. Balaveera Reddy | Former Vice Chancellor of VTU, Member | |
| 5. | Dr. S. Mohan | Professor Emeritus IISc, Member, Educationist | |
| 6. | Dr. M. Rammohan Rao | Dean Emeritus of Indian School of Business, Hyderabad, Member, Educationist | |
| 7. | Dr. Raj Acharya | Professor of Engineering, Computer Science and Informatics, Indiana University, USA, Member, Educationist | |
| 8. | Dr. M. K. Venkatesha | Principal, RNSIT, Bengaluru, VTU Nominee | |
| 9. | Regional Officer, SWRO | Regional Officer, AICTE – SWRO, Ex-Officio, Member | |
| 10. | Mr. Kaushtik S. Raju | Technical Director, Member, Industrialist. | |
| 11. | Mr. Shaheem Rahiman | CEO, Member | |
| 12. | Dr. Nalinakshi N. | Faculty Representative, Member | |
| 13. | Dr. T. N. Sreenivasa | Principal, Atria IT, Member Secretary | |

AGENDA

- Welcome Address
- Introduction of GC Members
- Review of Academic Year 2020-21 Activities
 - AY2021 Admissions
 - Research & Innovation
 - Dept. & Staff Accountability/Goals
 - Staffing
 - Student Progression
 - Placements
- Accreditation, Affiliation & Ranking review
 - NBA (Department Level Accreditation)
 - NAAC (Institute Level Accreditation)
 - NIRF (National Institutional Ranking Framework) ARIIA (Atal Ranking of Institutions on Innovation Achievements)
- Presentation of College Activities between 26th and 27th GC meeting
- Any other points with the permission of the Chair
- Concluding Remarks by the GC Members

Principal
Atria Institute of Technology
Anandnagar, Bengaluru-24



Affiliated to Vignaneswara Technological University, Belagavi.
Recognized by Govt. of Karnataka. Approved by AICTE, New Delhi.
Accredited by NAAC, Ministry of HRD, New Delhi.

Ref: GC/27/AT/Dated 10th January 2022

Proceedings:

- Dr. T N Sreenivasa, Principal, Atria Institute of Technology greeted all the members and introduced the Chairman, Sri C S Sunder Raju to the group. He requested him to formally welcome the attendees of GC.
- Sri. C S Sunder Raju, Chairman formally welcomed the GC members and emphasised on receiving suggestion from the members for the betterment of the institution. He also said that active engagement of student of the current generation is a major factor of consideration and this GC sets a direction to go forward in the years to come. Subsequently, the other GC members were introduced by the Principal.
- The proceedings of the Governing Council Meeting held on 21st August 2021 was reviewed and action taken are as under:
 - The 2f certificate is received from UGC on 25th Aug 2021.
 - The annual sports meet was successfully conducted on 4th and 5th Sept. 2021 and the awards were distributed on 9th Oct.2021 by Dr. M.K Venkatesha, GC member of Atria I T and Principal, RNSIT.
 - The website is regularly updated and is dynamic. Th revised website was inaugurated by Mr. Kaushtik S Raju, technical director, Atria I T on 9th Oct.2021.
 - Maintenance and painting work is completed in all the departments as per the plan.
 - The Wi-Fi access points were increased in the campus including hostels.
- The college activities were presented by the Principal for the year 2021 and the Council appreciated all the stake holders for their efforts.
- GC members were happy to hear that there are 177 faculty in the campus, one third of them have completed Ph.D, and another one third have registered for Ph.D. Dr. K Balaveera Reddy felt that all the faculty should register for Ph.D. Principal said that the faculty will be motivated, and the number will be increased in future.
- Regarding placements, the members suggested that the list of companies not visited the institution should be listed and efforts should be made to bring them to the campus and also the average salary should be improved. The Principal informed that few companies are not visiting as they require NAAC "A" grade and high NIRF ranking; efforts have been made in the right direction to bring those companies to the campus.
- Dr. S Mohan, GC member briefed on the Research and Innovation activities at Atria which is initiated by Dean Research, Dr. Ramesh Kuppaswamy, who joined Atria one month ago. The members felt that Research proposals, consultancy, funding and quality publication should be improved. He also felt that the students should be facilitated to take up competitive exams like GATE, GRE, TOFEL etc. Principal said that we received three lakhs funds for the same from AICTE and the GRE training is under progress.
- The GC members felt that the percentage of admission is better in Atria compared to the other colleges. Dr. Mohan and Dr. M. Rammohan Rao wanted to know the quality of students joining Atria in terms of CET (beginning and ending) cut-off ranking as it may affect the results and placements. Principal shared the details with graph that CET ranking has improved over a period of years.
- The rubrics used for the accountability of the faculty and the performance of the departments were well appreciated. Principal informed that we have awarded the best faculty and best department using this rubric. Dr. K. Balaveera Reddy, GC member suggested to increase the weightage for student feedback in the rubric used for evaluation.

Principal
Atria Institute of Technology
Anandnagar, Bengaluru-24

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10. The 360-degree feedback was well appreciated by the members as it was very useful for self-evaluation and progress of the institute.
11. Dr. K. Balaveera Reddy suggested that the SWOC analysis of the departments and college is to be reviewed. He offered to visit the institute and participate in this activity.
12. The GC members felt that the student progression for the last few years is good after analyzing the data which was projected by the Principal.
13. Dr. M. Rammohan Rao expressed that the Alumni involvement should be strengthened so that placements can be improved. CEO, Mr. Shaheen reported that Alumni interactions are in place with respect to knowledge transfer and placement, train the trainers concept is also introduced to increase the confidence of the students.
14. Dr. Raj Ashwarya suggested that the college could consider ADET accreditation, which is considered as Gold standard, which would further serve as a distinguished factor of the college. He offered to assist the institution to collaborate with foreign university and try for exchange programs related to AI. He also asked for the distinguished factors for students/faculty to select Atria. Principal gave the complete details.
15. Dr. M.K Venkatesha, Principal RNSIT, Bengaluru, VTU Nominee suggested that the placement training can be embedded into the academic timetable for easy follow-up. He said that the students can be grouped discipline wise into teams of two members and each team can visit one company in a week which helps in covering large number of companies during their stay (15-16 weeks) of students in the campus.
16. Dr. P. Ramaiah, GC member suggested that a greater number of companies paying higher packages need to be added in the placement list. Principal said that we have pay packages up to 30 lakhs per annum and we will work towards adding more companies in this category.
17. The Principal informed that we are ready with all the processes and documentation required for NBA and the visit dates are awaited. NAAC cycle 2 accreditation is due in June 2022 and the preparations are under progress. The members felt that the NIRF ranking should be improved, and this reflects the quality of the Institution.
18. The highlights of the concluding remarks by the GC members were:
 - a) Target 100% placement with emphasis on Mechanical and Civil Engineering departments.
 - b) Focus on higher NIRF and ATAL ranking.
 - c) Improve quality of Publications, Consultancy and Research Funding.
 - d) Increase in intake of MBA from 60 to 120 and start new programs in line with NEP 2020.
 - e) Regular faculty training to be provided in order to hand hold the students in the state of art technology.
 - f) GC meeting to be conducted once in 3 months.
- 19) The Council ratified appointments of the following staff members from August 2021 – December 2021.

Principal
 Atria Institute of Technology
 Anandanagar, Bengaluru-24

Page 3 of 5

19. The budget for the academic year 2022-23 has been approved by GC.

| Budget for the financial year 2022-23 | |
|---------------------------------------|-------------------|
| Expenditure Details | Amount (In Lakhs) |
| Salary | 1200 |
| Infrastructure | 400 |
| University Fee | 150 |
| Maintenance | 60 |
| Dept. Maintenance | 100 |
| Hostel | 200 |
| Research/Funding | 100 |
| Admission/Marketing/Consultancy | 250 |
| Miscellaneous | 50 |
| Total | 2510 |

20. Starting of proposed new programs for the academic year 2022-23 has been approved by GC

The meeting concluded with the principal thanking the members present.

Principal
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 Anandanagar, Bengaluru-24

Fig. 2.1.1.1.3: 27th GC Meeting Minutes of meeting held on 10.01.22

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Ref: GC/26/AT/Dated 21st August 2021

Proceedings of the Twenty Sixth Governing Council meeting held on Saturday the 21st August 2021
 # Atria Institute of Technology, Bengaluru-24
MEMBERS LIST

| S.No | Name | Designation | Signature |
|------|------------------------|---|-----------|
| 1. | Sr. C.S.Sunder Raju | Chairman - AIT, Trustee | |
| 2. | Sr. A.Nagaraju | Trustee | |
| 3. | Dr. P. Ramaiah | Ex-MLC and Hinda Editor, Member | |
| 4. | Dr. K. Balaveera Reddy | Former Vice-Chancellor of VTU, Member | |
| 5. | Dr. S. Malhar | Professor Emeritus IISc, Member | |
| 6. | Dr. M. Rammohan Rao | Dean Emeritus of Indian School of Business, Hyderabad, Member | |
| 7. | Dr. Raj Ashwarya | Professor of Engineering, Computer Science and Informatics, Indiana University, USA, Member | |
| 8. | Dr. M.K Venkatesha | Principal RNSIT, Bengaluru, VTU Nominee | |
| 9. | Regional Officer | Regional Officer, AKITE - SWRO, Ex-Delton Member | |
| 10. | Mr. Kavitha S. Raju | Technical Director, Member | |
| 11. | Mr. Shaheen Rahuman | CEO, Member | |
| 12. | Dr. Nalinakshi N | Faculty Representative | |
| 13. | Dr. T.N Sreenivas | Member Secretary | |

Principal
Atria Institute of Technology
Anandanagar, Bengaluru-24

AGENDA:

- 1) Welcome address
- 2) Review of action taken on proceedings of 25th Governing Council meeting held on 24th March 2021.
- 3) Presentation of College activities between 25th and 26th GC meeting
- 4) Appointing chief wardens for Boys' and Girls' Hostel.
- 5) NBA/NAAC
- 6) Annual sports Meet
- 7) Website Design and review
- 8) Campus maintenance
- 9) Computer networking - LAN/WAN, Server, Wi-Fi access point
- 10) Ratification of appointments made from March 2021 to July 2021
- 11) Any other points with the permission of the chair

Affiliated to Visvesvaraya Technological University, Belgaum,
 Recognized by Council of Universities Approval by AICTE, New Delhi.
 Accredited by NAAC, Ministry of HRD, New Delhi.

Ref: GC/26/AT/Dated 21st August 2021

Proceedings:

1. Dr. T.N Sreenivas, Principal, Atria Institute of Technology welcomed all the members.
2. The proceedings of the Governing Council Meeting held on 20th March 2021 was reviewed and action taken are as under:
 - a. The shifting of ECE department to BC block as per plan is completed and the department is functioning normally.
 - b. The following new courses are approved by AICTE for the academic year 2021-22.
 - M.Tech in Data Science: 24 seats
 - M.Tech in Artificial Intelligence and Machine Learning: 24 seats
 - Master of Computer Application (MCA): 120 seats
 - BE in Computer Science and Design: 60 seats
 - M.Tech in Computer Science and Engineering : Seats increased by 18 to 24
 - c. The new fee structure is implemented from the academic year 2021-22 admissions.
 - d. The NBA pre-qualifier got approved and subsequently the SAR will be updated for five programs; CSE, ISE, ECE and ME under UG and MBA under PG by October 2021.
 - e. The BITES (Board for IT Education Standards) membership was granted from April 2021. ISTE (Indian Society for Technical education) professional body Institute membership, Student chapter and Faculty chapter was inaugurated on 31st July 2021.
 - f. The application for 2F certificate is submitted and is under process.
3. The college activities were presented by the Principal for the period of March 2021 to July 2021 and the Council appreciated all the stake holders for their efforts.
4. The Principal proposed to appoint Dr. Nalinakshi N, BSE&H, HoD as the Chief Warden of Girl's hostel and Dr. Surendra H J, Professor, Dept. of Civil Engineering as the Chief Warden of Boy's hostel. The Council was convinced with the proposal and approved.
5. The Principal informed that all the staff members are involved in the preparations required for NBA accreditation, subsequently the NAAC requirements will be taken up.
6. The Principal said that the annual sports meet is planned in the month of September 2021.
7. The Principal highlighted the need of designing and updating the website as per the requirements of the Affiliation/Accreditation Agencies resulting in a dynamic website. The members remarked that the website should be the index of the Institute as it will be viewed by the public.
8. The Principal informed that the campus maintenance including painting is to be completed at the earliest and requested the approval of budget for the same. The Council readily agreed as the job had to be completed well before the NBA visit.
9. The need for strengthening computer networking (LAN/WAN) and increasing the number of Wi-Fi access points, server for storing the data centrally were highlighted by the Principal. The Council appreciated the need as it is the mandatory requirements at present and requested the CEO/Mr. Shaheen Rahuman to execute the job at the earliest.
10. The Council ratified appointments of the following Faculty members from March 2021 – December 2021.

Principal
Atria Institute of Technology
Anandanagar, Bengaluru-24

Fig. 2.1.1.1.4: Action Taken Report (26th meeting extract of Governing council 21.08.2021)

Minutes of GC meetings are available on Institute Website

<https://atria.edu/mandatory-disclosure.php>

Table 2.1.1.1.3: Action Taken Report (24th meeting extract of Governing council 27.06.2020)

| Date | Part A: Academic year 2019-20 performance | Part B: Atria 2.0- Vision and Initiative |
|------------|---|--|
| 27.06.2020 | Organization and Background (Trust, History, Accreditation, Campus) | Vision |
| | Vision, mission and Core values | Transformation |
| | Programs offered | |
| | Infrastructure | |
| | Faculty | Core purpose |
| | Admission | Approach Top down |
| | Placement | Transformation initiative |
| | Research | Sample stream -Engineering |
| | Partnership | Expectation from GC |

Academic Advisory Board

❖ Duties/ Responsibilities


- Promote awareness of the institute to act as ambassador and provide advice and assistance as appropriate.
- Act in a manner that always enhance the professionalism of the institute and maintain the integrity.
- Design and plan the curriculum delivery and other Add on courses.
- Planning and implementing public relations to organize conference/ workshop/ seminars etc.
- Help to develop various sub-committees to perform the task on specific areas.

Table 2.1.1.1.4: List of Academic Advisory Board Members for the AY 2021-22

| S. No. | Name of the Member | Designation | Emil id | Position |
|--------|-------------------------------|---|--|----------|
| 1 | Dr. K N Balasubramanya Murthy | Vice Chancellor, Dayananda Sagar University | vicechancellor@dsu.edu | Member |
| 2 | Dr. Rajesh Siddavattam | Vice Chancellor, Saveetha Amaravati University | vc.sauniv@gmail.com | Member |
| 3 | Dr. S N Sridhara | Vice Chancellor, Hindustan University, Chennai | vc@hindustanuniv.ac.in | Member |
| 4 | Dr. Viraj Kumar | Professor, IISC (Divecha center of climate change) | viraj.kumar.cs@gmail.com | Member |
| 5 | Dr. N Mathirajan | Professor, Dept. of Management Studies, IISC, Bengaluru | msdmathi@mgmt.iisc.ernet.in | Member |
| 6 | Dr. K N Subramanya | Principal, R V College of Engineering, Bengaluru | principal@rvce.edu.in | Member |
| 7 | Prof. V R Ravikumar | President, Karnataka Management Association | vr_ravikumar@ymail.com | Member |
| 8 | Dr Dinesh P. A | Professor, Department of Mathematics, | dineshdpa@msrit.edu | Member |

| | | | | |
|----|--------------------|---|--|------------------|
| | | Ramaiah Institute of Technology | | |
| 9 | Prof. Vasanthi S | Faculty Representative | vasanthi@atria.edu | Member |
| 10 | Dr. T N Sreenivasa | Principal, Atria Institute of Technology, Bengaluru | principal@atria.edu | Member secretary |

Action taken Report (Extract from Academic Advisory Board Meeting held on 30/12/2021)



Atria Institute of Technology
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Ref: AAB/01/AIT/Dated 30.12.2021

Proceedings of the Academic Advisory Board (AAB) meeting held on Thursday, the 30th Dec.2021 at Atria Institute of Technology, Bengaluru – 560024.

Mode of the meeting: Online
Meeting Link: meet.google.com/hpe-nufb-sat

Members Present:

| Sl. No. | Names | Particulars |
|---------|-------------------------------|---|
| 1. | Dr. K N Balasubramanya Murthy | Vice Chancellor of Dayananda Sagar University and Former Vice - Chancellor of PES University, Bangalore |
| 2. | Dr. Rajesh Siddavattam | Vice Chancellor, Saveetha AP University, Chennai. |
| 3. | Dr. S N Sridhara | Vice Chancellor, Hindustan University, Chennai. |
| 4. | Prof. Viraj Kumar | Professor, IISc (Divecha Centre for Climate Change) Absent |
| 5. | Dr. M. Mathirajan | Prof. Dept. Of Management Studies, IISc, Bangalore |
| 6. | Dr. K N Subramanya | Principal, RV College of Engineering , Bangalore |
| 7. | Dr. V R Ravi Kumar | President Karnataka Management Association and President Perfect India Foundation (NGO) |
| 8. | Dr. Dinesh P A | Professor, Department of Mathematics, RIT, Bengaluru |
| 9. | Prof Vasanthi S | Head IQAC Cell, Atria IT |
| 10. | Dr. T N Sreenivasa | Principal, Atria Institute of Technology |

Agenda :

- Welcome address by Dr. T N Sreenivasa, Principal, Atria Institute of Technology
- Introduction of the AAB members
- Presentation of College activities for the past one year
- Brain storming session of AAB members on Academics
- Research and Funding- Interaction with Dean Research
- Concluding remarks by AAB members
- Vote of thanks

Principal
Atria Institute of Technology
Anandnagar, Bengaluru-24

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Ref: AAB/01/AIT/Dated 30.12.2021

Proceedings :

- Dr. T N Sreenivasa, Principal, Atria Institute of Technology welcomed all the members.
- The AAB members were introduced by the the HoDs of various departments.
- The Principal presented the activities of the college for last one year and he opened the forum for discussion and deliberations. Each of the board members felt that the presentation was comprehensive and covered all the areas at the institution level.
- The Board members participated actively and gave the following suggestions:
 - Dr. K N Balasubramanya Murthy remarked that we need to understand the expectations of the market, fix a target and work towards it. He said that the focus of the Institutions have shifted from enrolment to employment and now to entrepreneurship and innovation. The order of the day is skills with certificate. As per NEP 2020, the activities are to be listed and need to cope up with the fast growing demand. He also said that the transition from conventional method to the new ways of doing things exhibits the quality of the Institution.
 - Dr. Rajesh Siddavattam said that there is enough freedom in University and the curriculum can be easily aligned to NEP 2020. Atria being affiliated to VTU should be concentrating on having department level Board of Studies to identify the skill based courses and improve the coding skills & hardware interface of both faculty and students. Also the Teaching-Learning methods should be more innovative and engaging students actively. The students can be grouped into A, B, C category so that we can have different levels of assignments like getting certified in MOOC courses (NPTEL / Coursera), taking up projects and engage in societal activities.
 - Dr. S N Sridhara stressed on the quality of the publications contributed by the faculty and students. It is essential to have one data centre, one accreditation centre as per NEP 2020. He said that the ARIA (Atul Ranking of Institution on Innovation Achievements) / NIRF ranking has to be improved. We need to plan for autonomous status so that we can have flexibility in Curriculum design in line with NEP 2020.

Principal
Atria Institute of Technology
Anandnagar, Bengaluru-24

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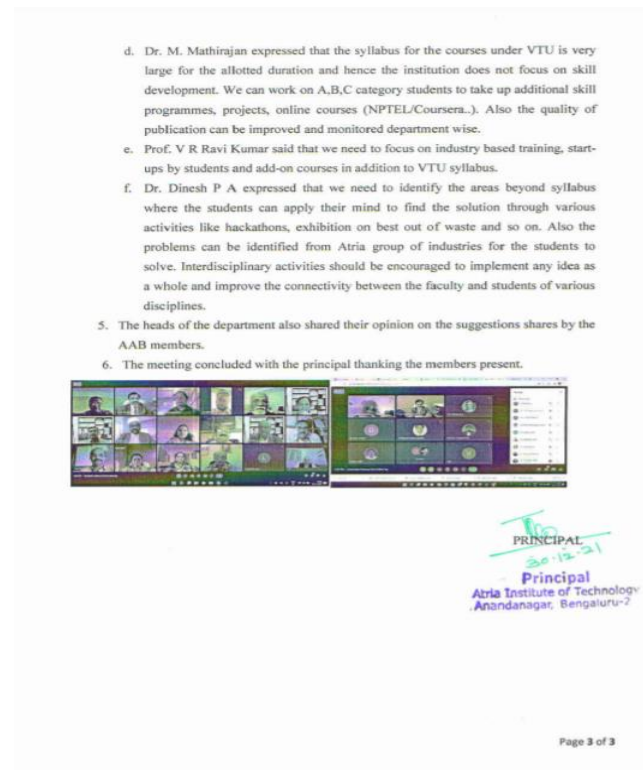


Table 2.1.1.1.5: Action Taken Report (Extract of Academic Advisory Board Meeting held on 7th Nov 2020) *

Discussions and Deliberations

| Agenda | Details |
|--------|---|
| 1 | <p>The chairperson, Dr. K V Narayanaswamy welcomed the members present online for the meeting. He also briefed the role of IQAC and the composition of the same.</p> <p>Resolution of previous meeting:</p> <p>It was resolved that the faculty members will be trained in OBE and active learning methods to engage the students better and work towards better attainment of COs and POs: The training was done by the Xcelerator coordinator Ms. Pushpanjali on how effectively the platform can be used to implement OBE (Ref. Mail 27.07.2020 from Pushpanjali (Xcelerator).</p> |
| 2 | <p>The admission status of three years was presented, and it was found that the number of students admitted had improved compared to the previous year despite the existing market conditions. The principal congratulated the admission team for their achievements.</p> <p>Some fluctuations were noticed in the student feedback across the departments, the HoDs reported that the actions are implemented and recorded.</p> |

| | |
|---|---|
| | <p>Principal informed the HoDs to encourage the faculty to adopt active learning methods to engage the students in the class. The same must also be recorded appropriately. Also, the CO and PO attainment should be calculated across the institution.</p> <p>The result analysis of the last three years was compared, Due to pandemic situation it was not the reality as the university had not conducted exam for lower semester students; Exams were conducted only for 8th semesters.</p> |
| 3 | The placement data of last three years including the current year was presented, the trend was positive. But the placements in Civil and mechanical departments need to be improved. |
| 4 | Prof. Purnajit Chatterjee reported that the ABiC building is ready with the interior work completed. The space is being used by some students to work on project. He also reported that few MoUs are being signed to get services related to finance and start-up ideas. The ABiC committee is reviewed, and the new members are added as per the requirement. |
| 5 | The lab renovations will be planned as per the request from the departments. |
| 6 | Principal informed all the members that we are working towards NBA accreditation and shortly we will be applying for the same. |
| 7 | The status of ERP implementation was reviewed, and found that due to lockdown, the implementation was incomplete. Principal informed that both the online and off-line classes must be mapped to ERP. |

Table 2.1.1.1.6: Resolutions

| S. No | Particulars | Person Responsible | Target Date |
|-------|---|------------------------------------|-------------------------------|
| 1 | Resolution1: CO attainment and PO attainment to be completed for the academic year 2019-20. | IQAC coordinator/ HoDs/All faculty | April 2021, Start immediately |
| 2 | Resolution2: Work rigorously for NBA accreditation and submit pre-qualifier. | All faculty / HoDs / Principal | End of March 2021 |
| 3 | Resolution3: ERP to be implemented across the college for offline and on-line classes. | ERP Coordinator / Faculty / HoDs | Start immediately. |

Minutes of AAB meetings are available on Institute Website

https://atria.edu/assets/pdf/mandatory_disclosures/1st%20AAB%20Meeting.pdf

Functional Committees

- Several committees are present in the college that are formed taking into the considerations of the students and faculties. There is diversification that ensures that the committees address any issues faced by the stake holders and aims for the improvements under the purview of the respective committees.
- Some of the major committees are as follows: Institute Quality Assurance Cell, Grievance's redressal committee, Anti ragging committee, purchase committee, Women welfare committee, Placement Committee/Entrepreneur Development Cell/Incubation Centre etc
- Duration of the Members is two years. If needed, the chairman shall fill up the vacant post.
- Conducting meetings at regular intervals and additionally as required. Deliver the duties assigned by the governing body of the college.

Duties and Responsibilities of Principal

One of the important responsibilities of a principal is regulation of academic and general administration and monitoring the systems, policies, procedures and functioning of the institution to fulfil the expectations of the Regulatory bodies such as All India Council for Technical Education, Department of Technical Education, and the University; along with the expectations of the top management; students and their parents.

The following are some of the important responsibilities coming under this category.

- He/she is to function as the Member Secretary of the Board of governor. To be a link between Management, Chairman on one hand & the institute administration, staff, students, and all stake holders on the other hand.
- To provide the interface to Project the activities of the institute as decided by the Management/Trust to all external agencies.

- To ensure extension of all facilities and support for the conduct of the programmes of any other agency as decided by the Management/Trust.
- As the Principal is the Member Secretary of the Board, he is the functionary legally responsible on behalf of the institute in all matters.
- To transact matters pertaining to academic and administration with all the departments and organizations concerned by bringing to the notice of Chairman.
- To furnish periodical statements of financial, academic, and other matters pertaining to the institute to the Chairman.
- To obtain approval of the Chairman on behalf of the Board subject to the ratification of Management for any urgent action to be taken by principal.
- To oversee the service records of faculty and non-teaching staff and get the service records periodically updated through the respective heads of Units. The time gap in the entry of such service register should not exceed one year and get it verified by the concerned staff at the end of the financial year.
- To write the confidential reports of all the faculty and maintain them in his custody. However, the CR's of non-teaching faculty (Except Class IV) will be written by concerned HOD and submitted to the principal for safe custody.
- To oversee and ensure that the academic and administrative functioning of the institute is smooth and satisfactory.
- To interact with all external agencies such as Industries and other professional organizations as could be decided by the Board/Trust.
- To take necessary legal advice and follow up action whenever required on behalf of the institute.
- To interact and pursue for effective and fruitful follow up of all matters concerning the academic, financial & administration of the institute. To this extent, to have close liaison with the State, Central Government Department, AICTE and Universities.
- To conduct periodic, monthly review meeting with the faculty and the administrative staff of the institute to ensure effective internal follow up of all matters discussed at such meetings.

- To act as sanctioning authority for all tours of all faculty and staff members recommended by concerned HODs excluding himself to keep Chairman informed of all such tours approved.
- To act as sanctioning authority for all the leave exceeding 5 days of all staff members excluding himself and to keep the Chairman informed of the position in matter.
- To sanction delegate's fee and permission for staff to present papers at National Conferences.
- To obtain the approval of the Chairman for the participation at National & International Conferences.
- As regards participation in other activities outside the normal schedule of the institute, prior intimation is to be given to the principal.
- To ensure effective and satisfactory conduct of the academic activities by continuous monitoring of faculty and other facilities available and to put up proposals in this behalf in consultation with Chairman of the Board for provision of necessary facilities such as staff requirements, purchase of equipment, books etc., through properly coordinated committees appointed for this purpose.
- To receive examinations application forms for appearance at respective examinations and forwarding the same to the affiliated University and to ensure satisfactory and prompt conduct of university examinations as per norms stipulated.
- To ensure admission of students to the Undergraduate and Post Graduate courses as per the norms prescribed by university and the State Government within the stipulated time schedule and obtaining the approval of the appropriate authorities for such admissions.
- To ensure appropriate documentation through committees, whenever required of planning and development proposals for funding agencies, consultancy & collaborative organizations and any other material required by academic & administrative authorities such as the University, AICTE, State and Central Governments in consultation with chairman.

- To arrange for necessary collection of approved fees from students at prescribed rates and arrange for disbursement of stipends/scholarships to eligible students.
- To ensure follow up and receive the appropriate grants from the various funding agencies.
- To prepare Budget Estimates for capital and recurring expenditure in respect of UG and PG departments through HoDs and section.
- To make payments towards the various activities of the institute as per the approved Budget after scrutiny by COA/Finance officer.
- To oversee maintenance of proper records for receipts, payments and register of all assets of the institute. Counter signature of the daily cash book about financial transactions made and to check at least in a fortnight.
- To prepare the annual accounts and statements for purposes of audit by the chartered accountant and the statutory authorities, forwarding utilization certificates and the progress to the relevant funding authorities.
- To ensure maintenance of proper discipline both among students and staff.
- To attend to the problems of the staff and students through appropriately constituted committees for prompt redressal.
- To ensure proper maintenance of the campus and arrangements for security for the assets of the institution.
- To attend all matters pertaining to the Board. To arrange for the preparation of agenda and the meetings of the Board. To prepare the draft minutes of Board meetings for final approval by the Chairman. To take suitable steps for the implementation of the resolutions of the Board meetings and convey to the Board, the actions taken by him of the Institute.
- Perform any other function that may be assigned by the Chairman or the Board from time to time.

Duties and Responsibilities of Dean

The Dean will have the following responsibilities for the development of Department of MBA. This position incorporates many of the functions of the Heads of Department in respect of postgraduate students.

The following are some of the important responsibilities coming under this category.

- Should adhere to the specified workload as per norms.
- Should take responsibility for timely conduction of student's assessment, evaluation, and conduction of examinations under university.
- To Ensure Prompt Compliance of University Requirements as regards Departmental Assignments and Evaluation System.
- To Ensure Proper Maintenance and Upkeep of the Department.
- To Plan and Prepare Project and other proposals for the Development of the Department.
- Monitoring and Conduction of Regular Classes as per the timetable and to ensure the Conduction of Classes as per Lesson Planning, Departmental Assignments and Evaluation System.
- Conduction of Monthly Departmental Meetings to Review the Performance of the academic and other Co-Curricular activities.
- To monitor duties of Faculty and non-teaching staff of the department.
- To maintain contact with Industry, Govt. Departments and Govt. Agencies, so that Research activities and modernization of laboratories are achieved.
- To monitor students' academic progress and arrange for Parents-Teachers meeting.
- Performance of the academic and other Co-Curricular activities.
- To ensure prompt inter departmental activities and support by extending the necessary co-operation and facility whenever required as per Requirements of University and other Agencies.
- To ensure the appraisal of the Faculty by the Students and to send the consolidated report to the principal.

- To write the confidential reports of all Teaching, Non-Teaching Staff and Submit to the Principal every year.
- Any other work entrusted by the Principal, Chairman and Management.

Table 2.1.1.1.7: List of Various Committees for AY: 2020-21

| S. No. | Name of Committee | Frequency of Meeting | Meeting Dates | Link to Sample Minutes of Meeting |
|--------|----------------------------------|----------------------|---------------------------------------|---|
| 1 | Institute Quality Assurance Cell | Twice in a year | 28.05.2021 7.11.2020 18.04.2020 | https://atria.edu/assets/pdf/committees/IQAC/IQAC-14-April-2020.pdf |
| 2 | Grievance Redressal Committee | As and when required | 06.03.2021 02.01.2021 | https://atria.edu/assets/pdf/committees/grievance/Grievance-committee.pdf |
| 3 | Finance Committee | Once in a semester | 25.03.2021 10.11.2020 | https://atria.edu/committees.php |
| 4 | Anti- ragging Committee | As and when required | 19.01.2021 05.12.2020 | https://atria.edu/assets/pdf/committees/anti-ragging/MoM-Anti-Ragging-Committee-09.01.2021.pdf |
| 5 | Anti-Sexual harassment Committee | As and when required | 13.07.2020 04.02.2020 | https://atria.edu/assets/pdf/committees/anti-sexual/Anti-sexual-circular-MOM.pdf |
| 6 | SC/ST/OBC welfare Cell | Once in a semester | 21.05.2020 15.05.2019 | https://atria.edu/assets/pdf/committees/sc-st/SC-ST-circular-MOM.pdf |
| 7 | Purchase Committee | Once in a semester | 14.05.2020 03.05.2019 | https://atria.edu/assets/pdf/committees/purchase/purchase-committee.pdf |

| | | | | |
|----|--|--------------------|--|---|
| 8 | Alumni Association | Once in a year | 19.06.2020 22.06.2019 | https://atria.edu/assets/pdf/committees/alumni-committee/Alumni-Connect-MoM-19th-June-2020.pdf |
| 9 | Placement & Training Cell | Once in a semester | 07.01.2021 02.06.2020 | https://atria.edu/assets/pdf/committees/placement-and-training/MOM-TPO-3-07-01-2021.pdf |
| 10 | Sports Committee | Once in a semester | 21.08.2021 06.07.2020 16.07.2019 | https://atria.edu/assets/pdf/committees/sports/Sports-Committee-MoM.pdf |
| 11 | Magazine/ Newsletter Committee | Once in a semester | 07.05.2021 05.01.2020 | https://atria.edu/assets/pdf/committees/magazine-newsletter/Magazine-Newsletters-Meet-2021.pdf |
| 12 | Hostel Development & Welfare Committee | Once in a semester | 06.07.2020 16.02.2020 | https://atria.edu/assets/pdf/committees/hostel-committee/Hostel-circular-MOM.pdf |
| 13 | Cultural Committee | Once in a semester | 11/6/2021 16/10/2020 | https://atria.edu/assets/pdf/committees/cultural-committee/Minutes-of-the-Meeting-with-cultural-coordinators-16-oct-2020.pdf |
| 14 | Library Committee | Once in a semester | 30.06.2021 17.03.2021 | https://atria.edu/assets/pdf/committees/library-committee/MOM-17.03.2021.pdf |
| 15 | Website & e-resources | Once in a semester | 05.05.2021 | https://atria.edu/committees.php |

| | | | | |
|----|-----------------------|--------------------|--|---|
| | Committee | | 01.11.2020 | |
| 16 | Examination Committee | Once in a semester | 15.01.2021 17.08.2020 | https://atria.edu/assets/pdf/committees/exam-committee/MoM-Exam-Committee-15.01.2021.pdf |
| 17 | ED Cell | Once in a semester | 10.05.2021 06.10.2020 03.03.2020 | https://atria.edu/assets/pdf/committees/ed/ED-Cell-MOM-May-10th-2021.pdf |

❖ Functions and Responsibilities of Various Committees

Atria Institute of Technology has excellent academic setup and various committees are established by the Institute to monitor day to day activities and smooth functioning of the administration. As a part of the Department Advisory Committee, the faculty members are actively involved in providing their inputs on academic related matters and decision-making process. List of Committees, Members and Designation are given in the tabular form.

❖ Internal Quality Assurance Cell (IQAC)

- To develop a system for conscious, consistent, and catalytic action to improve the academic and administrative performance of the institution.
- To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.
- Auditing all the departments and all office sections periodically.

Table 2.1.1.1.8: List of Members in Internal Quality Assurance Cell

| S. No. | Name | Designation | Position |
|--------|--------------------|-------------|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Prof. Vasanthi S | IQAC Head | Convener |

| | | | |
|----|---------------------------|--|--------|
| 3 | Dr. Aishwarya P | Prof & Head, CSE Dept | Member |
| 4 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept | Member |
| 5 | Dr. Arun Balodi | Prof & Head, ECE Dept | Member |
| 6 | Dr. Udaya Simha L | Prof & Head, Civil Dept | Member |
| 7 | Dr. Rajendra Kumar M S | Prof & Head, Mechanical Dept | Member |
| 8 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 9 | Dr Nalinakshi N | Prof & Head, BSE&H Dept | Member |
| 10 | Dr. Surendra H J | NBA Coordinator | Member |
| 11 | Mr Narasimha Sastry | Head, Admission Dept | Member |
| 12 | Ms Indrani P | Head, Accounts Dept | Member |
| 13 | Dr. Ananth H R | Head, Placement and Training | Member |
| 14 | Mr Karthikeyan R | Facility Manager | Member |
| 15 | Mr Santosh C | IT Platform Lead, APAC & MET Signify (Industry Representative) | Member |

❖ Grievance Redressal Committee

- To address the numerous problems of the diverse students from various background, cell is formed.
- Receiving of the grievances from the students through the link <https://atria.edu/grievance-form.php>
- Conduction of meetings frequently on the need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.1.1.9: List of Members in Grievance Redressal Committee

| S. No. | Name | Designation | Position |
|--------|--------------------|----------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Prof. Shobha P C | Asst. Professor, ECE Dept | Convener |
| 3 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 4 | Dr. Surendra H J | Professor, Civil Dept | Member |

| | | | |
|---|-----------------------|-------------------------------|--------|
| 5 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Member |
| 6 | Prof. Archana R Motta | Assistant Professor, MBA Dept | Member |
| 7 | Prof. Vasanthi S | Associate Professor, ECE Dept | Member |
| 8 | Ms. Nishitha Palan | Student, ECE Dept | Member |

❖ Anti-Ragging Committee

- The committee was constituted to control ragging and provide relief to students who come under this shadow.
- The committee has the powers to take stringent action on students who involve themselves in such activities.
- Receiving the complaints from students
- Conduction of meetings frequently on need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.1.1.10 List of Members in Anti Ragging Committee

| S. No. | Name | Designation | Position |
|--------|---------------------------|-------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Convener |
| 3 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 4 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 5 | Prof. Vasanthi S | Associate Professor, ECE Dept | Member |
| 6 | Mr. Subramanian | Boys' hostel warden | Member |
| 7 | Mrs. Mary Juliyana | Girls' hostel warden | Member |
| 8 | Ms. Nandini G C | Instructor, Civil Department | Member |
| 9 | Dr. Surendra H J | Professor, Civil Dept | Member |
| 10 | Mr. Chidanandappa | Inspector of Police, Hebbal | Member |

❖ Anti-Sexual Harassment Committee

- The committee was constituted to tackle the problems and help the students and staff.
- Powers are vested in the hands of the committee to take stringent action on students involving in such activities.
- Receiving the complaints from students and staff
- Conduction of meetings frequently on the need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.1.1.11: List of Members in Anti Sexual Harassment Committee

| S. No. | Name | Designation | Position |
|--------|---------------------|-------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept | Convener |
| 3 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Member |
| 4 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 5 | Mrs. Shobha P C | Asst. Professor, ECE Dept | Member |
| 6 | Prof. Vasanthi S | Associate Professor, ECE Dept | Member |
| 7 | Mrs. Madhushree P R | Asst Professor, MBA Dept | Member |
| 8 | Mrs. Farhana Kausar | Asst Professor, CSE Dept | Member |

❖ SC/ST/OBC Welfare Cell

- This committee in the college is set up to look into the welfare of the SC/ST students admitted for the various courses.
- The committee allocates monetary assistance to the students in the form of scholarship so as to help them to pursue their education.
- Committee was formed as per the GoI/MHRD/AICTE/UGC/GoK/VTU/DTE Guidelines

Table 2.1.1.1.12: List of Members in SC/ST/OBC Welfare Cell

| S. No. | Name | Designation | Position |
|--------|---------------------------|--------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Mr. Srinivas B V | Asst. Professor, ISE Dept | Convener |
| 3 | Mr. Omprakash Bata | Asst. Professor, ISE Dept | Member |
| 4 | Mr. Abhilash G | Asst. Professor, ISE Dept | Member |
| 5 | Mr. Chikka Krishnappa T K | Asst. Professor, CSE Dept | Member |
| 6 | Mr. Anjan Kumar D | Asst. Professor, ME Dept | Member |
| 7 | Mr. Nagendra Naik K | Asst. Professor, BSE&H Dept | Member |
| 8 | Mr. Anand Kumar G | Asst. Professor, Civil Dept | Member |
| 9 | Ms. Prathibha VS | Asst. Professor, Civil Dept | Member |

❖ Purchase Committee

- Execute the purchase process under the consultation of all the HoDs and Section In charges
- Tendering process through quotations requests, award of work and purchase order
- Annual Physical Verification

Table 2.1.1.1.13: List of Members in Purchase Committee

| S. No. | Name | Designation | Position |
|--------|---------------------------|------------------------------|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Mrs Indrani P | Head Accountant | Convener |
| 3 | Dr. Aishwarya P | Prof & Head, CSE Dept | Member |
| 4 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept | Member |
| 5 | Dr. Arun Balodi | Prof & Head, ECE Dept | Member |
| 6 | Dr. Udaya Simha L | Prof & Head, Civil Dept | Member |
| 7 | Dr. Rajendra Kumar M S | Prof & Head, Mechanical Dept | Member |
| 8 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 9 | Dr Nalinakshi N | Prof & Head, BSE&H Dept | Member |

❖ Alumni Association

- The college has its registered Alumni association that is called Atria Alma Connect. The Alumni of the department are well placed and holding prominent positions in the industry.
- The first registration was done on 17th May 2017(Reg.no: DRB - 01/SOR/2017-18) and thereafter it has been renewed every year. The students of all branches of Engineering and Management are covered under this single body.
- They are actively involved with the department in identifying the gaps in the curriculum, mentoring, and guiding the students for their internships and project works, brainstorming sessions and talks with the students to enrich and provide industry exposure to the students etc.
- Annual Alumni meet is held to connect with them apart from connecting via website, mails, social media etc.

Table 2.1.1.1.14: List of Members in Alumni Association

| S. No. | Name | Designation | Position |
|--------|-------------------------|---|-----------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Aishwarya P | Prof & Head, CSE Dept | Convener |
| 3 | Mr. Azmathulla | Entrepreneur | Chief Mentor |
| 4 | Mr. Tarun G T | Software Engineer | President |
| 5 | Mr. James Melvin | Entrepreneur | Vice-President |
| 6 | Mr. Rajesh S | Entrepreneur | Joint Secretary |
| 7 | Mr. Md. Ameenulla | Assistant Professor | Treasurer |
| 8 | Mr Sridhar C | Regional Manager, Credit Card Operations, Karnataka Division, HDFC Bank | Joint Treasurer |
| 9 | Prof. Archana R Motta | Asst. Professor, MBA Dept | Member |
| 10 | Prof. Ashwini B T | Asst. Professor, Civil Dept | Member |
| 11 | Dr. Keshava Murthy | Professor, ECE Dept | Member |
| 12 | Prof. Praveen Kumar B C | Asst. Professor, Mechanical Dept | Member |
| 13 | Prof. Pallavi N | Asst. Professor, CSE Dept | Member |
| 14 | Prof. Vijayalakshmi | Asst. Professor, ISE Dept | Member |

❖ Placement and Training Cell

- This committee is very essential for the graduating undergraduate and postgraduate students aspiring to get placed in companies as well as to start companies of their own.
- In-Plant Training and Career Guidance are given to the students in their pre-final year and finalsemester respectively and preparing them for the forthcoming campus interviews

Table 2.1.1.1.15: List of Members in Placement/Training Cell

| S. No. | Name | Designation | Position |
|--------|-----------------------|----------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. H R Ananth | Head Training & Placement | Convener |
| 3 | Dr. Richa Das | Associate Professor, MBA Dept | Member |
| 4 | Ms. Chandini U | Asst. Professor, CSE Dept | Member |
| 5 | Ms. Syed Roshni Ahmed | Asst. Professor, ISE Dept | Member |
| 6 | Mr. Sameera | Asst. Professor, ECE Dept. | Member |
| 7 | Mr. Anjan Kumar | Asst. Professor, Mechanical Dept | Member |
| 8 | Mr. Karthik J | Asst. Professor, Civil Dept | Member |

❖ Sports Committee

- To give motivation and an opportunity to excel in sports to interested students, this committee looks into the needs of budding sports persons.
- The college campus has facilities and equipment for several sports, for which there is good participation of boys and girls, pursuing undergraduate and postgraduate programs.
- Students participate in the sports, helping them to perform well in college events at state and national levels.

Table 2.1.1.1.16: List of Members in Sports Committee

| S. No. | Name | Designation | Position |
|--------|---------------------|------------------------------|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Mr Avinash H S | Physical Education Director | Convener |
| 3 | Mr. AnandKumar | Asst. Professor, Civil Dept. | Member |
| 4 | Mr. Gowtham R | Asst. Professor, CSE Dept. | Member |
| 5 | Mr. Jayanth U | Asst. Professor, ECE Dept. | Member |
| 6 | Mr. Suhas A Bhyrate | Asst. Professor, ISE Dept. | Member |

| | | | |
|---|------------------|-----------------------------------|--------|
| 7 | Mr. Chetan C S | Asst. Professor, Mechanical Dept. | Member |
| 8 | Mrs. Umadevi | Asst. Professor, BSE&H Dept. | Member |
| 9 | Mrs. Rajimol K P | Asst. Professor, MBA Dept. | Member |

❖ Magazine / Newsletter Committee

The annual graduation magazine, which is released during the convocation of every graduating batch provides a platform to students, academicians, and the alumni to come together and share their insights, opinions, and experiences. The graduation magazine gives details of all passing out students and covers the major achievements of each student in the campus including co-curricular as well as extra-curricular stream. It also includes student testimonials and faculty comments. The graduation magazine committee is formed with a group of faculty from every department of the institution and is headed by the principal and assisted by the convener.

Table 2.1.1.1.17: List of Members in Magazine / Newsletter Committee

| S. No | Name | Designation | Position |
|-------|----------------------|----------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Mrs. Kavitha Vasanth | Asst. Professor, ISE Dept | Convener |
| 3 | Mrs Sundari | Associate Professor, ECE Dept | Member |
| 4 | Mr. Deep Narayan | Asst. Professor, Mechanical Dept | Member |
| 5 | Mrs. Devaki S | Asst. Professor, MBA Dept | Member |
| 6 | Mrs. Pallavi N | Asst. Professor, CSE Dept | Member |
| 7 | Mr. Srinidhi | Asst. Professor, Civil Dept | Member |
| 8 | Mr. Chethan P B | Asst. Professor, BSE&H Dept | Member |

❖ Hostel Committee

- This committee investigates the requirement of the students (Boys and Girls) staying on the campus, in the hostel.
- The committee periodically check the various quality aspects such as: cleanliness, food, accommodation, and overall discipline in the hostel.

Table 2.1.1.1.18: List of Members in Hostel Committee

| S. No. | Name | Designation | Position |
|--------|------------------------------|---|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Dr Nalinakshi N | Professor & Chief Warden (Girls Hostel) | Convener |
| 3 | Dr Surendra H J | Professor & Chief Warden (Boys Hostel) | Convener |
| 4 | Mr. Subramanian | Boys' hostel Warden | Member |
| 5 | Mrs. Mary Juliyana | Girls' hostel Warden | Member |
| 6 | Mr. Sangameshwa Gama | Asst. Professor, ISE Dept | Member |
| 7 | Mr. Bramendra Kishore | Asst. Professor, Civil Dept | Member |
| 8 | Mr.Chethan P B | Asst. Professor, BSE&H Dept | Member |
| 9 | Mr. Annappa Chavadannavar | Asst. Professor, ECE Dept | Member |
| 10 | Mr. Sanjeev Kumar | Asst. Professor, Mechanical Dept | Member |
| 11 | Dr. Manash Sarkar | Associate Professor, CSE Dept | Member |
| 12 | Ms Sneha M C | Student | Member |
| 13 | Mr Anuraj | Student | Member |

❖ Cultural Committee

- Based on the lines of the Co-curricular committee, the Cultural committee helps the students to distinguish themselves apart from their curriculum.
- Students are encouraged to take part in various cultural events in college and other colleges and showcase their talents.

Table 2.1.1.1.19: List of Members in Cultural Committee

| S. No. | Name | Designation | Position |
|--------|-----------------------|-----------------------|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Prof. Archana R Motta | Asst. Prof. MBA Dept. | Convener |

| | | | |
|----|---------------------------|---------------------------------|----------|
| 3 | Mr. Bhaskar M K | Asst. Prof. ECE Dept. | Convener |
| 4 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 5 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept. | Member |
| 6 | Dr. Aishwarya P | Prof & Head, CSE Dept | Member |
| 7 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept. | Member |
| 8 | Dr. Arun Balodi | Prof & Head, ECE Dept | Member |
| 9 | Dr. Udaya Simha L | Prof & Head, Civil Dept | Member |
| 10 | Dr. Rajendra Kumar M S | Prof & Head, Mechanical Dept | Member |

❖ Library Committee

- Books and other e-learning media are very essential for gaining the knowledge as learning is a continuous process.
- Faculty and students require resources to attain knowledge for the day-to-day requirements.
- The Library Advisory Committee headed by the principal ensures all these requirements are fulfilled through the Member Secretary and the inputs from the other members.
- Procuring books, Technical Journals, Technical Magazines, applying for access to E- Journals, providing good reference books and adequate reading spaces are provided by this committee, which comprises the following members.

Table 2.1.1.1.20: List of Members in Library Committee

| S. No. | Name | Designation | Position |
|--------|--------------------|-------------------------------|-------------|
| 1 | Dr. T.N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Usha S P | Librarian | Convener |
| 3 | Mrs. Vasanthi S | Associate Professor, ECE Dept | Member |
| 4 | Dr. Prasuna V | Associate Professor, ECE Dept | Member |
| 5 | Mr Annappa | Asst. Professor, ECE Dept | Member |

| | | | |
|----|----------------------|----------------------------------|--------|
| 6 | Ms. Shruthi B | Asst. Professor, ISE Dept | Member |
| 7 | Dr. Richa Das | Associate Professor, MBA Dept | Member |
| 8 | Ms Anusha M | Asst. Professor, Civil Dept | Member |
| 9 | Mr Maqдум Sharif | Asst. Professor, CSE Dept | Member |
| 10 | Mr Praveen Kumar B C | Asst. Professor, Mechanical Dept | Member |
| 11 | Mr. Nagendra Naik | Asst Professor, BSE&H | Member |

❖ Website & E-Resources Committee

- Oversee the necessary changes to be done on the website and recommend updates required.
- Coordination between departments for regular data collections to update on the website.
- Ensure all latest news, events are updated on the website.
- Cross verification of the invoice shared by the agency and validate the work done; validate effort and time required for each action item.

Table 2.1.1.1.21: List of Members in Website & E Resources Committee

| S. No | Name | Designation | Position |
|-------|---------------------------|---|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Aishwarya P | Professor & Head, CSE Dept | Convener |
| 3 | Ms. Sonal Mishra | Marketing Lead, AIT & Program Manager, ABIC | Member |
| 4 | Dr. Shanthi Mahesh | Professor & Head, ISE Dept | Member |
| 5 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 6 | Mr. Abhilash G | Asst. Professor, ISE Dept | Member |
| 7 | Mr. Goutham R | Asst. Professor, CSE Dept | Member |

❖ Examination Committee

- This committee monitors the University examinations conducted in the college.
- To arrange invigilators to various examinations, and to allot various

rooms to them.

- To plan for numbering / seating arrangements of the students.
- To implement the numbering in the rooms.
- To fix the laboratory examination dates in coordination with HODs of various departments and respective department of the University and to provide hospitality to external examiners.
- To collect the finalized sessional marks from the faculty with the help of HODs and to hand them over to affiliating University.
- Preparation of lists of supplementary candidates and to display them in the notice boards.
- To control the stationery concern of examinations.
- Starting from the notification of the exam till the declaration of the results, the committee manages all the activities in co-ordination with the heads of the departments ensuring smooth running of the entire process.

Table 2.1.1.1.22: List of Members in Examination Committee

| S. No. | Name | Designation | Position |
|--------|--------------------|---------------------------------|--------------------------------|
| 1 | Dr. T N Sreenivasa | Principal, | Chief superintendent |
| 2 | Dr. Nalinakshi N | Professor & Head, BSE&H Dept | Deputy Chief Superintendent |
| 3 | Dr. Keshavamurthy | Professor, ECE Dept | Member |
| 3 | Mr. Chethan P B | Asst. Professor, BSE&H Dept | Member |
| 4 | Mr. Mahesh K S | Asst. Professor, BSE&H Dept | Member |
| 5 | Mr Anandkumar G | Asst. Professor, Civil Dept | Member |
| 6 | Mr. Krishnamurthy | Asst. Professor, CSE Dept | Member |
| 7 | Mr. Rangaswamy | Asst. Professor, ME Dept | Member |
| 8 | Mr. Jayanth U | Asst. Professor, ISE Dept | Member |
| 9 | Mr. Chetan Kumar | Asst. Professor, ME Dept | Member |
| 10 | Ms. Madhushree P R | Asst. Professor, MBA Dept | Member |

❖ Entrepreneurship Development (ED) Cell:

- ED Cell focusses on encouraging entrepreneurship among the students & faculty of the institute.
- ED Cell Committee Meetings are held at least once every semester.
- The AIT management has committed the financial support to the ED Cell to support start-ups within the college upon approval of the committee.

Roles & Responsibilities:

ED Cell Committee was constituted to support:

- The creation of policies for defining the process involved for innovation & entrepreneurship ideas from the faculty, students & interested start-ups.
- Evaluate the entrepreneurship ideas by our students & faculty.
- Recommend the relevant support/funding for the start-up ideas approved by the Committee for Incubation.
- Organise the training & mentorship sessions on Innovation & Entrepreneurship for students & faculty.

Table 2.1.1.1.23: List of Members in ED Cell

| S. No. | Name | Designation | Position |
|--------|-------------------------|-----------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Purnajit Chatterjee | Dean & Head, MBA Dept | Convener |
| 3 | Dr. Shanthi Mahesh | Professor & Head, ISE Dept | Member |
| 4 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 5 | Dr. Arun Balodi | Professor & Head, ECE Dept | Member |
| 6 | Dr. Udaya Simha L | Professor & Head, Civil Dept | Member |
| 7 | Dr. Rajendra Kumar M S | Professor & Head, Mechanical Dept | Member |

| | | | |
|---|------------------|---|--------|
| 8 | Dr. Nalinakshi N | Professor & Head, BSE&H Dept | Member |
| 9 | Ms Sonal Mishra | Marketing Lead, AIT & Program Manager, ABIC | Member |

❖ **Finance Committee:**

- Proposal of annual budget and allocation under different heads
- Finance evaluation and recommendation
- Tax assessment and deduction

Table 2.1.1.1.24: List of Members in Finance Committee

| S. No. | Name | Designation | Position |
|--------|---------------------------|------------------------------|-------------|
| 1 | Mr Shaheem Rahiman | CEO | Chairperson |
| 2 | Dr. T.N Sreenivasa | Principal | Convener |
| 3 | Mrs Indrani P | Accountant | Member |
| 4 | Dr. Aishwarya P | Prof & Head, CSE Dept | Member |
| 5 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept | Member |
| 6 | Dr. Arun Balodi | Prof & Head, ECE Dept | Member |
| 7 | Dr. Udaya Simha L | Prof & Head, Civil Dept | Member |
| 8 | Dr. Rajendra Kumar M S | Prof & Head, Mechanical Dept | Member |
| 9 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 10 | Dr Nalinakshi N | Prof & Head, BSE&H Dept | Member |

MBA Department Level Committees

Table 2.1.1.1.25: MBA Department Level Committee

| S. No. | Name of the Committee | Frequency of Meeting |
|--------|---|----------------------|
| 1 | Department Advisory Committee (DAC) / Quality Improvement Committee (QIC) | Once in Semester |
| 2 | Program Assessment Committee (PAC) | Once in Semester |

| | | |
|---|-----------------------|------------------|
| 3 | Examination Committee | Once in Semester |
| 4 | Research Committee | Once in Semester |
| 5 | Placement Committee | Once in Semester |
| 6 | Alumni Committee | Once in Semester |
| 7 | Project Committee | Once in a Year. |

❖ Department Advisory Committee (DAC) / Quality Improvement Committee (QIC)

Roles & Responsibilities

The DAC gives guidelines to the department related to the following areas:

- Formation/Revision of Vision and Mission of the department.
- Formation /Revision of Program Educational Objectives.
- Formulation of workable solutions for improvement in the following areas
 - Industry Institution Interaction
 - Quality of Teaching Learning Process
 - Increase the employability of students.
 - Improve the research ambience of the institute.
- Inclusion of topics beyond the syllabus to meet the PEO and PO and bridge the existing gap through encouraging students through expert talks in areas beyond the scope of the syllabus.
- Introduction of Value-added training courses and internships.
- Encourage entrepreneurship activities in the department.

Table 2.1.1.1.26: List of DAC Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Dr. Perini PraveenaSri | Professor, MBA Department |
| 3 | Mr. S Swaminathan | Director, Health -Trail Portal Pvt |

| | | |
|---|----------------------|---|
| | | Ltd, Bengaluru |
| 4 | Ms. Sindhu Narayan | Customer Success Manager, Snapminds, Bengaluru |
| 5 | Mr. Ramesh V | CEO, RD Constructions |
| 6 | Dr. Richa Das | Associate Professor, MBA Department |
| 7 | Mrs. Archana R Motta | Asst. Professor, MBA Department |

❖ Program Assessment Committee (PAC)

The Program Assessment Committee (PAC) has been formed for monitoring of Departmental activities. The PAC consists of external and internal faculty members who periodically monitors the departmental activities and evaluates different parameters.

Roles & Responsibilities

- Evaluating program effectiveness and proposing necessary changes.
- Helps the HOD & Dean to coordinate the academic activities of the department.
- Make relevant decisions to help in the betterment of teaching learning process of the department which includes:
 - Identification of curriculum gaps and implementation of bridging techniques.
 - Allocations of courses to the faculty
 - Finalization of contents of the course files
 - Finalization of course outcomes of courses
 - Decide the evaluation process, specific to the department, if required.
 - Calculate the program level attainment of PO/PSO.
- Finalize the internal evaluation question paper and assignment questions.
- Preparation of the department academic calendar and scheduling of the academic activities as per the department calendar
- Monitors the coverage of syllabus of each course.

- Monitors the progress of students and instructs remedial measures to the concerned faculty handling the course.

Table 2.1.1.1.27: List of PAC Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|--|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Dr. Rajesh B | Principal, Sir M Visvesvaraya Institute of Commerce & Administration, Bengaluru |
| 3 | Dr. D Pradeep Kumar | Professor, Department of Management Studies, Madanapalle Institute of Technology & Science |
| 3 | Dr. Perini PraveenaSri | Professor, MBA Department |
| 4 | Dr. H R Ananth | Associate Professor, MBA Department |
| 5 | Dr. Rashmi Singh Roy | Associate Professor, MBA Department |
| 6 | Mrs. Madhu Shree P R | Asst. Professor, MBA Department |

❖ **Examination Committee.**

This committee monitor the Internal Examination conducted at department to maintain quality assurance related to examination and evaluation.

Roles & Responsibilities.

- To review and moderate all internal test question papers.
- To review the scheme of evaluation.
- To plan the exam seating arrangement and oversee the conduction of examination.
- To arrange invigilators to various examinations, and to allot various rooms to them.
- Starting from the notification of the exam till the declaration of the results,

the committee manages all the activities and ensuring smooth running of the entire process.

Table 2.1.1.1.28: List of Examination Committee Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|-------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Dr. Perini PraveenaSri | Professor, MBA Department |
| 3 | Mrs. Archana R Motta | Assistant Professor, MBA Department |
| 4 | Mrs. Madhushree P R | Assistant Professor, MBA Department |

❖ Research Committee

This committee is responsible for the research output of the Department as per its Vision.

Roles & Responsibilities

- To create a conducive environment for promotion of Research & Innovation activities in the Department.
- Plan the publication for each semester.
- Peer review of research papers.
- To maintain the research reports.

Table 2.1.1.1.29: List of Research Committee Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|-------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Dr. Perini PraveenaSri | Professor, MBA Department |
| 3 | Dr. Richa Das | Associate Professor, MBA Department |
| 4 | Dr. Rashmi Singh Roy | Associate Professor, MBA Department |

❖ Placement Committee

The career development process includes self-awareness, career exploration and job placement. To realize this process, the Placement Committee performs the following activities.

Roles & Responsibilities

- To plan for training for placement.
- Encourage students to take part in placement drive.
- To track and report on placement.
- Arrange Internship for students.

Table 2.1.1.1.30: List of Placement Cell Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|-------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Dr. H R Ananth | Training & Placement Officer |
| 3 | Dr. Richa Das | Associate Professor, MBA Department |

❖ Alumni Committee

The main objectives of Alumni Committee is to bring together all the old students and the faculty of the Department to share their experiences with each other and to maintain and update the data base of all the alumni of the department. Alumni Association of the department provide guidance to the present students in their endeavour for better employment, higher studies and promote the campus placements also.

Roles & Responsibilities

- To maintain an Alumni database
- To conduct regular Alumni Meet
- To maintain regular contact with Alumni to help the students in Internship, Placement, and Industry Interactions

Table 2.1.1.1.31: List of Alumni Committee Members for AY 2020-21

| S. No. | Name | Designation |
|--------|-------------------------|-------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Mrs. Archana R Motta | Assistant Professor, MBA Department |
| 3 | Mrs. Rajimol K P | Assistant Professor, MBA Department |

❖ Project Committee

The Project Committee ensures that the Students Project work are completed on time based on the recommendations given by VTU.

Roles & Responsibilities

- Issue Permission letters to the students to undertake Project work.
- Assign Internal Guide based on the area of specialization.
- Prepare and publish the schedule to be followed during the project work.
- To ensure the submission of Project Report on time.
- Arrange for Viva-Voce Examination and submission of Marks to University.

Table 2.1.1.1.32: List of Project Committee Members for AY 2020-21

| S. No. | Name | Designation |
|--------|--------------------------|-------------------------------------|
| 1 | Dr. Purnajit Chatterjee | Dean & Head, MBA Department |
| 2 | Mrs. Devaki S | Assistant Professor, MBA |
| 3 | Mrs. Panchali Chatterjee | Assistant Professor, MBA Department |
| 4 | Mrs. Devaki S | Assistant Professor, MBA Department |

2.1.1.2. Service Rules

Human Resource Manual

This HR Policy Document establishes rules and regulations, policies, procedures, benefits and working conditions that will be applicable to all employees (Faculty & Staff) as a condition of their employment in the Institution. The current policy is

effective from 1st August 2019. It is expected that all faculty & staff members strictly adhere to the rules and regulations spelled out in this document. The management reserves the right to change, modify or revoke the policies, rules, and regulations as and when necessary and apply their discretion in specific cases. AIT has an employee Handbook available with all employees and published on the Website which covers all the General Information, Faculty & Staff roles, Policies concerning probation, confirmation & resignation, Leave, Salary and Payroll, Code of conduct, Travel, EPF & ESI. The same document was mailed by the HR to all employees for their record and reference. Employee Handbook is available in the Institute website with the following link.

https://atria.edu/assets/pdf/mandatory_disclosures/Employee-Handbook.pdf

2.1.1.3. Policies

Atria Institute of Technology and Department of MBA has a faculty & staff policy and student policy. There are also policies on Research & Development, IT, Placements, etc.

❖ Research & Development Policy

Atria Institute of Technology is determined to continuously achieve its vision by promising as a respected Centre for education and research with a mission to transform our students into extremely competent professionals with standards, who can contribute to the progress of society. Research & Development Policy is formulated at Atria with a vision to become pioneers in Technical Education, Interdisciplinary research, and consultancy with an objective to setup eco-friendly and sustainable working environment. The main objective of the policy is to create a conducive environment for interdisciplinary research and innovation. The Research & Development Policy covers the following areas.

- Research & Development (R&D) Activities
- Project Management
- Utilization of Research Fund
- Code of Ethics for Research (CER)

Research Policy is available in the Institute website with the following link.

<https://atria.edu/assets/pdf/Atria-IT-Research-Policy-5th-July.pdf>

The institute has also a research Incentive scheme to encourage and support research which is available in the Institute website with the following link

https://atria.edu/assets/pdf/mandatory_disclosures/Monetary-Benefits-Staff-Atria-IT-2021.pdf

❖ IT Policy

The IT Policy put as an annexure covers the following areas:

- Data Security Policy
- Electronic Communication (email) Policy
- Personal Digital Assistant Policy
- Remote Access Policy
- Information Technology Responsible Use Policy
- Technology Renewal Policy
- Wireless Network Use Policy

The IT Policy is available on Institute Website with the following link.

https://atria.edu/assets/pdf/mandatory_disclosures/IT-Security-and-Policies-2021.pdf

❖ Placement Policy

At Atria, we have placement as an integral part of the education process of a student. Placement preparation & readiness starts soon after admissions - for each student, identifying the basic skills and improvement areas, conducting foundation, add-on, and advantage courses, monitoring the progress, and enhancing the readiness to face the placement season with confidence, is an interdisciplinary activity with oversight by the Academic Head and the Placement Head of the institution. The placement policy is available on the Institute website with the following link.

https://atria.edu/assets/pdf/mandatory_disclosures/PLACEMENT-POLICY-

[2021.pdf](#)

❖ Innovation & Entrepreneurship Policy

The mission of the policy is to enable deserving start-ups to transform useful innovations into profitable ventures with an eco-system of industry mentors, investor networks, academic research and constructive services and infrastructure.

The policy is available in the Institute website with the following link

https://atria.edu/assets/pdf/mandatory_disclosures/Innovation-and-Entrepreneurship-Policy.pdf

2.1.1.4. Strategic Plan

With its tagline ‘Nurturing Leaders for a New India’, the MBA department regularly undertakes a strategic planning process to review its activities and programmes to make them relevant.

Strategic Management Framework at AIT and the MBA Department

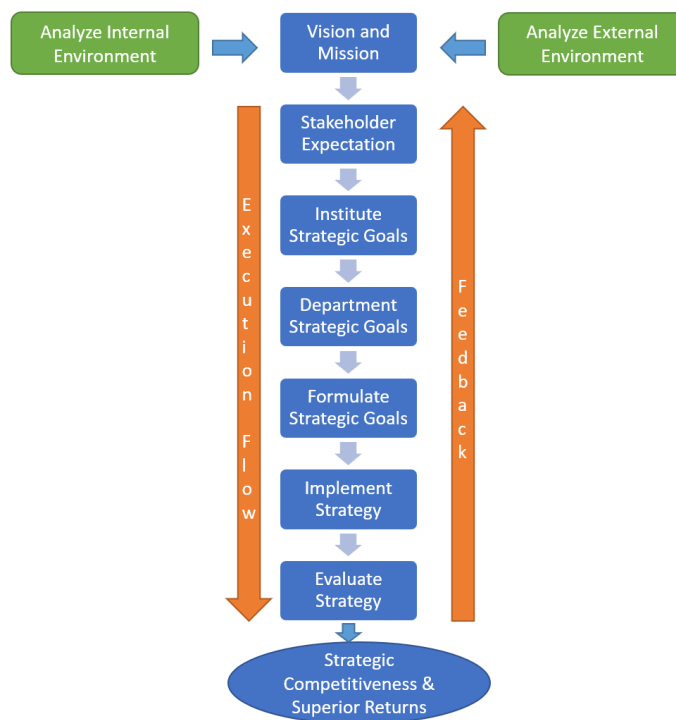


Fig. 2.1.1.4.1: Strategic Management Framework at AIT and the MBA Department

Institutional Strategic Goals (ISG)

The Institution’s leadership team re-visited Vision, Mission, Quality Policy, Core Values, Environmental Factors, and SWOT Analysis. The following high

level/institutional strategic goals (HLG /ISG) have been redefined.

The Strategic Plan of the Institute is available on the Website with following link.

https://atria.edu/assets/pdf/mandatory_disclosures/Strategic-Development-Plan-Final-Jul-28-2021.pdf

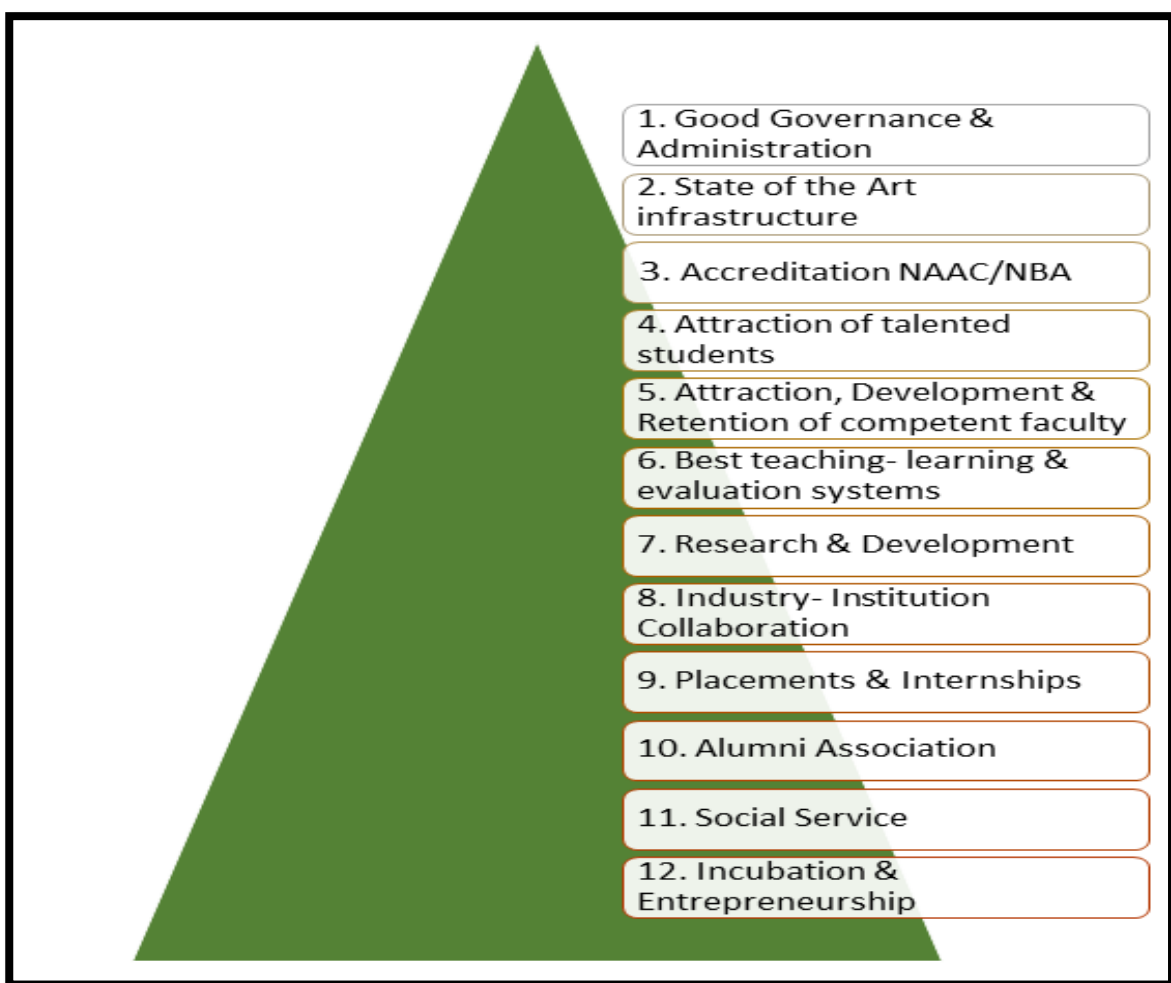


Fig 2.1.1.4.2: Institutional Strategic Goals

MBA Department (Atria Centre for Management and Entrepreneurship)

The Management department of Atria Institute of Technology, Atria Centre for Management and Entrepreneurship currently offers a two-year MBA program with specialisations in Finance, Marketing and Human Resource Management to the graduates interested in management studies. Considering the current industry requirements, the teaching pedagogy includes case study-based method, role plays, scenario analysis and group activities on a regular basis.

Short Term Goals Achieved in 2021:

- MBA Value Added Programs started - Cambridge British English Certification and EY Financial Modelling.
- MBA lab upgraded for student and faculty research and projects.
- Organized National Level Management Conference for students

Short Term Goals: (in next 1 years)

- Improving Placements with management support and greater focus
- NBA Accreditation
- Higher NAAC rating
- Take the lead in organizing an International Conference

Mid Term Goals

- Higher quality Research and Innovation

Long Term Strategic Goals: (in next 5 years)

- Tie-up with an International Business Schools or leading Indian Business School to rollout a proven PGDM/PGPM course

Atria Business Incubation Centre

To those who target to have their own start-ups, we envisage collaborating with those students to make them entrepreneurs with a vision that is futuristic through our entrepreneurship cell also known as Atria Business Incubation Centre. We offer to empower the idea with industry expertise, technological advice, and financial

assistance. We support students to build start-ups that can offer solutions to identify significant problems across industries. And align them with an exposure to emerging technology, tools and methods for better decision making and ideation.

Overall, it may be said that we don't leave the students to play the "Catch up to industry game", we prepare them to be ready to play the industry and growth game in all aspects.

Strategic Development Plan Process Methodology

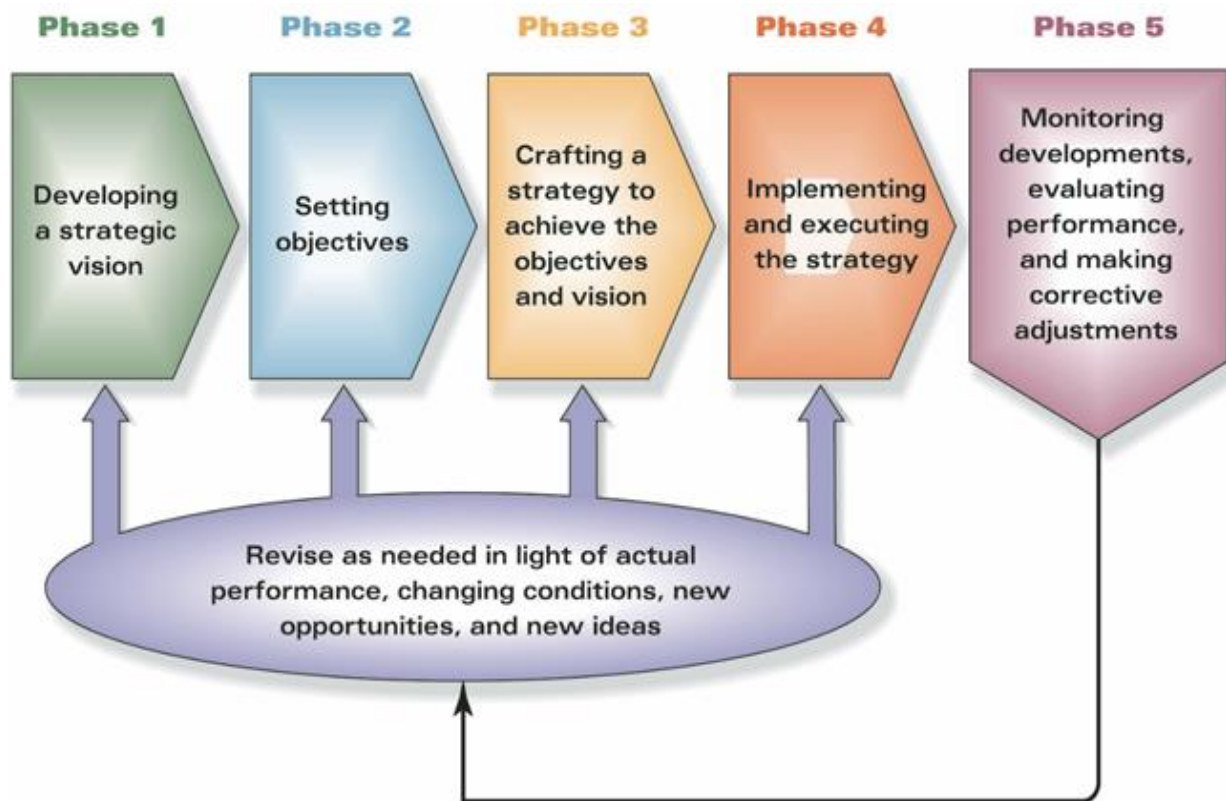


Fig. 2.1.1.4.3: Strategic Development Plan

The strategic management process in Atria Institute of Technology follows a well-structured multi-phase approach. Chairman and Advisory Board felt that there is a need to have an updated strategic development plan for the institute in a formal written document format. The mandate was given to the principal to develop strategic plan 2020-2025 for the institute.

The institution leadership team was facilitated with a two days' workshop on "Strategic leadership for excellence". The strategic development plan preparation

process methodology was discussed and deliberated upon with thorough theoretical conceptual understanding. The management & top leadership team met and brainstormed on all stakeholders' expectations. The Leadership team met times, deliberated, and arrived at an updated Vision, Mission, Quality policy and Core Values for AIT which is aligned with the MHRD NEP.

Environment scanning was done keeping the updated Vision in mind. All the senior leadership team met and brainstormed on Institutional strategic /High Level Goals (ISG/HLG) to be achieved by 2025.

Institutional strategic goals formed the main theme for arriving at strategies. Each Strategy was deliberated, and sub-strategies were arrived at formulating the implementation plan. Implementation plan worked out all details such as budget, resources needed and the leader responsible to implement with proper timelines.

Departments play a pivotal role for the institution; hence each department has updated their vision, mission, short, mid, and long-term goals. The implementation plan for the departments also reflected all the details of resources needed as well as leader responsible with timelines.

As a standard measure of evaluation, periodical reviews of the progress will be done by the committee and the progress is submitted to the Board. Course correction and remedial measures will be initiated as necessary to accomplish the strategic goals.

2.1.2. Faculty Empowerment

2.1.2.1. Faculty Development Policies

Faculty are encouraged to attend Faculty Development Workshops. They can attend FDWs conducted in other institutions. In addition, in-house workshops such Training, Webinars, Management Conferences have been conducted for the faculty.

We have an Appraisal policy which measures participation in research, conference, FDPs other than student performance, student feedback and cocurricular activities. Annually the performance appraisal process is completed. Based on the performance appraisal faculty get their variable pay and considered for their increment.

Compensatory Benefits

To facilitate, support and acknowledge the contributions, skills, and professional activities of its faculty members and to aid the process of professional induction, the Institute offers:

1. Attractive Compensation for exemplary candidates: 7th Pay Commission pay package for outstanding candidates placed in Teaching & Research Cadre.
2. Research Financial Support Scheme: The Institute encourages faculty members to carry out high quality research and publish in classified journals. The research support scheme is intended to fund early stage (SEED MONEY) but well thought out research proposal with well – defined deliverables from regular faculty member.
3. Faculty Development Program: The institute provides the financial assistance and On Official duty (OOD) permission for the training and development of the faculty, in accordance with the recommendations of the HODs and approval by the Head of the institution.
4. Cash Prize/Awards:
 - Outstanding Award: A cash prize of 20,000/- will be awarded to the employee to acknowledge their excellence at work each semester.
 - Applause Award: A cash prize of 7500/- will be awarded as a recognition to the employee responsible for extraordinary contribution towards the institutional/departmental development per academic year.
 - The cash incentives up to Rs.15,000/- for each Research paper published in high impact /SCI & above Indexed journals (based on the recommendations of the Research Review Committee); and Rs.5,000/- for each paper published in Scopus or Google Scholar Indexed Journals by the faculty.
 - The faculty who had completed probation period were considered for Variable/Incentive Pay based on their academic performance, research output, co-curricular contribution to the department and consultancies. The following Faculty received the Variable Pay in the AY 2018-19.

Table No. 2.1.2.1.1: Faculty received Variable Pay

| S. No | Name of the Faculty |
|-------|-------------------------|
| 1 | Dr. Purnajit Chatterjee |
| 2 | Dr. Richa Das |
| 3 | Prof. Archana R Motta |
| 4 | Prof. Madhushree P R |
| 5 | Prof. Devaki S |

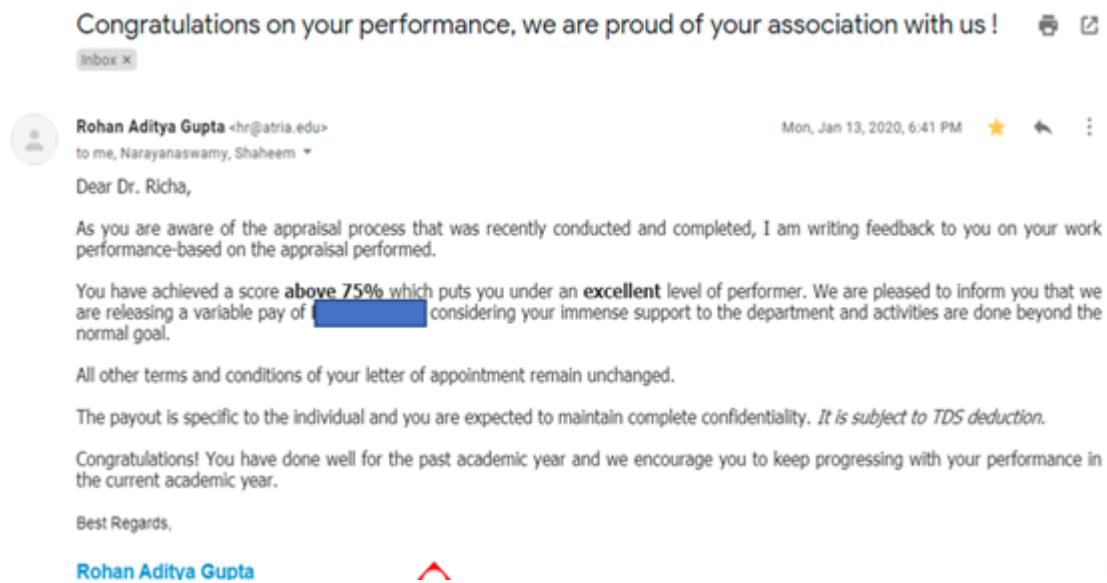


Fig 2.1.2.1.1: Sample of variable pay letter

5. Consultancy Projects: If there is a substantial contribution by an employee in the consultancy project, the members involved in the consultancy project will be paid 70% of the total net amount received by the Institution. If more than 1 person is involved in the project, the amount payable to the employee (70% of the total amount received by the institution) will be equally distributed among all the contributors.

6. Funded Project Proposals: Incentive will be paid to the team of investigators of research projects with external funding in an amount equal to 10% of the total non-recurring grant. This incentive will be paid in two parts – 5% after receipt of the 70% of the project amount and the other 5% on completion of the project and receipt of the balance amount of the project. The incentive amount is divided equally among all the investigators.

7. Provident Fund: All the Faculty/Staff member may opt for Provident Fund benefits. For further details on EPF, please refer to EPFO benefits link.

Other Benefits

- Employee time-off (ETO) for 18 days & 2 Restricted Holidays (RH) in a calendar year.
- Vacation of 2 weeks per academic year for all employees.
- Flexi work hours between 8:30 am to 5:30 pm (min. 8 hours)
- 2nd & 4th Saturdays are holidays.
- Special Leaves: Study Leave, Sabbatical Leave, Maternity Leave, Marriage Leave, On Official Duty (OOD), Compensatory Off, etc

General Facilities

- Residential accommodation on campus is provided to faculty members based on space availability, in accordance with the rules of the Institute.
- All employees can avail medical facilities for self and dependent family members through our optional medical schemes.
- Sports facilities in the campus are provided to all the employees.

2.1.2.2. Decentralization, Delegation of Power and Collective Decision

Making

Decentralization in Working:

- The Programme coordinators are actively involved in decision making process. As a part of the Department Academic Committee, the faculty members provide their inputs on academic related matters.
- All the Programme coordinators are members of the IQAC with the Principal as chairperson, many senior faculty members acquire positions like placement officer, Hostel wardens, Controller of Examination etc. and are also members of various decision making and administrative bodies, their suggestions are valued and considered.

- Various committees are constituted for the smooth functioning of administration and most of the senior members are involved in decision making.

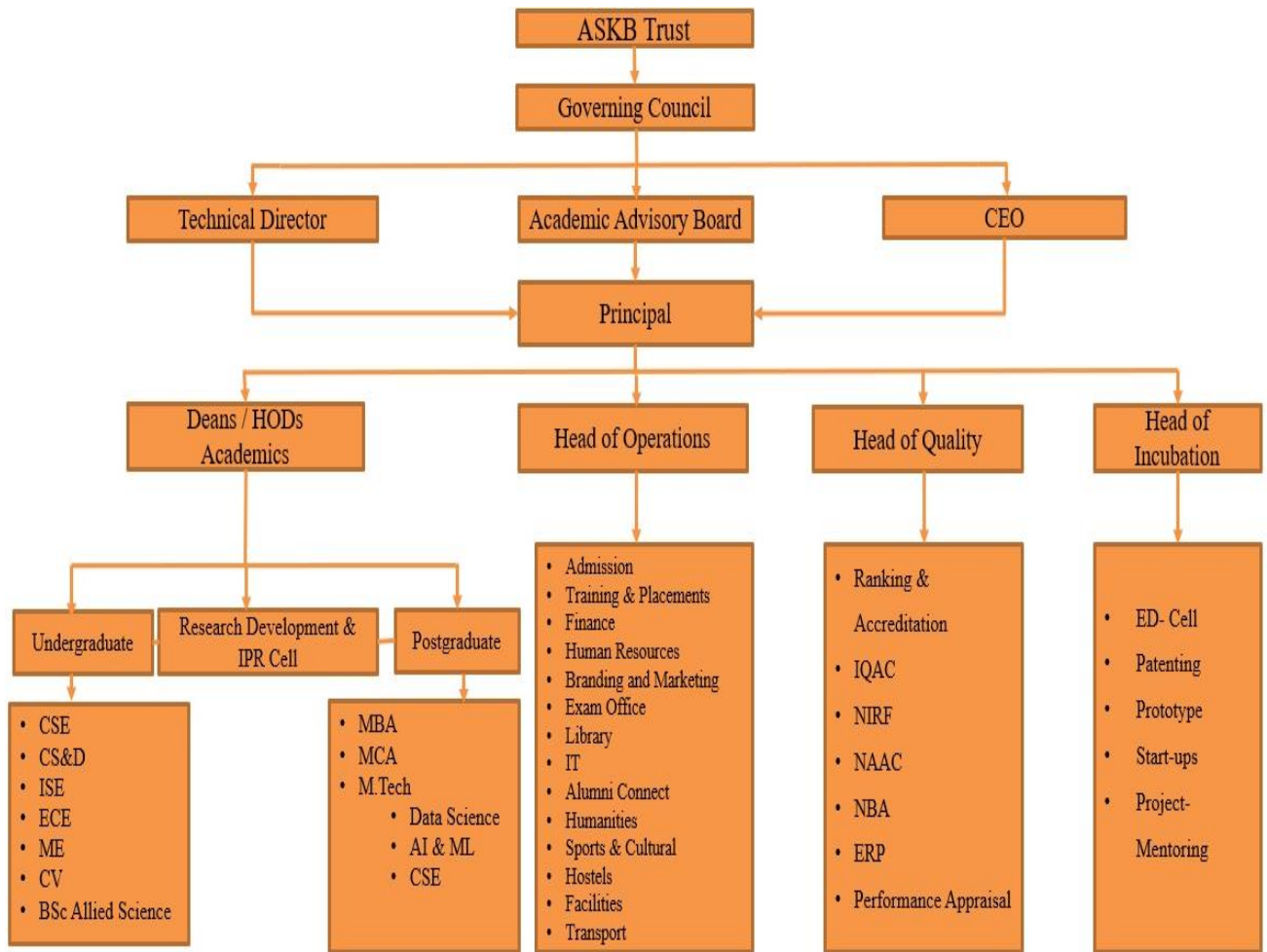


Fig. 2.1.2.2.1: Flow Chart Depicting Decentralization in Working

A. Financial Power delegated to the Principal, Heads of Departments and Relevant In-charge:

Financial Power Delegation at Institute Level

A. Financial power delegated to the Principal, Heads of Departments, and relevant In-charge:

The delegations of financial powers are detailed below:

- Principal is permitted to utilize funds up to Rs.5,00,000/- p.a subjected to budget provision and for the day-to-day academic activities and shall be got audited every month.

- HoDs are permitted to utilize funds up to a maximum of Rs.25,000/- p.a subjected to budget provision and for their day-to-day academic activities and shall be got audited every month.

B. Demonstrate the utilization of financial powers for each of the assessment years:

- Principal of the Institute is financially authorized to accord permission to incur any unexpected expenditure which is required in the interest of the institute.
- All the Programme Coordinators are permitted to utilize the approved annual budget (FY).
- Institute made a policy to provide adequate financial powers to Principal and Programme coordinators of the Departments through various committees.

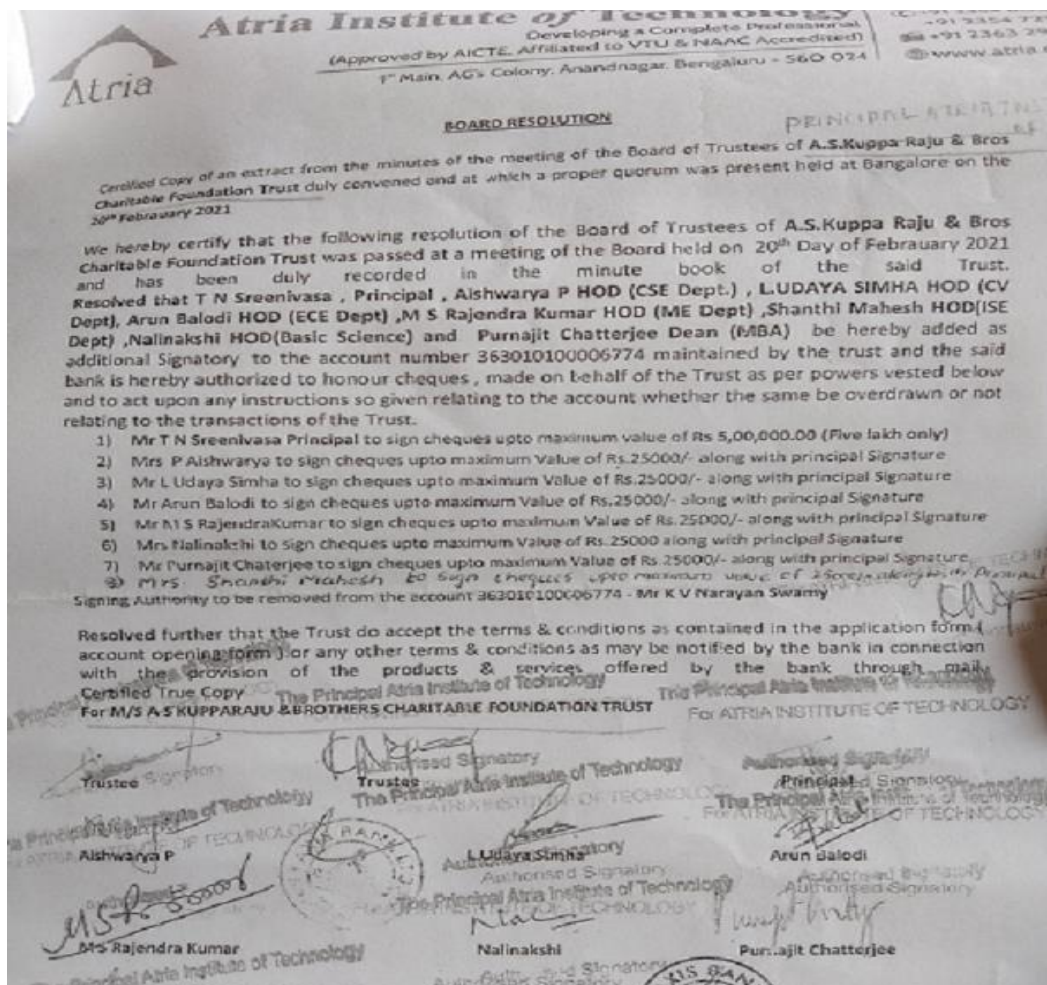


Fig. 2.1.2.2.2: Decentralization in Working

Financial Power Delegation at Department Level

The delegations of financial powers are detailed below:

- HoDs are permitted to utilize funds up to a maximum of Rs.25,000/- p.a. subjected to budget provision and for their day-to-day academic activities and shall be got audited every month.
- Principal is permitted to utilize funds up to Rs.5,00,000/- p.a. subjected to budget provision and for the day-to-day academic activities and shall be got audited every month.
- Further delegation has been made to the senior Faculty within the MBA department and the following table provides the delegation Matrix.

Table 2.1.2.2.1: Operational and Financial Delegation in the Department

| Faculty Name | Department Role | Operational Delegation |
|---------------------------|---------------------------------|---|
| Dr. Perini PraveenaSri | MBA Research Head | - Plan for research publication areas - Pay for conference participation and Research reviews - Track and report on Research activities |
| Dr. Richa Das | MBA Placement Coordinator | - Liaison with Companies for placements - Host Companies for Placements - Track and Report on Placements |

| | | |
|-------------------------|-----------------------|--|
| Mrs. Archana R Motta | Alumni Coordinator | - Plan, host and pay Alumni Meetings and related activities - Track and report on Alumni activities |
|-------------------------|-----------------------|--|

B. Demonstrate the Utilization of Financial Powers for each of the Assessment Years:

- Principal of the Institute is financially authorized to accord permission to incur any unexpected expenditure which is required in the interest of the institute.
- All the Programme Coordinators are permitted to utilize the approved annual budget(FY).
- Institute made a policy to provide adequate financial powers to Principal and Programme coordinators of the Departments through various committees.

2.1.3. Effective Governance Indicators

2.1.3.1. Grievance Redressal Mechanism

The institute has formed a Grievance Redressal Committee with an objective of preventing unfair practices and to provide a mechanism to students for redressal of their grievances.

Mechanism of Grievance Redressal Cell:

- Receiving the grievances from the staff and students.
- Students can submit the grievances through the link <https://atria.edu/grievance.php>
- Conduction of meetings frequently on the need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.3.1.1: List of Members in Grievance Redressal Committee

| S. No. | Name | Designation | Position |
|--------|----------------------|---------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Mrs. Shobha P C | Asst. Professor, ECE Dept | Convener |
| 3 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 4 | Dr. Surendra H J | Associate Professor, Civil Dept | Member |
| 5 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Member |
| 6 | Mrs. Archana R Motta | Assistant Professor, MBA Dept | Member |
| 7 | Mrs. Vasanthi S | Associate Professor, ECE Dept | Member |
| 8 | Ms. Nishitha Palan | Student, ECE Dept | Member |

Mechanism of Anti Ragging Committee:

- Receiving the complaints from students
- Conduction of meetings frequently on the need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.3.1.2: List of Members in Anti Ragging Committee

| S. No. | Name | Designation | Position |
|--------|---------------------------|-------------------------------|-------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Convener |
| 3 | Prof. Purnajit Chatterjee | Dean & Head, MBA Dept | Member |
| 4 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 5 | Prof. Vasanthi S | Associate Professor, ECE Dept | Member |
| 6 | Mr. Subramanian | Boys' hostel warden | Member |

| | | | |
|----|--------------------|-----------------------------|--------|
| 7 | Ms. Mary Julyiyana | Girls' hostel warden | Member |
| 8 | Ms. Nandini G C | Instructor (Civil Dept) | Member |
| 9 | Dr. Surendra H J | Professor, Civil Dept | Member |
| 10 | Mr. Chidanandappa | Inspector of Police, Hebbal | Member |

Mechanism of Anti-Sexual Harassment Committee:

- Receiving the complaints from students and staff
- Conduction of meetings frequently on the need basis
- Initiation of appropriate actions
- Maintenance of all the documents

Table 2.1.3.1.3: List of Members in Anti Sexual Harassment Committee

| S. No. | Name | Designation | Position |
|--------|---------------------|--------------------------------------|-----------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Shanthi Mahesh | Prof & Head, ISE Dept | Convener |
| 3 | Dr. Nalinakshi N | Prof & Head, BSE&H Dept | Member |
| 4 | Dr. Aishwarya P | Professor & Head, CSE Dept | Member |
| 5 | Mrs. Shobha P C | Asst. Professor, ECE Dept | Member |
| 6 | Prof. Vasanthi S | Associate Professor, ECE Dept | Member |
| 7 | Mrs. Madhushree P R | Asst Professor, MBA Dept | Member |
| 8 | Mrs. Farhana Kausar | Asst Professor, CSE Dept | Member |
| 9. | Ms. Shalima Jain | Program Manager at KATALYST India | Member from NGO |

2.1.3.2. Transparency

A. Dissemination and Availability of institute / program specific information through the web:

- ❖ Yes - with general and mandatory Disclosure.

Link: <https://atria.edu/mandatory-disclosure.php>

Atria Institute of Technology operates in a transparent manner. The faculty, staff and students of ACME are aware of the policies and processes. All important information is regularly updated on the website.

Transparent Appraisal Process

Performance Appraisal Process

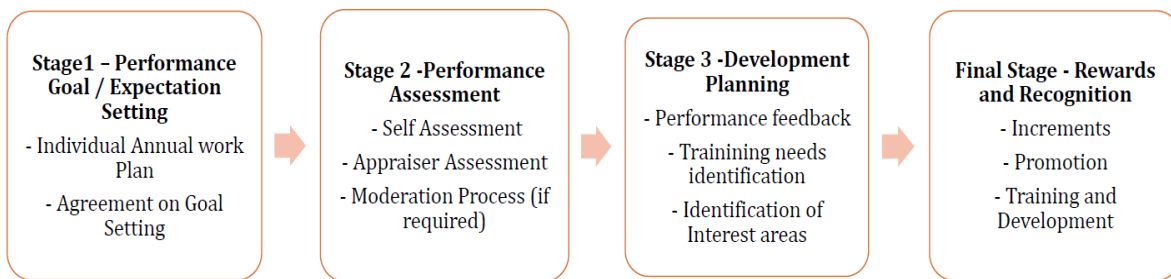


Fig 2.1.3.2.1: Performance Appraisal Process

Goal Setting Process

2.1.3.3. Leader and Faculty Selection Process

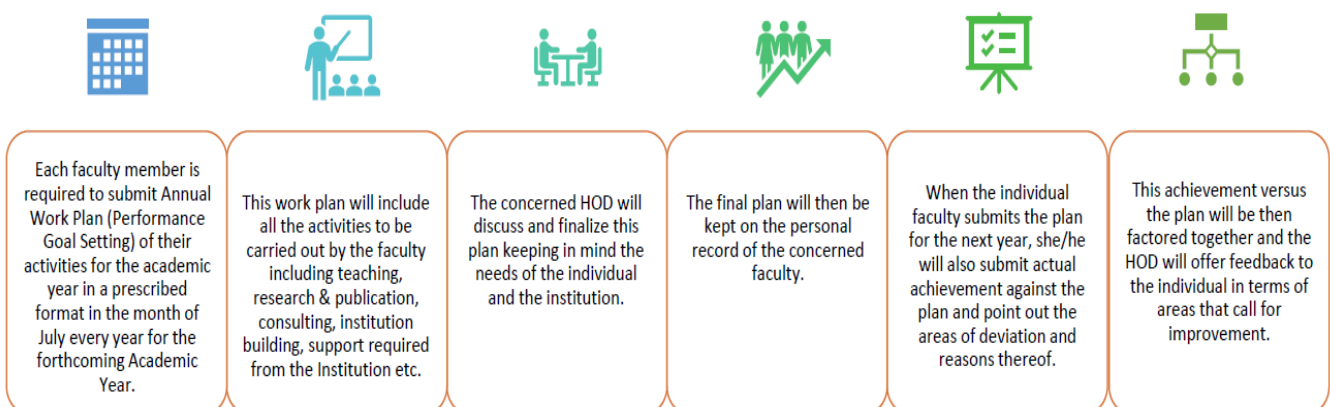


Fig. 2.1.3.3.1: Faculty selection process

Table 2.1.3.3.1: Cadre wise Goal Setting

| Goal Setting Weightage [as per Academic Cadre] | | | | | | | |
|---|----------|--|-------------------|-----|---------------------|-------------|--------------------|
| Refer : Individual Goal setting Doc. | | | | | | | |
| Academic Cadre | Teaching | Co-curricular/ Administrative / Institute Eminance | Eminance Building | | | | Total Weightage |
| | | | Research | CoE | Funded proposals | Consultancy | |
| Assistant Professor | 70% | 20% | | | 10% | | 100% |
| Associate Professor | 40% | 30% | | | 30% | | 100% |
| Professor | 30% | 20% | | | 50% | | 100% |
| Head of Department | 20% | 50% | | | 30% | | 100% |

AIT follows a 3-Stage Recruitment Process which is shown in the following diagram



Fig. 2.1.3.3.2: Three stage recruitment process

Sources of Recruitment



Fig. 2.1.3.3.3: Sources of Recruitment

Recruitment Process Flowchart

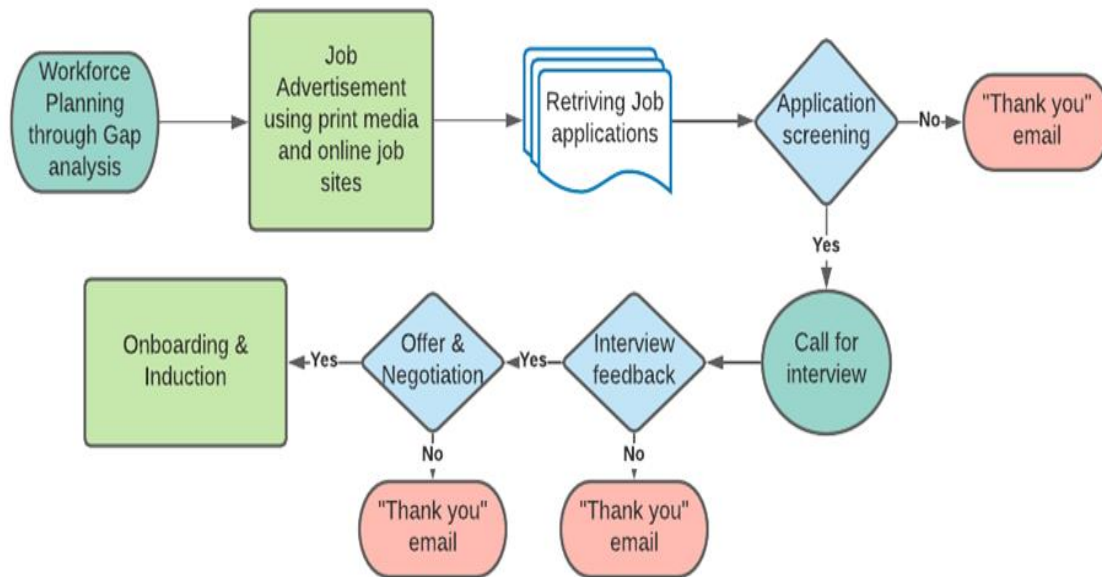


Fig. 2.1.3.3.4: Recruitment Process Flowchart

2.1.3.4: Stability of the Academic Leaders

Table 2.1.3.4.1: Stability of the Academic Leaders

| S.No. | Name of Dean/HoD | Tenure (Years) | Serving Period |
|-------|---------------------|----------------|----------------|
| 1 | Dr. Hasmukh Savlani | 1 | 2004-2005 |

| | | | |
|---|-------------------------|----|------------------|
| 2 | Prof. Prabhakar Babu | 2 | 2005-2007 |
| 3 | Dr. K S Bhat | 11 | 2007-2018 |
| 4 | Dr. Purnajit Chatterjee | 3 | 2018 - till date |

Total number of Deans served in the department from 2004 till date = 3

Average tenure of Dean/ HOD = $17/3 = 5.67$ Years (after excluding tenure of current Dean/HOD)

2.2. Financial Resources

2.2.1. Budget Allocation, Utilization, and Public Accounting at Institute level

Summary of current financial year's budget and actual expenditure incurred (for the institution exclusively) in the three previous financial years.

Total Income at Institute level: For CFY, CFY_{m1}, CFY_{m2} & CFY_{m3}

Table 2.2.1.a.1: Total Income and actual expenditure for the whole institution for the past three financial years at Institute level (in Rs.) CFY (2021-22)

| Year | Total income (Rs 28,85,28,178) | | | | Actual expenditure (Rs 26,95,45,568) | | | Total no of students |
|---------|--------------------------------|-------|-----------|-------------------------|--------------------------------------|---------------|-------------------------------------|--------------------------------------|
| | Fee | Govt. | Grant(s) | Other Sources (specify) | Recurring including Salaries | Non-recurring | Special Projects/Any other, specify | Expenditure per student |
| 2021-22 | 28,44,95,532 | - | 18,74,950 | 21,57,696 | 14,47,68,918 | 8,12,93,801 | 4,34,82,849 | 2349 Students (Rs 1.14L per Student) |

Table.2.2.1.a.2: CFYm1 (2020-21)

| Year | Total income (Rs 24,21,05,952) | | | | Actual expenditure (Rs 22,77,19,747) | | | Total no of students |
|---------|--------------------------------|------|----------|-------------------------|--------------------------------------|---------------|--------------------------------------|---|
| | Fee | Govt | Grant(s) | Other Sources (specify) | Recurring including Salaries | Non-recurring | Special Projects/ Any other, specify | Expenditure per student |
| 2020-21 | 23,76,80,685 | - | 563333 | 38,61,933 | 12,28,45,141 | 8,07,78,700 | 2,40,95,906 | 2226 Students (Rs 1.02L per Student) |

Table.2.2.1.a.3: CFYm2 (2019-20)

| Years | Total income (Rs 23,14,79,481) | | | | Actual expenditure (Rs 28,38,94,396) | | | Total no of students |
|---------|--------------------------------|-------|----------|-------------------------|--------------------------------------|---------------|--------------------------------------|---|
| | Fee | Govt. | Grant(s) | Other Sources (specify) | Recurring including Salaries | Non-recurring | Special Projects/ Any other, specify | Expenditure per student |
| 2019-20 | 22,43,21,952 | - | 54,580 | 71,02,949 | 19,73,66,613 | 1,45,80,993 | 7,19,46,790 | 2149 Students (Rs 1.32L Per Student) |

Table.2.2.1.a.4: CFYm3 (2018-19)

| Year | Total income (Rs 23,39,61,642) | | | | Actual expenditure (Rs 22,32,12,099) | | | Total no of students |
|---------|--------------------------------|-------|-----------|-------------------------|--------------------------------------|---------------|--------------------------------------|--|
| | Fee | Govt. | Grant(s) | Other Sources (specify) | Recurring including Salaries | Non-recurring | Special Projects/ Any other, specify | Expenditure per student |
| 2018-19 | 23,02,20,559 | - | 10,88,000 | 26,53,083 | 13,74,24,239 | 2,81,38,095 | 5,76,49,764 | 2222 Students (Rs 1.LK per student) |

Table.2.2.1.a.5: Budget and Expenditure For Past 4 Years For All The Programmes

(INR)

| Items | Budgeted in CFY 2021-22 | Actual Expenses in CFY - Unaudited 2021-22 | Budgeted in CFYm1 2020-21 | Actual Expenses in CFYm1 2020-21 | Budgeted in CFYm2 2019-20 | Actual Expenses in CFYm2 2019 -20 | Budgeted in CFYm3 2018-19 | Actual Expenses in CFYm3 2018-19 |
|--|-------------------------|--|---------------------------|----------------------------------|---------------------------|-----------------------------------|---------------------------|----------------------------------|
| Infrastructure Built-Up | 4,81,74,548 | 4,37,95,044 | 2,65,05,497 | 2,40,95,906 | 7,62,00,000 | 7,11,72,610 | 4,94,38,744 | 3,94,38,744 |
| Library | 12,65,856 | 11,50,778 | 1,39,291 | 1,26,628 | 34,00,000 | 32,45,489 | 30,00,000 | 29,69,083 |
| Laboratory Equipment | 41,67,728 | 37,88,844 | 9,00,000 | 8,54,556 | 49,00,000 | 47,13,814 | 40,00,000 | 37,00,097 |
| Laboratory consumables | 5,05,001 | 4,59,092 | 3,22,803 | 2,93,457 | 24,52,220 | 22,67,825 | 16,29,895 | 16,24,895 |
| Teaching and non-teaching staff salary | 13,73,41,239 | 12,48,55,672 | 9,00,25,932 | 8,18,41,756 | 9,40,29,162 | 9,06,29,162 | 7,20,48,405 | 7,00,48,405 |
| Maintenance and spares | 4,93,052 | 4,48,229 | 3,34,257 | 3,03,870 | 30,79,896 | 28,79,896 | 10,86,649 | 10,71,649 |
| Research and development | 20,00,000 | - | 21,00,000 | 20,56,000 | 14,00,000 | 13,33,066 | 45,00,000 | 43,23,758 |
| Training and Travel | 11,81,655 | 10,74,232 | 9,79,009 | 8,03,643 | 97,60,605 | 7,03,073 | 6,70,055 | 6,62,474 |
| Miscellaneous expenses * | 10,33,71,133 | 9,39,73,757 | 12,90,78,324 | 11,73,43,931 | 11,00,40,908 | 10,69,49,461 | 10,10,85,930 | 9,93,72,992 |
| Others | - | - | - | - | - | - | - | - |
| Total | 29,85,00,213 | 26,95,45,648 | 25,03,85,112 | 22,77,19,747 | 30,52,62,791 | 28,38,94,396 | 23,74,59,678 | 22,32,12,097 |

*Printing and stationeries, others-specify: Indirect expenses

Table no. 2.2.1.b.1: Total Income at Department level – MBA (CFYm1 2020-21)

| Income | | | | Total Income INR |
|---------------------|------------------------------|------------------------------------|-------------------------------|---------------------|
| Fee Received INR | Grant received from Govt. | Grant received from Industry | Other Sources (specify) | |
| 1,04,44,480 | - | - | 21,00,000 (Consultancy) | 1,25,44,480 |

Table no. 2.2.1.b.2: Total Income at Department level – MBA (CFY m2 2019-20)

| Income | | | | Total Income INR |
|------------------------|------------------------------|------------------------------------|-------------------------------|------------------------|
| Fee Received INR | Grant received from Govt. | Grant received from Industry | Other Sources (specify) | |
| 75,76,585 | - | - | 11,95,000 (Consultancy) | 87,71,585 |

Table no. 2.2.1.b.3: Total Income at Department level – MBA (CFYm3 2018-19)

| Income | | | | Total Income INR |
|------------------------|------------------------------|------------------------------------|-------------------------------|------------------------|
| Fee Received INR | Grant received from Govt. | Grant received from Industry | Other Sources (specify) | |
| 58,66,820 | - | - | - | 58,66,820 |

Table no. 2.2.1.b.4: Total Income at Department level–MBA (CFYm4 2017-18)

| Income | | | | Total Income INR |
|------------------------|------------------------------|------------------------------------|-------------------------------|---------------------|
| Fee Received INR | Grant received from Govt. | Grant received from Industry | Other Sources (specify) | |
| 54,07,440 | - | - | - | 54,07,440 |

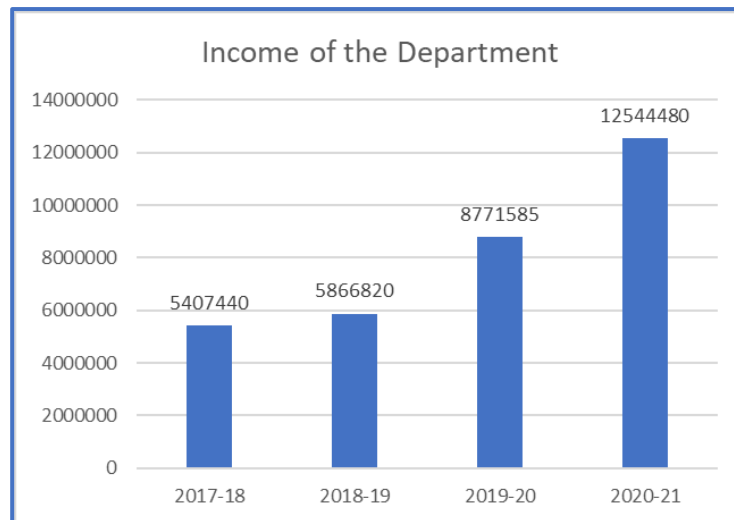


Fig. 2.2.1.b.1 - Total Income at Department level - MBA

Table 2.2.1.b.5: Summary of budget and the actual expenditure incurred (for the stand-alone Management Institute/ Management department of an institute)

| All Figures in INR | Budgeted in CFY 2021-22 | Actual Expenses in CFY - Unaudited 2021-22 | Budgeted in CFYm1 2020-21 | Actual Expenses in CFYm1 2020-21 | Budgeted in CFYm2 2019-20 | Actual Expenses in CFYm2 2019-20 | Budgeted in CFYm3 2018-19 | Actual Expenses in CFYm3 2018-19 |
|--|-------------------------|--|---------------------------|----------------------------------|---------------------------|----------------------------------|---------------------------|----------------------------------|
| Items | | | | | | | | |
| Infrastructure Built-Up | 23,00,000 | 22,38,733 | 15,00,000 | 14,39,565 | 15,00,000 | 14,69,596 | 16,00,000 | 15,04,646 |
| Library | 2,20,000 | 2,16,597 | 1,65,000 | 1,64,983 | 1,80,000 | 1,77,139 | 1,70,000 | 1,68,842 |
| Computer Labs and Software | 62,000 | 60,236 | 53,000 | 52,561 | 85,000 | 82,175 | 85,000 | 82,195 |
| Teaching and non-teaching staff salary | 54,00,000 | 53,72,070 | 40,00,000 | 37,00,207 | 40,00,000 | 39,05,227 | 26,00,000 | 25,63,476 |
| Research | 2,00,000 | 1,95,032 | 5,000 | 4751.58 | 23,000 | 21,500 | 30,000 | 27,360 |
| Training and Travel | 70,000 | 68,718 | 50,000 | 49573.25 | 27,000 | 25,608 | 50,000 | 48,050 |
| Placement Activities | 55,000 | 52,158 | 53,000 | 52,000 | 50,000 | 48,000 | 65,000 | 60,000 |
| Entrepreneurship | 2,00,000 | 12,000 | 2,15,000 | 2,13,813 | 5,00,000 | 4,00,000 | - | - |

| | | | | | | | | |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|------------------|
| Co-Curricular & Extra Curricular | 70,000 | 68,535 | 20,000 | 20,474 | 1,15,000 | 1,10,967 | 2,00,000 | 1,87,240 |
| Alumni Relations | 24,000 | 22,600 | 20,000 | 300 | 20,000 | 13,300 | 25,000 | 22,737 |
| Miscellaneous expenses | 32,00,000 | 31,68,227 | 45,00,000 | 43,27,170 | 60,00,000 | 56,35,969 | 40,00,000 | 36,73,261 |
| Others | - | - | - | - | - | - | - | - |
| Total | 1,18,01,000 | 1,14,74,907 | 1,05,81,000 | 1,00,25,398 | 1,25,00,000 | 1,18,89,481 | 88,25,000 | 83,37,806 |

2.2.1.1. Adequacy of Budget Allocation

Quantum of Budget Allocation for 4 Years

- The budget allocated over the 4 years was based on the budget proposal submitted by each department to higher authority. Additional funds provided if needed after a due evaluation and formal approval process

2.2.1.2. Utilization of Allocated Funds

Table 2.2.1.2.1: Utilization of Allocated Funds for Past 4 Years

| 2021-22 CFY | | 2020-21 CFYm1 | | 2019-20 CFYm2 | | 2018-19 CFYm3 | |
|-------------|-------------|---------------|-------------|---------------|-------------|---------------|-----------|
| Budget | | Budget | | Budget | | Budget | |
| Allocated | Utilized | Allocated | Utilized | Allocated | Utilized | Allocated | Utilized |
| 1,18,01,000 | 1,14,74,907 | 1,05,81,000 | 1,00,25,398 | 1,25,00,000 | 1,18,89,481 | 88,25,000 | 83,37,806 |

Table 2.2.1.2.2: Shows Percentage Utilization of Allocated Funds for Past 3 Years

| Year | Budgeted | Actual | Percentage of Utilization |
|---------|-------------|-------------|---------------------------|
| 2021-22 | 1,18,01,000 | 1,14,74,907 | 97 |
| 2020-21 | 1,05,81,000 | 1,00,25,398 | 95 |
| 2019-20 | 1,25,00,000 | 1,18,89,481 | 95 |
| 2018-19 | 88,25,000 | 83,37,806 | 94 |

Allocated funds for financial year 2021-22 are Rs 1,18,01,000 and out of which 97% is utilised by the department. Utilization of allocated funds for financial year 2020-21 and 2019-20 are 95%. In the financial Year 2018-19, 94% of allocated funds are utilized.

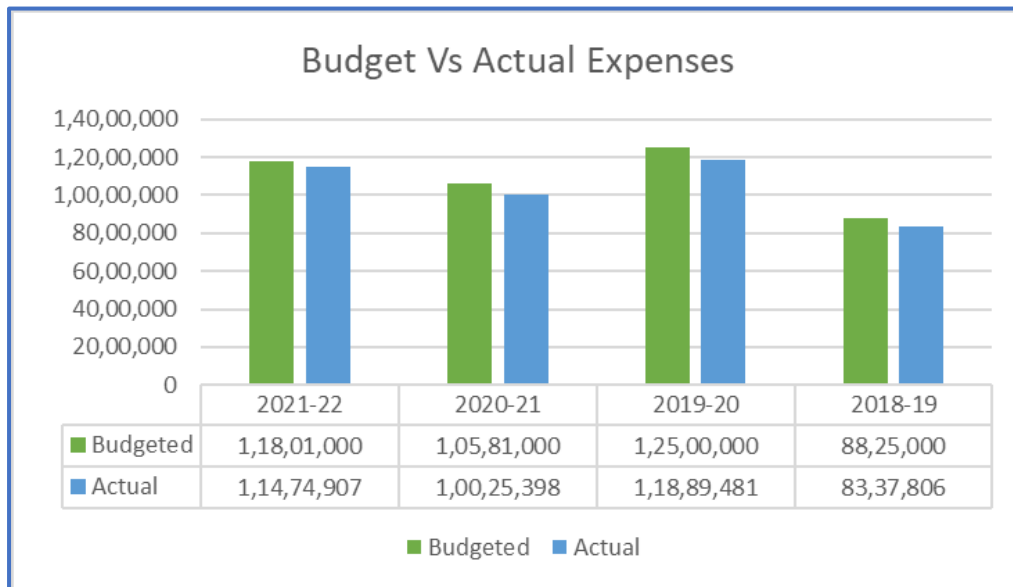


Fig. 2.2.1.2.1: Comparison Between Budgeted and Actual Expenses

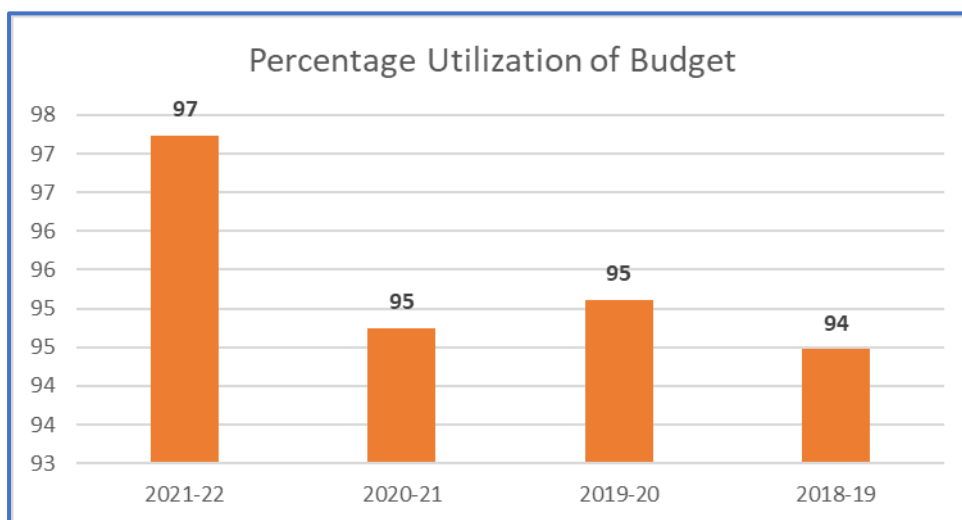


Fig. 2.2.1.2.2: Percentage of Budget Utilization

2.2.1.3. Availability of the Audited Statements on the Institute’s Website

Table 2.2.1.3.1 Availability of the Audited Statements

| FY | Audited Statements Availability | Website URL |
|---------|---------------------------------|---|
| 2020-21 | Yes | https://atria.edu/mandatory-disclosure.php |
| 2019-20 | Yes | https://atria.edu/mandatory-disclosure.php |
| 2018-19 | Yes | https://atria.edu/mandatory-disclosure.php |
| 2017-18 | Yes | https://atria.edu/mandatory-disclosure.php |

Criterion 3

Program Outcomes and Course Outcomes

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criteria 3: Program Outcomes and Course Outcomes

This criterion explains about the Course Outcomes being mapped with Program Outcomes and the attainment level is calculated based on the targets fixed based on arbitrage value which has the break-up of Direct and Indirect attainment. Direct Attainment is calculated with the correlation of the course with the program outcomes and its attainment, whereas Indirect Attainment is done through conducting an exit survey circulated to different stake holders.

Course Outcomes Attainment are calculated based on Direct and Indirect. Direct Attainment is calculated based on the calculation of each Course Outcomes which includes Internal Assessment, Assignments, Presentations, Quiz, Semester End Exam, whereas Indirect Attainment is done through a survey conducted for each course outcome pertaining to individual courses.

Introduction:

Atria Institute of Technology, Department of MBA is following the rules and regulations of VTU, Belagavi (as it is affiliated to VTU, Belagavi).

Program Outcome Statements help us to assess what students have learnt at the time of program completion. The University has established 5 POs as mentioned below:

PO 1: Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance.

PO 2: Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

PO 5: Possess self-sustaining entrepreneurship qualities that encourage calculated risk taking.

The department offers Marketing, Finance, & Human Resource specialisation. PSOs designed for each specialisation are listed below:

PSO 1: *Marketing*: The students should be able to develop a brand and position it in the market through appropriate marketing communications to generate sales and achieve revenue target.

PSO 2: *Finance*: The students can plan and analyse the financial needs of an organization and drive towards profit maximization while minimizing financial exposure.

PSO 3: *Human Resource*: The Students should be able to build and develop organisation culture, perform manpower planning, and implement compensation system.

Establish the Correlation between Course Outcomes and Program Outcomes:

Each Course has a minimum 3-5 Outcomes which is correlated with five Program Outcomes. The average of course outcomes with each PO is calculated and correlation between course outcomes and program outcomes is mapped.

The program outcomes are achieved through a curriculum that offers different courses

viz core, elective, project work.

The correlation table explains the Outcome Based Education which is student-centric where the students acquire more skills and improve their knowledge during the program through various theoretical courses as well as real life case studies, assignments, and group discussions.

Table No 3.1: Course and PO Correlation Table

| PO Statement | Courses | | |
|---|--|--|--|
| | Low | Medium | High |
| PO1: Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ institutions of importance. | MOB, MC, L&BE, ED, RM&I, RM, SM, IMC, IN, PR | MM, B&FS, MACR, IT, CB, SM, HRA, PR | ME, AFM, BSA, HRM, FM, RM, SM, IM, DT, D&SM, R&S, C&RS, OL, IHRM |
| PO 2: Apply effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | MOB, ME, RM, SM, R&S, C&RS, OL, IHRM | AFM, BSA, FM, IM, DT, IT, HRA, MACR, IMC, ED, L&BE | MM, MC, HRM B&FS, CB, RM, SM, SM, D&SM, PR, RM&I, IN, PR |
| PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness. | ME, AFM, BSA, HRM, FM, RM, SM, IM, DT, D&SM, C&RS, OL, IHRM, MC | MM, B&FS, MACR, IT, CB, SM, SM, RM, IMC, RM&I, L&BE | MOB, ED, R&S, HRA, PR, IN, PR |
| PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment. | ME, AFM, BSA, HRM, FM, RM, SM, IM, DT, D&SM, R&S, C&RS, OL, IHRM | MM, B&FS, MACR, IT, CB, SM, HRA, PR, MOB, MC, IN, PR | RM, L&BE, ED, IMC, RM&I |
| PO 5: Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking. | ME, AFM, BSA, HRM, FM, RM, SM, IM, DT, D&SM, R&S, C&RS, OL, IHRM | MM, B&FS, MACR, IT, CB, SM, HRA, PR | ED, IMC, SM, MOB, MC, L&BE, RM, IN, PR, RM&I |

3.1. Attainment of Program Outcomes

3.1.1. Describe the Assessment Tools and Processes Used to Gather the Data upon which the evaluation of Program Outcome is Based

Program outcome attainment is determined through direct assessment method and indirect assessment method. The process for calculating PO Attainment is 80% & 20% weightage are given to direct and indirect, respectively.

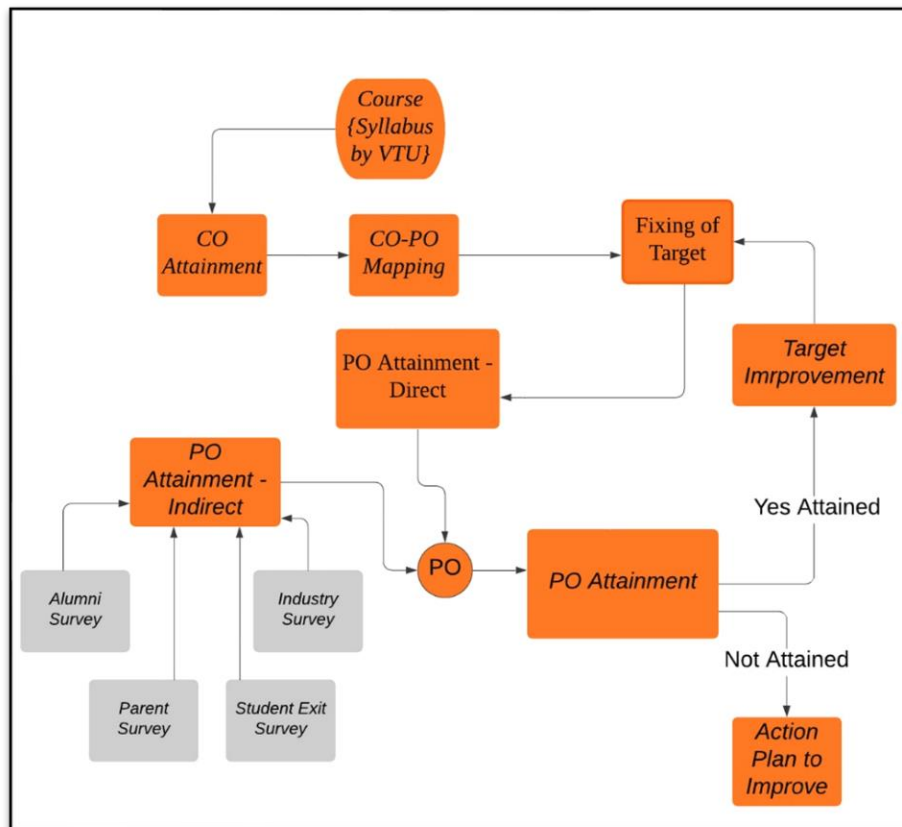


Fig 3.1.1.1: Process of PO Attainment

The Course Outcome Attainment is arrived at by considering the performance of the students in the Internal Assessment Tests, Assignments, Seminar and Presentation. The Program Outcome Attainment is arrived at by considering all the Course Attainments and activities held by the department like Industry Interaction, Alumni Talks, Industrial Visit, Management Fest, etc which helps the student to learn practically the Program Outcomes.

PO Assessment Tools: Assessment tools are categorized into direct and indirect methods to assess the program outcomes and course outcomes.

Direct measures are based on a sample of actual student work, which includes reports, exams, presentations, performances, and completed works. These assessment tools help faculty in capturing information about what students can do, which is then used as evidence of student learning.

Likewise for each CO with PO has been calculated and average of each program outcome is considered as direct PO attainment level. Indirect PO level is calculated based on the student's feedback toward each program outcome. A possible weakness of direct measurement is that not everything can be demonstrated in a direct way, such as values, perceptions, feelings, and attitudes. Hence, indirect measures are used which measure perceived student learning. These reports can come from many perspectives, including students, faculty, internship supervisors and employers, but the institute relies mostly on student feedback and to some extent the recruiters' feedback. Indirect measures provide additional information about what students are learning and how different stakeholders value this learning. Since, as evidence of student learning, indirect measures are not as strong as direct measures, the weight given for values of PO attainment using indirect methods are normally low (around 20%).

The overall PO attainment value is calculated with help of following formula: $(0.8 * \text{direct PO attainment}) + (0.2 * \text{indirect PO attainment})$ likewise the overall PO attainment is calculated for all the program outcomes.

CO-PO attainment is done with 2 components Direct & Indirect Assessment.

Direct Assessment has 2 components namely

1. CIE (Continuous Internal Evaluation): It includes Test, Assignment, Presentation
2. SEE (Semester End Exam)

Indirect Assessment is done by conducting a survey through Google Form related to the course where the more than 80% of the students have filled in the form.

Department conduct various activities for the Attainment of CO which may vary from course to course.

1. Quiz
2. Seminar
3. Presentations
4. Assignments
5. Group Discussion

3.1.1.1: Course Outcomes for Sample Courses: (6 courses)

| Courses (Core & Specialisation - each one from a semester) | |
|--|--|
| Course Outcome | Management & Organisational Behaviour (18MBA21) |
| CO 1 | Comprehend & correlate all the management functions which are happening around with fundamental concepts and principles of management. |
| CO 2 | Illustrate the overview of management, theory of management and practical applications of the same. |
| CO 3 | Effectively use their skills for self-grooming, working in groups and to achieve organizational goals. |
| CO 4 | Demonstrate their acumen in applying managerial and behavioural concept in real world / situation. |
| CO 5 | Exhibit their exposure on recent trends in management. |

| | |
|-----------------------|---|
| Course Outcome | Entrepreneurship Development (18MBA26) |
| CO 1 | Describe Entrepreneur and Entrepreneurship, development process of Entrepreneurship |
| CO 2 | Indicate the Role of Business Plan and its importance |
| CO 3 | Describe about the Institutions supporting Entrepreneurs |
| CO 4 | Examine the Role of Family business and its importance |
| CO 5 | Analyse the International Entrepreneurship Opportunities |

| | |
|-------------|---|
| CO 6 | Enumerate Informal Risk Capital and Venture Capital |
|-------------|---|

| Course Outcome | Banking & Financial Services (18MBAFM301) |
|-----------------------|--|
| CO 1 | Illustrate various banking and non-banking financial services in India |
| CO 2 | Summarize the activities of Merchant Banking and credit rating |
| CO 3 | Contrast micro financing and other financial services in India |
| CO 4 | Compare leasing and hire purchase |
| CO 5 | Identify the Mobile banking and EPS |
| CO 6 | Identifying the developments of Mutual Funds and Securitization system |

| Course Outcome | Indirect Taxation (18MBAFM403) |
|-----------------------|--|
| CO 1 | Outline GST system in India |
| CO 2 | Summarize levy and collection of GST in India. |
| CO 3 | Illustrate the TOS & VOS |
| CO 4 | Interpret the ITC |
| CO 5 | Analyze the Customs Valuation of Imports and Exports |
| CO 6 | Explain the Customs Duty procedure |

| Course Outcome | Services Marketing (18MBAMM303) |
|-----------------------|--|
| CO 1 | Illustrate the various concepts and importance of Services Marketing |
| CO 2 | Describe the emerging issues and trends in the Service Sector |
| CO 3 | Analyse the various service strategies and apply them to meet new challenges |

| Course Outcome | Public Relations (18MBAHR401) |
|-----------------------|--------------------------------------|
| CO 1 | Indicate the various concepts of PR |

| | |
|-------------|---|
| CO 2 | Classify various models of PR |
| CO 3 | Elaborate employee communication situations with special emphasis on special employee communication situations. |
| CO 4 | Identify the significance of community relations |
| CO 5 | Recognizing the need for media relations in the world of business. |
| CO 6 | Analyse news media influence during crisis |

3.1.2. POs Attainment Levels

Table 3.1.2.1: Correlation of each Course Outcome in a Course with PO

| Course Name: | Management and Organisational Behaviour | | | | |
|---------------------|--|-------------|-------------|-------------|-------------|
| Course Code: | 18MBA11 | | | | |
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 3 | 2 | 1 | 2 | 2 |
| CO 2 | 2 | 3 | 2 | 2 | 2 |
| CO 3 | 2 | 2 | 3 | 3 | 2 |
| CO 4 | 2 | 2 | 2 | 2 | 3 |
| CO 5 | 2 | 1 | 3 | 2 | 1 |
| CO 6 | 2 | 2 | 2 | 3 | 2 |
| AVG VALUE | 2.17 | 2.00 | 2.17 | 2.33 | 2.00 |
| Course Name: | Managerial Economics | | | | |
| Course Code: | 18MBA12 | | | | |

| | | | | | |
|--------------|-----------------------------------|------|------|------|------|
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 3 | 3 | 2 | 3 | 2 |
| CO 2 | 2 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 2 | 2 |
| CO 4 | 3 | 2 | 2 | 1 | 3 |
| CO 5 | 2 | 3 | 3 | 3 | 2 |
| CO 6 | 2 | 2 | 3 | 2 | 1 |
| AVG VALUE | 2.5 | 2.67 | 2.67 | 2.33 | 2.17 |
| Course Name: | Accounting for Managers | | | | |
| Course Code: | 18MBA13 | | | | |
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 3 | 2 | 1 | 1 | 2 |
| CO 2 | 3 | 1 | 1 | 1 | 1 |
| CO 3 | 3 | 3 | 1 | 1 | 2 |
| CO 4 | 3 | 3 | 2 | 2 | 2 |
| CO 5 | 2 | 2 | 1 | 3 | 3 |
| AVG VALUE | 2.8 | 2.2 | 1.2 | 1.6 | 2 |
| Course Name: | Business Statistics and Analytics | | | | |

| Course Code: | 18MBA14 | | | | |
|--------------|----------------------|------|------|------|------|
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 2 | 1 | 2 | 2 | 2 |
| CO 2 | 3 | 3 | 3 | 3 | 3 |
| CO 3 | 3 | 3 | 3 | 3 | 3 |
| CO 4 | 3 | 3 | 3 | 3 | 3 |
| CO 5 | 3 | 2 | 3 | 3 | 3 |
| CO 6 | 3 | 3 | 3 | 3 | 3 |
| AVG VALUE | 2.83 | 2.50 | 2.83 | 2.83 | 2.83 |
| Course Name: | Marketing Management | | | | |
| Course Code: | 18MBA15 | | | | |
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 3 | 1 | 2 | 3 | 1 |
| CO 2 | 2 | 3 | 3 | 1 | “-“ |
| CO 3 | 1 | 3 | 2 | 1 | “-“ |
| CO 4 | 2 | “-“ | 1 | 2 | 3 |
| CO 5 | 2 | 1 | 1 | 1 | 3 |
| AVG VALUE | 2 | 2 | 1.8 | 1.6 | 2.33 |

| Course Name: | Managerial Communications | | | | |
|--------------|---------------------------|-----|-----|-----|-----|
| Course Code: | 18MBA16 | | | | |
| Semester 1 | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO 1 | 3 | 2 | 2 | 1 | 1 |
| CO 2 | 2 | 2 | 2 | 1 | 1 |
| CO 3 | 2 | 3 | 2 | 2 | 2 |
| CO 4 | 2 | 3 | 2 | 1 | 1 |
| CO 5 | 2 | 3 | 1 | 1 | 1 |
| CO 6 | 2 | 2 | 2 | 1 | 1 |
| AVG VALUE | 2.1 | 2.5 | 1.8 | 1.2 | 1.2 |

Table 3.1.2.2: Correlation Matrix Of Course Outcome With PO

| Course/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 |
|-----------|------|------|------|------|------|------|------|------|
| 18MBA11 | 2.17 | 2.00 | 2.17 | 2.33 | 2.00 | 1.25 | 1.00 | 2.67 |
| 18MBA12 | 2.50 | 2.67 | 2.67 | 2.33 | 2.17 | 2.50 | 2.50 | 1.33 |
| 18MBA13 | 2.80 | 2.20 | 1.20 | 1.60 | 2.00 | 1.50 | 2.60 | 1.00 |
| 18MBA14 | 2.80 | 2.50 | 2.80 | 2.80 | 2.80 | 2.80 | 2.80 | 1.80 |
| 18MBA15 | 2.20 | 2.40 | 2.00 | 2.00 | 2.40 | 3.00 | 1.00 | 1.60 |
| 18MBA16 | 2.40 | 2.17 | 2.00 | 1.00 | 2.00 | 1.00 | 1.00 | 1.00 |
| 18MBA21 | 2.67 | 2.50 | 1.67 | 1.00 | 2.00 | 1.67 | 1.67 | 2.00 |

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| 18MBA22 | 2.00 | 2.33 | 1.00 | 2.00 | 3.00 | 1.00 | 2.00 | 1.33 |
| 18MBA23 | 3.00 | 2.00 | 1.00 | 2.00 | 3.00 | 3.00 | 3.00 | 3.00 |
| 18MBA24 | 3.00 | 2.00 | 1.00 | 3.00 | 3.00 | 3.00 | 2.00 | 1.00 |
| 18MBA25 | 3.00 | 2.00 | 2.25 | 3.00 | 3.00 | 1.00 | 2.00 | 1.00 |
| 18MBA26 | 3.00 | 2.00 | 3.00 | 3.00 | 2.00 | 1.00 | 2.00 | 1.00 |
| 18MBAFM301 | 2.00 | 2.33 | 1.00 | 2.00 | 3.00 | 1.00 | 2.00 | 1.33 |
| 18MBAFM302 | 2.80 | 2.20 | 1.20 | 1.60 | 2.00 | 1.50 | 2.60 | "-" |
| 18MBAFM303 | 2.80 | 2.50 | 2.80 | 2.80 | 2.80 | "-" | 2.80 | 1.80 |
| 18MBAHR301 | 2.67 | 2.50 | 1.67 | 1.00 | 2.00 | 1.67 | "-" | 2.00 |
| 18MBAHR302 | 3.00 | 2.00 | 1.00 | 2.00 | 3.00 | 3.00 | 1.00 | 3.00 |
| 18MBAHR303 | 2.00 | 1.00 | "-" | 1.00 | "-" | "-" | "-" | 2.00 |
| 18MBAMM301 | 2.67 | 2.00 | 2.33 | 1.33 | 2.00 | 2.67 | "-" | "-" |
| 18MBAMM302 | 2.00 | 2.33 | 1.67 | 2.00 | 2.67 | 2.67 | "-" | "-" |
| 18MBAMM303 | 2.20 | 2.40 | 2.00 | 2.00 | 2.40 | 3.00 | 1.00 | 1.00 |
| 18MBAFM401 | 2.00 | 2.33 | 1.00 | 2.00 | 3.00 | 1.00 | 2.00 | 1.33 |
| 18MBAFM402 | 2.80 | 2.20 | 1.20 | 1.60 | 2.00 | 1.50 | 2.60 | "-" |
| 18MBAFM403 | 2.80 | 2.50 | 2.80 | 2.80 | 2.80 | "-" | 2.80 | 1.80 |
| 18MBAHR401 | 2.67 | 2.50 | 1.67 | 1.00 | 2.00 | 1.67 | "-" | 2.00 |
| 18MBAHR402 | 3.00 | 2.00 | 1.00 | 2.00 | 3.00 | 3.00 | 1.00 | 3.00 |
| 18MBAHR403 | 2.00 | 1.00 | "-" | 1.00 | "-" | "-" | "-" | 2.00 |
| 18MBAMM401 | 2.20 | 2.40 | 2.00 | 2.00 | 2.40 | 3.00 | "-" | "-" |

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| 18MBAMM402 | 2.33 | 2.33 | 2.33 | 1.33 | 2.67 | 3.00 | "_" | "_" |
| 18MBAMM403 | 2.00 | 2.33 | 2.33 | 2.67 | 2.33 | 3.00 | "_" | "_" |
| 18MBAPR407 | 2.50 | 2.67 | 2.67 | 2.33 | 2.17 | 2.50 | 2.50 | 1.33 |

Table 3.1.2.3: PO Attainment for the Batch 2019-2021

| PO & PSO Attainment | | | | | | | | |
|--------------------------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| Course/PO | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 |
| 18MBA11 | 1.91 | 1.77 | 1.91 | 2.06 | 1.77 | 1.10 | 0.88 | 2.36 |
| 18MBA12 | 2.65 | 1.76 | 2.65 | 2.65 | 1.76 | 0.88 | 1.76 | 0.88 |
| 18MBA13 | 2.58 | 2.02 | 1.10 | 1.47 | 1.84 | 2.30 | 2.76 | 1.84 |
| 18MBA14 | 2.86 | 1.91 | 2.86 | 2.86 | 1.91 | 2.62 | 2.81 | 2.67 |
| 18MBA15 | 1.87 | 2.04 | 1.70 | 1.70 | 2.04 | 2.55 | 0.85 | 1.36 |
| 18MBA16 | 2.21 | 1.99 | 1.84 | 0.92 | 1.84 | 2.30 | 2.07 | 2.30 |
| 18MBA21 | 2.70 | 1.80 | 2.70 | 2.70 | 1.80 | 0.90 | 1.80 | 2.70 |
| 18MBA22 | 1.84 | 2.14 | 2.76 | 1.84 | 2.76 | 1.61 | 2.76 | 1.84 |
| 18MBA23 | 2.77 | 1.85 | 0.92 | 1.85 | 2.77 | 1.85 | 2.08 | 2.31 |
| 18MBA24 | 2.99 | 1.99 | 2.99 | 2.99 | 2.99 | 2.74 | 1.99 | 1.00 |
| 18MBA25 | 2.81 | 1.87 | 2.81 | 2.81 | 2.81 | 1.87 | 1.87 | 2.34 |
| 18MBA26 | 2.82 | 1.88 | 2.82 | 2.82 | 1.88 | 2.35 | 2.35 | 2.35 |
| 18MBAFM301 | 1.67 | 2.29 | 2.08 | 1.67 | 2.50 | 1.67 | 2.50 | 1.67 |
| 18MBAFM302 | 2.66 | 2.52 | 1.70 | 1.97 | 2.70 | 1.83 | 2.75 | 1.83 |

| | | | | | | | | |
|------------------------------------|------|------|------|------|------|------|------|------|
| 18MBAFM303 | 2.65 | 1.99 | 2.65 | 2.65 | 1.77 | 1.77 | 2.65 | 1.77 |
| 18MBAHR301 | 2.93 | 1.96 | 2.93 | 2.93 | 1.96 | 1.96 | 1.96 | 2.93 |
| 18MBAHR302 | 2.74 | 1.83 | 0.91 | 1.83 | 2.74 | 1.83 | 1.83 | 2.74 |
| 18MBAHR303 | 1.70 | 0.85 | 1.70 | 0.85 | 2.55 | 1.70 | 1.70 | 2.55 |
| 18MBAMM301 | 2.41 | 1.80 | 2.10 | 1.20 | 1.80 | 2.70 | 1.80 | 1.80 |
| 18MBAMM302 | 1.84 | 2.14 | 1.53 | 1.84 | 2.45 | 2.76 | 1.84 | 1.84 |
| 18MBAMM303 | 1.94 | 2.12 | 1.77 | 1.77 | 2.12 | 2.65 | 1.77 | 1.77 |
| 18MBAFM401 | 2.50 | 2.67 | 2.67 | 2.33 | 2.17 | 2.00 | 2.00 | 2.00 |
| 18MBAFM402 | 2.98 | 2.14 | 2.98 | 2.14 | 2.98 | 1.99 | 2.98 | 1.99 |
| 18MBAFM403 | 2.62 | 2.06 | 1.12 | 1.50 | 1.87 | 1.87 | 2.81 | 1.87 |
| 18MBAHR401 | 2.39 | 2.13 | 2.39 | 2.39 | 2.39 | 1.71 | 2.56 | 1.71 |
| 18MBAHR402 | 2.42 | 2.27 | 1.51 | 0.91 | 1.81 | 1.81 | 1.81 | 2.72 |
| 18MBAHR403 | 2.70 | 1.80 | 2.70 | 1.80 | 2.70 | 1.80 | 1.80 | 2.70 |
| 18MBAMM401 | 2.76 | 1.84 | 2.76 | 2.76 | 1.84 | 1.84 | 1.84 | 2.76 |
| 18MBAMM402 | 1.94 | 2.12 | 1.77 | 1.77 | 2.12 | 2.65 | 1.77 | 1.77 |
| 18MBAMM403 | 2.14 | 2.14 | 2.14 | 1.22 | 2.46 | 2.76 | 1.84 | 1.84 |
| 18MBAPR407 | 1.87 | 2.18 | 2.18 | 2.50 | 2.18 | 2.81 | 1.87 | 1.87 |
| Attainment Level (Direct) | 2.50 | 2.67 | 2.67 | 2.33 | 2.17 | 3.00 | 3.00 | 3.00 |
| Attainment Level (Indirect) | 2.42 | 2.02 | 2.17 | 2.03 | 2.23 | 2.07 | 2.10 | 2.10 |
| PO Attainment | 2.95 | 3.00 | 2.90 | 2.95 | 2.90 | 2.85 | 2.80 | 2.75 |

PO Survey for indirect attainment is done by creating a google form which is shared to different stakeholders like Parent, Student, Industry & Alumni, and a sample content of the google form is attached below.

The PO attainment on an average for the Batch 2019-2021 for the AY 2019-2020 & 2020-2021 is 2.29 which is 76.33%. As per the feedback on the PO the department will improve its standard of improving the course delivery which in turn helps the students to in developing their career.

| | | | | | | | |
|-------------------------------|-----|--|-------------------|---------------|-----------------|-------|----------------|
| Name : | | | | | | | |
| Stake holder Category: | | Parent | Student | Alumni | Industry | | |
| Current Company: | | | | | | | |
| Email address: | | | | | | | |
| 1 | PO | I am able to acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 2 | PO | I can apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 3 | PO | I am able to demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 4 | PO | I can recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 5 | PO | I am able to possess self-sustaining entrepreneurship qualities that encourages calculated risk taking. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 6 | PSO | Marketing: The students should be able to develop a brand and position it in the market through appropriate marketing communications to generate sales and achieve revenue target. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 7 | PSO | Finance: The AIT students are able to plan and analyze the financial needs of an organization and drive towards profit maximization while minimizing financial exposure. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 8 | PSO | HR: The Students should be able to build and develop organisation culture, perform manpower planning, and implement compensation system. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 9 | PEO | Business Leaders with ethics : To develop graduates to be proficient in managing a business unit ethically, legally and in a socially responsible manner. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 10 | PEO | Research & Innovation: To inculcate the spirit of research and innovation to groom entrepreneurs. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 11 | PEO | Professional Competency: To nurture holistic problem solving skills among students for finding optimal solutions to business problems. | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

Fig.3.1.2: Survey Form for PO Attainment Feedback

Table 3.1.2.3.1: PO Indirect Attainment Survey Analysis (Sample)

| PO | A | B | C | D | E | Score out of 10 | Percentage |
|-------|---|---|---|----|----|-----------------|------------|
| PO 1 | 1 | 0 | 6 | 26 | 7 | 7.38 | 73.75 |
| PO 2 | 0 | 0 | 4 | 22 | 14 | 8.13 | 81.25 |
| PO 3 | 0 | 0 | 2 | 26 | 12 | 8.13 | 81.25 |
| PO 4 | 0 | 0 | 3 | 28 | 9 | 7.88 | 78.75 |
| PO 5 | 0 | 0 | 3 | 27 | 10 | 7.94 | 79.38 |
| PSO 1 | 0 | 0 | 4 | 10 | 8 | 4.38 | 43.75 |
| PSO 2 | 0 | 0 | 4 | 20 | 11 | 7.00 | 70.00 |
| PSO 3 | 0 | 0 | 5 | 21 | 8 | 6.56 | 65.63 |

3.2. Course Outcomes

3.2.1. Describe the Assessment Tools and Processes used to gather the data upon which the Evaluation of Course Outcome is based

CO attainment is the aggregation of Direct and Indirect Attainment with 90% Weightage to Direct and 10% to indirect. The targets are fixed based on the Courses experience. In Direct Attainment, it is the summation of both CIE & SEE with an equal weightage of 50%.

CIE contains the 3 internal assessments covering all the COs and an average of each CO is taken into consideration for calculation. Assignments given to students are considered as a part of the CIE as per VTU guidelines. Presentations, Seminars, Role Play, Case Study, etc are considered for the CIE Evaluation. For the CIE evaluation among the above activities which are applicable is being mapped with the Course outcomes.

SEE marks are given by VTU without any breakup for COs, hence total is considered for calculations.

In Indirect Attainment a survey is conducted for the students regarding the COs, in which they provide their feedback. For each CO 3-5 questions were asked and analysed based on the feedback for the calculation of CO Attainment. It is calculated based on the number of students giving the feedback and the rating.

CO Attainment goals are set by faculty based on the past performance in the University results and the experience level of the faculty in their respective area and the course taught.

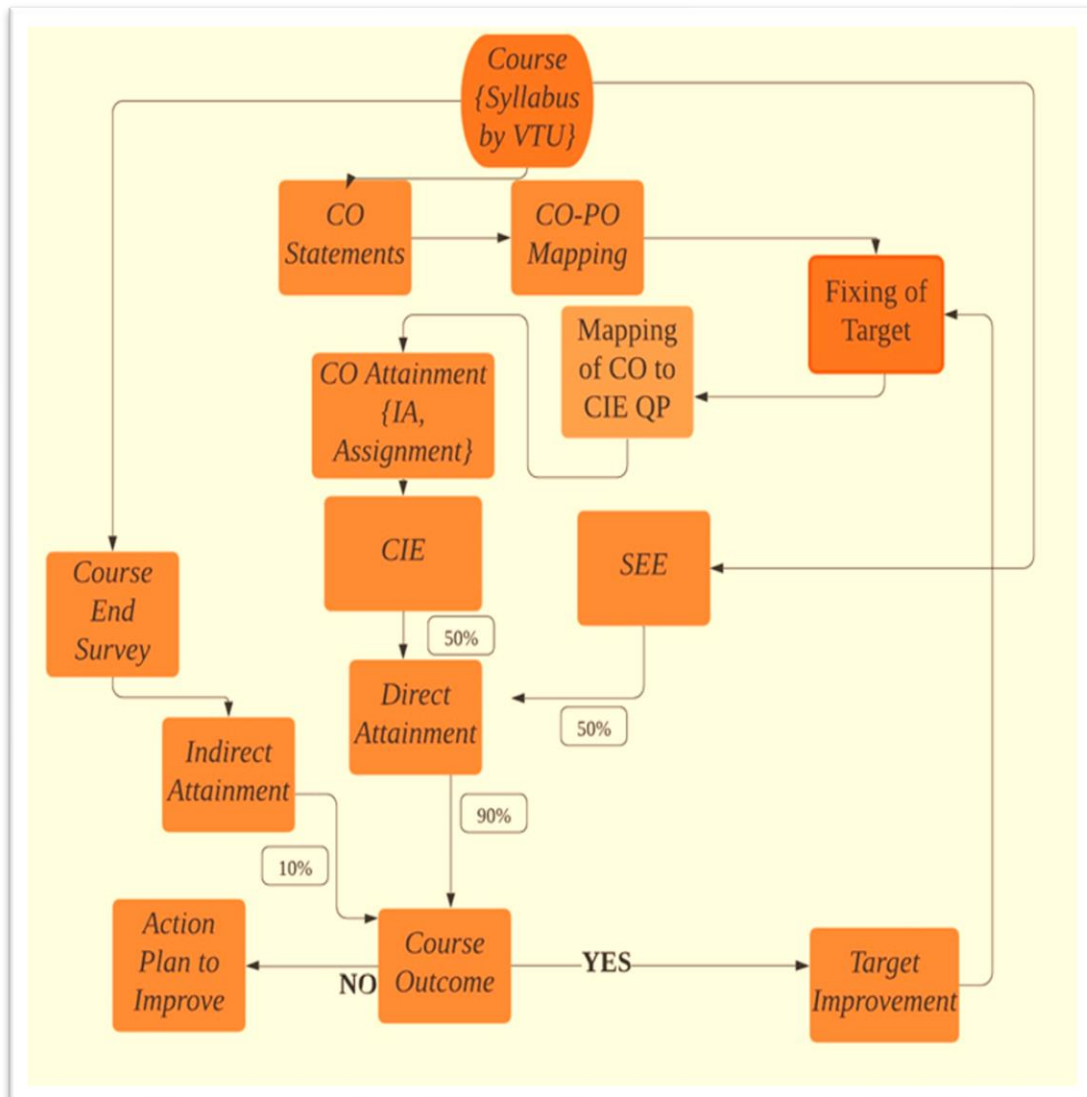


Fig.3.2.1: Process of CO Attainment

Here is an example of the target fixed: As an example, an experienced faculty could have a goal to achieve 60% results for more than 60% of the students for an easy subject. The same faculty for a difficult subject may set a goal to achieve 50% results for more than 60% of the students. Achievement of a goal will result in a score of 3 and a lower student score percentage would result in an attainment score of 2 and even lower performance will result in a score of 1.

3.2.2. Record the Attainment of Course Outcomes of all courses with respect to Set Attainment Levels

3.2.2.1. CO Attainment: Direct Method: 50% CIE + 50% SEE

3.2.2.1.1: Continuous Internal Evaluation: (Internal Assessment, Assignment, Quiz & Presentation)

1. Set a target based on last 3 years result/University average result/any appropriate criteria set by the department.
2. Level 3 is taken as the attainment.
3. Mark levels 1, 2 or 3 based on the student performance against each CO
4. Assign “Y” if the student has attained the level, if not then “N”
5. CO Attainment Average related to IA is taken as an average in terms of percentage and Assign Y for the average according to the above targets.

3.2.2.1.2: Semester End Exam

SEE is conducted by VTU, hence we are not able to present the break-up of marks with respect to each CO. So, we just consider the total marks that is obtained by each student for a particular course.

1. Set a target based on last 3 years result/University average result/any appropriate criteria set by the department.
2. Level 3 is taken as the attainment.
3. Mark levels 1, 2 or 3 based on the student performance based on the target that is fixed.
4. Assign “Y” if the student has attained the level, if not then “N”

3.2.2.2. CO Attainment: Indirect Method:

An indirect survey is conducted through a google form that is circulated to the students regarding the course outcomes for each course. A detail analysis is done based on the feedback given by the students and the weightage given is only 10% as we cannot assure all of them to give their honest feedback and all the students to be giving their valuable feedback.

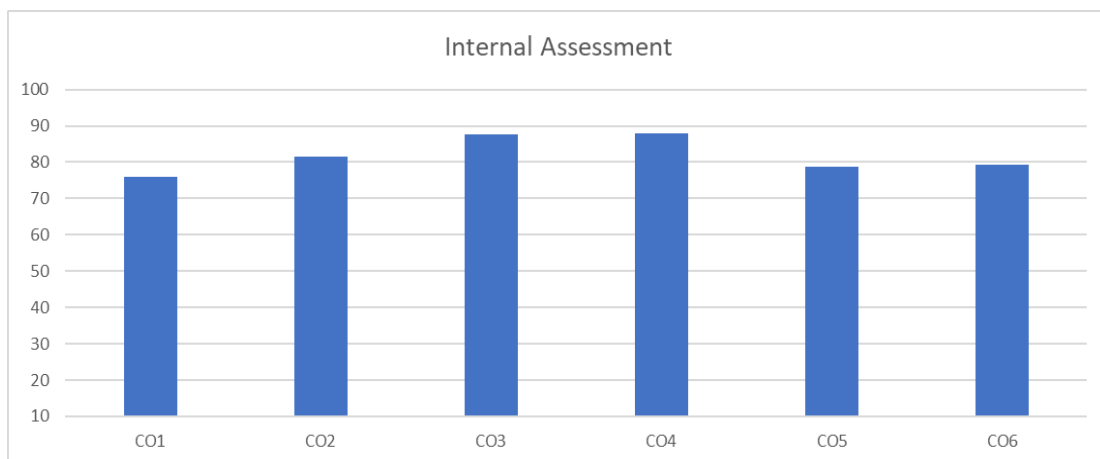
3.2.2. Total CO Attainment: 90% Direct Method + 10% Indirect Method.

3.2.2.1 Example of CO Attainment: Indirect Taxation(18MBAFM403)

3.2.2.1.1 Internal Assessment Example

Table 3.2.2.1.1: Internal Assessment

| Class Average | | | Distribution of IA for 1, 2 & 3 Levels | | | | | | | |
|---------------|----|-----|--|---|------|----|-------|----|--------|-----|
| CO | % | Y/N | CO | 1 | % | 2 | % | 3 | % | Y/N |
| CO1 | 76 | Y | CO1 | 0 | 0.00 | 12 | 27.27 | 32 | 72.73 | Y |
| CO2 | 81 | Y | CO2 | 0 | 0.00 | 0 | 0.00 | 28 | 100.00 | Y |
| CO3 | 88 | Y | CO3 | 0 | 0.00 | 0 | 0.00 | 44 | 100.00 | Y |
| CO4 | 88 | Y | CO4 | 1 | 2.33 | 0 | 0.00 | 42 | 97.67 | Y |
| CO5 | 79 | Y | CO5 | 1 | 2.27 | 13 | 29.55 | 30 | 68.18 | Y |
| CO6 | 79 | Y | CO6 | 1 | 2.27 | 11 | 25.00 | 32 | 72.73 | Y |


Fig.3.2.2.1.1: Internal Assessment Example

3.2.2.1.2 Assignment, Quiz & Presentation Example (Part of Calculation for CIE)

Table 3.2.2.1.2: Assignment, Quiz & Presentation

| Class Average | | | Distribution of IA for 1, 2 & 3 Levels | | | | | | | |
|---------------|-----|-----|--|----|-------|---|-------|----|--------|-----|
| CO | % | Y/N | | 1 | % | 2 | % | 3 | % | Y/N |
| CO1 | 100 | Y | CO1 | 0 | 0.00 | 0 | 0.00 | 44 | 100.00 | Y |
| CO2 | 71 | Y | CO2 | 18 | 40.91 | 8 | 18.18 | 18 | 40.91 | N |
| CO3 | 75 | Y | CO3 | 21 | 47.73 | 0 | 0.00 | 23 | 52.27 | Y |
| CO4 | 100 | Y | CO4 | 0 | 0.00 | 0 | 0.00 | 44 | 100.00 | Y |
| CO5 | 76 | Y | CO5 | 19 | 43.18 | 0 | 0.00 | 25 | 56.82 | Y |
| CO6 | 92 | Y | CO6 | 5 | 11.36 | 4 | 9.09 | 35 | 79.55 | Y |

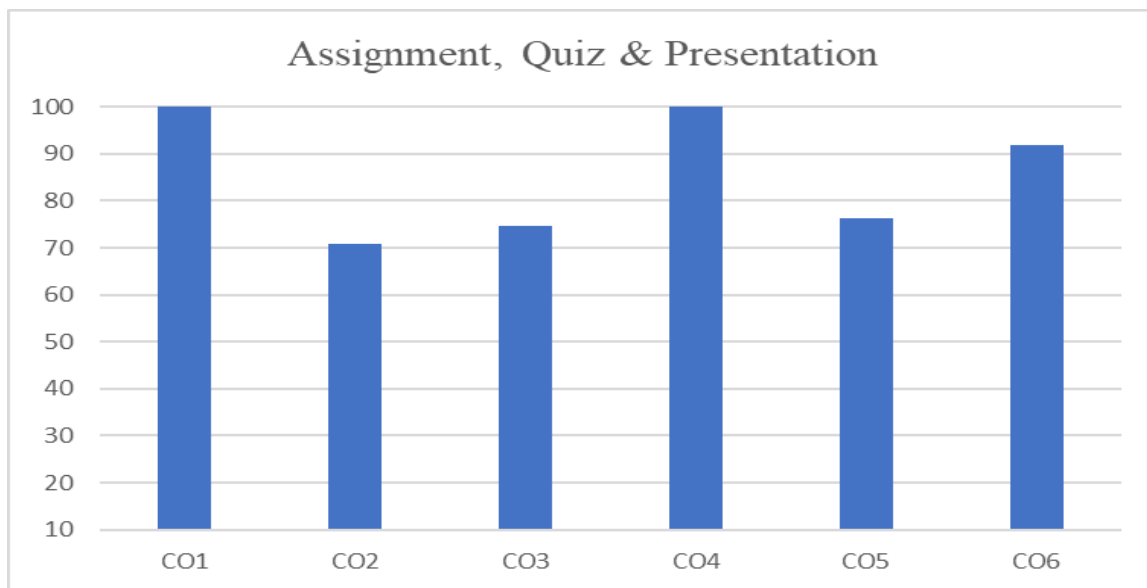


Fig.3.2.2.1.2: Assignment, Quiz & Presentation Example

Table 3.2.2.1.3: CIE Example

| CIE | | | | |
|-----|----|----------|-------|-----|
| CO | IA | A, Q & P | CIE | Y/N |
| CO1 | 76 | 100 | 80.84 | Y |
| CO2 | 81 | 71 | 79.32 | Y |

| | | | | |
|-----|----|-----|-------|---|
| CO3 | 88 | 75 | 85.07 | Y |
| CO4 | 88 | 100 | 90.39 | Y |
| CO5 | 79 | 76 | 78.18 | Y |
| CO6 | 79 | 92 | 81.91 | Y |

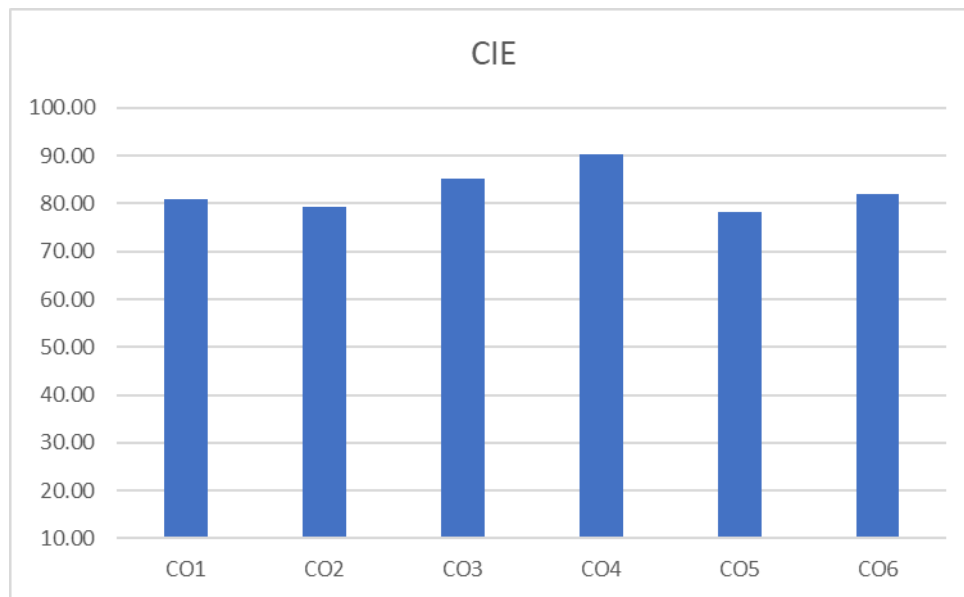


Fig.3.2.2.1.3 CIE Example

Table 3.2.2.1.4: Direct Attainment

| Direct Attainment | | | | |
|-------------------|-------|-------|-------|-----|
| CO | CIE | SEE | DA | Y/N |
| CO1 | 80.84 | 51.55 | 66.19 | Y |
| CO2 | 79.32 | 51.55 | 65.44 | Y |
| CO3 | 85.07 | 51.55 | 68.31 | Y |
| CO4 | 90.39 | 51.55 | 70.97 | Y |
| CO5 | 78.18 | 51.55 | 64.87 | Y |
| CO6 | 81.91 | 51.55 | 66.73 | N |

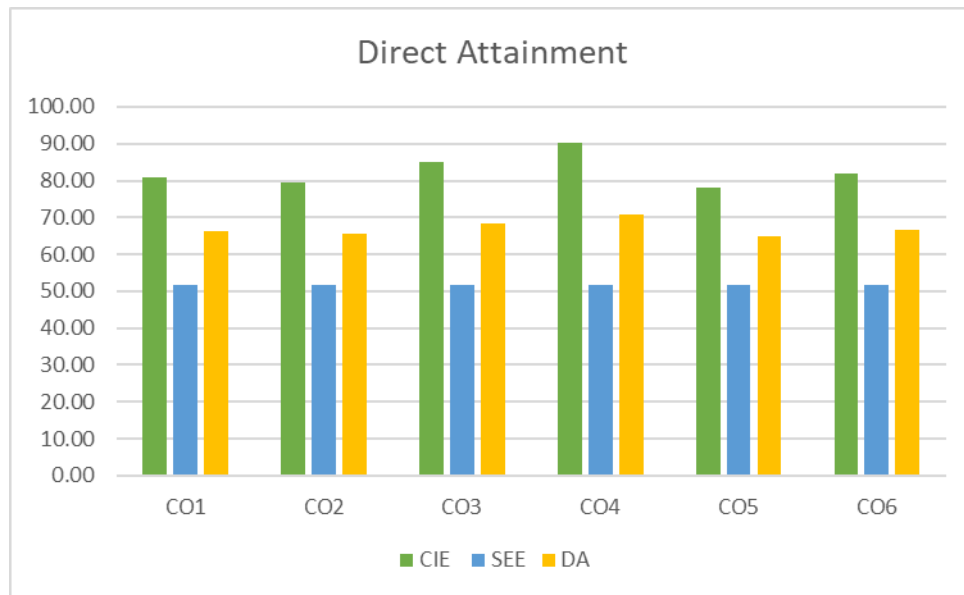


Fig. 3.2.2.1.4: Direct Attainment Example

Table 3.2.2.1.5: Indirect Attainment

| Indirect Attainment | | | |
|---------------------|---------------|-------|-----|
| CO | Class Average | % | Y/N |
| CO1 | 4.46 | 89.12 | Y |
| CO2 | 4.76 | 95.16 | Y |
| CO3 | 4.36 | 87.26 | Y |
| CO4 | 4.68 | 93.67 | Y |
| CO5 | 4.56 | 91.26 | Y |
| CO6 | 4.73 | 94.51 | Y |

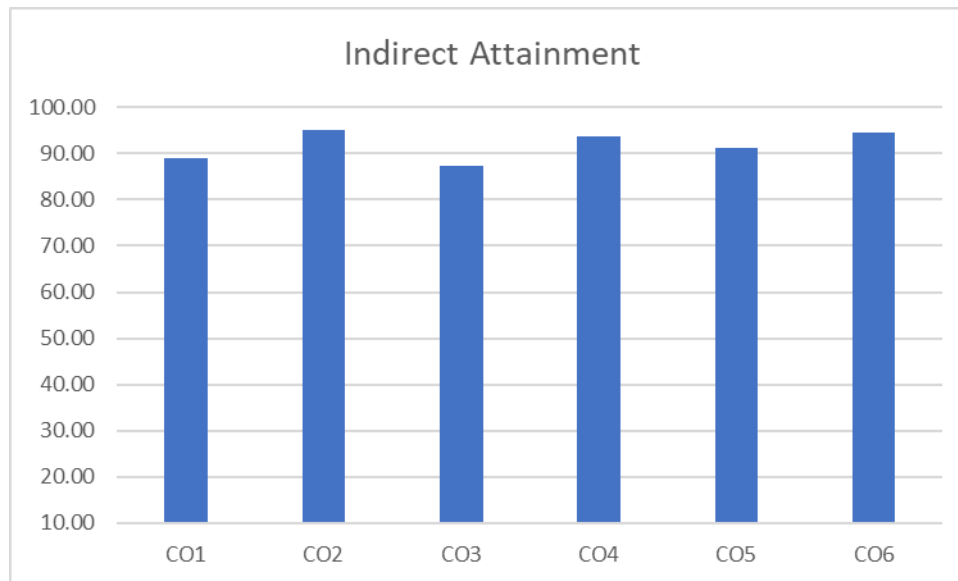


Fig.3.2.2.1.5 Indirect Attainment Example

Table 3.2.2.1.6: Course Outcome Attainment Example

| CO Attainment | | | | |
|---------------|--------|----------|---------------|-----|
| CO | Direct | Indirect | CO Attainment | Y/N |
| CO1 | 66.19 | 89.12 | 68.49 | Y |
| CO2 | 65.44 | 95.16 | 68.41 | Y |
| CO3 | 68.31 | 87.26 | 70.21 | Y |
| CO4 | 70.97 | 93.67 | 73.24 | Y |
| CO5 | 64.87 | 91.26 | 67.51 | N |
| CO6 | 66.73 | 94.51 | 69.51 | Y |

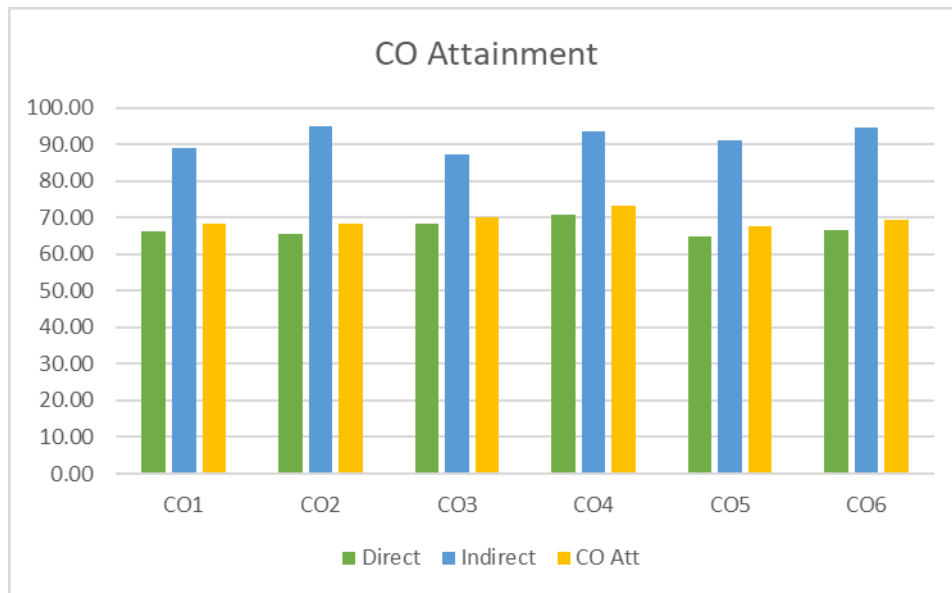


Fig. 3.2.2.1.6: Course Outcome Attainment Example

3.2.2.1.7 Course Outcome Attainment

The course has 6 course outcomes out of which 5 course outcomes were achieved however these are the remarks relating to the remaining 1 course outcomes for not reaching the target & also reaching with a low percentage:

- a. The classes were conducted online, and we didn't have a chance to conduct offline classes in detail.
- b. The CO 5 was not given much interest by students as it was related to Customs duty and their concentration to study more about the new concept of GST.

Criterion 4

Curriculum & Learning Process

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 4: Curriculum and Learning Process

The Institution has in place an Outcome Based Education (OBE) process that is followed by the University. The department tries to adhere to the syllabus and a system is established to identify the gaps in the syllabus which is filled by providing add on programs to the students to make them industry ready.

The Curriculum delivery is planned and delivered to attain the Program Outcomes (POs) identified by the University. The department starts with academic calendar that lists the academic and cocurricular activities during the semester. Course allotment is followed by preparation of lesson plan. A well-designed evaluation system consisting of Quiz, Assignments, Seminars, Presentations, Internal Assessment Test (continuous evaluation) are set in place.


Student feedback is collected in the beginning and at the end of the course. Based on the feedback appropriate actions are taken by the department. The students are provided with guidance in carrying out their internships and summer projects.

4.1 Curriculum

4.1.1. State the process used to identify extent of compliance of the University curriculum for attaining the Program Outcomes.

- Atria Institute of Technology is affiliated to Visvesvaraya Technological University (VTU), Belagavi, Karnataka and All India Council for Technical Education (AICTE), New Delhi.
- The department of MBA at Atria Institute of Technology follows the curriculum that is designed by the University.
- The curriculum is set by the Board of Studies (BoS) in the University. It follows the AICTE curriculum for MBA program.
- The BoS is composed of 8 members and the body has a term of 3 years. It is chaired by a senior professor and composed of senior professors from Management discipline from various colleges across the regions of Karnataka. The BoS oversees setting the curriculum.
- The curriculum aims to provide the graduates with the necessary skills and competencies to fill the management positions in the corporate world.
- The program is specifically intended to inculcate the right knowledge, skills, and attitude among the students to function effectively in various domains of management at their workspaces.
- The curriculum for the MBA program is revised every two years to be in tune with the changing business world.
- During the curriculum design, the BoS invites special invitees from premier academic institutions like the Indian Institute of Management, and industry experts for their valuable inputs.
- The MBA program follows Choice Based Credit System (CBCS) and Outcome Based Education (OBE)
- Once the University prepares the Draft of the syllabus, it is shared with all its affiliated colleges and invite them to share their thoughts and feedback on the draft syllabus. This draft syllabus is shared with all its stakeholders and on receiving the feedback, the BoS will meet to consider the feasibility of incorporating the feedback if it found suitable.


- The BoS will then release the final Syllabus which is again shared with all its stakeholders.
- Before the syllabus is brought into practice, a workshop is conducted to discuss the syllabus and orient the faculty.
- In view of the pandemic, the University conducted an online orientation session for the 2020-2022 revised MBA syllabus. Our faculty attended the sessions for their respective course area and specialisation.



Visvesvaraya Technological University, Belagavi

Board of Studies in MBA

MBA First Semester Courses Faculty Orientation-(Online Platform)



TECHNICAL GUIDELINES FOR PARTICIPANTS


- ❖ All resource person, BOS, BOE members and faculty participants for the MBA I sem faculty Orientation are required to Join with Google Meet: <https://meet.google.com/foq-kwmi-hur>
- ❖ Use above link for all SIX courses at 2 to 4 PM from Feb 1, 2021 to Feb 8, 2021 (Kindly log in at 1.50 PM)
- ❖ All participants need to mute their mics, unless the presenter calls on you.
- ❖ All participants requested to Keep the video on unless the presenter directs you to turn it off
- ❖ Participants are prohibited from recording, photographing, or taking a screenshot of the Google Meet session.
- ❖ When appropriate, use raise your hand so the presenter can see that you would like to say something
- ❖ All participants are requested to ensure that you are sitting in a well-lit place, with clear background.
- ❖ Do not talk when someone else is talking.
- ❖ Do not share your screen unless told to by presenter
- ❖ Limit background noise, so your teacher and classmates can hear you clearly when you speak.
- ❖ Remember to be respectful, responsible, and kind
- ❖ Kindly Avoid walking in/out of the session during the proceedings.
- ❖ Respect your presenter and participants while in an online session
- ❖ All participants are expected to observe standard meeting etiquettes.

For Details Contact

| Program Advisor | Program Coordination | Technical Coordination |
|---|---|---|
| Dr. M.G.Krishnamurthy, Member-BOS & Professor, Dept. of MBA, JNN College of Engineering, Shimogga. Email : mgkmurthy@gmail.com Mobile : 9886755424 | Dr.Lakshminarayana K, Member, BOE & Asst. Professor, Dept of MBA, VTU, Muddenahalli. Email : appinarayan@gmail.com Mobile : 9741101011 | Dr. Ravisha N. S , Asst. Professor, Dept of MBA, JNNCE, Email : ravishiyengar@jnnce.ac.in Mobile : 9538551025 |

Dr.T.Manjunatha
BOS-Chairman,
MBA Board-VTU

Fig 4.1.1: Syllabus revision online orientation session



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ
ಶಿಕ್ಷಣ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ ವಿಭಾಗ, ವಿಶ್ವವಿದ್ಯಾಲಯ, ಮುಡುನಹಳ್ಳಿ, ಬೆಂಗಳೂರು-೫೬೦೦೨೬, ಕರ್ನಾಟಕ, ಭಾರತ
 "ಶಿಕ್ಷಣ ಮತ್ತು ತಂತ್ರಜ್ಞಾನ ವಿಭಾಗ, ವಿಶ್ವವಿದ್ಯಾಲಯ, ಮುಡುನಹಳ್ಳಿ, ಬೆಂಗಳೂರು-೫೬೦೦೨೬, ಕರ್ನಾಟಕ, ಭಾರತ"

Visvesvaraya Technological University
(State University of Government of Karnataka established in per the VTU Act, 1994)
 "Troska Saaganna" Belagavi-560026, Karnataka, India
 Phone: (0831) 2498100 Fax: (0831) 2405467

Dr. A. S. Deshpande Ed., M.Tech., Ph.D. Registrar Phone: (0831) 2498100
 Fax: (0831) 2405467

Ref: VTU/BGM/BOS/A9/2020-21 / 6500 Date: - 5 MAR 2021

CIRCULAR

Subject: Faculty Orientation on MS Excel for FIRST Semester MBA

BOS-MBA is organizing two days of Faculty Orientation on MS Excel for (1) Accounting for Managers 20MBA13 and (2) Business Statistics 20MBA14 as per the syllabus of First Semester

MBA for the academic year 2020-21. The orientation is organized through an online video conference from March 15, 2021, to March 16, 2021, as per the attached schedule. All the MBA BOS, BOE members, and faculty members teaching these two subjects should attend the orientation program mandatorily which will enable them to decipher their knowledge to students. **Participants are required to use a laptop/ desktop for better visibility of the MS excel orientation program.**

The faculty delegates should confirm their participation to **Dr.Lakshminarayana K**, Member-BOE in MBA and Assistant Professor, Dept. of MBA, VTU, Muddenahalli via e-mail: lakshminarayana@vtu.ac.in on or before Saturday, March 13, 2021.

Contents of this circular may please be circulated among all the concerned.

Sd/-
REGISTRAR

To,
The Principals of All Engineering Colleges (Constituent, Affiliated, Autotonomous) under the ambit of VTU, Belagavi, to permit MBA faculty to attend the **MS Excel Orientation Program.**

Copy to:

- Hon'ble Vice-Chancellor through the Secretary to VC, VTU, Belagavi for kind information
- The Registrar(Eval), VTU, Belagavi for kind information
- The Regional Directors (I/C) of all the Regional Offices of VTU for information/circulation
- The Special Officer, Mangalore Extension Centre, VTU
- The Caseworkers of Academic Section, VTU, Belagavi
- The Computer Network center, VTU, Belagavi for uploading on VTU website

For
Circulation
Ananth Shetty
5/3/21

(Signature)
REGISTRAR

Fig 4.1.2: Faculty orientation on MS Excel for first Semester

| MBA Faculty Orientation on MS Excel (Online Platform) | | | | |
|---|------------------------------------|---|---|---|
| Date & Time | Name of the Course & Code | Recourse Person | Members in charge of the Ms excel Orientation Session | |
| | | | BOS | BOE |
| 15.3.21 Mon 2 pm to 4.30 pm | Accounting for Managers 20MBA13 | <p>1) Dr. Praveen Gujjar J Associate Professor, CMS Business School, Jain(deemed-to-be University) Bengaluru Email:dr.praveengujjar@cms.ac.in</p> <p>2) Mr. Vidyadhara Hegde Dept of MBA, Amruta Institute of Management Studies, Bidadi Email: kavazhaskhi@gmail.com</p> <p>3) Dr. Ravisha N. S, Asst. Professor, Dept. of MBA, JNNCE, Shimogga Email: ravishiyengar@jnnce.ac.in</p> | <p>Dr.T.Manjunatha, Chairman, BOS and Professor, Dept. of MBA University BDT College of Engn, Davangere Email: tmanjanu87@gmail.com</p> | <p>Dr.D.Jogish, Chairman, BOE and Professor, Dept. of MBA Sri Sai Institute of Technology, Bangalore Email: hodmba@saividya.ac.in</p> |
| 16.3.21 Tue 2 pm to 4.30 pm | Business Statistics 20MBA14 | <p>1) Mr. Shankar M Mentor, CARES, Bangalore Email:mshankar@gmail.com</p> <p>2) Dr. Praveen Gujjar J Associate Professor, CMS Business School, Jain(deemed-to-be University) Bengaluru Email: dr.praveengujjar@cms.ac.in</p> <p>3)Dr.Preethi Patil Asst. Professor Dept of MBA, VTU, Mysore Email: preeti.patilvtu@gmail.com</p> | <p>Dr.L. Vijayashree, Member, BOS and Professor, Dept. of MBA, BNM Inst. of Technology, Bangalore Email: professor.bnmnit@gmail.com</p> | <p>Dr.Somashaker IC, Member BOE, Assistant Professor, Dept of MBA, VVCE, Mysore Email: somashekharic@vvce.ac.in</p> |

For Details Contact:

| | |
|---|--|
| <p>Programme Coordinator Dr.Lakshminarayana K, Member, BOE & Asst. Professor, Dept of MBA, VTU, Muddenahalli. Email : appinayyan@gmail.com Mobile : 9741101011</p> | <p>Technical Coordinator Dr. Ravisha N. S, Asst. Professor, Dept. of MBA, JNNCE, Shimogga Email : ravishiyengar@jnnce.ac.in Mobile : 9538551025</p> |
|---|--|

Fig 4.1.3: Faculty orientation schedule on MS Excel for first Semester

- During the 2018 syllabus, University had conducted a workshop on “New Model Curriculum for PG course detailed syllabus (2018-2019) as per Outcome Based Education (OBE) format including Course Outcomes (CO) and Bloom’s Taxonomy” at BNMIT under its TEQIP 1.3 program on 6th August 2018.

The College has the practice of deputing its faculty to attend such workshops where the faculty will put across their views and suggestions. During 2018 workshop Prof. Dr Purnajit Chatterjee, Dean and Mrs Archana R Motta, faculty had attended the program and participated in fruitful discussion.



Fig 4.1.4: Syllabus revision workshop

- The curriculum is designed to attain the five Program Outcomes which are:

2020 Syllabus: Programme Outcomes (POs)

PO1. Students are given sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/institutions of importance.

PO2. Students are provided effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

PO3. Students are instilled with leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

PO4. Students are trained for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

PO5. Students are equipped with self-sustaining entrepreneurship qualities that encourages calculated risk taking.

2018 Syllabus: Programme Outcomes (POs)

PO1. Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance.

PO2. Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

PO3. Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

PO4. Recognise the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

PO5. Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

The courses are mapped to attain these five POs.

Table 4.1.1.1: Comparison of AICTE Curriculum with VTU Curriculum 2016, 2018 and 2020

| S No | Course Type | AICTE Credits | VTU 2020 Credits | VTU 2018 Credits | VTU 2016 Credits |
|-------------|-----------------------|----------------------|-------------------------|-------------------------|-------------------------|
| 1 | Core Courses | 54 | 56 | 48 | 48 |
| 2 | Elective Courses | 42 | 34 | 42 | 36 |
| 3 | Internship/Field Work | 6 | 10 | 10 | 16 |
| | Total Credits | 102 | 100 | 100 | 100 |

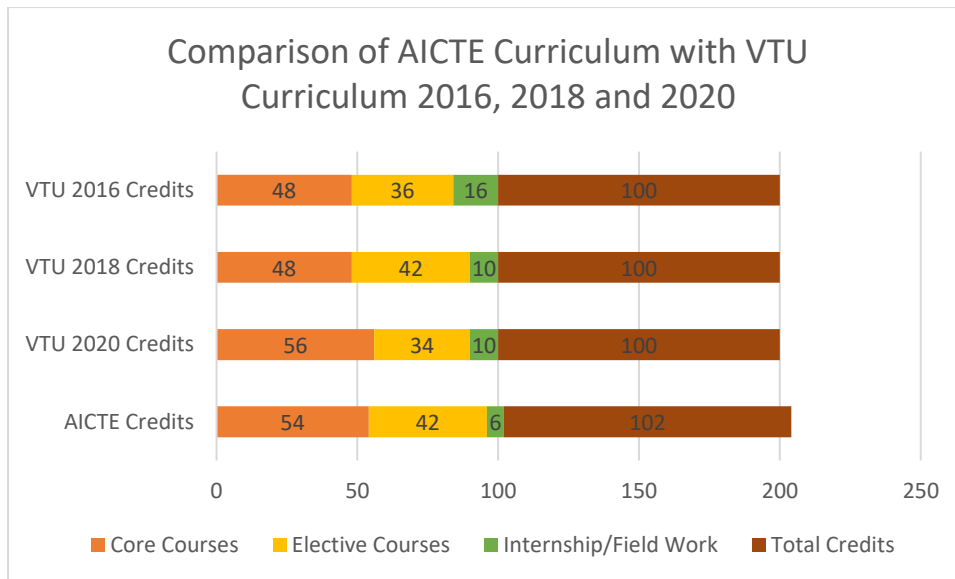


Fig 4.1.1.1: Comparison of AICTE Curriculum with VTU Curriculum 2016, 2018 and 2020

Table 4.1.1.2 VTU MBA Program Structure and Credits

| VTU MBA Program Structure and Credits – 2020 and 2018 | | | |
|---|--|---------|---------------|
| Year | Particulars | Credits | Total Credits |
| I | I Semester | 24 | 48 |
| | II Semester | 24 | |
| II | III Semester | 24 | 52 |
| | Internship/Organisation Study (III Semester) | 4 | |
| | IV Semester | 18 | |
| | Project Report /Project Work (IV Semester) | 6 | |
| | Total | 100 | 100 |

Core Courses: The core courses are the foundation courses that are to be done mandatorily by all students who enrol for the MBA course. These core courses lay the foundation for the students to the management program.

Elective Courses: The elective courses are optional choice based. The University is currently offering three specialisations Marketing, Finance and Human Resources. The students have the option of specialising in a single area by taking up four/six courses in that area in each semester or they can take up dual

specialisation by taking up two/three courses of each specialisation area that they wish to pursue.

Internship/Organisation Study: The Internship shall consist of study of an organization for 4 credits for 4 weeks. The Internship shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes.

Project Report/Project Work: The students are required to take up project work to understand the working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization. The project work shall be for a period of 6 weeks immediately after the completion of 3rd Semester End Examination but before the commencement of the 4th semester classes. On completion of the project work, student shall prepare a report.

The University has considered the AICTE Model curriculum while framing its curriculum. The Model MBA curriculum of AICTE is of 102 credits comprising of 54 credits for the core courses, 42 credits for the elective courses and 6 credits for internships/field work. The VTU MBA curriculum is 100 credits.

In 2018 the curriculum breakup of VTU 100 credits was 48 credits for the core courses, 42 credits for the elective courses and 10 credits for the organisation study and project work. But during the 2020 syllabus revision, VTU has increased the weightage of core courses to 56 credits from the earlier 48 credits and elective courses credits were reduced from 42 to 34 credits keeping in line with the Model AICTE curriculum.

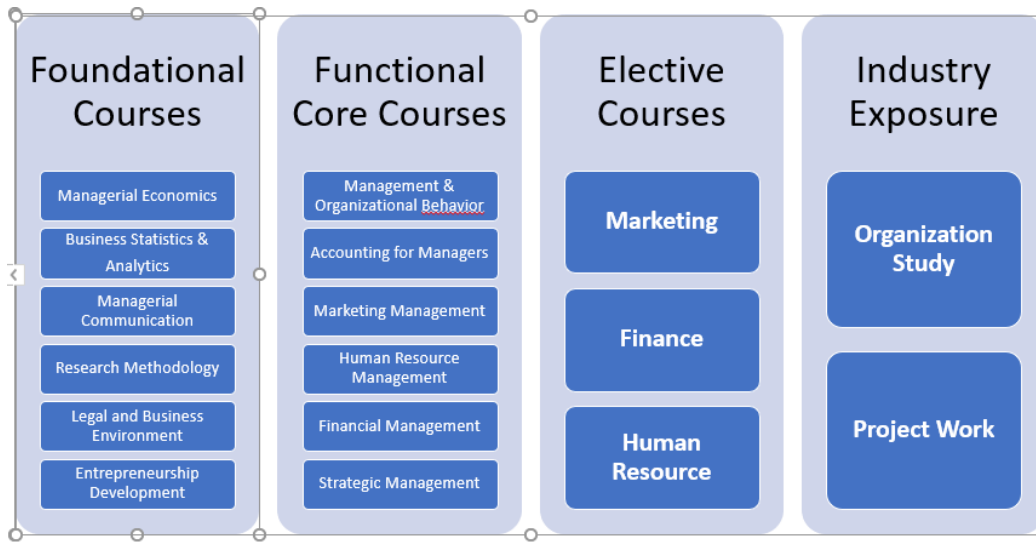


Fig 4.1.1.2: Schematic representation of the various Courses offered in MBA

The detailed VTU scheme that we follow at MBA department of Atria Institute of technology is currently 2020 scheme for the first-year students and 2018 scheme for the final year students.

Detailed VTU Scheme for the MBA Program

Table 4.1.1.3: First Semester Scheme 2020

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI | | | | | | | | | | |
|---|--------|----------------|--------------------------------------|-------------------------|------------------------|----------------------|------------|------------|----------------|-----------|
| Scheme of Teaching and Examinations – 2020 - 21 | | | | | | | | | | |
| MASTER OF BUSINESS ADMINISTRATION | | | | | | | | | | |
| Choice Based Credit System (CBCS) and Outcome Based Education (OBE) | | | | | | | | | | |
| I SEMESTER | | | | | | | | | | |
| Sl No | Course | Course Code | Course Title | Teaching Hours /Week | | Examination | | | | Credits |
| | | | | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC | 20MBA11 | Management & Organizational Behavior | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 2 | PCC | 20MBA12 | Managerial Economics | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 3 | PCC | 20MBA13 | Accounting for Managers | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 4 | PCC | 20MBA14 | Business Statistics | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 5 | PCC | 20MBA15 | Marketing Management | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 6 | PCC | 20MBA16 | Managerial Communication | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| TOTAL | | | | 18 | 12 | 18 | 240 | 360 | 600 | 24 |

Note:
PCC: Professional Core Course
 Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.

Table 4.1.1.4: Second Semester Scheme 2020

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education (OBE) | | | | | | | | | | |
|--|--------|----------------|-------------------------------------|-------------------------|------------------------|----------------------|------------|------------|-------------|-----------|
| II SEMESTER | | | | | | | | | | |
| Sl No | Course | Course Code | Course Title | Teaching Hours /Week | | Examination | | | | Credits |
| | | | | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC | 20MBA21 | Human Resource Management | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 2 | PCC | 20MBA22 | Financial Management | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 3 | PCC | 20MBA23 | Research Methodology | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 4 | PCC | 20MBA24 | Operations Research | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 5 | PCC | 20MBA25 | Strategic Management | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 6 | PCC | 20MBA26 | Entrepreneurship & Legal Aspects | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| TOTAL | | | | 18 | 12 | 18 | 240 | 360 | 600 | 24 |
| Note: PCC: Professional Core Course Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process. | | | | | | | | | | |

Table 4.1.1.5: Third Semester Scheme 2020 (Core & Specialisation Courses)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI | | | | | | | | | | | |
|---|--------|--------------|--------------|----------------|----------------------|---------------------|-------------------|------------|------------|-------------|-----------|
| Scheme of Teaching and Examinations – 2020 - 21 | | | | | | | | | | | |
| MASTER OF BUSINESS ADMINISTRATION | | | | | | | | | | | |
| Choice Based Credit System (CBCS) and Outcome Based Education (OBE) | | | | | | | | | | | |
| III SEMESTER (Core Courses and Specialisation Courses) | | | | | | | | | | | |
| Sl. No | Course | Course Code | | | Teaching Hours /Week | | Examination | | | | Credits |
| | | Marketing | Finance | Human Resource | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | |
| 1 | PCC | 20MBA301* | 20MBA301* | 20MBA301* | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 2 | PCC | 20MBA302* | 20MBA302* | 20MBA302* | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 3 | PEC | 20MBAMM303 | 20MBAFM303 | 20MBAHR303 | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 4 | PEC | 20MBAMM304 | 20MBAFM304 | 20MBAHR304 | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 5 | PEC | 20MBAMM305 | 20MBAFM305 | 20MBAHR305 | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 6 | PEC | 20MBAMM306 | 20MBAFM306 | 20MBAHR306 | 03 | 02 | 03 | 40 | 60 | 100 | 4 |
| 7 | PCC | 20MBA IN 307 | 20MBA IN 307 | 20MBA IN 307 | - | 05 | - | 40 | 60 | 100 | 4 |
| TOTAL | | | | | 18 | 20 | 18 | 280 | 420 | 700 | 28 |

Note:
PCC: Professional Core Course, PEC: Professional Elective Course.
Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Four credit courses are designed for 50 hours Teaching – Learning process.
* Interdisciplinary Core Courses may be taught by engineering faculty/subject expert.

Note:

- Each course has a theory component of 3hrs (3credits) and a Practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.
- One industrial visit per Semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department.
- Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases will be part of the question paper.
- Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester.

Table 4.1.1.6: Third Semester Scheme 2020 (Core & Dual Specialisation)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education(OBE) | | | | | | | | | | | | |
|---|--------|---------------------|--------------------------|----------------------------|----------------------|---------------------|-------------------|------------|------------|-------------|-----------|--|
| III SEMESTER (Core Courses and Dual Specialisation) | | | | | | | | | | | | |
| Sl. No | Course | Course Code | | | Teaching Hours /Week | | Examination | | | | Credits | |
| | | Marketing & Finance | Finance & Human Resource | Human Resource & Marketing | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | Total Marks | | |
| 1 | PCC | 20MBA301* | 20MBA301* | 20MBA301* | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 2 | PCC | 20MBA302* | 20MBA302* | 20MBA302* | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 3 | PEC | 20MBAAMM303 | 20MBAFM303 | 20MBAHR303 | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 4 | PEC | 20MBAAMM304 | 20MBAFM304 | 20MBAHR304 | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 5 | PEC | 20MBAFM303 | 20MBAHR303 | 20MBAAMM303 | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 6 | PEC | 20MBAFM304 | 20MBAHR304 | 20MBAAMM304 | 03 | 02 | 03 | 40 | 60 | 100 | 4 | |
| 7 | PCC | 20MBA IN 307 | 20MBA IN 307 | 20MBA IN 307 | -- | 08 | -- | 40 | 60 | 100 | 4 | |
| TOTAL | | | | | 18 | 20 | 18 | 280 | 420 | 700 | 28 | |
| Note: PCC: Professional Core Course, PEC: Professional Elective Course. Practical /Field Work/ Assignment are part of contact hours for the faculty and must be considered in the workload.Four credit courses are designed for 50 hours Teaching – Learning process. * Interdisciplinary Core Courses may be taught by engineering faculty/subject expert. | | | | | | | | | | | | |
| Note: <ol style="list-style-type: none"> Each course has a theory component of 3hrs (3credits) and a practical component of 2hrs (1credit). The time-table allotment for each course should be 5hrs (3+2). For the practical component it is mandatory to maintain a practical record. 20% of marks should be allocated for <u>application oriented</u> questions in the SEE Question Paper, based on practical component. One industrial visit per semester is mandatory. The Department shall insist on report submission by each student and shall maintain this as a documentary proof. The format of the report shall be prescribed by the department. Each course content has indicative case studies which can be dealt in the class by the course instructor. In addition to this the course instructor may use an extra case from Harvard/Case Centre. The student cannot assume the same cases be part of the question paper. Project (six weeks) to be carried out by students after third semester and the report submitted by the students during the fourth semester. | | | | | | | | | | | | |

Table 4.1.1.7: Third Semester Scheme 2020 (Core and Specialisation Courses)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education (OBE) | | | | | |
|--|-----------------------------------|---------------------------------------|-----------------------------------|-------------------------------------|--------------------------------------|
| III SEMESTER Core Courses | | | | | |
| Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject |
| 20MBA301 | Emerging Exponential Technologies | 20MBA301 | Emerging Exponential Technologies | 20MBA301 | Emerging Exponential Technologies |
| 20MBA302 | Technology & Operational Strategy | 20MBA302 | Technology & Operational Strategy | 20MBA302 | Technology & Operational Strategy |
| Specialisation Courses | | | | | |
| Marketing Professional Elective Courses | | Finance Professional Elective Courses | | Human Professional Elective Courses | |
| Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject |
| 20MBAMM303 | Services Marketing | 20MBAFM 303 | Investment Management | 20MBAHR303 | Recruitment & Selection |
| 20MBAMM304 | Marketing Research & Analytics | 20MBAFM304 | Direct Taxation | 20MBAHR304 | Human Resource Analytics |
| 20MBAMM305 | Consumer Behaviour | 20MBAFM305 | Banking and Financial Services | 20MBAHR305 | Industrial Relations and Labour Laws |
| 20MBAMM306 | Retail Management | 20MBAFM306 | Advanced Financial Management | 20MBAHR306 | Compensation & Reward System |
| 20MBAIN307 | Internship | 20MBAIN307 | Internship | 20MBAIN307 | Internship |

Table 4.1.1.8: Fourth Semester Scheme 2020 (Specialisation Courses)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education(OBE) | | | | | | | | | | | |
|---|--------|------------------------|------------|----------------|----------------------|---------------------|-------------------|------------|------------|------------|-------------|
| IV SEMESTER (Specialisation Courses) | | | | | | | | | | | |
| Sl. No | Course | Specialisation Courses | | | Teaching Hours /Week | | Examination | | | Credits | |
| | | Marketing | Finance | Human Resource | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | | Total Marks |
| 1 | PEC | 20MBAMM401 | 20MBAFM401 | 20MBAHR401 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 2 | PEC | 20MBAMM402 | 20MBAFM402 | 20MBAHR402 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 3 | PEC | 20MBAMM403 | 20MBAFM403 | 20MBAHR403 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 4 | PEC | 20MBAMM404 | 20MBAFM404 | 20MBAHR404 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 5 | PEC | 20MBAMM405 | 20MBAFM405 | 20MBAHR405 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 6 | PEC | 20MBAMM406 | 20MBAFM406 | 20MBAHR406 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 7 | PCC | 20MBAPR407 | 20MBAPR407 | 20MBAPR407 | - | 12 | - | 40 | 60 | 100 | 6 |
| | | TOTAL | | | 18 | 12 | 18 | 280 | 420 | 700 | 24 |

Note:
 PEC: Professional Elective Course.
 Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Three credit courses are designed for 40 hours Teaching – Learning process.

Note:

- Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs.
- 20% of marks should be allocated for application oriented questions in the SEE Question Paper, based on practical component.

Table 4.1.1.9: Fourth Semester Scheme 2020 (Dual Specialisation Courses)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education (OBE) | | | | | | | | | | | |
|---|--------|---------------------|--------------------------|----------------------------|----------------------|---------------------|-------------------|------------|------------|------------|-------------|
| IV SEMESTER (Dual Specialisation) | | | | | | | | | | | |
| SL No | Course | Subject Code | | | Teaching Hours /Week | | Examination | | | Credits | |
| | | Marketing & Finance | Finance & Human Resource | Human Resource & Marketing | Theory | Practical Component | Duration in hours | CIE Marks | SEE Marks | | Total Marks |
| 1 | PEC | 20MBAMM401 | 20MBAFM401 | 20MBAHR401 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 2 | PEC | 20MBAMM402 | 20MBAFM402 | 20MBAHR402 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 3 | PEC | 20MBAMM403 | 20MBAFM403 | 20MBAHR403 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 4 | PEC | 20MBAFM401 | 20MBAHR401 | 20MBAMM401 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 5 | PEC | 20MBAFM402 | 20MBAHR402 | 20MBAMM402 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 6 | PEC | 20MBAFM403 | 20MBAHR403 | 20MBAMM403 | 03 | - | 03 | 40 | 60 | 100 | 3 |
| 7 | PCC | 20MBAPR407 | 20MBAPR407 | 20MBAPR407 | - | 12 | - | 40 | 60 | 100 | 6 |
| TOTAL | | | | | 18 | 12 | 18 | 280 | 420 | 700 | 24 |
| Note: PEC: Professional Elective Course. Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. Three credit courses are designed for 40 hours Teaching – Learning process. | | | | | | | | | | | |
| Note: <ol style="list-style-type: none"> Each Course has a theory component of 3hrs (3credits). The Time-Table allotment for each course should be 3hrs. 20% of marks should be allocated for <u>application oriented</u> questions in the SEE Question Paper, based on practical component. | | | | | | | | | | | |

Table 4.1.1.10: Fourth Semester Scheme 2020 (Specialisation Courses)

| VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI Scheme of Teaching and Examinations – 2020 - 21 MASTER OF BUSINESS ADMINISTRATION Choice Based Credit System (CBCS) and Outcome Based Education(OBE) | | | | | |
|---|---------------------------------------|---------------------------------|---|--------------------------------------|---|
| IV SEMESTER (Specialisation Courses) | | | | | |
| Marketing Specialization | | Financial Specialization | | Human Resource Specialization | |
| Subject Code | Title of the Subject | Subject Code | Title of the Subject | Subject Code | Title of the Subject |
| 20MBAMM401 | B2B Marketing Management | 20MBAFM401 | Risk Management and Insurance | 20MBAHR401 | Organizational Leadership |
| 20MBAMM402 | Logistics and Supply Chain Management | 20MBAFM402 | Financial Derivatives | 20MBAHR402 | Personal Growth & Interpersonal Effectiveness |
| 20MBAMM403 | Digital Marketing Management | 20MBAFM403 | Indirect Taxation | 20MBAHR403 | International Human Resource Management |
| 20MBAMM404 | Strategic Brand Management | 20MBAFM404 | Mergers, Acquisitions & Corporate Restructuring | 20MBAHR404 | Organization Change and Development |
| 20MBAMM405 | Agri Business Marketing | 20MBAFM405 | Corporate Valuation | 20MBAHR405 | Human Recourse Audit |
| 20MBAMM406 | International Marketing Management | 20MBAFM406 | International Financial Management | 20MBAHR406 | Management Consulting for Business Excellence |
| 20MBAPR407 | Project Report | 20MBAPR407 | Project Report | 20MBAPR407 | Project Report |
| | | | | | |

Table 4.1.1.11: First Semester Scheme 2018

| S.No | Course Code | Title of the Course | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|-------------|--------------------------------------|-----------------|-------------------------|---|---|-------------|---------|
| | | | | L | T | P | | |
| 1 | 18MBA11 | Management & Organizational Behavior | Core | 4 | | | 4 | 4 |
| 2 | 18MBA12 | Managerial Economics | Core | 4 | | | 4 | 4 |
| 3 | 18MBA13 | Accounting for Managers | Core | 4 | | | 4 | 4 |
| 4 | 18MBA14 | Business Statistics & Analytics | Core | 4 | | | 4 | 4 |
| 5 | 18MBA15 | Marketing Management | Core | 4 | | | 4 | 4 |
| 6 | 18MBA16 | Managerial Communications | Core | 4 | | | 4 | 4 |
| Total | | | | 24 | | | 24 | 24 |

Table 4.1.1.12: Second Semester Scheme 2018

| S.No | Course Code | Title of the Course | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|-------------|--------------------------------|-----------------|-------------------------|---|---|-------------|---------|
| | | | | L | T | P | | |
| 1 | 18MBA21 | Human Resource Management | Core | 4 | | | 4 | 4 |
| 2 | 18MBA22 | Financial Management | Core | 4 | | | 4 | 4 |
| 3 | 18MBA23 | Research Methodology | Core | 4 | | | 4 | 4 |
| 4 | 18MBA24 | Legal and Business Environment | Core | 4 | | | 4 | 4 |
| 5 | 18MBA25 | Strategic Management | Core | 4 | | | 4 | 4 |
| 6 | 18MBA26 | Entrepreneurship Development | Core | 4 | | | 4 | 4 |
| Total | | | | 24 | | | 24 | 24 |

Table 4.1.1.13: Third Semester Scheme 2018 (Core Specialisation)

| S. No | Course Code | | | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|--|--|---|-----------------|-------------------------|---|----|-------------|---------|
| | Marketing | Finance | Human Resource | | L | T | P | | |
| 1 | 18MBAMM301 Consumer Behavior | 18MBAFM301 Banking and Financial Services | 18MBAHR301 Recruitment & Selection | Elective | 3 | | 2 | 5 | 4 |
| 2 | 18MBAMM302 Retail Management | 18MBAFM302 Investment Management | 18MBAHR302 HR Analytics | Elective | 3 | | 2 | 5 | 4 |
| 3 | 18MBAMM303 Services Marketing | 18MBAFM303 Direct Taxation | 18MBAHR303 Compensation & Reward System | Elective | 3 | | 2 | 5 | 4 |
| 4 | 18MBAMM304 Marketing Research & Analytics | 18MBAFM304 Advanced Financial Management | 18MBAHR304 Learning & Development | Elective | 3 | | 2 | 5 | 4 |
| 5 | 18MBAMM305 Business Marketing | 18MBAFM305 Cost Management | 18MBAHR305 Industrial Relations & Legislations | Elective | 3 | | 2 | 5 | 4 |
| 6 | 18MBAMM306 Supply Chain Management | 18MBAFM306 Project Appraisal Planning & Control | 18MBAHR306 Conflict & Negotiation Management | Elective | 3 | | 2 | 5 | 4 |
| 7 | 18MBAOS307 Organization Study | | | Core | 0 | | 8 | 8 | 4 |
| Total | | | | | 18 | | 20 | 38 | 28 |

Table 4.1.1.14: Third Semester Scheme 2018 (Dual Specialisation)

| S.No | Course Code | | | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|--|--|--|-----------------|-------------------------|---|----|-------------|---------|
| | Marketing & Finance | Finance & Human Resource | Human Resource & Marketing | | L | T | P | | |
| 1 | 18MBAMM301 Consumer Behavior | 18MBAFM301 Banking and Financial Services | 18MBAHR301 Recruitment & Selection | Elective | 3 | | 2 | 5 | 4 |
| 2 | 18MBAMM302 Retail Management | 18MBAFM302 Investment Management | 18MBAHR302 HR Analytics | Elective | 3 | | 2 | 5 | 4 |
| 3 | 18MBAMM303 Services Marketing | 18MBAFM303 Direct Taxation | 18MBAHR303 Compensation & Reward System | Elective | 3 | | 2 | 5 | 4 |
| 4 | 18MBAFM301 Banking and Financial Services | 18MBAHR301 Recruitment & Selection | 18MBAMM301 Consumer Behavior | Elective | 3 | | 2 | 5 | 4 |
| 5 | 18MBAFM302 Investment Management | 18MBAHR302 HR Analytics | 18MBAMM302 Retail Management | Elective | 3 | | 2 | 5 | 4 |
| 6 | 18MBAFM303 Direct Taxation | 18MBAHR303 Compensation & Reward System | 18MBAMM303 Services Marketing | Elective | 3 | | 2 | 5 | 4 |
| 7 | 18MBAOS307 Organization Study | | | Core | 0 | | 8 | 8 | 4 |
| Total | | | | | 18 | | 20 | 38 | 28 |

Table 4.1.1.15: Fourth Semester Scheme 2018 (Core Specialisation)

| S. No | Course Code | | | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|--|---|---|-----------------|-------------------------|---|----|-------------|---------|
| | Marketing | Finance | Human Resource | | L | T | P | | |
| 1 | 18MBAMM401 Sales Management | 18MBAFM401 Mergers, Acquisitions & Corporate Restructuring | 18MBAHR401 Public Relations | Elective | 3 | | | 3 | 3 |
| 2 | 18MBAMM402 Integrated Marketing Communication | 18MBAFM402 Risk Management and Insurance | 18MBAHR402 Organizational Leadership | Elective | 3 | | | 3 | 3 |
| 3 | 18MBAMM403 Digital and Social Media Marketing | 18MBAFM403 Indirect Taxation | 18MBAHR403 International Human Resource Management | Elective | 3 | | | 3 | 3 |
| 4 | 18MBAMM404 Strategic Brand Management | 18MBAFM404 International Financial Management | 18MBAHR404 Organization Change and Development | Elective | 3 | | | 3 | 3 |
| 5 | 18MBAMM405 Rural Marketing | 18MBAFM405 Financial Derivatives | 18MBAHR405 Strategic Talent Management | Elective | 3 | | | 3 | 3 |
| 6 | 18MBAMM406 International Marketing Management | 18MBAFM406 Corporate Valuation | 18MBAHR406 Personal Growth & Interpersonal Effectiveness | Elective | 3 | | | 3 | 3 |
| 7 | 18MBAPR407 Project Work | | | Core | 0 | | 12 | 12 | 6 |
| Total | | | | | 18 | | 12 | 30 | 24 |

Table 4.1.1.16: Fourth Semester Scheme 2018 (Dual Specialisation)

| S. No | Course Code | | | Course Category | Teaching hours per week | | | Total hours | Credits |
|-------|---|---|---|-----------------|-------------------------|---|----|-------------|---------|
| | Marketing & Finance | Finance & Human Resource | Human Resource & Marketing | | L | T | P | | |
| 1 | 18MBAMM401 Sales Management | 18MBAFM401 Mergers, Acquisitions & Corporate Restructuring | 18MBAHR401 Public Relations | Elective | 3 | | | 3 | 3 |
| 2 | 18MBAMM402 Integrated Marketing Communication | 18MBAFM402 Risk Management and Insurance | 18MBAHR402 Organizational Leadership | Elective | 3 | | | 3 | 3 |
| 3 | 18MBAMM403 Digital and Social Media Marketing | 18MBAFM403 Indirect Taxation | 18MBAHR403 International Human Resource Management | Elective | 3 | | | 3 | 3 |
| 4 | 18MBAFM401 Mergers, Acquisitions & Corporate Restructuring | 18MBAHR401 Public Relations | 18MBAMM401 Sales Management | Elective | 3 | | | 3 | 3 |
| 5 | 18MBAFM402 Risk Management and Insurance | 18MBAHR402 Organizational Leadership | 18MBAMM402 Integrated Marketing Communication | Elective | 3 | | | 3 | 3 |
| 6 | 18MBAFM403 Indirect Taxation | 18MBAHR403 International Human Resource Management | 18MBAMM403 Digital and Social Media Marketing | Elective | 3 | | | 3 | 3 |
| 7 | 18MBAPR407 Project Work | | | Core | 0 | | 12 | 12 | 6 |
| Total | | | | | 18 | | 12 | 30 | 24 |

4.1.2. Appropriateness of the Gaps Identified, and Actions taken to Bridge the Gap

As the Department has no control on the framing of the syllabus, it lays emphasis on identifying the Gaps in the curriculum and tries to conduct activities and add on programs to fill the Gaps.

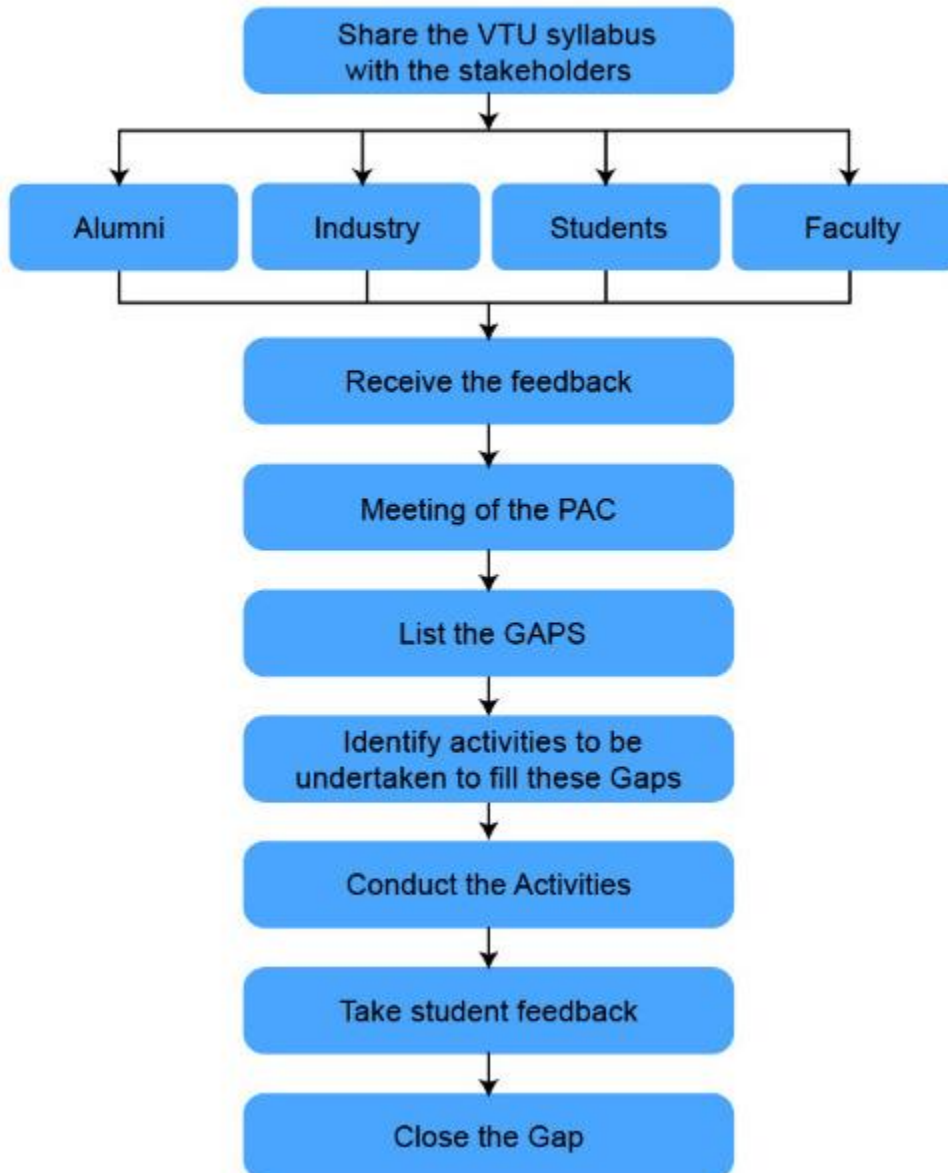


Fig 4.1.2: GAP Analysis Process

This process is done by sharing the VTU Curriculum with its stakeholders like Alumni, Industry, Students, Faculty, etc. Once the feedback is received from the stakeholders, the DAC will call for a meeting and the feedback is discussed and the Gaps that the Committee feels are very relevant to attainment of the POs are listed

and a detailed discussion is done on identifying the activities/initiatives to be carried out to fill these Gaps.

Table 4.1.2.1: List of Gaps identified for the attainment of POs

| | |
|--------|--|
| Gap 1 | Practical Demonstrable Hands -on Experience about application of industry BEP for decision making |
| Gap 2 | Real time practical exposure about the financial situation of the company and exposure to the current realities. |
| Gap 3 | Usage of few data analytical techniques |
| Gap 4 | Distribution strategy; Price: - Economies of scale should have been included in factors influencing pricing |
| Gap 5 | Practical way of learning hypothesis Testing |
| Gap 6 | Applying knowledge of Stability and Growth strategies in a real-life simulation. |
| Gap 7 | Practical application of few research inputs relating to Business Strategic techniques for problem solving and Effective Decision Making |
| Gap 8 | The subject concept is heavy on product marketing compared to service marketing, idea marketing or any other emerging forms |
| Gap 9 | The syllabus is heavy on physical format and very lean on online retail formats. |
| Gap 10 | Doesn't cover new trends and influence of technology on retailing – virtual reality, augmented reality, and mobile apps for retailing etc. |
| Gap 11 | Can highlight some of new service-oriented business (ex: Uber, Dunzo) |
| Gap 12 | Bank Reconciliation Statement is not covered |
| Gap 13 | Wealth Management need to be learnt |
| Gap 14 | The syllabus doesn't cover - 1. Cross functional Hiring which is an integral part of Sources in Hiring. 2. Job Rotation |
| Gap 15 | The syllabus can highlight the Uses of HR Metrics |
| Gap 16 | Social Media Calendar creation for a brand Online reputation Management steps and best practices Mobile marketing |
| Gap 17 | Lacks Risk and Premium calculations procedures in Insurance and the practical understanding of the topic |

| | |
|--------|---|
| Gap 18 | Addressing PR concerns through Digital tools is missing |
| Gap 19 | The syllabus doesn't cover the Virtual meetings involving the concerned people in various methods of International Performance evaluation |

The MBA department has undertaken the following initiatives to bridge the Gaps that were identified in the Curriculum.

Guest Lectures: The department invites eminent speakers from the industry and academia to deliver talks on current trends in the industry in their respective domain.

Industrial Visits: The students are taken for an industrial visit to provide exposure to the manufacturing process, followed by a session with the industry leader who will discuss with the students on their plant and its process.

Webinars: Webinars were organised on the current trends in the business in various domains like HR, Marketing, Finance etc.

Soft skill training: Regular soft skill training is provided to the students to build their communication and confidence.

Outbound Tours: Students are taken for a short tour to nearby locations to build rapport and team building among the students.

Internships: Students are encouraged to take up short duration internships apart from the mandatory internships to provide them the needed practical exposure.

Case Studies: Case studies were taken up to bridge the gaps in many of the subjects as cases provide the students simulated business environment to apply the theoretical concepts into practice.

Table 4.1.2.2: Delivery details for closing the Gaps Identified.

| S No | Gap statement | Action taken | Date-month-year | Resource person | % of students | Relevance to POs |
|------|--|---|-----------------|------------------------|---------------|------------------|
| 1 | Practical Demonstrable Hands -on Experience about application of | Efficient and Knowledgeable real time Case Studies and live | Dec 2020 | Dr.Perini Praveena Sri | 97 | CO4-PO5 |

| | | | | | | |
|---|--|--|-----------|---------------------------|----|---------|
| | industry BEP for decision making | research project reviews | | | | |
| 2 | Real time practical exposure about the financial situation of the company and exposure to the current realities. | Practical exposure to students with real financial situations and decisions on financial soundness. Session by Faculty | Dec 2020 | Prof. Rajimol KP | 96 | CO4-PO1 |
| 3 | Usage of few data analytical techniques | Exposure of few data analytics concepts through reputed journal articles, case studies and mini project making | Oct 2020 | Mrs Panchali Chatterjee | 97 | CO5-PO4 |
| 4 | Distribution strategy; Price: - Economies of scale should have been included in factors influencing pricing | Multiple Case Studies from leading business schools were discussed and solved in class. | Mar 2021 | Prof. Purnajit Chatterjee | 95 | CO4-PO5 |
| 5 | Practical way of learning hypothesis Testing | Application of Parametric Tests & Non Parametric tests through practical problem solving techniques using research based real case studies and literary works of current business problems | June 2021 | Dr.Perini Praveena Sri | 96 | CO4-PO4 |
| 6 | Applying knowledge of Stability and Growth strategies in a real life simulation. | Multiple Case Studies from Harvard Business School and other leading B-Schools | Nov 2020 | Prof Purnajit Chatterjee | 96 | CO4-PO5 |

| | | | | | | |
|----|--|--|----------|--------------------------|----|---------|
| 7 | Practical application of few research inputs relating to Business Strategic techniques for problem solving and Effective Decision Making | Real Time application of research work inputs by taking in to purview ongoing Business organizations | Oct 2020 | Dr.Perini Praveena Sri | 97 | CO2-PO4 |
| 8 | The subject concept is heavy on product marketing compared to service marketing, idea marketing or any other emerging forms | Case studies on consumer Behaviour in services were discussed | Nov 2020 | Prof. Archana R Motta | 95 | CO1-PO1 |
| 9 | The syllabus is heavy on physical format & very lean on online retail formats etc. | Online retail formats were discussed in class | Nov 2020 | Prof Purnajit Chatterjee | 95 | CO1-PO1 |
| 10 | Doesn't cover new trends and influence of technology on retailing – virtual reality, augmented reality, and mobile apps for retailing etc. | Video on influence of technology in retailing was shown to explain the impact of technology on retailing | Nov 2020 | Prof Purnajit Chatterjee | 90 | CO2-PO4 |
| 11 | 1) Can highlight some of new service-oriented business (ex: Uber, Dunzo) | o Case Analysis with examples from Industry o Videos | Nov 2020 | Prof. Archana R Motta | 91 | CO5-PO2 |

| | | | | | | |
|----|--|---|----------------------|-------------------------|----|-------------------------------|
| 12 | Bank Reconciliation Statement is not covered | Session by Faculty | Sep 2020 | Prof. P. R. Madhu Shree | 90 | CO1-PO1 |
| 13 | Wealth Management need to be learnt | Practical exposure through an assignment of Moneybhai Online trading | 12th Aug to 30th Sep | Prof. P. R. Madhu Shree | 98 | CO2-PO4 |
| 14 | The syllabus doesn't cover - 1. Cross functional Hiring which is and integral part of Sources in Hiring. 2. Job Rotation | Session by Faculty | Nov 2020 | Dr. H R Ananth | 95 | CO1-PO1 CO2-PO1 |
| 15 | The syllabus can highlight the Uses of HR Metrics | Session by Faculty | Dec 2020 | Dr. Rashmi Singh Roy | 95 | CO2-PO2 CO4-PO2 |
| 16 | Social Media Calendar creation for a brand Online reputation Management steps and best practices Mobile marketing | Practical example was discussed in the class for the creation of social media calendar Presentation on online reputation Management was done Discussion on Mobile Marketing and its increasing usage was initiated in the class with the students | June 2021 | Prof. Archana R Motta | 95 | CO5-PO3 CO5-PO3 CO3-PO4 |

| | | | | | | |
|----|---|--------------------------------------|----------|-------------------|----|---------|
| 17 | Lacks Risk and Premium calculations procedures in Insurance and the practical understanding of the topic | Session by Faculty | May 2021 | Prof. Rajimol K P | 95 | CO3-PO2 |
| 18 | Addressing PR concerns through Digital tools is missing | Faculty initiated students' activity | May 2021 | Dr H R Ananth | 96 | CO2-PO3 |
| 19 | The syllabus doesn't cover the Virtual meetings involving the concerned people in various methods of International Performance evaluation | Session by Faculty | May 2020 | Ms Devaki | 95 | CO2-PO1 |

4.2. Learning Processes

4.2.1. Describe the Process followed to improve quality of Teaching & Learning.

The Teaching Learning process followed at Atria Centre for Management and Entrepreneurship is depicted through a simple chart here:

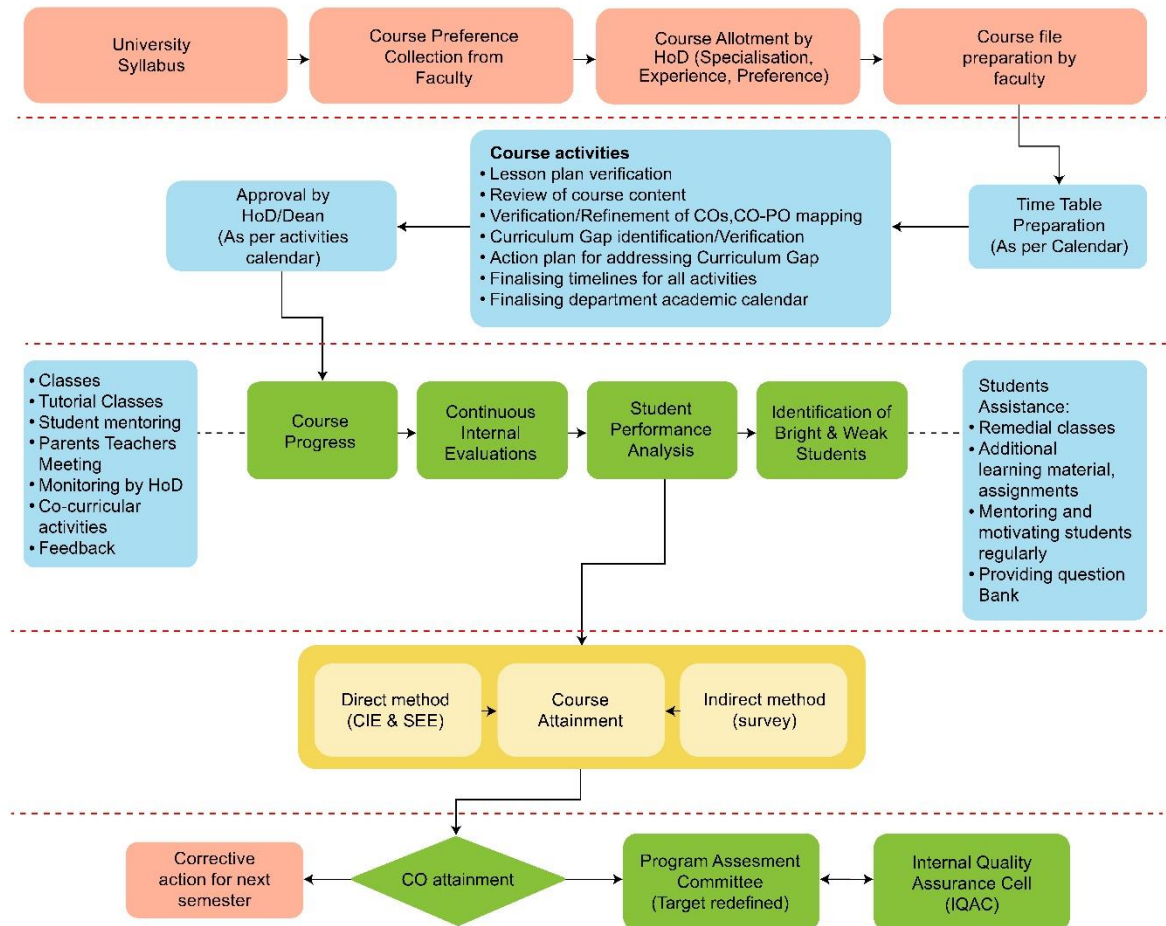


Fig 4.2.1.1: Process for Teaching Learning Methods

A. Adherence to Academic Calendar

- For running any program meticulously, it is mandatory to plan the activities well in advance before commencing. Atria Institute of Technology prepares the Academic Calendar for every semester at the institution level. This is prepared once the University notifies the start date and end date of each semester. This provides academic flexibility to all the stakeholders specially the students, faculty, and parents to plan their other activities around this calendar.
- Based on the University Calendar, the Institute prepares one Institution level calendar mentioning the duration and academic activities at the institution level. This provides the department the base to prepare the Department Calendar which will include the start date, end date, activities

planned in the semester, three Internal Assessment dates, festivals and holidays during the semester, etc.

- The dates for the semester end examinations and last working day of the semester are also mentioned in the calendar. Each semester is approximately for a duration of 90 days or 14 weeks as per university mandate.
- The department calendar is strictly adhered to unless the situation warrants any deviation. In such cases, the Dean has the authority to approve such deviation only if it is unavoidable.

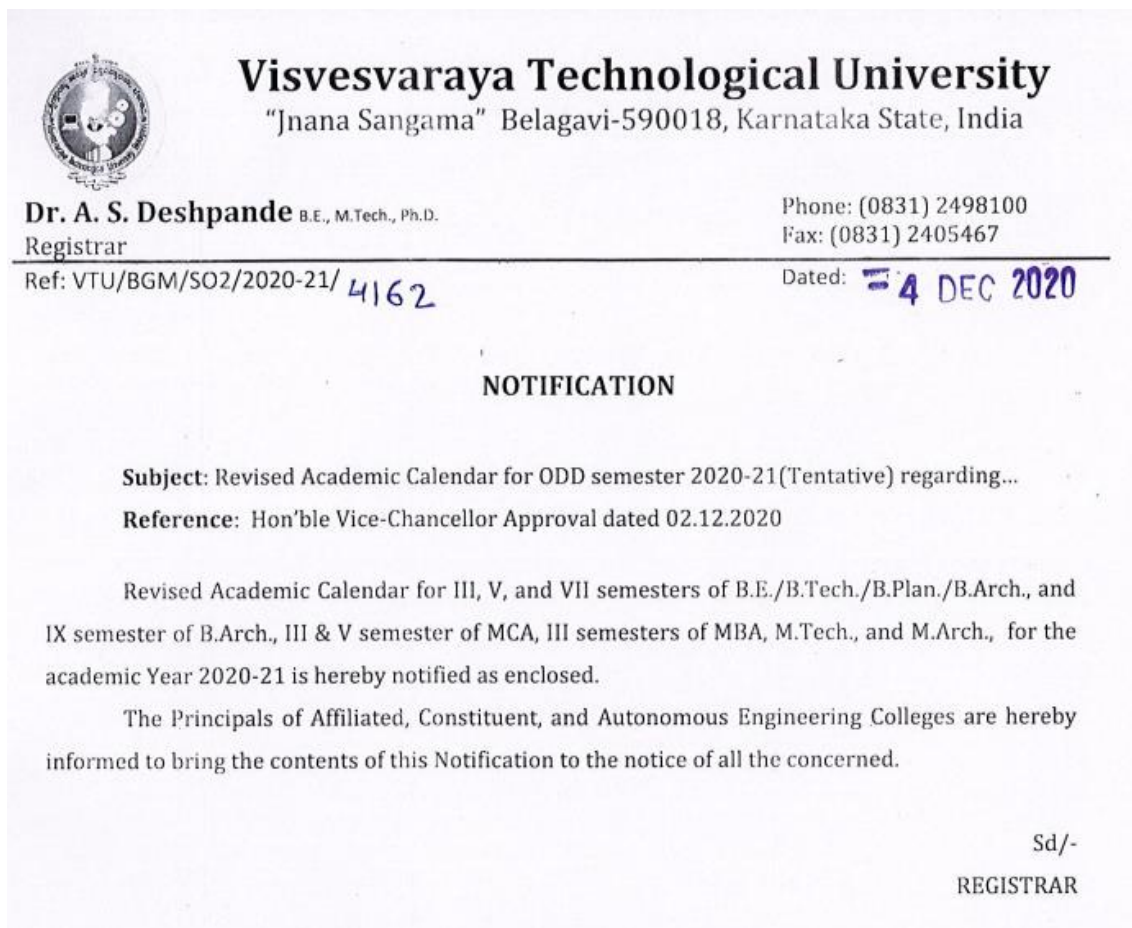


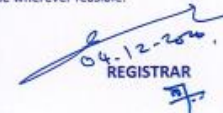
Fig 4.2.1.2: VTU Notification on Academic Calendar for Odd Sem- 3rd sem

Revised Academic Calendar of VTU, Belagavi for ODD Semester of 2020-21 (Tentative)

| | I Sem B. E. / B. Tech. / B. Arch./B.Plan | I sem M.Tech./MBA /MCA/M.Arch. | III, V B. E. /B. Tech./B.Plan/ B.Arch & VII sem BPlan /BArch & IX Sem B. Arch. | VII Sem B. E. /B. Tech | III & V Sem MCA | III Sem MBA | III Sem M. Tech. | III Sem M. Arch. |
|--|--|--------------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Commencement of ODD Semester | 14.12.2020 | Will be announced later | 01.09.2020 | 01.09.2020 | 01.09.2020 | 01.09.2020 | 01.09.2020 | 01.09.2020 |
| Last Working day of ODD Semester | 25.03.2021 | | 16.01.2021 | 16.01.2021 | 16.01.2021 | 16.01.2021 | 16.01.2021 | 16.01.2021 |
| Practical Examinations | 29.03.2021 Onwards# | | 21.01.2021 Onwards# | 21.01.2021 Onwards# | 08.02.2021 Onwards# | -- | 21.01.2021 Onwards# | -- |
| Theory Examinations | 12.04.2021 To 30.04.2021 | | 08.02.2021 To 27.03.2021 | 08.02.2021 To 27.03.2021 | 21.01.2021 To 06.02.2021 | 21.01.2021 To 19.02.2021 | 28.01.2021 To 13.02.2021 | 21.01.2021 To 06.02.2021 |
| Internship | | | 29.03.2021 To 10.04.2021 | --- | --- | --- | --- | --- |
| Internship Viva-Voce | | | --- | --- | --- | --- | 15.02.2021 To 22.02.2021 | --- |
| Professional training / Organization / study | | | --- | --- | --- | 22.02.2021 To 03.04.2021 | --- | --- |
| Commencement of EVEN Semester | 03.05.2021 | | 29.03.2021 | 12.04.2021 | 15.02.2021 | 05.04.2021 | 23.02.2021 | 08.02.2021 |

NOTE:

- VII Semester B. E. / B. Tech. students shall have to undergo Internship as per circular of University VTU/Aca/2019-20/85, dated 12.05.2020.
- I Semester B. E/ B. Tech / B. Arch Students shall compulsorily undergo Induction Program for 01 Weeks.
- The classroom sessions for all the semesters would be in **ONLINE mode/blended mode** until further orders.
- The Institute needs to function for **six days** a week with additional hours (**Saturday is a full working day**).
- The faculty/staff shall be available to undertake any work assigned by the university.
- If any of the above dates are declared to be a holiday then the corresponding event will come into effect on the next working day.
- (#) Notification regarding the Calendar of Events relating to the conduct of **University Examinations** will be issued by the Registrar (Evaluation) from time to time.
- Academic Calendar may be modified based on guidelines/directions issued in the future by MHRD/UGC/AICTE/State Government.
- Revised Academic Calendar is also applicable for **Autonomous Colleges**.
- The MBA students are permitted to carry out **project work** in blended mode (ONLINE/OFFLINE). More emphasis on OFFLINE mode wherever feasible.



04.12.2020
REGISTRAR

Fig 4.2.1.3: VTU Academic Calendar- 3rd Sem



Visvesvaraya Technological University

"Jnana Sangama" Belagavi-590018, Karnataka State, India

Dr. A. S. Deshpande B.E., M.Tech., Ph.D.
Registrar

Phone: (0831) 2498100
Fax: (0831) 2405467

Ref: VTU/BGM/SO2/2020-21/ *5296*

Dated: **15 JAN 2021**

NOTIFICATION

Subject: Academic Calendar for I sem PG programmes and I sem (revised) B.E./B.Tech./B.Arch./B.Plan, III sem (revised) MCA for the year 2020-21 regarding...

Reference: Hon'ble Vice-Chancellor Approval dated 15.01.2021

Academic Calendar for I semester of M.Tech./M.Arch./MBA/MCA programmes, I sem (revised) B.E./B.Tech./B.Arch./B.Plan., and III sem (revised) MCA for the Year 2020-21 is hereby notified as enclosed.

The Principals of Affiliated, Constituent, and Autonomous Engineering Colleges are hereby informed to bring the contents of this Notification to the notice of all the concerned.

Sd/-
REGISTRAR

Fig 4.2.1.4: VTU Notification on Academic Calendar for Odd Sem – 1st sem

| Academic Calendar of VTU, Belagavi for ODD Semester of 2020-21 | | | | | | |
|--|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---|--------------------------------|
| First Semester - M. Tech/M. Arch/ MBA/MCA, I Semester (revised) B.E./B.Tech./B.Plan./B.Arch., and III Semester (revised) MCA | | | | | | |
| | I Semester M. Tech. | I Semester M. Arch. | I Semester MBA | I Semester MCA | I Semester B.E./B.Tech./ B.Plan./B.Arch | III Semester MCA |
| Commencement of ODD Semester | 18.01.2021 | 18.01.2021 | 18.01.2021 | 18.01.2021 | 14.12.2020 | 01.09.2020 |
| Last Working day of ODD Semester | 17.04.2021 | 17.04.2021 | 17.04.2021 | 17.04.2021 | 31.03.2021 | 30.01.2021 |
| Practical Examinations | 03.05.2021 To 07.05.2021 | -- | -- | 03.05.2021 To 07.05.2021 | 05.04.2021 To 16.04.2021 | 04.02.2021 To 09.02.2021 |
| Theory Examinations | 19.04.2021 To 30.04.2021 | 19.04.2021 To 30.04.2021 | 19.04.2021 To 30.04.2021 | 19.04.2021 To 30.04.2021 | 19.04.2021 To 06.05.2021 | 11.02.2021 To 19.02.2021 |
| Internship Viva-Voce | -- | -- | -- | -- | -- | -- |
| Professional training / Organization study | -- | -- | -- | -- | -- | -- |
| Commencement of EVEN Semester | 10.05.2021 | 10.05.2021 | 10.05.2021 | 10.05.2021 | 10.05.2021 | 22.02.2021 |

Note:

- The Institute needs to function for **six days** a week with additional hours (Saturday is a full working day).
- The faculty/staff shall be available to undertake any work assigned by the university.
- If any of the above dates are declared to be a holiday then the corresponding event will come into effect on the next working day.
- Notification regarding the Calendar of Events relating to the conduct of University **Examinations** will be issued by the Registrar (Evaluation) from time to time.
- Academic Calendar may be modified based on guidelines/directions issued in the future by MHRD/UGC/AICTE/State Government.
- In case if any changes are to be effected by Autonomous Colleges in the academic terms and examination schedule, they could do so with the approval of the University.



 REGISTRAR

Fig 4.2.1.5: VTU Academic Calendar- 1st Sem

Revised-Academic Calendar of VTU, Belagavi for year 2020-21
First Semester - M. Tech/M. Arch/ MBA/MCA,

| | I Semester M. Tech. | I Semester M. Arch. | I Semester MBA | I Semester MCA |
|---|------------------------|------------------------|---------------------|---------------------|
| Commencement of ODD Semester | 18.01.2021 ✓ | 18.01.2021 ✓ | 18.01.2021 ✓ | 18.01.2021 ✓ |
| Last Working day of ODD Semester | 30.04.2021 ✓ | 30.04.2021 ✓ | 30.04.2021 ✓ | 30.04.2021 ✓ |
| Practical Examinations | 17.05.2021 ✓ To | -- | -- | 17.05.2021 ✓ To |
| | 21.05.2021 ✓ | | | 21.05.2021 ✓ |
| Theory Examinations | 03.05.2021 ✓ To | 03.05.2021 ✓ To | 03.05.2021 ✓ To | 03.05.2021 ✓ To |
| | 15.05.2021 ✓ | 15.05.2021 ✓ | 15.05.2021 ✓ | 15.05.2021 ✓ |
| Internship Viva-Voce | -- | -- | -- | -- |
| Professional training / Organization study | -- | -- | -- | -- |
| Commencement of EVEN Semester | 24.05.2021 | 24.05.2021 | 24.05.2021 | 24.05.2021 |

- Note:**
- The Institute needs to function for six days a week with additional hours (Saturday is a full working day).
 - The faculty/staff shall be available to undertake any work assigned by the university.
 - If any of the above dates are declared to be a holiday then the corresponding event will come into effect on the next working day.
 - Notification regarding the Calendar of Events relating to the conduct of University Examinations will be issued by the Registrar (Evaluation) from time to time.
 - Academic Calendar may be modified based on guidelines/directions issued in the future by MHRD/UGC/AICTE/State Government.
 - In case if any changes are to be effected by Autonomous Colleges in the academic terms and examination schedule, they could do so with the approval of the University.


 REGISTRAR
 3/1/21

Fig 4.2.1.6: Revised VTU Academic Calendar- 1st Sem



ATRIA INSTITUTE OF TECHNOLOGY
 1st Main, Ag's Colony, Anand Nagar, Bangalore- 560024
CALENDAR OF EVENTS ODD SEMESTER 2020-21
 UG (B.E) - 3rd, 5th & 7th Semester & PG (MBA & M.Tech) - 3rd Semester

| Sl. No. | Month | Week days | | | | | | | No. of Working Days | Event | |
|---------------------|------------|------------------------------------|-----|------------------------------------|-----|-----|--|-----|--|---|--|
| | | MON | TUE | WED | THU | FRI | SAT | SUN | | | |
| 1 | Sept-Oct | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 5 | 1st - Commencement of 3rd, 5th and 7th Semesters BE & 3rd Semester MBA, and 3rd Semester M.Tech 5th - Teacher's day celebration | |
| 2 | | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 4 | 8th - International Women's day | |
| 3 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 5 | 15th - Engineers Day 16th - World Ozone Day 17th - Mahatma Anniversary Formative feedback, week (Except first year) | |
| 4 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 4 | 21st - International Peace Day 22nd - Rose Day (Welfare Centre Parents) 24th - World Malaria Day, 22nd - Monday's timetable | |
| 5 | | 28 | 29 | 30 | 1 | 2 | 3 | 4 | 5 | 1st, 3rd and 5th - 1st 14 for 3rd, 5th and 7th semesters BE. 1st - Voluntary blood donation day(camp) 2nd - Gandhi Jayanti | |
| 6 | Oct-Nov | 6 | 7 | 8 | 9 | 10 | 11 | 6 | 7th - Lecture on wild life 10th - Disposal 1st 14 results, 10th - Training on Quality / Accreditation | | |
| 7 | | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 6 | 13th - International day for natural disaster - lecture 15th - Commencement of 1st semester BE. | |
| 8 | | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 6 | Formative feedback, week - First year 24th - Swachh ATRIA, 21st - Monday's timetable, 24th - Training on Quality / Accreditation | |
| 9 | | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 3 | 26th Vijayadashami 27th, 28th, 29th - 2nd 14 for 3rd, 5th and 7th semesters BE, 30th Eid milad, 31st - Mahatma Yashwantrao Chavan Jayanti | |
| 10 | Nov | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 5th Disposal 2nd 14 results 2nd to 7th - NAAC Workshop, 7th - Training on Quality / Accreditation | |
| 11 | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 6 | 14th - Children's Day | |
| 12 | | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 5 | 16th-Satradhyama Deepavali 19th -National Inquisition day celebration, 20th Child's Rights day celebration, 21st - Training on Quality / Accreditation | |
| 13 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 6 | 25th-Awareness on women Safety Lecture-Gender sensitization 26th Constitution day | |
| 14 | Nov - Dec | 30 | 1 | 2 | 3 | 4 | 5 | 6 | 5 | 1st - World AIDS Day, 2nd - National Pollution control day, 3rd - Karnataka Jayanti 5th - International volunteer Day, for Economic and Social Development | |
| 15 | | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 6 | 7th, 8th and 9th - 3rd 14 for 3rd, 5th and 7th semesters BE, Laboratory, Terminals & practice Summative feedback, week (except first year) 10th - Human rights Day |
| 16 | | 14 | 15 | 16 | 17 | | | | 4 | 17th - Last working day for odd Semester(except first year) 14th - National Energy conservation Day | |
| | Total Days | 13 | 16 | 16 | 14 | 13 | 14 | | 26 | Total Working Days - 26 | |
| Working Days | | Theory Internal Assessments | | Internal Assessment Results | | | Laboratory Internals & practice | | Holidays | | |
| 86 | | | | | | | | | | | |

IMPORTANT DATES

| TERM COMMENCEMENT | LAST WORKING DAY | PRACTICAL EXAM |
|---|---|--|
| 1st Sept 2020(Tuesday) - 3 rd , 5 th & 7 th Semester & 3rd Semester MBA and M.Tech 15th October - 1 st Semester BE | 17th December LAST WORKING DAY for 3rd, 5th & 7th Semester & 3rd Semester MBA & M.Tech. | 21st to 31st December 2020 for 3 rd , 5 th & 7 th Semester. |
| Note: 1. Laboratory internals has to be conducted department wise between 10th December to 16th December 2020. 2. To balance the working days, Monday's timetable shall be followed on 22nd September(Tuesday) and 21st October (Wednesday). | | |

Fig 4.2.1.7: Institution Calendar Odd Sem 2020-2021



ACADEMIC CALENDAR OF EVENTS FOR ODD SEM 2020-21 MBA 3rd SEM

| NO. | Month | Weekdays | | | | | | No. of Working Days | Events | |
|-----|----------|----------|-----|-----|-----|-----|-----|---------------------|--------|---|
| | | SUN | MON | TUE | WED | THU | FRI | | | SAT |
| 1 | Sept | | | 1 | 2 | 3 | 4 | 5 | 5 | 1 st : Commencement of Semester; 5 th : Teachers Day |
| 2 | | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | 8 th : International Literacy Day |
| 3 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 5 | 15 th : Engineers Day; 16 th : World Ozone Day 17 th : Mahatma Amavasya, Formative Feedback week |
| 4 | | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 6 | 21 st : International Peace Day 22 nd : Rote Day (Welfare Cancer Patients) 22 nd : Monday Timetable; 24 th : World Maritime Day |
| 5 | Sept-Oct | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 5 | 1 st : Voluntary Blood Donation Day 1 st , 3 rd & 5 th : 1 st Internals; 2 nd : Gandhi Jayanti |
| 6 | Oct | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 6 | 7 th : Lecture on Wildlife; 9 th : Industrial Interaction 10 th : Dispatch of 1 st Internals results 10 th : Training on Quality/Accreditation |
| 7 | | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 6 | 13 th : International Day for natural Disaster-Lecture |
| 8 | | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 6 | 21 st : Monday's Timetable; 24 th : Swatch Atria 24 th : Training on Quality/Accreditation |
| 9 | | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 3 | 26 th : Vijayashami; 30 th : Eid Milad; 31 st : Mahatma Vastaki Jayanti |
| 10 | Nov | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 6 | 2 nd to 7 th : NAAC Workshop; 7 th – Training on Quality/Accreditation 3 rd , 4 th & 5 th : 2 nd Internals; 6 th : Industrial Interaction |
| 11 | | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 6 | 13 th : Dispatch of 2 nd Internals results 14 th : Children's Day |
| 12 | | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 5 | 16 th : Balipalyam Deepavali; 19 th : National Integration Day Celebration 20 th : Child's Rights Day Celebration 21 st : Training on Quality/Accreditation |
| 13 | | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 6 | 23 rd – Awareness on women Safety Lectures- Gender sensitization; 26 th : Constitution Day |
| 14 | Nov-Dec | 29 | 30 | 1 | 2 | 3 | 4 | 5 | 5 | 1 st : World AIDS Day 2 nd : National Pollution Control Day 3 rd : Kankaladevi Jayanti; 4 th : Industrial Interaction 5 th : International volunteer Day for Economic and Social Development |
| 15 | Dec | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | 10 th : Human Rights Day; Summative Feedback Week |
| 16 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 6 | 14 th : National Energy Conservation Day |
| 17 | | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 5 | 25 th : Christmas |
| 18 | Dec | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 6 | |
| 19 | Jan | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 6 | |
| 20 | | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 5 | 15 th : Sankranti |
| | Total | | 17 | 20 | 20 | 18 | 16 | 19 | 110 | |

| Working Days | Theory Internal Assessments | Internal Assessment Results | Holidays |
|--------------|-----------------------------|-----------------------------|----------|
| 110 | | | |

| TERM COMMENCEMENT | LAST WORKING DAY | THEORY EXAM |
|--------------------------------|-------------------------------|---|
| 1 st September 2020 | 16 th January 2021 | 21 st January 2021 to 19 th February 2021 |

Note: To balance the working days, 22nd September 2020 (Tuesday) & 21st October 2020 (Wednesday) shall follow Monday's timetable.


Coordinator

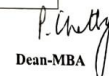

Dean-MBA

Fig 4.2.1.8: Department Calendar for Odd Sem 2020-2021 – 3rd Sem


ACADEMIC CALENDAR OF EVENTS FOR ODD SEM 2020-21 MBA 1st SEM

| NO. | Month | Weekdays | | | | | | No. of Working Days | Events | |
|-----|--------------|----------|-----|-----|-----|-----|-----|---------------------|--------|--|
| | | SUN | MON | TUE | WED | THU | FRI | | | SAT |
| 1 | Jan | | 18 | 19 | 20 | 21 | 22 | 23 | 6 | 18 th : Commencement of Semester 21 st & 22 nd : Curtain Raiser Event |
| 2 | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 5 | 26 th Republic Day |
| 3 | Jan-Feb | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 6 | 6 th : Alumni Industry Orientation (M) |
| 4 | Feb | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 6 | 12 th : Industry Interaction |
| 5 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 6 | 17 th , 18 th & 19 th : I IA |
| 6 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 6 | 26 th : Announcement of 1 st IA Results |
| 7 | Feb-Mar | 28 | 1 | 2 | 3 | 4 | 5 | 6 | 6 | 6 th : Alumni Industry Orientation (H) |
| 8 | Mar | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 10 th , 12 th & 15 th : II IA 11 th : Maha Shivaratri |
| 9 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 6 | 19 th : Industry Interaction 20 th : Business Quiz |
| 10 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 6 | 22 nd to 27 th : Industrial Visit Week 26 th : Announcement of 2 nd IA Results |
| 11 | Mar-Apr | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 5 | 2 nd : Good Friday |
| 12 | April | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 6 | 7 th , 8 th & 9 th : III IA |
| 13 | | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 4 | 12 th : Three hours Exam 13 th : Ugadi; 14 th : Ambedkar Jayanthi 16 th : Announcement of 3 rd IA Results |
| 14 | | 18 | 19 | 20 | 21 | 22 | 23 | 24 | | |
| 15 | | 25 | 26 | 27 | 28 | 29 | 30 | | | |
| | Total | | 15 | 13 | 14 | 14 | 14 | 14 | 84 | |

| Working Days | Theory Internal Assessments | Internal Assessment Results | Holidays |
|--------------|-----------------------------|-----------------------------|----------|
| 84 | | | |

| TERM COMMENCEMENT | LAST WORKING DAY | THEORY EXAM |
|-------------------------------|-----------------------------|---|
| 18 th January 2021 | 30 th April 2021 | 27 th July 2021 to 6 th August 2021 |

Note: To balance the working days tutorial classes were taken on Saturdays



Co-ordinator



Dean-MBA

Fig 4.2.1.9: Department Calendar for Odd Sem 2020-2021 – 1st Sem

Table 4.2.1.1 Department Activities in the Odd Sem as per the Academic Calendar 2020-2021

| S. No | Date | Activity | Remarks |
|-------|---|-----------------------------|---|
| 1 | 9 th October | Industry Interaction | IT & BPM Industry |
| 2 | 20 th November | Industry Interaction | Fin Tech industry |
| 3 | 17 th December | Industry Interaction | Behavioural Science |
| 4 | 21 st & 22 nd Jan | Curtain Raiser Event | Freshers orientation |
| 5 | 2 nd Jan | Alumni Industry Orientation | Ms Sweta Dodamani |
| 7 | 9 th Jan | Industry Interaction | Digital Marketing, Target India |
| 8 | 20 th Feb | Alumni Industry Orientation | Ms Sindhu Narayan, IQVIA |
| 9 | 22 nd March | Industry Interaction | Mr Guruthej Vailaya, State Street Corporation |
| 10 | 6 th March | Business Quiz | Quiz Club |

The department activities were conducted as per the calendar. However due to pandemic, Industrial Visit could not be done as no industry was permitting the student visits during the last two years.


|  ATRIA INSTITUTE OF TECHNOLOGY 1st Main, Ag's Colony, Anand Nagar, Bangalore- 560024 CALENDAR OF EVENTS ODD SEMESTER 2020-21 UG (B.E) - 4th, 6th & 8th Semester & PG (MBA & M.Tech) - 4th Semester | | | | | | | | | | |
|--|--------------|-----------------------------|-----|-------------------|-----|-----|---------------------------------|----------------|---------------------|--|
| SL NO. | Month | Week days | | | | | | | No. of Working days | Events |
| | | MON | TUE | WED | THU | FRI | SAT | SUN | | |
| 1 | Apr -May | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 5 | Commencement of Even semester 2020-21 (4th, 6th and 8th sem) 24th - 4th Saturday |
| 2 | | 26 | 27 | 28 | 29 | 30 | 1 | 2 | 5 | 1st - May Day |
| 3 | May -Jun | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 5 | 08th-May-Second Saturday |
| 4 | | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 5 | 14th-Basava Jayanthi/ Akshaya Tritiya, Khutub-E-Ramzan 15th - Graduation Day (2020 batch stdts) |
| 5 | | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 5 | 22nd-May-4th Saturday |
| 6 | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 6 | 24th, 25th and 26th - I IA |
| 7 | | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 6 | 1st Dispatch of IA marks |
| 8 | Jun- July | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 12th - Jun-2nd Saturday |
| 9 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 6 | |
| 10 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 5 | 23rd, 24th and 25th - II IA 26th-jun-4th-Saturday |
| 11 | | 28 | 29 | 30 | 1 | 2 | 3 | 4 | 6 | 1st - Dispatch of IA marks |
| 12 | July- Aug | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 5 | 10th - July-2nd Saturday |
| 13 | | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 6 | 15th, 16th and 17th July - III IA (for 8th sem) |
| 14 | | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 4 | 20th July - Last working day (8th sem) 21th -Bakrid 24th -july-4th-Saturday |
| 15 | | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 6 | 29th July to 7th August - Laboratory Internals |
| 16 | Aug | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7th August 2021 - Last working day(4th and 6th sem) |
| | Total Days | 16 | 16 | 15 | 16 | 15 | 10 | | 88 | Total Working Days – 88 |
| Working Days | | Theory Internal Assessments | | Events/Activities | | | Laboratory Internals & practice | | Holidays | |
| 88 | | | | | | | | | | |
| IMPORTANT DATES | | | | | | | | | | |
| TERM COMMENCEMENT | | | | | | | | PRACTICAL EXAM | | |
| | | | | | | | | | | |
| Note: 1. Laboratory internals has to be conducted department wise between 10th December to 16th December 2020. 2. To balance the working days, Monday's timetable shall be followed on 22nd September(Tuesday) and 21st October | | | | | | | | | | |

Fig 4.2.1.10: Institution Calendar Even Sem 2020-2021 (4th, 6th & 8th Sem)



ATRIA INSTITUTE OF TECHNOLOGY

1st Main, Ag's Colony, Anand Nagar, Bangalore- 560024

CALENDAR OF EVENTS EVEN SEMESTER 2020-21

UG (B.E) - 2nd Semester

| SL.NO. | Month | Week days | | | | | | | No. of Working days | Events |
|--|-------------|-----------------------------|---|-----|-------------------|-----|---------------------------------------|---------------|---------------------|--|
| | | MON | TUE | WED | THU | FRI | SAT | SUN | | |
| 1 | May-June | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 4 | 19th Commencement of UG classes - 2nd sem BE. |
| 2 | | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 5 | |
| 3 | | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 6 | 5th June - Math Webinar 5th June - World Environment day |
| 4 | Jun-July | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 5 | 11th June - Webinar on Curiosity led Engg. |
| 5 | | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 6 | |
| 6 | | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 5 | 23rd, 24th and 25th - I IA 26th - Physics Webinar |
| 7 | | 28 | 29 | 30 | 1 | 2 | 3 | 4 | 6 | 2nd July - Dispatch of I IA marks -PTM 3rd - Chemistry Webinar |
| 8 | July-Aug | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 6 | 10th - July - Webinar on Humanity subject |
| 9 | | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 6 | |
| 10 | | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 5 | 21th -July-Bakrid 22nd July - Pi Approximation Day- Competition from Math club of Atria 24th -july-Essay Competition |
| 11 | | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 6 | |
| 12 | Aug-Sept. | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 5th, 6th and 7th - II IA |
| 13 | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 5 | 13th - Aug - Aerobics/Yoga session 14th - Aug - Dispatch of II IA marks 15th - Aug - Independence Day |
| 14 | | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 5 | 20th-Aug - Moharram Last Day |
| 15 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 6 | 27th & 28th - Aug - Technical Fest |
| 16 | | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 17 | Sept. -Oct. | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 4 | 6th, 7th and 8th September - III IA 10th Sept.- Ganesha Chaturthi |
| 18 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 6 | |
| 19 | | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 6 | 20th September - 30th September -Lab Internals |
| 20 | | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 4 | 30th - Sept. - Last Working Day 2nd - Oct - Gandhi Jayanthi |
| | Total Days | 19 | 19 | 19 | 20 | 17 | 14 | | 108 | Total Working Days - 108 |
| Working Days | | Theory Internal Assessments | | | Events/Activities | | | Lab Internals | | Holidays |
| 108 | | | | | | | | | | |
| IMPORTANT DATES | | | | | | | | | | |
| TERM COMMENCEMENT | | | THEORY EXAMINATIONS | | | | Practical Examinations | | | |
| 19th May 2021 | | | 21st October 2021 to 10th November 2021 | | | | 4th October 2021 to 19th October 2021 | | | |
| Note: External examination (remaining subjects) of Odd semester will be conducted when the dates are notified by University. | | | | | | | | | | |

Fig 4.2.1.10: Institution Calendar Even Sem 2020-2021 (2nd Sem)



Department of Management Studies
Atria Centre for Management & Entrepreneurship
Academic Calendar of Events for Even Sem 2020-21 MBA 4th Sem

| No. | Month | Weekdays | | | | | | No. of Working Days | Events | |
|-------|-----------|----------|-----|-----|-----|-----|-----|---------------------|--------|---|
| | | SUN | MON | TUE | WED | THU | FRI | | | SAT |
| 1 | April | | 5 | 6 | 7 | 8 | 9 | 10 | 6 | 5 th : Semester Commencement |
| 2 | | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 4 | 13 th : Ugadi; 14 th : Dr. B R Ambedkar Jayanthi |
| 3 | | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 6 | 23 rd : Industry Interaction |
| 4 | April-May | 25 | 26 | 27 | 28 | 29 | 30 | 1 | 5 | 1 st : May Day |
| 5 | May | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 5 th , 6 th & 7 th : I IA |
| 6 | | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 5 | 14 th : Ramzan & Basava Jayanthi |
| 7 | | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 6 | 22 nd : IA Results Announced |
| 8 | | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 6 | |
| 9 | May-June | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 4 th : Industry Interaction |
| 10 | June | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | 11 th : Industry Interaction |
| 11 | | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 6 | 14 th , 15 th & 16 th : II IA |
| 12 | | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 6 | 26 th : IA Results Announced |
| 13 | June-July | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 6 | 28 th - 3 rd : Placement Training Week |
| 14 | July | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 6 | |
| 15 | | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 6 | Project Submission Week |
| 16 | | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 5 | 19 th , 20 th & 22 nd : III IA 21 st : Bakrid; 24 th : IA Results Announced |
| Total | | | 16 | 15 | 14 | 16 | 15 | 15 | 91 | |

| Working Days | Theory Internal Assessments | Internal Assessment Results | Holidays |
|--------------|-----------------------------|-----------------------------|----------|
| 91 | 6 | 9 | 1 |

| TERM COMMENCEMENT | LAST WORKING DAY | THEORY EXAM |
|----------------------------|----------------------------|--|
| 5 th April 2021 | 24 th July 2021 | 27 th July to 18 th Aug 2021 |


Co-ordinator


Dean-MBA

Fig 4.2.1.11: Department Calendar for Even Sem 2020-2021 – 4th Sem



Department of Management Studies
Atria Centre for Management & Entrepreneurship
Academic Calendar of Events for Even Sem 2020-21 MBA 2nd Sem

| Month | Weekdays | | | | | | | No. of Working Days | Events |
|--------------|----------|-----|-----|-----|-----|-----|-----|---------------------|--|
| | SUN | MON | TUE | WED | THU | FRI | SAT | | |
| May | | 10 | 11 | 12 | 13 | 14 | 15 | 5 | 10th: Semester Commencement (VTU) 14th: Ramzan & Basava Jayanthi |
| | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 6 | 17th: Classes Commencement |
| | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 6 | |
| May-June | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 4 th : Industry Interaction |
| | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | |
| June | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 6 | |
| | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 6 | 21st, 22nd & 23rd: I IA 25th: Industry Interaction |
| | 27 | 28 | 29 | 30 | 1 | 2 | 3 | 6 | 3rd: IA Results Announcement |
| July | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 6 | |
| | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 6 | Revision Week for 1 st Sem Exam |
| | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 5 | |
| | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 6 | 1 st Sem Exams (26 th to 6 th Aug) |
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 6 | |
| Aug | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 6 | 9 th : Offline Classes Commencement |
| | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 5 | 20th: Moharram |
| | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 6 | 23 rd & 24 th : Prakriya 2021 25th, 26th & 27th: II IA |
| | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 6 | 4th: IA Results Announcement |
| Aug-Sep | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 5 | 10th: Ganesha Festival |
| | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 6 | |
| | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 6 | 20 th , 21 st & 22 nd : III IA 27th: IA Results Announcement |
| Total | | 20 | 20 | 19 | 20 | 17 | 20 | 116 | |

| Working Days | Theory Internal Assessments | Internal Assessment Results | Holidays |
|--------------|-----------------------------|-----------------------------|----------|
| 116 | | | |

| TERM COMMENCEMENT | LAST WORKING DAY | THEORY EXAM |
|---------------------------|----------------------------|---|
| 10 th May 2021 | 25 th Sept 2021 | 01 st to 19 th October 2021 |

Note: To balance the working days, 13th July 2021 (Tuesday) shall follow Friday's timetable.



Co-ordinator



Dean-MBA

Fig 4.2.1.12: Department Calendar for Even Sem 2020-2021 – 2nd Sem

Table 4.2.1.2 Department Activities in the Even Sem as per the Academic Calendar 2020-2021

| S. No | Date | Activity | Remarks |
|-------|-----------------------|---|---|
| 1 | 3 rd June | Industry Interaction | Webinar on the Journey from ideas to Prototype Phase- Innovation & Entrepreneurship |
| 2 | 5 th June | Environment Day | Promotion of tree plantation |
| 3 | 10 th June | Webinar on Indian Dreams of 5 trillion Dollar Economy: Still alive with New Educational Reforms | Dr Perini PraveenaSri's webinar |

| | | | |
|---|--|---------------------|--|
| 4 | 21 st June | Music Day | Students celebrated music day with virtual singing of Jai Ho song |
| 5 | 21 st June | Yoga Day | Prepared a video to promote importance of Yoga and demonstrated few asanas |
| 6 | 17 th July | Virtual Alumni Meet | 110 Alumni participated |
| 7 | 23 rd – 24 th Aug 2021 | Prakriya | Final Year students presented their projects in the conference |

B. Improving Instructional Methods and using Pedagogical Initiatives.

Course Allotment:

Principal invites the Heads of all department for a meeting and briefs them on course allotment process. According to the Institution process the Heads are to follow these broad guidelines during course allotment.

- Share course preference to all faculty
- First preference should be given to faculty with few years of experience / freshers.
- Second preference to be given to faculty with average years of experience.
- Critical courses should be handled by the senior faculty
- Faculty should be aware of the last 3 years' results of the course & should strive to improve the same for the current year.

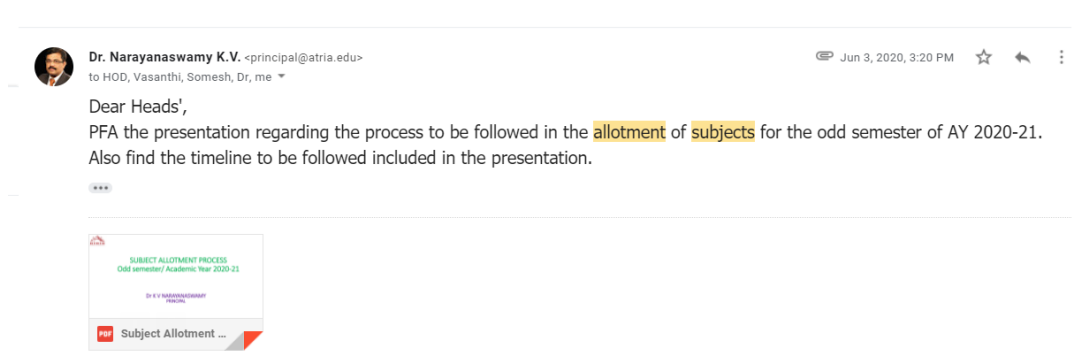


Fig 4.2.1.13: Principal's instructions on process of course allotment

After the Principal's meeting with the Heads, a department meeting is called for to discuss the course allotment for the coming semester. During this

meeting, the courses of the coming semester are listed, and the faculty members are invited to give their choice of the courses that they wish to teach.

Based on the preferences expressed, criticality of the course, experience of the faculty, course allotment is done by the Dean/ Head of the Department and the allotment list is shared with all the faculty in advance so they can start preparing for the same.

Table 4.2.1.3: Course Allotment for 2020-2021 Odd Sem - I Sem

| S No | Course | Faculty | Justification |
|------|---------------------------------------|---|--|
| 1 | Management & Organisational Behaviour | Dr Richa Das | Doctorate and experienced faculty in HR |
| 2 | Managerial Economics | Dr Perini Praveena Sri | Doctorate and Experienced faculty in economics |
| 3 | Accounting for Managers | Prof. Rajimol K P | Experienced faculty in the finance area |
| 4 | Business Statistics | Mrs Panchali Chatterjee | Experienced faculty with quantitative background |
| 5 | Marketing Management | Prof. Purnajit Chatterjee & Mrs Archana R Motta | Industry & teaching Experience in Marketing |
| 6 | Managerial Communications | Ms Devaki S | Faculty with good communication skills |

Table 4.2.1.4: Course Allotment for 2020-2021 Odd Sem - III Sem

| S No | Course | Faculty | Justification |
|------|--------------------|---------------------------|---|
| 1 | Consumer Behaviour | Mrs Archana R Motta | Experienced marketing faculty with industry experience. |
| 2 | Retail Management | Prof. Purnajit Chatterjee | Experienced marketing faculty with industry experience |
| 3 | Services Marketing | Mrs Archana R Motta | Experienced marketing faculty |

| | | | |
|---|--------------------------------|---------------------|---|
| | | | with industry experience |
| 4 | Banking and Financial Services | Mrs Madhushree P R | Experienced faculty in the finance area |
| 5 | Investment Management | Mrs Madhushree P R | Experienced faculty in the finance area |
| 6 | Direct Taxation | Mrs Rajimol K P | Experienced faculty in the finance area |
| 7 | Recruitment & Selection | Dr H R Ananth | Doctorate and experienced faculty in HR |
| 8 | H R Analytics | Dr Rashmi Singh Roy | Industry and Teaching experience in HR |
| 9 | Compensation & Reward Systems | Ms Devaki S | Faculty specialising in HR |

Lesson Plan:

- Once the courses are allotted, the faculty needs to prepare the lesson plan. The lesson plan is a very vital document in the teaching learning process.
- This plan serves as a guide to the faculty as to what needs to be taught in the course, how the learning will take place and how it will be evaluated. It helps the faculty to function very effectively.
- The lesson plan contains the Course objectives, Outcomes, Course Syllabus, number of hours to complete each unit and evaluation scheme.
- This lesson plan needs to be prepared by the faculty and submitted to the department head. The PAC will assess these lesson plans and give their comments. Once this is done, the lesson plan is formally approved by the Dean & Head of the Department and returned to the faculty to effectively use the same.
- The faculty then proceeds with the preparation of a course file (CF). The course file contains all the delivery details of the course plan which is periodically reviewed by the Dean & Head of the Department.
- The teaching learning process is evaluated based on the data recorded in the Course File.

- All the faculty maintain the course file for the courses they handle. It consists of:
 - ✓ Department Vision & Mission
 - ✓ Program Educational Objectives (PEO's)
 - ✓ Program Outcomes (PO's)
 - ✓ Program Specific Outcomes (PSO's)
 - ✓ Calendar of Events (College & Department)
 - ✓ Individual Time Table
 - ✓ Class Timetable
 - ✓ Syllabus (Theory/Lab)
 - ✓ Course Outcomes (COs)
 - ✓ CO mapping with POs
 - ✓ Student List
 - ✓ Course Lesson Plan
 - ✓ Lesson Schedule
 - ✓ Attendance Register
 - ✓ Course material (Notes/PPT)
 - ✓ Real world examples/applications for each unit.
 - ✓ Exercise solutions.
 - ✓ Question papers (University)/Question Bank
 - ✓ IA Question papers (Mapped with CO)
 - ✓ IA Question paper detailed scheme and solution.
 - ✓ Identify the course gaps and the measures taken (through seminars, assignments, training).
 - ✓ Assignments with proof.
 - ✓ Content beyond syllabus
 - ✓ Innovative Pedagogical initiatives
 - ✓ List of Weak students and assistance through remedial class.
 - ✓ Consolidated Student Feedback
 - ✓ Result Analysis.
 - ✓ CO-PO-PSO Attainment (Final)

- ✓ Any other relevant details.

Classroom Teaching:

The essence of teaching learning process is the pedagogy adopted during the classroom teaching. The faculty uses various kinds of teaching pedagogy in their courses based on the course requirements and student participation. These teaching methods adopted by the faculty comprises of the following teaching methods.

Teaching Methods:

The teaching methods adopted at Atria Centre for Management and Entrepreneurship are listed below:

- Lectures
- Tutorial
- Real World Case Studies
- Quiz
- Presentation
- Role Play
- Collaborative Team Activity
- Industrial Visit
- Group Discussion
- Management Games
- Guest Lectures
- Events
- Flipped Classroom
- Online Learning
- Project Based Learning
- Field Visits

Lectures: The faculty adopts lecture method of teaching mainly for attaining the Cognitive outcomes. This method helps in covering the vast syllabus to a large class simultaneously. However, to make it more productive, the faculty uses the illustrative method of lecturing by adopting visual aids like ppt to add to their lecture and make it more interesting.



Fig 4.2.1.14: Lecture in progress

Tutorial: The faculty uses tutorial as a handholding method to teach students problem solving and case analysis. This is particularly used in numerical based subjects where the students are given problems to solve, and the faculty will guide the weak students in solving those problems.

Real World Case Studies: Case studies are very essential tool for exposing the students to the real-world business scenario. Some of the cases are developed by the faculty whereas some are taken from the reputed Textbooks and Journals. The list of cases are given in Table 6.5.1.

Quiz: Quiz is a very quick and effective method to test the subject knowledge and students' comprehension level. It helps the faculty to get feedback on the learning that has happened and identify if any knowledge gaps are there. This

helps the students to recollect the lectures and recall the concepts. It improves the critical thinking and students get into the habit of innovative learning. For online quizzing, the department of MBA uses Xcelerator platform.

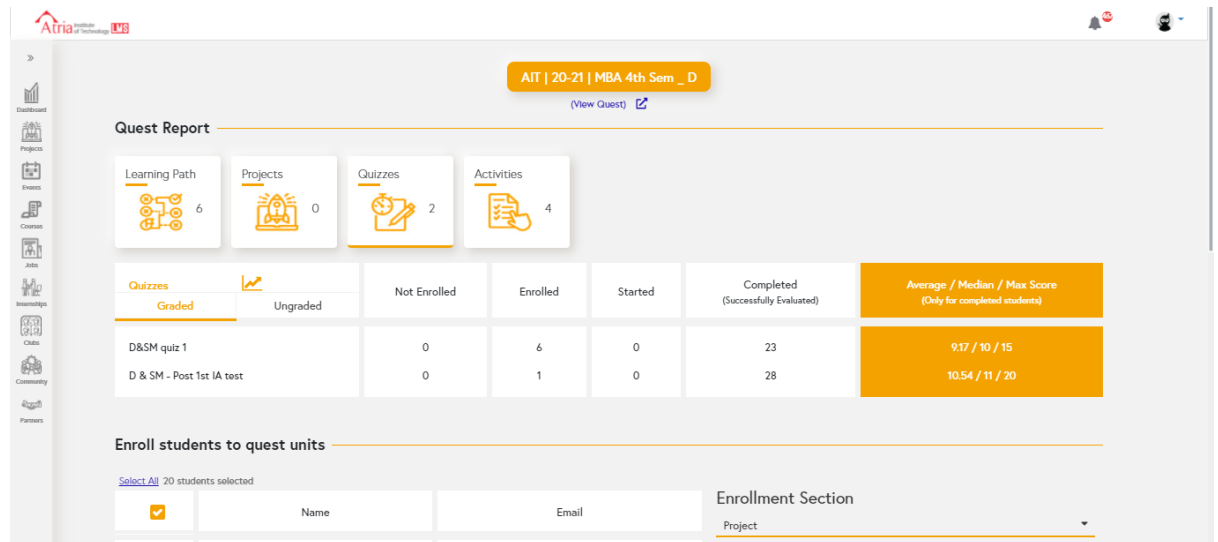


Fig 4.2.1.15: Screen shot of quiz given on Xcelerator

Presentations: Emphasis is more on presentation method in the department of MBA as it helps in developing professionalism in the learning environment. The students are encouraged to make individual and group presentations on practical aspects of the topic. This improves their communication skills, presentation skills and builds confidence in them to face the corporate world where MBA students are expected to be good at making these presentations.



Fig 4.2.1.16: Sample of Presentation by Students

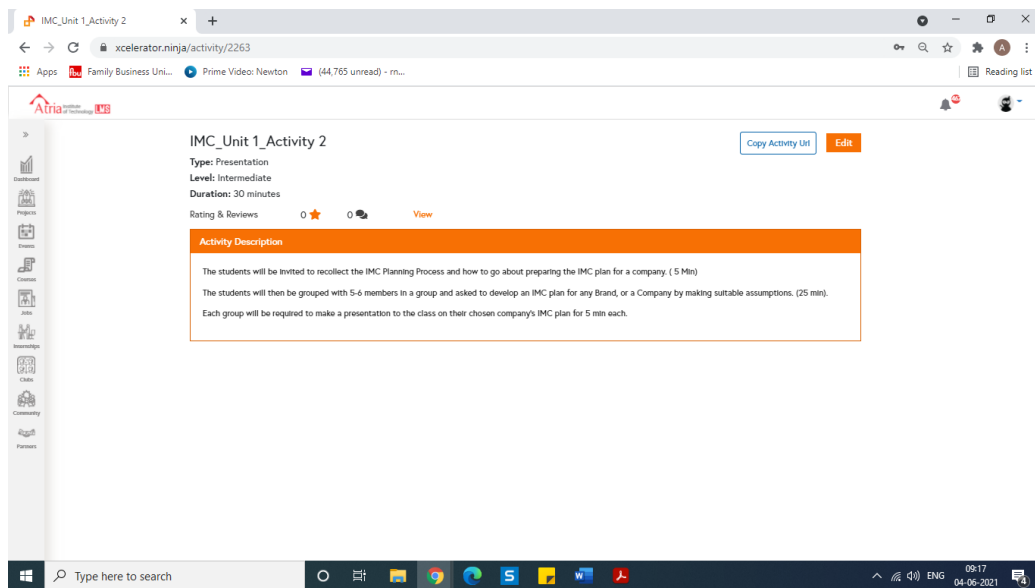


Fig 4.2.1.17: Scheduling presentations through Xcelerator (LMS).

Role Play: This is not only a fun and playful activity which not only engages the students about it also develops their knowledge on the topic and improves their listening and speaking skills. It enhances the creativity and critical thinking skills among the students. The faculty encourages the students to present the case as a role play or design and enact advertisements applying the concepts learned in the subject.

Table 4.2.1.6: List of Role Plays

| S No | Type of role play | Course | Sem | Year |
|------|--|---------------------------------------|-----|--------------------|
| 1 | B 2 B Team Selling | Sales Management | IV | 2019,2020, 2021 |
| 2 | Functions of Management | Management & Organisational Behaviour | I | 2020, 2021 |
| 3 | Industrial Relation/strikes, negotiation and arbitration | Human Resource Management | II | 2020, 2021 |

| | | | | |
|---|---|---------------------------------------|-----|---------------------|
| 4 | Industrial Relations – Collective Bargaining on wages | Industrial Relations and Legislations | III | 2019 |
| 5 | Enacting an Advertisement | Marketing Management | I | 2019, 2020 and 2021 |

Team activities: The students are grouped into teams for carrying out some practical assignments. The faculty assigns complex and authentic problems to group of students which motivates them, encourages active learning among them and develops their team building skills. Team activities also develop critical thinking, communication, and decision-making skills.



Fig 4.2.1.18: Team activity conducted.

Industrial visit: The students are taken on industrial visits to manufacturing companies to understand the production process, logistics, supply chain, marketing and broadly overall management and running of the organisation. This provides the students exposure to the actual working environment. They learn about the current industrial practices. This helps them to learn how the theoretical concepts learnt in the classroom are put in actual practice.



Fig 4.2.1.19: Industrial Visit to Lumax

Table 4.2.1.7: List of industrial visits held during the last 3 years.

| SNo. | Year | Name of the Company | Date | Venue |
|------|-----------|--|---------------|---|
| 1 | 2020 - 21 | Amul Chocolate Factory | 27th Nov 2020 | <u>Google Meet</u> meet.google.com/crm-oxgy-vxe |
| 2 | 2019 - 20 | Mother Dairy (Day 2) | 30th Dec 2019 | KMF Unit – Yelahanka |
| 3 | 2019 - 20 | Mother Dairy (Day 1) | 26th Dec 2019 | KMF Unit – Yelahanka |
| 4 | 2019 - 20 | Garuda Polyflex Foods Pvt. Ltd (GP Food Pvt. Ltd.) | 10th Oct 2019 | Bommasandra |
| 5 | 2019 - 20 | Mother Dairy | 25th May 2019 | KMF Unit – Yelahanka |
| 6 | 2018-19 | IFB Automotive Pvt. Ltd. | 9th Apr 2019 | Whitefield |
| 7 | 2018-19 | Lumax Auto Technologies Limited | 28th Sep 2018 | Narsapur |
| 8 | 2018-19 | Garment Labour Union | 19th Sep 2018 | Peenya |

Group Discussion: This tool is very effective in improving the thinking, listening, and speaking skills of the students. It is a good tool for problem solving, decision

making and personality assessment. It ensures active student engagement and interest and focus of the student is maintained. Used extensively for discussion on case studies it helps in bringing out innovative and creative views from varied set of students.

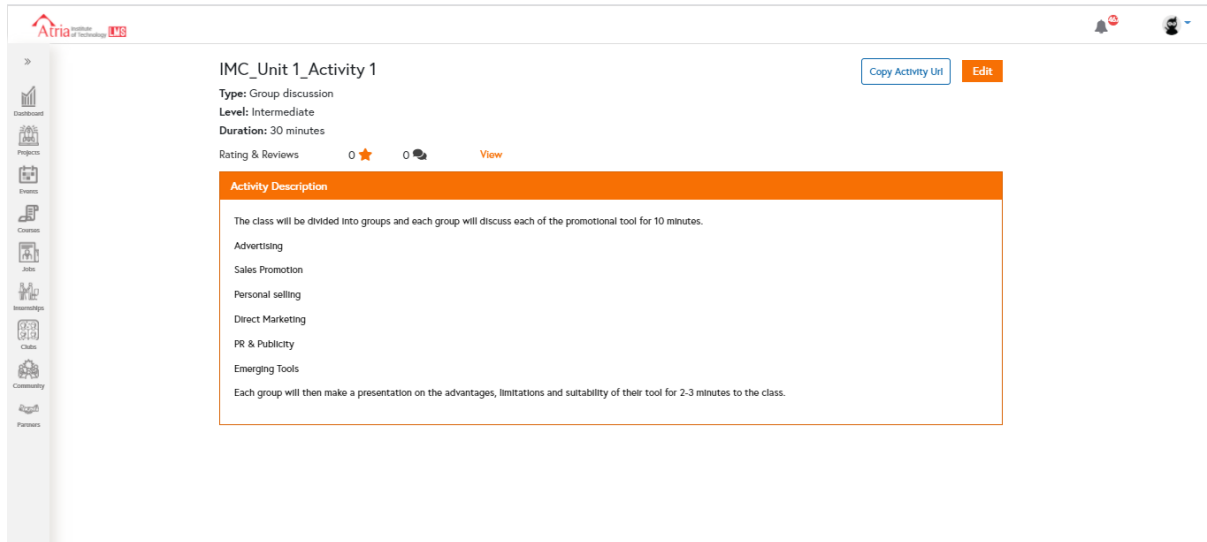


Fig 4.2.1.20: Students are given Group Discussion topics on Xcelerator

Management Games: Management Games provide positive attitude to the students. It also promotes critical thinking, team building and reasoning among the students. It helps in learning the concepts easily and they can remember for a longer period.

Table 4.2.1.8: List of Management Games

| S No | Game | Course | Sem | Year |
|------|----------------------------------|---------------------------------------|-----|------------------|
| 1 | Best Manager | Management & Organisational Behaviour | I | 2020, 2021 |
| 2 | Team Building | Human Resource Management | II | 2019, 2020, 2021 |
| 3 | Management Crossword | Marketing Management | I | 2019, 2020, 2021 |
| 4 | Guess the Emotion- Dumb Charades | Managerial Communication | I | 2019, 2020, 2021 |

| | | | | |
|---|--------------------------|--------------------|-----|---------------------|
| 5 | Elevator Pitch | Sales Management | IV | 2019, 2020 and 2021 |
| 6 | Demand – Supply matching | Services Marketing | III | 2019, 2020 |

Guest Lectures: Prominent industry personalities are invited to the department to deliver lectures to the students and faculty. This helps in understanding the practical aspects and application of theory in several business areas. The list of guest lectures is mentioned in the table below.

Table 4.2.1.9: List of Guest lectures

| S No | Year | Topic of the Lecture | Speaker | Date | Venue |
|------|-----------|--|---|--------------------------------|---|
| 1 | 2021-2022 | Roadmap to Personal Financial Management | Dr Sharan Kumar Shetty, Ideator and Founder of Capital Advisors | 10 th Feb 2022 | https://meet.google.com/osq-gonb-nwt |
| 2 | 2021-2022 | Career Planning and surviving in VUCA world | Mr Manish Somashekhar, Capgemini Executive Hiring Team | 23 rd Dec 2021 | Department of MBA - Atria Institute of Technology |
| 3 | 2021-2022 | Impact of the Pandemic on HR Practice in the industry | Ms Puja Kohli, Founder and Director of Unfold | 4 th December 2021 | |
| 4 | 2021-2022 | Current Trends in International Business | Prof. V R Ravikumar | 6 th September 2021 | |
| 5 | 2020-21 | The Journey from Ideas to Prototype Phase- Innovation & Entrepreneur | Ms. Kalpana Dube | 3 rd June 2021 | Online Webinar https://us02web.zoom.us/j/89239614938?pwd=M0Fzenh0 |

| | | | | | |
|----|----------|---|---|---------------|--|
| | | Ship | | | d1lsRzc0VU9V bEcvd2ZQUT0 9Meeting |
| 6 | 2020-21 | Job Opportunities in Finance | Mr. Guruthej Vailaya, Manager, State Street Corporation | 22nd Mar 2021 | Department of MBA - Atria Institute of Technology |
| 7 | 2020 -21 | Human Resources and it's Job Opportunities | Ms. Sindhu Narayan, Ex-Customer Service Manager – Snapminds | 20th Feb 2021 | Department of MBA - Atria Institute of Technology |
| 8 | 2020 -21 | Marketing and Job Opportunities | Mr. Abhijit Maney, Market Analyst Target India Bengaluru | 9th Jan 2021 | Department of MBA - Atria Institute of Technology |
| 9 | 2020 -21 | Marketing and Job Opportunities in Digital Marketing | Ms. Swetha Doddamani, Team Leader - Intellipaate Bangalore | 2nd Jan 2021 | Department of MBA - Atria Institute of Technology |
| 10 | 2020 -21 | Marketing and Sales Opportunities in Automobile Industry | Mr. Narendra Srinivasalu, County Manager - TVS Motors Nigeria | 28th Dec 2020 | Department of MBA - Atria Institute of Technology |
| 11 | 2020 -21 | Behavioral Science | Mr. Ramesh Srinivas - Co-founder and CEO of Worxogo Solutions Pvt. Ltd. | 17th Dec 2020 | <u>Google Meet</u> meet.google.com/gvc-qowg-rgc |
| 12 | 2020 -21 | FinTech: An overview of the Evolution leading to the new Revolution | Prof. Prathibha Vikram (PhD) Senior Faculty - | 20th Nov 2020 | <u>Zoom Meeting</u> https://us02web.zoom.us/j/8141760 |

| | | | | | |
|----|---------|---|--|---------------|--|
| | | | iNurture Education Solutions Pvt. Ltd. | | 6297?pwd=a0szWngrL3psemVmdUJhVUINZTR3QT09 |
| 13 | 2019-20 | Aspects and Opportunities in Hotel Industry | Mr. George Bennet Kuruvilla, General Manager - Radisson Blu Atria Bangalore | 20th Dec 2019 | Department of MBA - Atria Institute of Technology |
| 14 | 2019-20 | Analyzing & Creating Awareness of diverse entrepreneurial opportunities in the Education Industry | Mr. Shashi K Patil, COO of COMAT Technologies | 22nd Nov 2019 | |
| 15 | 2019-20 | Listing Career Opportunities in Marketing | Ms. Meera Ramakrishnan, Entrepreneur - Zishta enterprises | 25th Oct 2019 | |
| 16 | 2019-20 | Corporate lessons for life | Mr. Bosco Caldeira, CFO - Nitesh Estates | 30th Aug 2019 | |
| 17 | 2018-19 | The emergence of Start-up Ecosystem in India- New ways to engage millennials and wealth creation | Mr. Supriyo Guharoy, CEO - Indo Asian Academy Group of Institutions | 16th May 2019 | |
| 18 | 2018-19 | Micro Analysis of Financial Statements | Dr. S Chandrashekar, Corporate Trainer | 8th Mar 2019 | |

Events: Students are encouraged to host events in the campus. They organise the Industry lectures, Technical fests, Cultural fests, Celebrate the festivals and events and coordinate for the same right from conceptual stage to execution stage. This helps in building their management and leadership skills.



Fig 4.2.1.21: Infusion 2020: Technical Intercollegiate Management Fest



Fig 4.2.1.22: Women's Day Celebration

Flipped Classrooms: This method is used through Xcelerator where the faculty shares the material and students are required to go through the same before the class. The faculty will then conduct an activity based on the pre class reading to check the

clarity of the concept and comprehension of the student and clarify their doubts if any during the class. This makes the students to actively participate in the class and makes the sessions very interactive.



Fig 4.2.1.23: Flipped Class in progress

Online Learning: The inhouse Learning Management Software – Xcelerator is extensively used by the faculty and students in teaching learning process. All the resources for the courses are shared with the students through this LMS.

Xcelerator details: The institute has its own LMS platform named Xcelerator that provides students and faculty a very good platform for learning. The faculty shares their materials like PPT, Notes, assignments, quizzes, etc. through this xcelerator.

Xcelerator is a collaborative learning community, which brings together all stake holders to create an experiential and contextual learning platform. On xcelerator, the students can be engaged with experts from industry through its industry relevant projects and learning. The purpose of these project-based engagements is to ensure that the learnings are relevant to the nature of work that goes on in the industry and to help students get closer to the real needs of the industry. The platform offers contextual learning around these projects so that there is content-on-demand which is closely linked to the task at hand. This helps students to identify and enhance their

skills which helps them in career guidance.

Shown here is an example of a quest (Course) named Integrated Marketing Communications created on Xcelerator. The quest has six modules called learning paths.

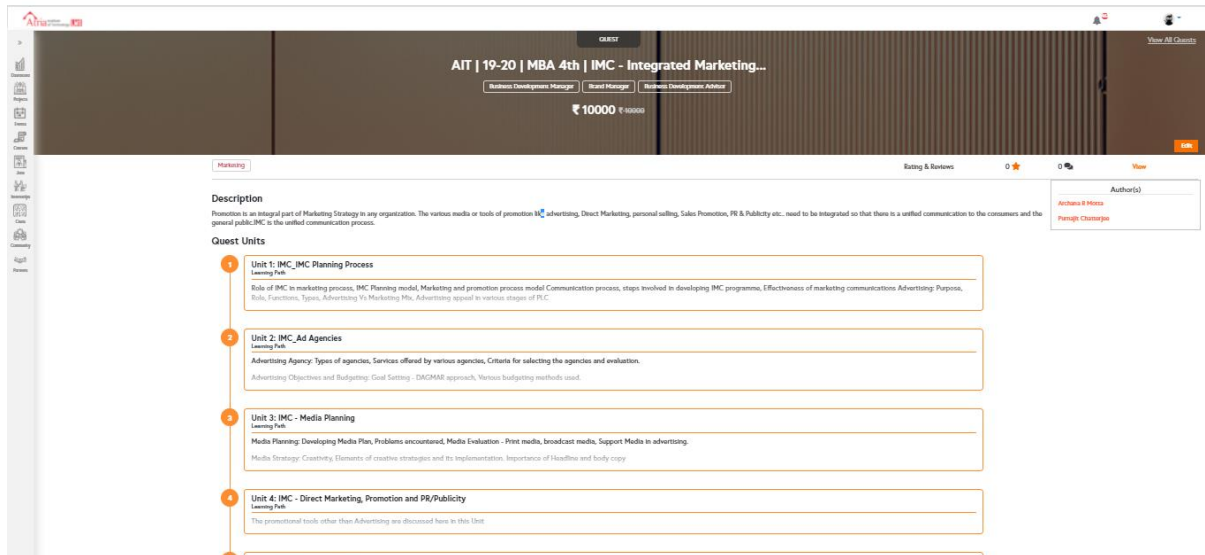


Fig 4.2.1.24: Screenshot of Quest (Subject/Course) on Xcelerator

Under each module / learning path there are resources that contain the material which the students are supposed to read pre class and come to the class prepared with it and a discussion and flip class is initiated on that topic in which the students actively participate.

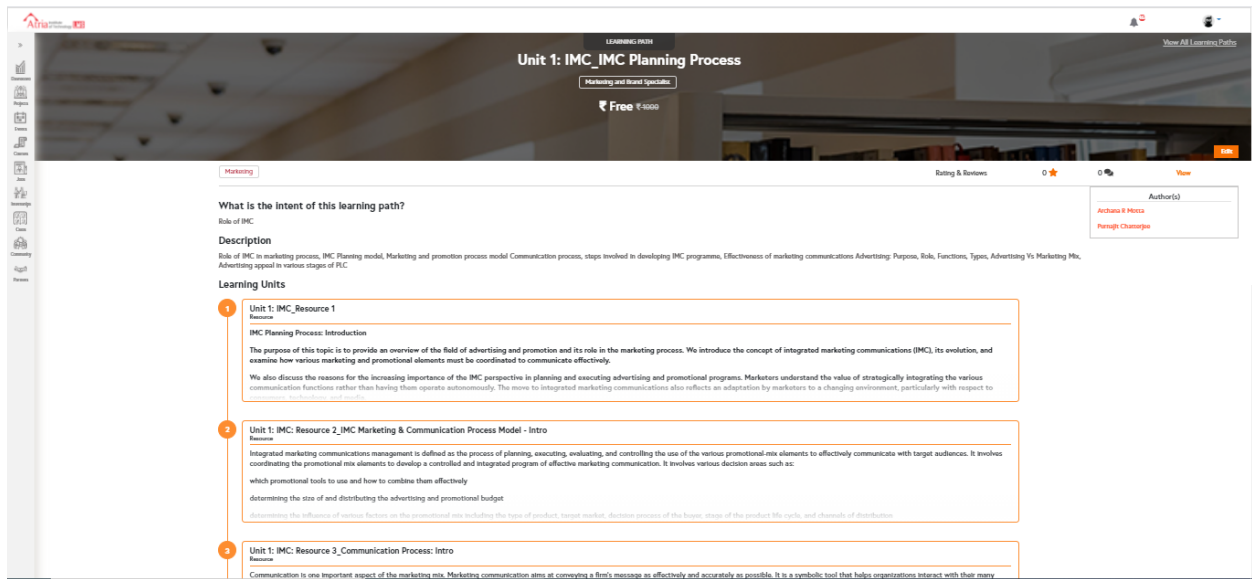


Fig 4.2.1.25: Screenshot of Learning Path (Unit/Module) on Xcelerator

The videos and any articles that the faculty feels are relevant to the topic are shared in the resources here for the students.

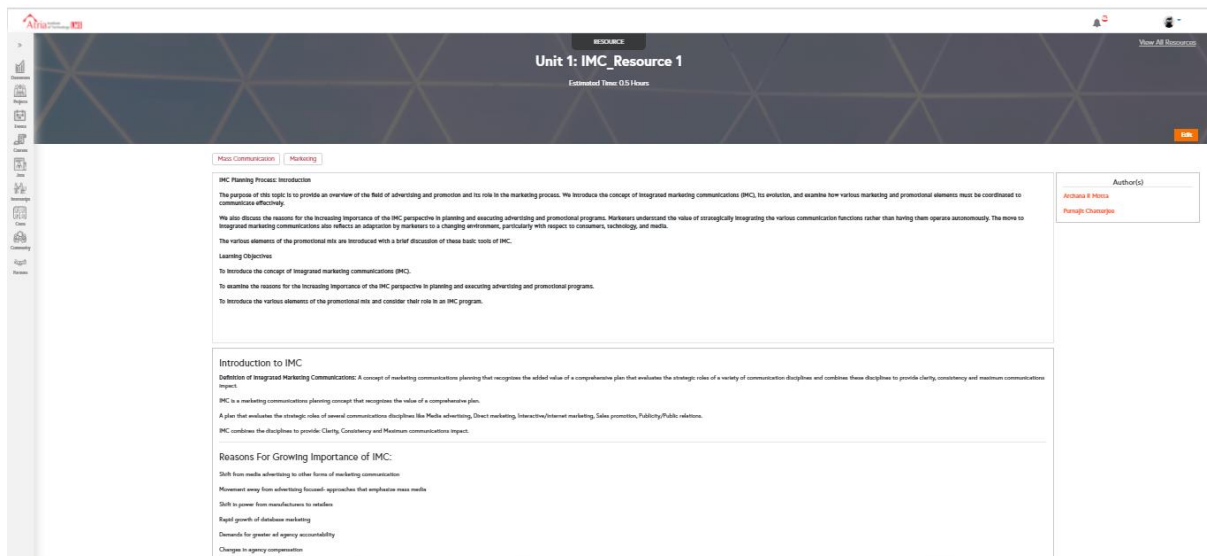


Fig 4.2.1.26: Screenshot of Resources (Topics) on Xcelerator

MOOC Courses by students: The students are encouraged to take up value added course on MOOC to enhance their skills and knowledge. The institution had during lockdown period registered the students for MOOC courses on Coursera.

Table 4.2.1.10: List of Courses done by Students on Coursera.

| Academic Year | Name of the Student | Online Certificate on | Achievement |
|---------------------------|---------------------|---|-------------|
| 2020-2021 | Gagan A | Market Research and Consumer Behavior | 100% |
| | | Marketing in a Digital World | 91% |
| | | Excel Skills for Business: Essentials | 88.94% |
| 2020-2021 | Anusha C | Excel Skills for Business: Essentials | 85.25% |
| | | Excel Skills for Business: Intermediate | 86.17% |
| | | Market Research and Consumer Behavior | 88.69% |
| | | Preparing to Manage Human Resources | 91.67% |
| | | Introduction to Data Analytics for Business | 90.22% |
| | | Marketing in a Digital World | 87.80% |
| | | Recruiting, Hiring, and Onboarding Employees | 98.00% |
| 2020-2021 | Girish Gowda S | Financial Market | 99% |
| | | Excel Skills for Business: Essentials | 88% |
| | | Business English: Making Presentations | 98% |
| | | Investments I: Fundamentals of Performance Evaluation | 91% |
| 2020-2021 | Anusha P | Excel Skills for Business | 100% |
| | | Essential and Investment-1 | 83% |
| | | Fundamentals of Performance Evaluation | 90% |
| 2020-2021 | Preetha R | Market Research and Consumer behavior | 98% |
| | | Marketing in digital world | 88% |
| | | Auditing 1 | 100% |
| 2020-2021 | Namitha K H | Business English: Making Presentation | 90% |
| | | Recruiting, Hiring and Onboarding Employees | 88% |
| | | Marketing in a Digital World | 94% |
| | | The Future of Payment Technologies | 96% |
| | | Behavioral Finance | 91% |
| | | Types of conflict | 97% |
| | | "Excel Skills for Business: Essentials | 88% |
| | | Conflict Resolution Skills | 86% |
| Managing the Organisation | 100% | | |

| | | | |
|--|---------------|--|-----|
| | | Write Professional Emails in English | 97% |
| | | Intercultural communication and conflict Resolution | 83% |
| | | English for effective business writing | 95% |
| | | Digital Competition in Financial Services | 97% |
| | | Speak English Professionally: In person, Online & On the phone | 97% |
| | | COVID-19 Contact Tracing | 96% |
| | | Six Sigma Principles | 97% |
| | | Excel Skills for Business : Intermediate 1 | 97% |
| 2020-2021 | Vennila U | Positioning :What you need for a successful Marketing Strategy | 86% |
| | | Introduction to Financial Markets | 85% |
| | | Write Professional Emails in English | 95% |
| | | Marketing Mix Fundamentals | 89% |
| | | Market Research and Consumer behavior | 89% |
| | | Research Proposal: Initiating Research | 85% |
| | | The Future of Payment Technologies | 93% |
| | | Portfolio and Risk Management | 88% |
| | | Securing Investment return in the long run | 89% |
| | | Meeting Investors Goals | 84% |
| | | Fundamentals of project planning and Management | 80% |
| | | Understanding Financial Market | 91% |
| | | Channel Management and Retailing | 97% |
| | | Brand and product management | 86% |
| | | Project Management :The Basis for Success | 99% |
| | | Behavioral Finance | 91% |
| Management Skills for International Business | 99% | | |
| 2020-2021 | Srinidhi R | Market Research & Consumer Behavior | 86% |
| | | understanding Financial Statement: Company Performance | 85% |
| | | Business analytics & digital media | 95% |
| | | Brand & Product Management | 89% |
| 2020-2021 | Ruhina Kowsar | Marketing in Digital world | 89% |
| | | Market research and consumer behavior | 50% |

| | | | |
|-----------|---------------|--|--------|
| 2020-2021 | Sudarshan | Market research and consumer behaviour | 95% |
| 2020-2021 | Bhavani R | Market Research and Consumer Behavior | 75% |
| | | Positioning: What you need for a successful Marketing Strategy | 92% |
| | | Excel Skills for Business: Essentials | 83% |
| | | Introduction to Data Analytics for Business | 92% |
| | | Finance for Non-Finance Professionals | 81% |
| | | Introduction to Big Data | 92% |
| 2020-2021 | Pruthvi M | Initiating & Planning Projects | 78.10% |
| 2020-2021 | Vighnesha.K.R | Leadership and emotional intelligence. | 90% |
| | | Moralities of everyday life | 96% |
| 2020-2021 | Sathish.V | Market research and consumer behavior | 86% |
| 2020-2021 | Shridhar M | Market research and consumer behaviour | 95% |
| | | Brand and Product Management | 91% |
| 2020-2021 | Rajendra A | Market research and consumer behaviour | 90% |
| | | Brand and Product Management | 93% |
| 2020-2021 | Teresa | Business English: Basics | 79% |
| | | Managing the organisation | 82% |
| | | Leadership and Emotional Intelligence | 100% |
| | | C for everyone: Programming Fundamentals | 97% |
| | | Introduction to HTML | 92% |
| | | HTML, CSS, and Javascript for Web Developers | 91% |
| | | Introduction to HTML 5 | 90% |
| | | Java Decision Programming | 100% |
| | | Mind Control: Managing Your Mental Health During COVID-19 | 100% |
| | | Science of Exercise | 99% |
| | | Introduction to Psychology | 99% |
| | | Measuring and Maximizing Impact of COVID-19 Contact Tracing | 100% |
| 2020-2021 | Sandhya K | Finance for everyone: Markets | 100% |
| | | Finance for everyone: Debt | 93.33% |
| | | Finance for everyone: Decisions | 100% |
| 2020-2021 | G.Jagadeesh | market research and consumer behaviour | 75% |

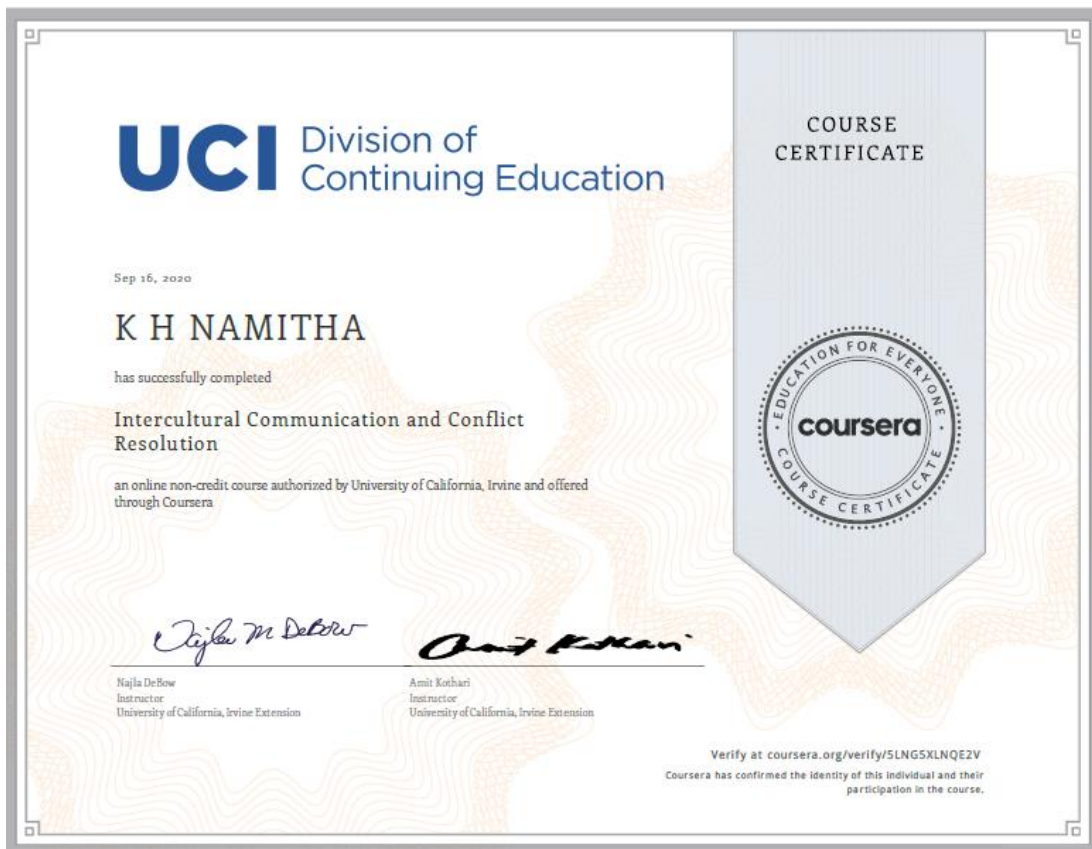


Fig 4.2.1.27: Certificate of student course on Coursera

MOOC Courses by Faculty: The faculty are also encouraged to undertake MOOC courses in his/her area of specialization to enhance their knowledge in that area and keep themselves abreast of the latest developments in the field. This helps in faculty development that leads to better teaching learning outcome.

Table 4.2.1.11: List of Courses done by Faculty on Coursera.

| S No | Name of the Course | Name of the University offering the course | Duration | Date of completion | Name of the Participant |
|------|---|--|----------|--------------------|-------------------------|
| 1 | Introduction to Blockchain for financial services | INSEAD | 5 Weeks | 29-1-2022 | Mrs. P. R. Madhu Shree |
| 2 | MOOC | Novosibirsk State University | 5 Weeks | 19-08-2020 | |
| 3 | Excel Skills for Business: Essentials | Macquarie University | 6 Weeks | 08-09-2020 | |

| | | | | | |
|----|--|--|---------|------------|----------------------|
| 4 | MOOC | Novosibirsk State University | 5 Weeks | 19-08-2020 | Dr. Richa Das |
| 5 | Excel Skills for Business: Essentials | Macquarie University | 6 Weeks | 17-09-2020 | Ms. Devaki S |
| 6 | How to Make a MOOC? | Novosibirsk State University | 5 Weeks | 19-08-2020 | |
| 7 | Write Professional Emails in English | Georgia Institute of Technology | 5 Weeks | 10-10-2020 | |
| 8 | Financial Accounting: Advanced Topics. | University of Illinois | 4 Weeks | 14-09-2020 | Mrs. Rajimol K P |
| 9 | Corporate Finance II: Financing Investments and Managing Risk | University of Illinois | 4 Weeks | 10-09-2020 | |
| 10 | Private Equity and Venture Capital | UNIVERSITÀ BOCCONI | 5 Weeks | 09-09-2020 | |
| 11 | MOOC: How to Make a MOOC? | Novosibirsk State University | 5 Weeks | 18-08-2020 | |
| 12 | MOOC: How to Make a MOOC? | Novosibirsk State University | 5 Weeks | 19-08-2020 | Mrs. Archana R Motta |
| 13 | Market Research and Consumer Behavior | IE Business School | 4 weeks | 31-08-2020 | |
| 14 | Positioning: What you need for a successful Marketing Strategy | IE Business School | 4 weeks | 07-09-2020 | |
| 15 | Marketing in a Digital World | University of Illinois at Urbana-Champaign | 4 weeks | 12-09-2020 | |
| 16 | Marketing Mix Fundamentals | IE Business School | 4 weeks | 13-09-2020 | |
| 17 | Marketing Management I | University of Illinois at Urbana-Champaign | 4 weeks | 18-09-2020 | |
| 18 | The Marketing Plan | IE Business School | 4 weeks | 20-09-2020 | |
| 19 | Digital Media and Marketing Principles | University of Illinois at Urbana-Champaign | 4 weeks | 14-10-2020 | |
| 20 | Marketing Strategy Capstone Project | IE Business School | 5 weeks | 14-10-2020 | |
| 21 | Research Proposal: Initiating Research | UC Davis University of California | 4 weeks | 16-10-2020 | |
| 22 | Successful Negotiation: Essential Strategies and Skills | University of Michigan | 7 weeks | 24-10-2020 | |

| | | | | | |
|----|--|--|---------|------------|---------------------------|
| 23 | Qualitative Research | UC Davis University of California | 4 weeks | 25-10-2020 | |
| 24 | Marketing Strategy | IE Business School | | 14-10-2020 | |
| 25 | Research Proposal: Initiating Research | UC Davis University of California | 4 weeks | 16-10-2020 | |
| 26 | Qualitative Research | UC Davis University of California | 4 weeks | 25-10-2020 | |
| 27 | Successful Negotiation: Essential Strategies and Skills | University of Michigan | 7 weeks | 25-10-2020 | |
| 28 | Digital Marketing Analytics in Practice | University of Illinois at Urbana-Champaign | 4 weeks | 1-11-2020 | |
| 29 | Digital Marketing Analytics in Theory | University of Illinois at Urbana-Champaign | 4 weeks | 2-11-2020 | |
| 30 | Introduction to Personal Branding | The University of Virginia | 5 weeks | 11-11-2020 | |
| 31 | Digital Media and Marketing Strategies | University of Illinois at Urbana-Champaign | 4 weeks | 24-11-2020 | |
| 32 | Marketing Strategy for Entrepreneurs | EIT Digital | 7 weeks | 29-11-2020 | |
| 33 | An Introduction to Consumer Neuroscience & Neuro Marketing | Copenhagen Business School | 6 weeks | 28-11-2020 | |
| 34 | Foundations of Marketing Analytics | ESSEC Business School | 5 weeks | 29-11-2020 | |
| 35 | Business English: Marketing and Sales | ASU: Arizona State University | 6 weeks | 29-11-2020 | |
| 36 | Excel skills for Business: Essentials | Macquarie University | 6 weeks | 30-11-2020 | |
| 37 | MOOC: How to Make a MOOC? | Novosibirsk State University | 5 Weeks | 27-08-2020 | Dr.Perini PraveenaSri |
| 38 | MOOC: How to Make a MOOC? | Novosibirsk State University | 5 Weeks | 19-08-2020 | Prof. Purnajit Chatterjee |

MOOC Courses for the Faculty: Each faculty member takes a MOOC course in his/her area of specialization or the subject being taught in the current semester. It helps the faculty member to enhance his/her skills in the specified subject area and through this, they can also enhance the skill of students.



Fig 4.2.1.28: Certificate of Faculty course on Coursera

Project Based Learning: The students undertake project work for a period of 6 weeks between their 3rd and 4th semester where the students work on solving a real-life business problem using a rigorous research-based approach applying appropriate statistical methods. This is a full-fledged course in which students are required to submit a detailed report that is subjected to plagiarism test and then submitted to university.

Between the second and third semester, the students undertake a four-week Internship and organisation study. During this study students are required to perform an organisation analysis using McKinsey's 7S model, Porter's five forces model, SWOT, and financial analysis.

Field visits: They visit service industry like labour union offices to understand the HR practices. They are also taken for short trips for brainstorming sessions and to build rapport among themselves and faculty. The students are encouraged to plan and execute this activity entirely on their own and the faculty members accompany the students during such trips. It also develops leadership, event management and team building skills.



Fig 4.2.1.29: Field Visit to Garment Labour Union

C. Methodologies to support weak students and encourage bright students.

All the students who are admitted in the MBA program are not same. They differ in their academic background, skills, talents, interests, etc. Hence the department of MBA 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 as 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 course faculty assess the progress of the students after every Internal Assessment test and parents are intimated of the same through the ERP software.

Students are categorised into bright students, average students and slow learners based on the overall performance of the students in the Internal Assessment,

University Exams, and participation in extracurricular and cocurricular activities. The standard teaching learning method will continue for average students. However special attention is provided to the bright and slow learners. The process to identify the bright students and slow learners is given below:

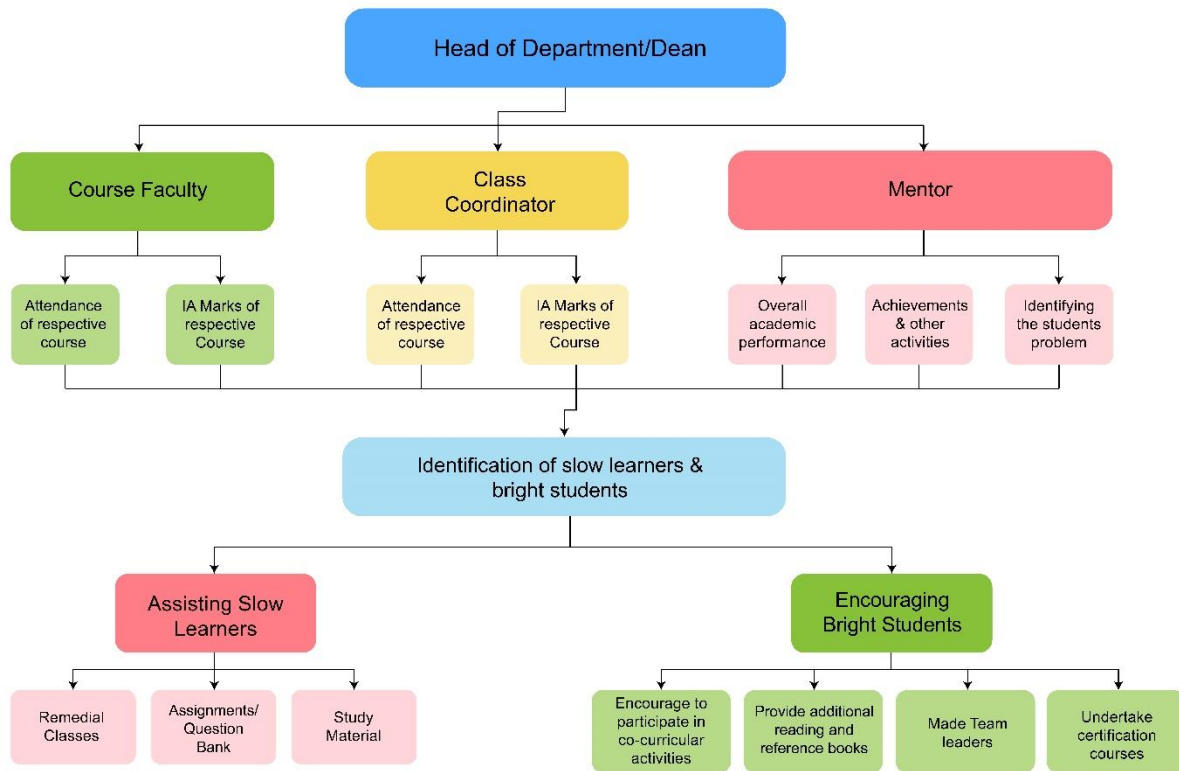


Fig 4.2.1.30: Process of Identification of Bright students and slow learners

Methodology to Identify Bright/Meritorious 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 cocurricular 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, workshops, and conference.
- They are encouraged to take up certification courses and are also offered certification courses.
- The academic toppers of each year are felicitated with cash awards and certificates at the end of the year.
- They are given additional library support in the form of extra books.
- They are made a team leader 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.

Methodology to Identify Weak Students/Slow learners: The course faculty identifies the weak students or slow learners in their respective courses based on the performance in the three Internal Assessments, quality of the assignments and presentations, and performance in the semester end examination. The students who fail in any course or score less than 50% are grouped as slow learners. This is discussed with the class coordinator to check for the performance of these students in other courses to identify if that student is only weak in a particular subject or skill.

The strategy adopted to help these slow learners is as follows:

Actions taken for supporting Weak Students/Slow learners:

- The students who are weak in English due to their regional medium of instruction in their graduation are provided with spoken English classes that aims to enhance their vocabulary, communication skills and thereby give them the confidence to do well.
- Regular mentoring is given by their mentors to help these students to overcome their personal and professional challenges. The mentor takes extra efforts to uplift these students and provide them whatever support is required.
- Extra remedial classes are held for the slow learners.

- Additional tutorial classes are also provided which prepares them for the semester end exams.
- The attendance of these students is monitored, and they are encouraged to be regular in their classes that will help them in maintaining the continuity with the course.
- Additional doubt clearance sessions are taken by the faculty beyond regular class hours.
- Students are encouraged to solve last 5 years university question papers.
- These students are not only given additional support from the faculty, but they are formed into small teams under the leadership of bright students which might give the student confidence as they may sometimes have hesitance with the faculty in coming out openly with their doubts.

Impact Observed:

Provided below is the analysis of the impact observed after the interventions for bright and weak students

Table 4.2.1.12: List of Bright Students 19-21 Batch

| List of Bright Students 2019-21 Batch | | | | | |
|--|------------|----------------|----------------|----------------|----------------|
| No. | USN | 1st Sem | 2nd Sem | 3rd Sem | 4th Sem |
| 1 | 1AT19MBA51 | 73 | 80 | 78 | 77 |
| 2 | 1AT19MBA08 | 74 | 80 | 76 | 77 |
| 3 | 1AT19MBA10 | 70 | 78 | 77 | 80 |
| 4 | 1AT19MBA22 | 74 | 80 | 73 | 76 |
| 5 | 1AT19MBA03 | 64 | 73 | 74 | 74 |
| 6 | 1AT19MBA32 | 62 | 73 | 74 | 73 |
| 7 | 1AT19MBA24 | 65 | 74 | 71 | 71 |
| 8 | 1AT19MBA18 | 70 | 78 | 67 | 67 |
| 9 | 1AT19MBA09 | 68 | 75 | 67 | 70 |
| 10 | 1AT19MBA12 | 67 | 72 | 69 | 70 |
| Average | | 69 | 76 | 73 | 73 |

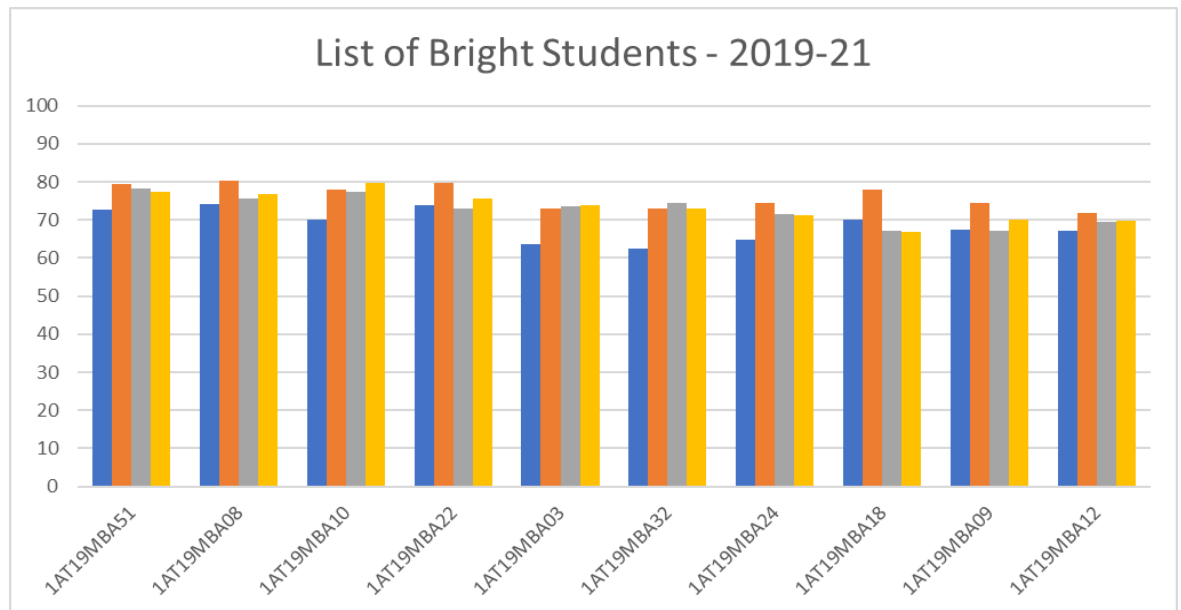


Fig 4.2.1.31: List of Bright Students 19-21 Batch

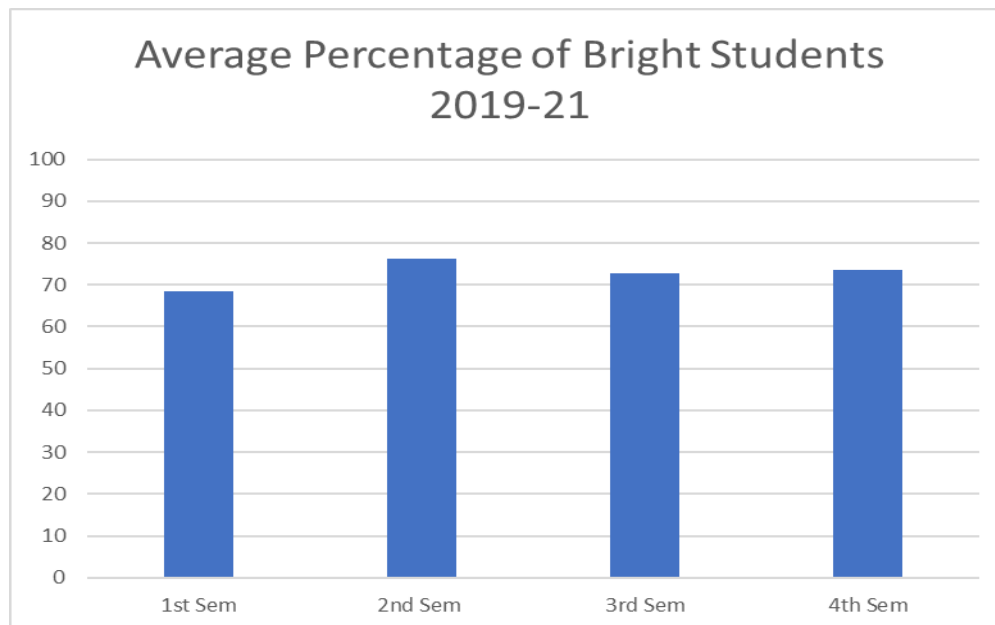


Fig 4.2.1.32: Average Percentage of Bright Students 19-21 Batch

Table 4.2.1.13: List of Bright Students 18-20 Batch

| List of Bright Students for the Batch 2018-20 | | | | |
|---|---------------------|---------------------|---------------------|---------------------|
| Names | 1 st Sem | 2 nd Sem | 3 rd Sem | 4 th Sem |
| 1AT18MBA16 | 68.00 | 72.67 | 77.43 | 79.57 |
| 1AT18MBA07 | 65.50 | 69.33 | 77.71 | 77.86 |
| 1AT18MBA35 | 71.33 | 70.00 | 72.00 | 75.86 |
| 1AT18MBA06 | 67.83 | 66.67 | 73.71 | 74.71 |

| | | | | |
|---------------------------------------|-------|-------|-------|-------|
| 1AT18MBA11 | 66.00 | 64.50 | 73.43 | 77.71 |
| 1AT18MBA36 | 62.33 | 62.33 | 74.14 | 75.14 |
| 1AT18MBA19 | 64.17 | 63.33 | 71.86 | 71.57 |
| 1AT18MBA05 | 65.00 | 62.17 | 68.57 | 70.86 |
| 1AT18MBA39 | 67.67 | 60.67 | 69.43 | 67.43 |
| 1AT18MBA13 | 64.17 | 63.50 | 68.00 | 68.86 |
| Average Percentage of Bright students | 66.2 | 65.52 | 72.63 | 73.96 |

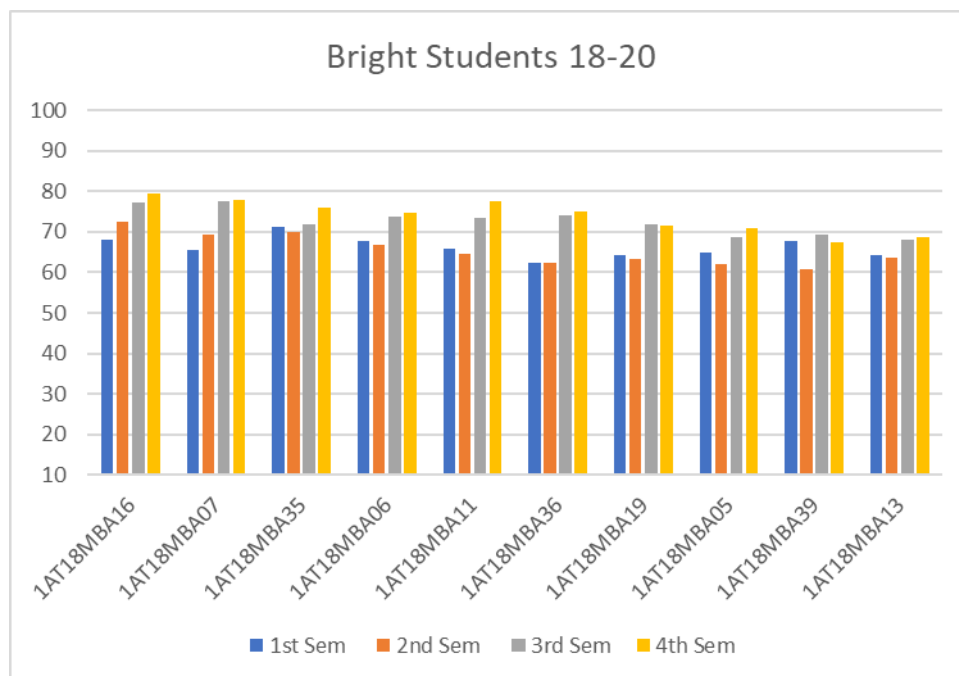


Fig 4.2.1.34: List of Bright Students 18-20 Batch

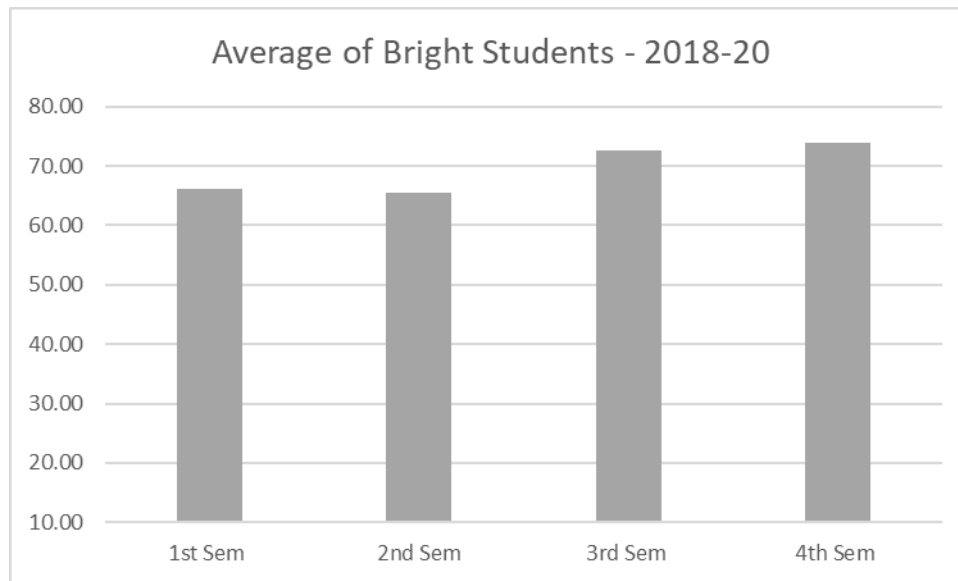


Fig 4.2.1.35: Average Percentage of Bright Students 18-20 Batch

Table 4.2.1.14: List of Bright Students 17-19 Batch

| List of Bright Students 17-19 Batch | | | | |
|--|--------------|-----------|--------------|--------------|
| Name | 1 Sem | 2 Sem | 3 Sem | 4 Sem |
| 1AT17MBA34 | 72.67 | 69.50 | 70.86 | 74.63 |
| 1AT17MBA14 | 71.17 | 68.00 | 69.29 | 73.63 |
| 1AT17MBA36 | 67.67 | 66.50 | 70.00 | 75.25 |
| 1AT17MBA42 | 69.83 | 70.33 | 70.57 | 70.13 |
| 1AT17MBA28 | 68.17 | 68.83 | 70.57 | 71.63 |
| 1AT17MBA17 | 72.50 | 65.17 | 66.43 | 71.38 |
| 1AT17MBA18 | 65.17 | 64.83 | 68.29 | 73.25 |
| 1AT17MBA33 | 64.00 | 64.83 | 68.86 | 70.50 |
| 1AT17MBA41 | 68.00 | 62.17 | 69.00 | 68.50 |
| 1AT16MBA24 | 64.50 | 59.83 | 64.57 | 74.75 |
| Average Percentage of Bright students | 68.37 | 66 | 68.84 | 72.37 |

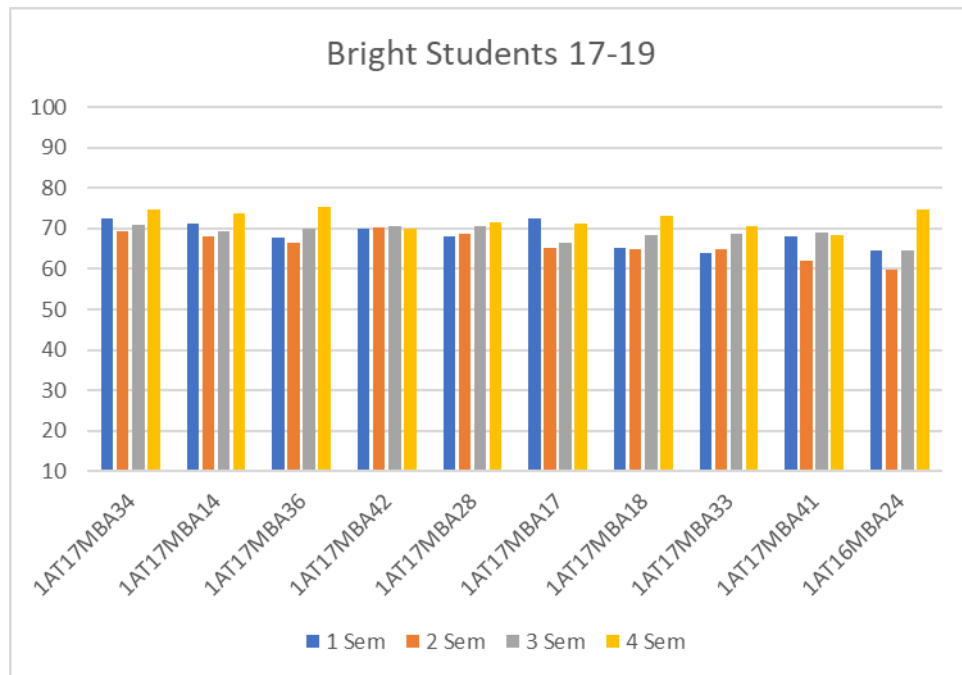


Fig 4.2.1.36: List of Bright Students 17-19 Batch

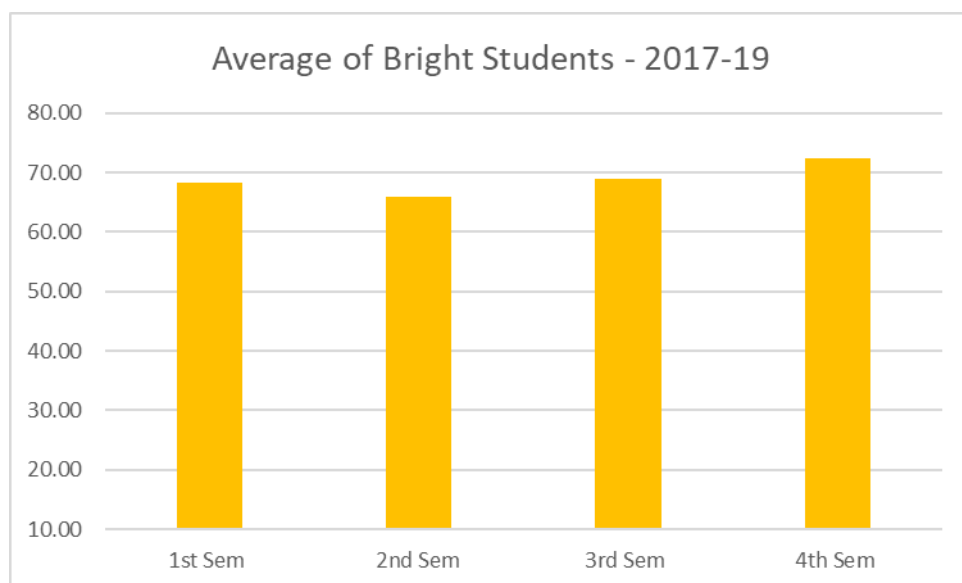


Fig 4.2.1.37: Average Percentage of Bright Students 17-19 Batch

Table 4.2.1.15: List of Weak Students/Slow Learners 19-21 Batch

| List of Weak Students 2019-21 Batch | | | | | |
|-------------------------------------|------------|-----------|-----------|-----------|-----------|
| No. | USN | 1st Sem | 2nd Sem | 3rd Sem | 4th Sem |
| 1 | 1AT19MBA21 | 55 | 65 | 61 | 64 |
| 2 | 1AT19MBA11 | 58 | 68 | 58 | 61 |
| 3 | 1AT19MBA06 | 53 | 64 | 60 | 66 |
| 4 | 1AT19MBA50 | 54 | 65 | 61 | 60 |
| 5 | 1AT19MBA53 | 48 | 61 | 62 | 64 |
| 6 | 1AT19MBA49 | 54 | 64 | 57 | 61 |
| 7 | 1AT19MBA20 | 54 | 62 | 56 | 59 |
| 8 | 1AT19MBA07 | 47 | 58 | 50 | 58 |
| 9 | 1AT19MBA14 | 62 | 68 | 61 | 0 |
| 10 | 1AT19MBA02 | 30 | 52 | 40 | 26 |
| Average | | 51 | 63 | 57 | 52 |

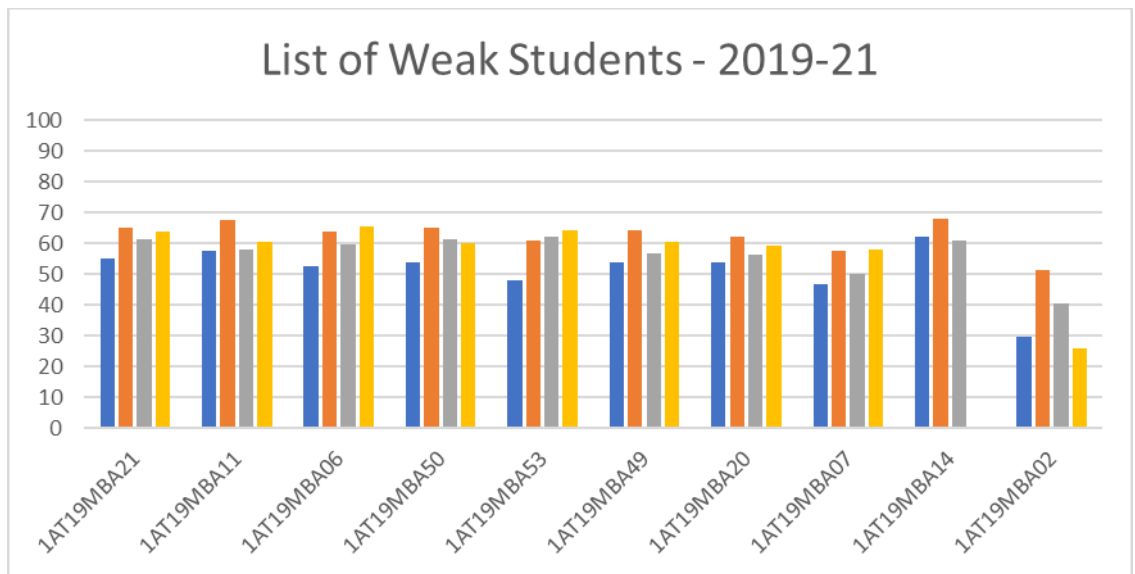


Fig 4.2.1.38: List of Weak Students of 19-21 Batch

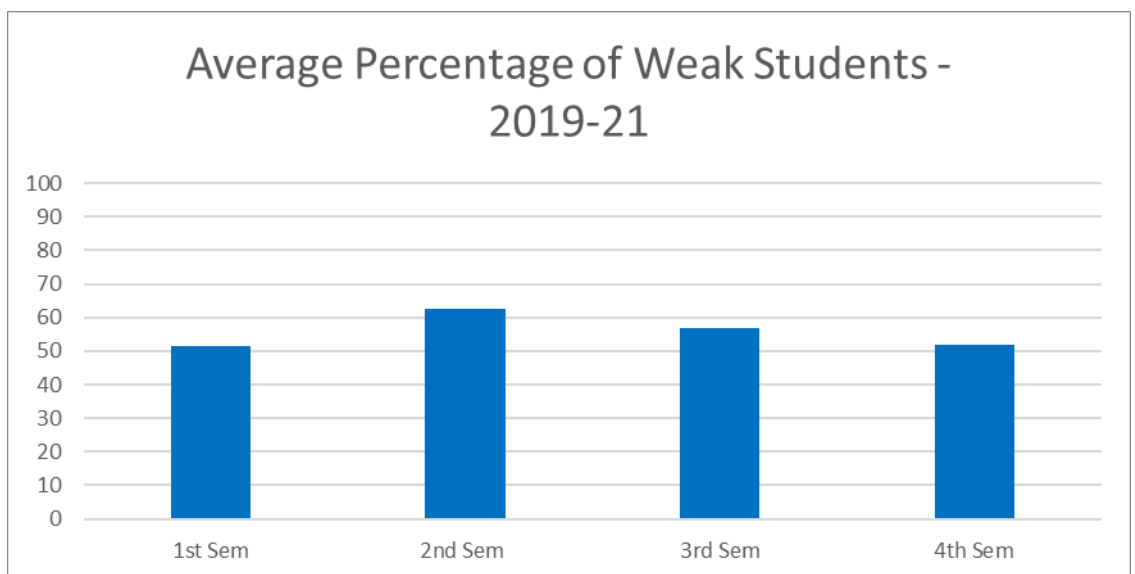
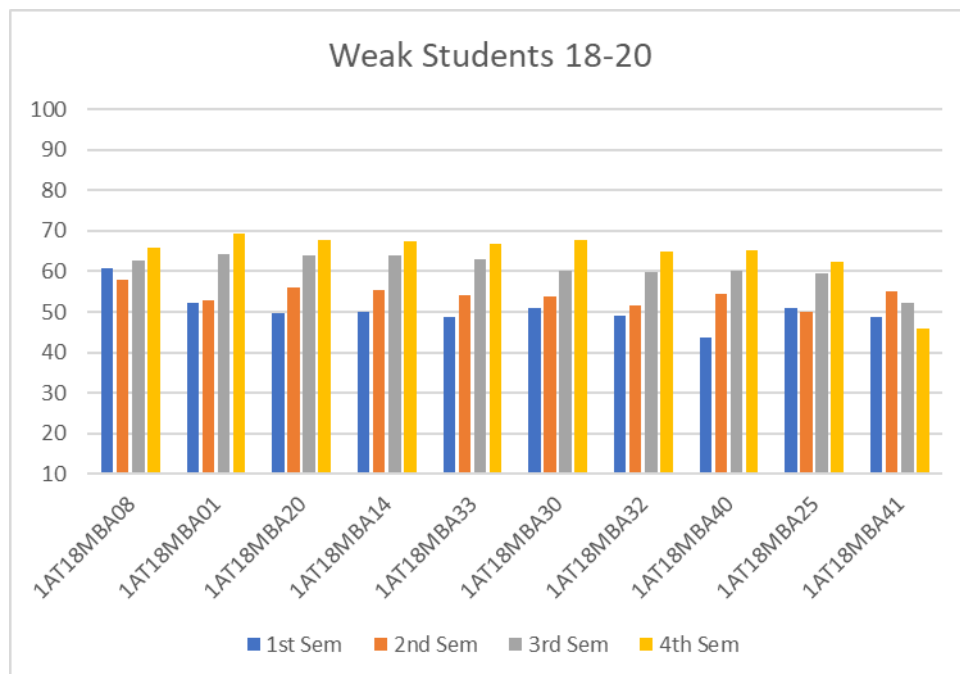


Fig 4.2.1.39: Average Percentage of Weak Students 19-21 Batch

Table 4.2.1.16: List of Weak Students/Slow Learners 18-20 Batch

| List of Weak Students for the Batch 2018-20 | | | | |
|---|---------|---------|---------|---------|
| Name | 1st Sem | 2nd Sem | 3rd Sem | 4th Sem |
| 1AT18MBA08 | 60.67 | 57.83 | 62.71 | 65.86 |
| 1AT18MBA01 | 52.33 | 52.83 | 64.29 | 69.29 |
| 1AT18MBA20 | 49.83 | 56.17 | 63.86 | 67.86 |
| 1AT18MBA14 | 50.00 | 55.50 | 63.86 | 67.29 |
| 1AT18MBA33 | 48.67 | 54.17 | 63.00 | 66.71 |
| 1AT18MBA30 | 50.83 | 53.83 | 60.00 | 67.86 |
| 1AT18MBA32 | 49.00 | 51.67 | 59.71 | 65.00 |
| 1AT18MBA40 | 43.50 | 54.50 | 60.29 | 65.14 |
| 1AT18MBA25 | 50.83 | 50.00 | 59.57 | 62.43 |
| 1AT18MBA41 | 48.67 | 55.00 | 52.29 | 45.86 |
| Average Percentage of weak students | 50.43 | 54.15 | 60.96 | 64.33 |


Fig 4.2.1.40: List of Weak Students of 18-20 Batch

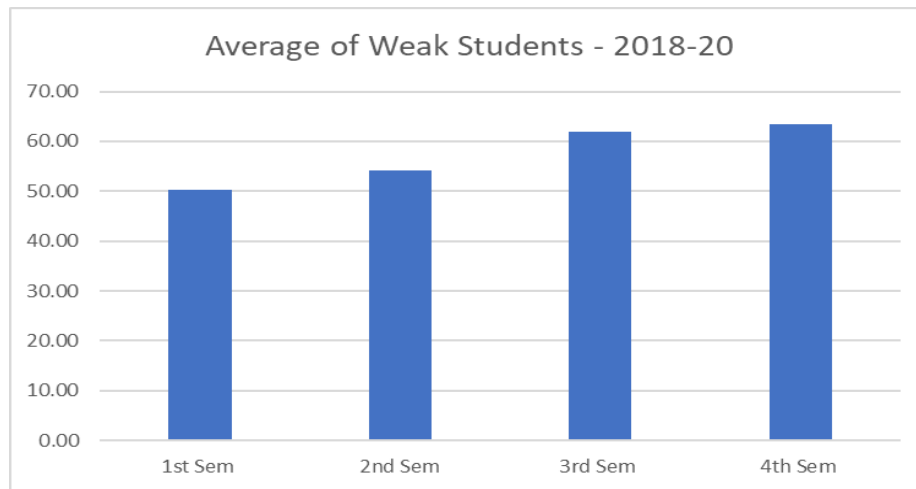


Fig 4.2.1.41: Average Percentage of Weak Students 18-20 Batch

Table 4.2.1.17: List of Weak Students/Slow Learners 17-19 Batch

| List of Weak Students/Slow Learners 17-19 Batch | | | | |
|---|-------|-------|-------|-------|
| Name | 1 Sem | 2 Sem | 3 Sem | 4 Sem |
| 1AT17MBA15 | 57.67 | 52.50 | 61.86 | 65.50 |
| 1AT17MBA05 | 59.17 | 56.17 | 56.43 | 65.75 |
| 1AT17MBA31 | 64.17 | 51.00 | 59.71 | 61.50 |
| 1AT17MBA03 | 58.83 | 50.50 | 55.86 | 68.13 |
| 1AT17MBA35 | 59.67 | 52.17 | 56.71 | 63.13 |
| 1AT17MBA06 | 55.00 | 51.33 | 56.86 | 61.38 |
| 1AT17MBA20 | 55.17 | 45.83 | 55.14 | 61.75 |
| 1AT17MBA24 | 53.00 | 52.00 | 52.00 | 61.38 |
| 1AT17MBA22 | 54.50 | 47.50 | 51.43 | 60.13 |
| 1AT17MBA37 | 52.67 | 44.00 | 54.29 | 57.88 |
| Average Percentage of weak students | 56.99 | 50.3 | 56.03 | 62.65 |

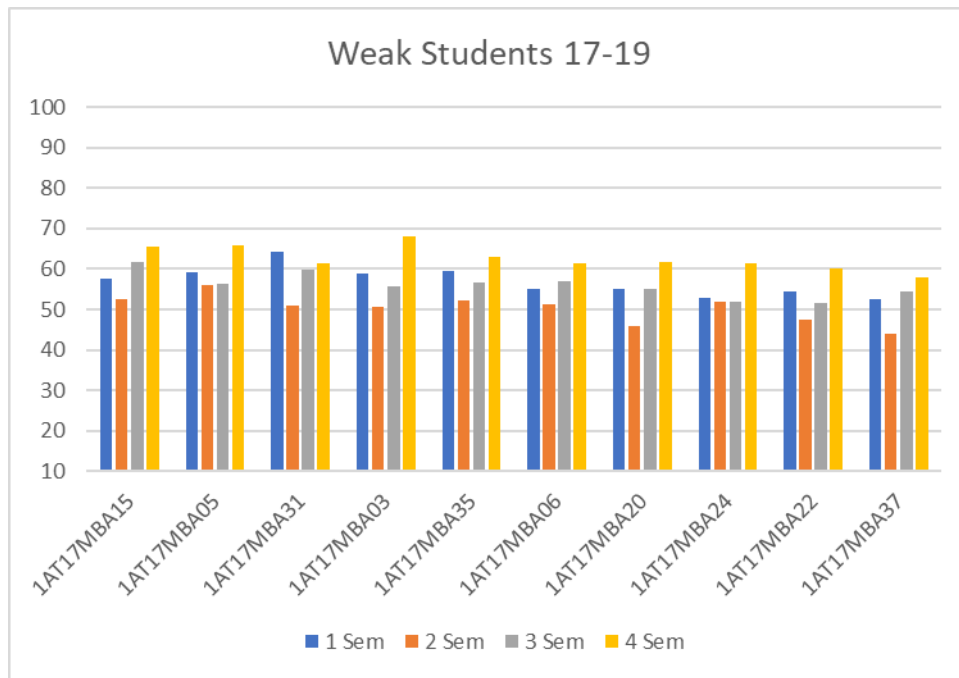


Fig 4.2.1.42: List of Weak Students of 17-19 Batch

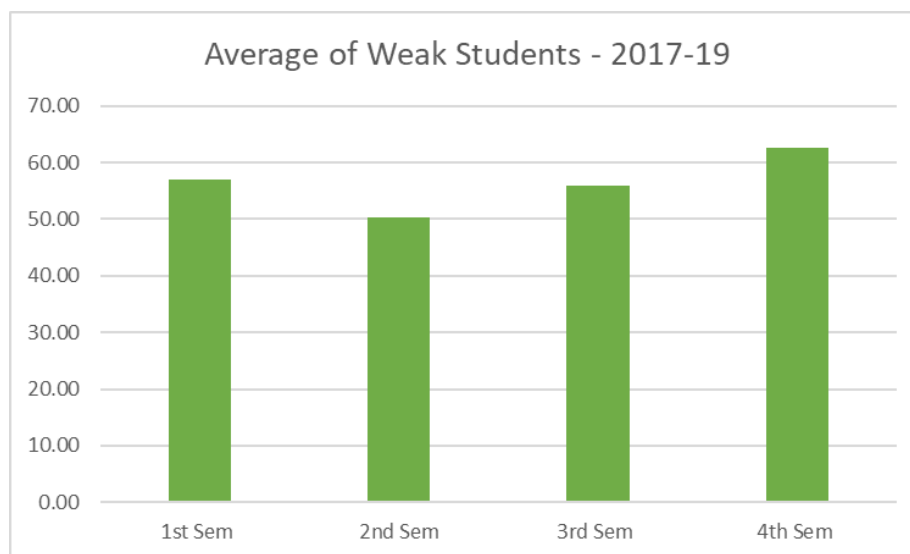


Fig 4.2.1.43: Average Percentage of Weak Students 17-19 Batch

D. Quality of Classroom Teaching

The teaching learning process comprises of a multitude of teaching aids and methods depending on the course requirements. The faculty make use of ICT like LCD Projectors, Wireless keyboard and mouse, Digital Pads, etc for teaching. Faculty share the Academic study and reference material on its LMS

platform Xcelerator that provides the convenience of 24/7 availability for the students.

Table 4.2.1.18: Classroom Teaching

| | |
|---------------------------|--|
| Classroom Ambience | <p>The MBA Department has the state of art infrastructure. There are 2 big spacious amphitheatre type classrooms that 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.</p> |
| Student Engagement | <p>The faculty uses the following methods to keep the students attentive, interactive, and engaged:</p> <ul style="list-style-type: none"> • Interactive Classroom • Group Discussion • Presentation • Role Play • Case Analysis • Flip class • Games • Quiz |



Fig 4.2.1.44: Classroom Ambience

E. Student feedback of teaching learning process and actions taken

Feedback is a very essential component in evaluating the teaching learning process. At the MBA department of Atria Institute of Technology, we follow the practice of collecting online feedback from the students on the faculty twice during the semester. The first feedback is collected after 3 weeks of starting the semester which is called formative feedback and the second feedback is collected at the end of the semester that is called summative feedback. We make sure that almost 95 to 100 percent of the students are to give their feedback. This results in almost population feedback.

List of formative feedback questions in 2020-2021

| List of Formative Questions | |
|--|---|
| Students rate the faculty on a 5-scale rating from Strongly Disagree to Strongly Agree | |
| Sl. No. | Feedback questions |
| 1 | The faculty is punctual to the classes. |
| 2 | The language (communication) of the faculty is clear. |
| 3 | The faculty has good control and command over the class. |
| 4 | The attitude of the faculty towards students is professional. |
| 5 | The faculty helps me clarify doubts within and outside the classroom. |
| 6 | The faculty was fair to all students. |
| 7 | The faculty is well prepared for the lectures. |
| 8 | The faculty explains the subject clearly. |
| 9 | The sequence of lectures is logical and understandable. |
| 10 | The faculty encourages questions/discussions during the lectures and provides clear explanations to them. |
| 11 | The faculty makes good use of my time and keeps my mind engaged and motivated during the lecture. |
| 12 | The faculty correlates the syllabi and the assessment pattern for the subject. |
| 13 | The faculty motivates you to think above and beyond the subject matter. |
| 14 | Suggestion / Comments if any: |

Fig 4.2.1.45: Formative Feedback questions during 2020-2021

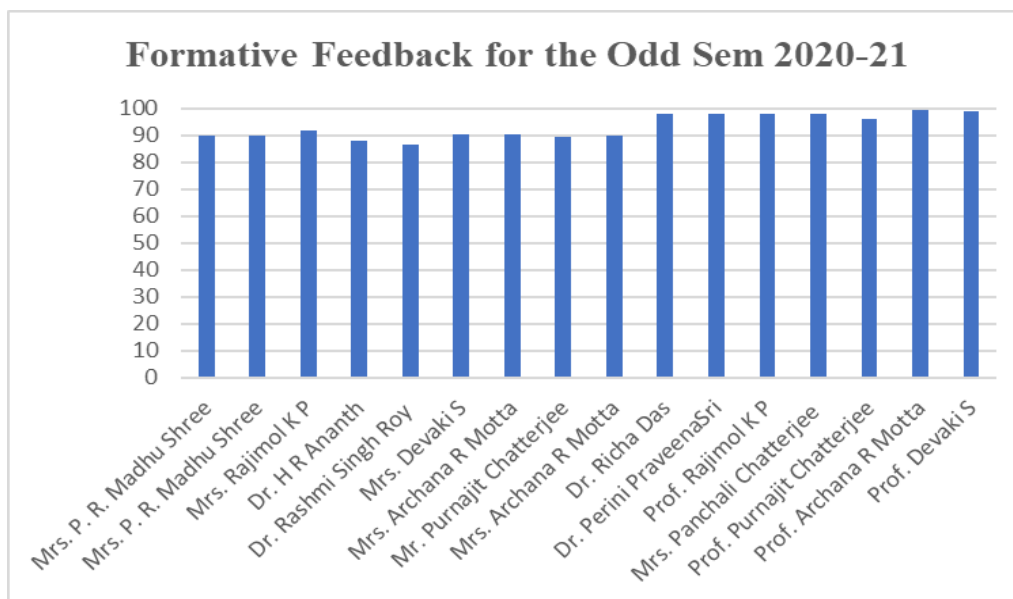


Fig 4.2.1.46: Formative Feedback for Odd Sem 2020-2021

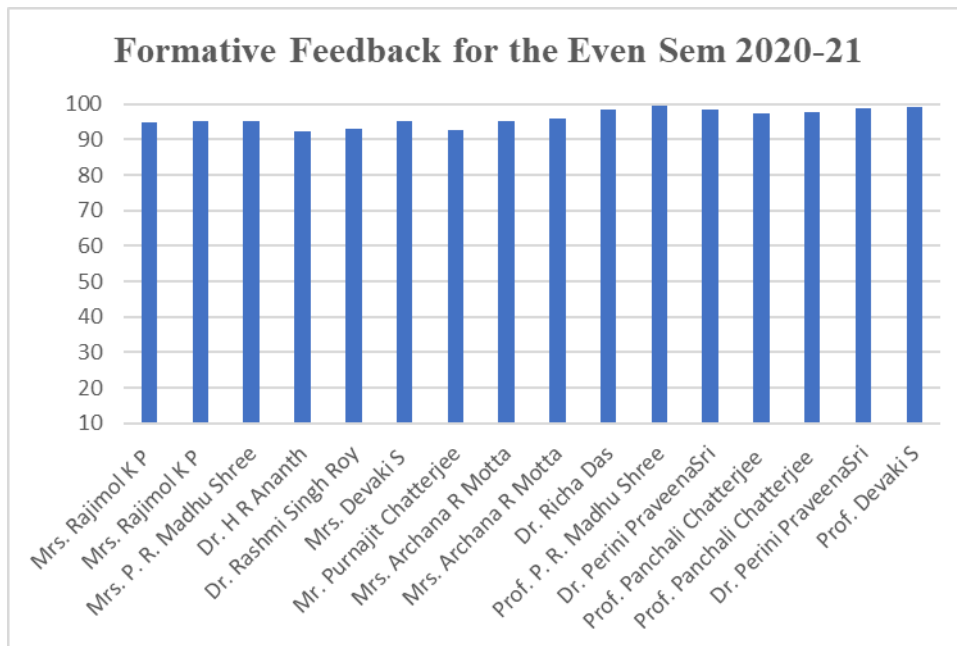


Fig 4.2.1.47: Formative Feedback for Even Sem 2020-2021

List of summative feedback questions in 2020-2021

| List of Summative Questions | |
|--|---|
| Students rate the faculty on a 5-scale rating from Strongly Disagree to Strongly Agree | |
| Sl. No. | Feedback questions |
| 1 | The faculty was punctual to the classes during the semester. |
| 2 | The language (communication) of the faculty was clear. |
| 3 | The faculty had good control and command over the class during the semester. |
| 4 | The attitude of the faculty towards students was professional. |
| 5 | The faculty was fair to all students. |
| 6 | The faculty was well prepared for the lectures during the semester. |
| 7 | The faculty explained the subject clearly. |
| 8 | The course materials (notes / hand-outs, and question banks) the faculty gave were relevant to the syllabi and assessments. |
| 9 | The faculty encouraged questions/discussions during the lectures and provided clear explanations to them. |
| 10 | The faculty made good use of my time and kept my mind engaged and motivated during the lecture. |
| 11 | The faculty scheduled & conducted assignments, class-tests, and quizzes. |
| 12 | The evaluation scheme was fair and transparent. |
| 13 | The faculty taught all topics listed in the syllabi. |
| 14 | Suggestion / Comments if any: |

Fig 4.2.1.48 Summative Feedback questions during 2020-2021

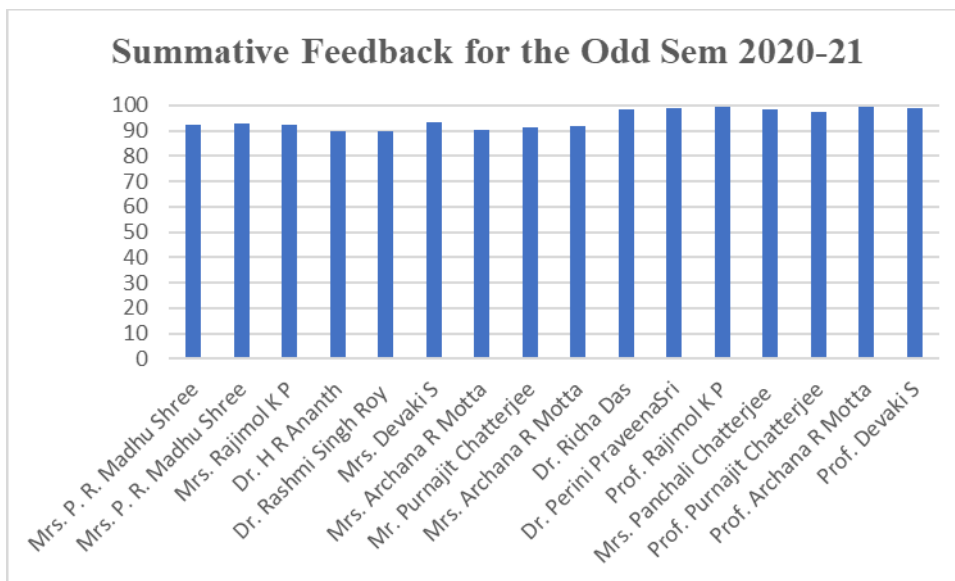


Fig 4.2.1.49 Summative Feedback for Odd Sem 2020-2021

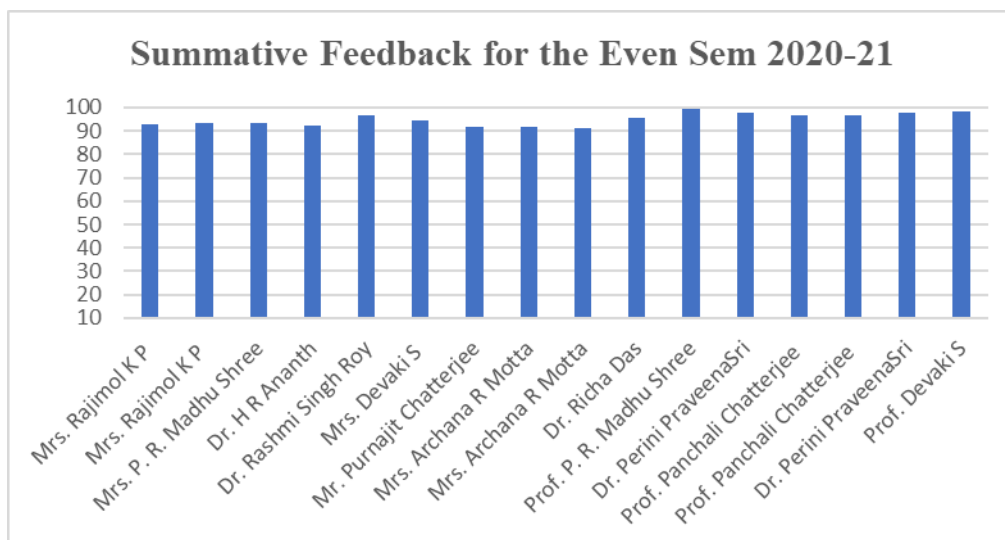


Fig 4.2.1.50 Summative Feedback for Even Sem 2020-2021

Based on the feedback of the faculty the department took the following actions:

- The overall student feedback was very good and all faculty received a rating of over 9 and more on a scale of 10. However, Dean and Principal discussed this feedback with the students and asked them how it can be even better. Some of the weaker students expressed the faculty should go slow while explaining the complex concept of certain courses like HR analytics

- This feedback was shared by the Dean with the course faculty, and he congratulated them on the overall good feedback.
- In the course HR Analytics the feedback has shown improvement from the formative to summative feedback due to the faculty taking the initiative to explain the complex concepts in a simpler way

4.2.2. Quality of continuous assessment and evaluation processes

The VTU evaluation process which is followed by all affiliated colleges consist of a SEE- Semester 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 VTU guidelines which has 25 marks out of 40 for internal evaluation tests and 15 marks for a mix of assignments, case study, presentation, quizzes etc. where the subject faculty has the flexibility to design as per the course requirements. The internal marks of 25 is decided based on the average of three internal assessment tests.

A. Process for internal semester question paper setting and evaluation and effective process implementation

Continuous assessment of students is done based on their class attendance, class participation and performance in class test, assignment, presentation, quizzes, and internal assessment tests. Three mandatory Internal Assessment tests are conducted at predefined intervals as per the university requirements. First two modules of the syllabus are covered in the first IA Test, the III and IV modules are covered under the second IA test and the last two modules viz, modules V and VI are covered under the III IA test. Allocation of modules may vary based on syllabus completion for the respective subject and the logical grouping of topics. Following process is followed for execution of internal assessment tests in the department:

- **Syllabus finalization for IA:** Syllabus is finalized for IA based on the portions covered. Allocation of modules for each IA varies based on syllabus completion for the respective subject and the logical grouping of topics.
- **Setting and finalization of Question Paper:** The concerned subject faculty set the question paper in line with the VTU syllabus. It is ensured that the

degree of difficulty of questions is at the same level or higher than the end semester question paper. Each question is mapped to the course outcome and Revised 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 IA coordinator at least five days before the start of IA. The process of Continuous Internal Assessment is described in fig 4.2.2.1

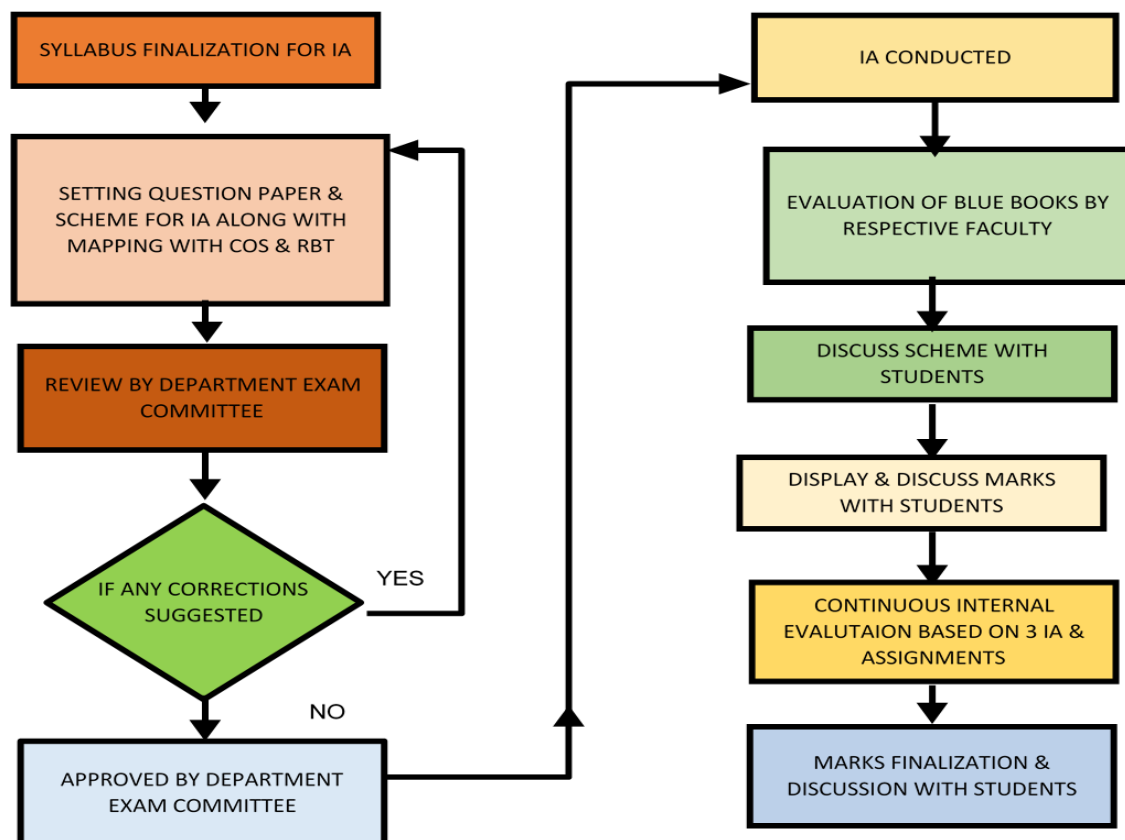


Fig 4.2.2.1: Process of Continuous Internal Assessment

- **Timetable preparation for the IA:** Timetable for IA is prepared by the department IA coordinator in line with the academic calendar. The same is approved by the identified authority and displayed at least one week

before the start of IA.

- **Preparation of B forms and room allotment for IA:** The department IA coordinator allot the rooms as per the USN. The same is reviewed by the committee at least one day before the start of the IA.
- **Allotment of invigilation duty for IA:** The department IA coordinator with suggestions of Dean assign the invigilation duty all the faculty members and the same is shared with faculty members at least two days before the start of IA.
- **Conducting Internal Assessment:** The blue books are arranged as per the B form and the room allotment at least one day before the Internal Assessment exam of the concerned subject by the department IA coordinator. The invigilators collect the blue books as per the allotment from the department IA coordinator, acknowledge the same and reach the identified room atleast 10 minutes before the start of IA. The IA coordinator distribute the question papers to the respective rooms before the start of IA. The Dos and Don'ts to be followed for IA are displayed at the notice board of the department and are strictly followed by the faculty and students. Once the prescribed time of IA is complete, the blue books are collected back from the students, arranged in the order of B forms, and returned to the department IA 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 IA 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 IA coordinator is responsible to analyse the same and declare the result of IA. The best of two marks obtained out of the three IA tests is selected for the award of final internal assessment marks.
- **HoD Counselling of faculty members:** At the end of every IA test valuation, student's performance in all the course is analysed. The

courses in which students have scored less marks, the Dean counsels the subject faculty and provides appropriate suggestions/guidelines by considering the student's formative feedback also.

- **Counselling 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 counselled by the respective student's Mentor. Doubt clearing sessions are conducted based on the individual student's need.
- **Dispatch of results to Parents:** Result is dispatched to parents after declaration of IA result to inform them regarding their wards performance and scope of improvement for the student.

Table 4.2.2.1, 4.2.2.2 and fig 4.2.2.1 depicts the marks analysis for I IA for II semester students of 2019-20 batch.

Table 4.2.2.1: Sample IA marks analysis of II semester students

| 1st Year 2nd Sem 1st IA Analysis | | | | | | | | | | | | | | | |
|----------------------------------|------------|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|
| No. | USN | HRM | | FM | | RM | | L&BE | | SM | | ED | | Total | % |
| | | Marks | % | Marks | % | Marks | % | Marks | % | Marks | % | Marks | % | | |
| 1 | 1AT19MBA01 | 34 | 68 | 32 | 64 | 34 | 68 | 41 | 82 | 27 | 54 | 38 | 76 | 206 | 69 |
| 2 | 1AT19MBA02 | 11 | 21 | 28 | 56 | 35 | 70 | 34 | 68 | 22 | 44 | 25 | 50 | 155 | 52 |
| 3 | 1AT19MBA03 | 31 | 62 | 34 | 68 | 45 | 90 | 41 | 82 | 42 | 84 | 38 | 76 | 231 | 77 |
| 4 | 1AT19MBA04 | 34 | 67 | 37 | 74 | 42 | 84 | 38 | 76 | 39 | 78 | 34 | 68 | 224 | 75 |
| 5 | 1AT19MBA05 | 32 | 64 | 39 | 78 | 42 | 84 | 41 | 82 | 34 | 68 | 32 | 64 | 220 | 73 |
| 6 | 1AT19MBA06 | 26 | 52 | 33 | 66 | 37 | 74 | 40 | 80 | 30 | 60 | 31 | 62 | 197 | 66 |
| 7 | 1AT19MBA07 | 30 | 60 | 31 | 62 | 39 | 78 | 40 | 80 | 32 | 64 | 34 | 68 | 206 | 69 |
| 8 | 1AT19MBA08 | 42 | 84 | 40 | 80 | 47 | 94 | 45 | 90 | 44 | 88 | 39 | 78 | 257 | 86 |
| 9 | 1AT19MBA09 | 40 | 80 | 38 | 76 | 43 | 86 | 41 | 82 | 38 | 76 | 32 | 64 | 232 | 77 |
| 10 | 1AT19MBA10 | 43 | 86 | 42 | 84 | 49 | 98 | 39 | 78 | 39 | 78 | 40 | 80 | 252 | 84 |
| 11 | 1AT19MBA11 | 26 | 52 | 36 | 72 | 31 | 62 | 39 | 78 | 38 | 76 | 28 | 56 | 198 | 66 |
| 12 | 1AT19MBA12 | 40 | 80 | 35.5 | 71 | 42 | 84 | 40 | 80 | 41 | 82 | 37 | 74 | 236 | 79 |
| 13 | 1AT19MBA13 | 26 | 52 | 34.5 | 69 | 43 | 86 | 41 | 82 | 38 | 76 | 36 | 72 | 219 | 73 |
| 14 | 1AT19MBA14 | 26 | 52 | 31 | 62 | 41 | 82 | 41 | 82 | 30 | 60 | 36 | 72 | 205 | 68 |
| 15 | 1AT19MBA15 | 27 | 54 | 34 | 68 | 45 | 90 | 40 | 80 | 42 | 84 | 40 | 80 | 228 | 76 |
| 16 | 1AT19MBA16 | 32 | 64 | 34 | 68 | 36 | 72 | 42 | 84 | 37 | 74 | 37 | 74 | 218 | 73 |
| 17 | 1AT19MBA17 | 33 | 66 | 32 | 64 | 37 | 74 | 34 | 68 | 35 | 70 | 32 | 64 | 203 | 68 |
| 18 | 1AT19MBA18 | 40 | 80 | 41 | 82 | 41 | 82 | 45 | 90 | 38 | 76 | 37 | 74 | 242 | 81 |
| 19 | 1AT19MBA19 | 34 | 68 | 39 | 78 | 46 | 92 | 40 | 80 | 40 | 80 | 38 | 76 | 237 | 79 |
| 20 | 1AT19MBA20 | 28 | 56 | 34.5 | 69 | 32 | 64 | 21 | 42 | 29 | 58 | 32 | 64 | 177 | 59 |
| 21 | 1AT19MBA21 | 30 | 60 | 36 | 72 | 45 | 90 | 40 | 80 | 34 | 68 | 39 | 78 | 224 | 75 |
| 22 | 1AT19MBA22 | 44 | 88 | 42 | 84 | 47 | 94 | 42 | 84 | 44 | 88 | 41 | 82 | 260 | 87 |
| 23 | 1AT19MBA23 | 30 | 60 | 34.5 | 69 | 44 | 88 | 41 | 82 | 36 | 72 | 35 | 70 | 221 | 74 |
| 24 | 1AT19MBA24 | 29 | 58 | 37 | 74 | 37 | 74 | 39 | 78 | 40 | 80 | 36 | 72 | 218 | 73 |
| 25 | 1AT19MBA25 | 28 | 56 | 35 | 70 | 37 | 74 | 37 | 74 | 37 | 74 | 36 | 72 | 210 | 70 |
| 26 | 1AT19MBA26 | 30 | 60 | 37 | 74 | 46 | 92 | 40 | 80 | 40 | 80 | 39 | 78 | 232 | 77 |

| | | | | | | | | | | | | | | | |
|----|------------|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|
| 27 | 1AT19MBA27 | 30 | 60 | 35 | 70 | 43 | 86 | 42 | 84 | 37 | 74 | 38 | 76 | 225 | 75 |
| 28 | 1AT19MBA28 | 30 | 60 | 41 | 82 | 47 | 94 | 41 | 82 | AB | AB | 30 | 60 | 189 | 63 |
| 29 | 1AT19MBA29 | 30 | 60 | 38 | 76 | 45 | 90 | 39 | 78 | 37 | 74 | 39 | 78 | 228 | 76 |
| 30 | 1AT19MBA30 | 33 | 66 | 35 | 70 | 46 | 92 | 39 | 78 | 36 | 72 | 34 | 68 | 223 | 74 |
| 31 | 1AT19MBA31 | 33 | 66 | 41 | 82 | 41 | 82 | 40 | 80 | 41 | 82 | 38 | 76 | 234 | 78 |
| 32 | 1AT19MBA32 | 34 | 68 | 37 | 74 | 41 | 82 | 40 | 80 | 33 | 66 | 39 | 78 | 224 | 75 |
| 33 | 1AT19MBA33 | 32 | 64 | 39 | 78 | 43 | 86 | 38 | 76 | 37 | 74 | 38 | 76 | 227 | 76 |
| 34 | 1AT19MBA34 | 29 | 58 | 41 | 82 | 47 | 94 | 44 | 88 | 42 | 84 | 39 | 78 | 242 | 81 |
| 35 | 1AT19MBA35 | 30 | 60 | 40 | 80 | 46 | 92 | 39 | 78 | 40 | 80 | 40 | 80 | 235 | 78 |
| 36 | 1AT19MBA36 | 30 | 60 | 40 | 80 | 40 | 80 | 31 | 62 | 29 | 58 | 34 | 68 | 204 | 68 |
| 37 | 1AT19MBA37 | 30 | 60 | 36 | 72 | 36 | 72 | 28 | 56 | 27 | 54 | 38 | 76 | 195 | 65 |
| 38 | 1AT19MBA38 | 28 | 56 | 37 | 74 | 46 | 92 | 41 | 82 | 39 | 78 | 40 | 80 | 231 | 77 |
| 39 | 1AT19MBA39 | 29 | 58 | 43 | 86 | 47 | 94 | 42 | 84 | 42 | 84 | 36 | 72 | 239 | 80 |
| 40 | 1AT19MBA40 | 38 | 76 | 40 | 80 | 48 | 96 | 28 | 56 | 39 | 78 | 41 | 82 | 234 | 78 |
| 41 | 1AT19MBA41 | 32 | 64 | 40 | 80 | 43 | 86 | 37 | 74 | 35 | 70 | 38 | 76 | 225 | 75 |
| 42 | 1AT19MBA42 | 32 | 64 | 38 | 76 | 44 | 88 | 36 | 72 | 43 | 86 | 37 | 74 | 230 | 77 |
| 43 | 1AT19MBA43 | 27 | 54 | 42 | 84 | 41 | 82 | 37 | 74 | 35 | 70 | 39 | 78 | 221 | 74 |
| 44 | 1AT19MBA44 | 30 | 60 | 35 | 70 | 45 | 90 | 36 | 72 | 38 | 76 | 39 | 78 | 223 | 74 |
| 45 | 1AT19MBA45 | 31 | 62 | 35 | 70 | 40 | 80 | 42 | 84 | 40 | 80 | 39 | 78 | 227 | 76 |
| 46 | 1AT19MBA46 | 29 | 58 | 36 | 72 | 42 | 84 | 21 | 42 | 38 | 76 | 33 | 66 | 199 | 66 |
| 47 | 1AT19MBA47 | 33 | 66 | 40 | 80 | 48 | 96 | 41 | 82 | 42 | 84 | 41 | 82 | 245 | 82 |
| 48 | 1AT19MBA48 | 35 | 70 | 40 | 80 | 43 | 86 | 38 | 76 | 42 | 84 | 38 | 76 | 236 | 79 |
| 49 | 1AT19MBA49 | 28 | 56 | 40 | 80 | 36 | 72 | 38 | 76 | 39 | 78 | 28 | 56 | 209 | 70 |
| 50 | 1AT19MBA50 | 28 | 56 | 40 | 80 | 41 | 82 | 42 | 84 | 39 | 78 | 36 | 72 | 226 | 75 |
| 51 | 1AT19MBA51 | 39 | 78 | 47 | 94 | 49 | 98 | 46 | 92 | 44 | 88 | 41 | 82 | 266 | 89 |
| 52 | 1AT19MBA52 | 34 | 68 | 40 | 80 | 40 | 80 | 36 | 72 | 31 | 62 | 40 | 80 | 221 | 74 |
| 53 | 1AT19MBA53 | 32 | 64 | 32 | 64 | 36 | 72 | 31 | 62 | 35 | 70 | 38 | 76 | 204 | 68 |

Table 4.2.2.2: I IA result analysis of II semester students

| | HRM | FM | RM | L&BE | SM | ED |
|--------------------|------|-----|-----|------|----|-----|
| 0-15 | 1 | 0 | 0 | 0 | 0 | 0 |
| 16-24 | 0 | 0 | 0 | 2 | 1 | 0 |
| 25-35 (50% to 70%) | 43 | 13 | 3 | 6 | 11 | 14 |
| 35-40 | 6 | 34 | 13 | 25 | 28 | 35 |
| 41-50 | 3 | 9 | 37 | 20 | 12 | 4 |
| Absent | 0 | 0 | 0 | 0 | 1 | 0 |
| Total | 53 | 56 | 53 | 53 | 53 | 53 |
| Present | 53 | 56 | 53 | 53 | 52 | 53 |
| Failures | 1 | 0 | 0 | 2 | 1 | 0 |
| Passed | 52 | 56 | 53 | 51 | 51 | 53 |
| Above 70% | 9 | 43 | 50 | 45 | 40 | 39 |
| Pass % | 98 | 100 | 100 | 96 | 98 | 100 |
| Min | 10.5 | 28 | 31 | 21 | 22 | 25 |
| Max | 44 | 47 | 49 | 46 | 44 | 41 |
| Mean | 32 | 37 | 42 | 38 | 37 | 36 |

| | | | | | | |
|------------------|----|----|----|----|----|----|
| Std Deviation | 5 | 4 | 4 | 5 | 5 | 4 |
| Co- of variation | 17 | 10 | 11 | 13 | 13 | 10 |

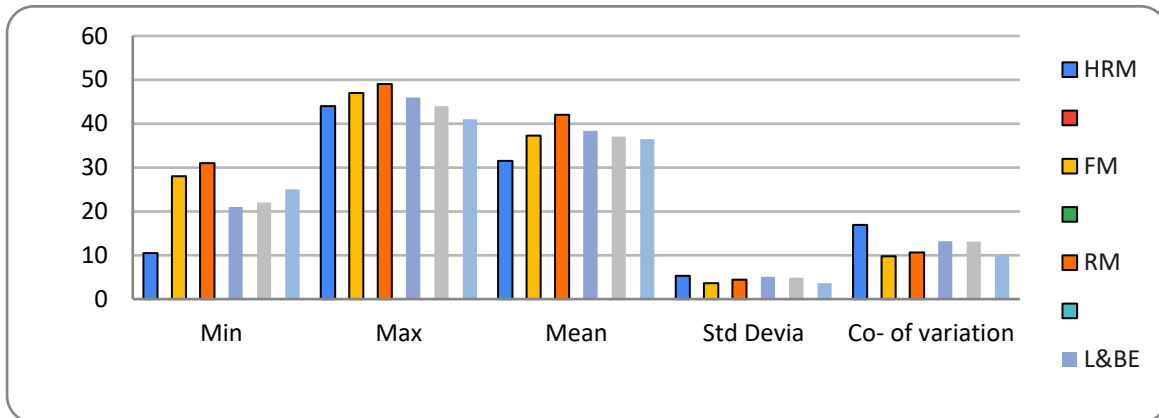



Fig 4.2.2.2: I IA result analysis of II semester students

| USN | HRM IA | | | Best of Two (Out of 100) | IA out of 25 | Assignme nt (out of 10) | Presentati on (out of 5) | IA (out of 40) | Final Marks |
|------------|--------|----|-----|--------------------------|--------------|-------------------------|--------------------------|----------------|-------------|
| | I | II | III | | | | | | |
| 1AT19MBA01 | 34 | 35 | 0 | 69 | 17.25 | 8 | 5 | 30.25 | 31 |
| 1AT19MBA02 | 11 | 26 | 30 | 56 | 14 | 10 | 5 | 29 | 29 |
| 1AT19MBA03 | 31 | 39 | 44 | 83 | 20.75 | 8.5 | 5 | 34.25 | 35 |
| 1AT19MBA04 | 34 | 35 | 42 | 77 | 19.25 | 8 | 5 | 32.25 | 33 |
| 1AT19MBA05 | 32 | 40 | 41 | 81 | 20.25 | 8.5 | 5 | 33.75 | 34 |
| 1AT19MBA06 | 26 | 35 | 32 | 67 | 16.75 | 8 | 5 | 29.75 | 30 |
| 1AT19MBA07 | 30 | 35 | 0 | 65 | 16.25 | 8 | 5 | 29.25 | 30 |
| 1AT19MBA08 | 42 | 44 | 44 | 88 | 22 | 9.5 | 5 | 36.5 | 37 |
| 1AT19MBA09 | 40 | 40 | 44 | 84 | 21 | 9 | 5 | 35 | 35 |
| 1AT19MBA10 | 43 | 45 | 45 | 90 | 22.5 | 9.5 | 5 | 37 | 37 |
| 1AT19MBA11 | 26 | 38 | 38 | 76 | 19 | 8 | 5 | 32 | 32 |
| 1AT19MBA12 | 40 | 40 | 42 | 82 | 20.5 | 8.5 | 5 | 34 | 34 |
| 1AT19MBA13 | 26 | 35 | 36 | 71 | 17.75 | 8 | 5 | 30.75 | 31 |
| 1AT19MBA14 | 26 | 35 | 40 | 75 | 18.75 | 8 | 5 | 31.75 | 32 |
| 1AT19MBA15 | 27 | 37 | 41 | 78 | 19.5 | 8 | 5 | 32.5 | 33 |
| 1AT19MBA16 | 32 | 40 | 41 | 81 | 20.25 | 8.5 | 5 | 33.75 | 34 |
| 1AT19MBA17 | 33 | 42 | 41 | 83 | 20.75 | 8.5 | 5 | 34.25 | 35 |

Fig 4.2.2.3: Sample CIE result analysis of II semester students


ವಿ.ತಾ.ವಿ ಪದವಿ / ಸ್ನಾತಕೋತ್ತರ ಪದವಿ ಪರೀಕ್ಷೆಯ ಸಾಮಯಿಕ ಫಲಿತಾಂಶ ಆಗಸ್ಟ್ / ಸೆಪ್ಟೆಂಬರ್-೨೦೨೦.
VTU PROVISIONAL RESULTS OF UG / PG AUGUST / SEPTEMBER-2020 EXAMINATION.

University Seat Number : 1AT19MBA18
Student Name : KOUSHIK J

Semester : 2

| Subject Code | Subject Name | Internal Marks | External Marks | Total | Result |
|--------------|--------------------------------|----------------|----------------|-------|--------|
| 18MBA21 | HUMAN RESOURCE MANAGEMENT | 48 | 31 | 79 | P |
| 18MBA22 | FINANCIAL MANAGEMENT | 49 | 31 | 80 | P |
| 18MBA23 | RESEARCH METHODOLOGY | 48 | 31 | 79 | P |
| 18MBA24 | LEGAL AND BUSINESS ENVIRONMENT | 47 | 31 | 78 | P |
| 18MBA25 | STRATEGIC MANAGEMENT | 47 | 31 | 78 | P |
| 18MBA26 | ENTREPRENEURSHIP DEVELOPMENT | 42 | 31 | 73 | P |

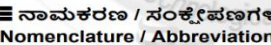

ನಾಮಕರಣ / ಸಂಕ್ಷೇಪಣೆಗಳು
Nomenclature / Abbreviations

Fig 4.2.2.4: Sample final result sheet of a II semester student

B. Process to ensure questions from outcomes/learning levels perspective.

The subject faculty of respective courses are responsible to set the question paper in line with the VTU syllabus and the end semester question paper for the Internal Assessment exams. All the questions are mapped to the course outcome and Revised Bloom's Taxonomy level. The Revised Bloom's level in each question paper varies from 1 to 5 (Remember, Understand, Apply, Analyse, Evaluate etc.). The courses relating to problem solving incorporate bloom's level 3, 4 & 5, whereas theoretical courses cover a Blooms 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 programme outcomes. All the exam paper questions are distributed uniformly across the COs mapping to the concerned modules. Across the three 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 IA question is mentioned along with the related course outcome and bloom’s level taxonomy in the question paper. The internal marks, after the evaluation are 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 IA Question paper for Technology & Operational Strategy in presented below



Department of MBA
Atria Centre for Management and Entrepreneurship

| | | | | | | | | | |
|-----|--|--|--|--|--|--|--|--|--|
| USN | | | | | | | | | |
|-----|--|--|--|--|--|--|--|--|--|

INTERNAL ASSESSMENT TEST- I

Subject: **Technology & Operational Strategy** Subject code: **20MBA302**
Sem: **III** Date: **08/12/2021** Max marks: **50**
Faculty: **Dr. Purnajit Chatterjee** Time: **2:00 pm to 3:30 pm**

Instructions: Answer any 2 full sets out of 1, 2 & 3 and 4th question is compulsory.

| I | | Marks | Bloom's level | COs |
|-----|---|-------|---------------|-----|
| Q 1 | a) Define Operations Management | 3 | 2 | 1 |
| | b) Analyse the role and functions of the Operations Manager | 7 | 3 | 1 |
| | c) How can Operations Management principles be applied to effectively manage a retail store? | 10 | 3 | 1 |
| Q 2 | a) What do you understand by the term Process Mapping? | 3 | 2 | 2 |
| | b) Critically analyse the Ishikawa diagram approach for defect resolution. | 7 | 4 | 2 |
| | c) Create a high-level Process Map for a Garage servicing motorcycles | 10 | 6 | 2 |
| Q 3 | a) What is the 5M model in Cause-Effect relationship? | 3 | 2 | 2 |
| | b) Analyse the strengths and weaknesses of Theory Z framework in people management | 7 | 4 | 2 |
| | c) Explain the trends in Productions & Operations Management in the context of Indian Economy. | 10 | 2 | 1 |
| Q 4 | Analyse the impact of Industry 4.0 in revolutionizing manufacturing and taking it to the next level of performance. | 10 | 4 | 1 |

Course Outcome Statements:
CO 1: Analyse the various aspects of production and operation management
CO 2: Apply the concept of Process Maps and create basic Process Maps

Fig 4.2.2.5: I IA TOS Question paper for III semester students

D. Quality of Assignment and its relevance to COs

Assignments, presentations, case study and role play are integral part of teaching learning process at the Department of MBA. Three assignments, minimum one presentation and minimum one case study is given to students for each course every semester. Every assignment, case study and presentation are in line with the revised Bloom's level taxonomy and helps in attaining the related course outcome. Whereas assignments are submitted to concerned faculty, presentations, case study discussion and role plays are done in front of the class for knowledge sharing. All the assignments, case study and presentations are evaluated based on pre-defined rubrics. Table 4.2.2.3 presents maximum marks for each assignment, presentation, case study and role play. Fig 4.2.2.2 depicts the sample assignment mapped with Bloom's Level and related course outcome. Xcelerator platform is used to upload the assignment question along with timeline and evaluation.

Sample Assignment:



Atria Institute of Technology

Department of MBA (ACME)

Academic Year: 2020-21

Subject: Sales Management

Subject code: 18MBAMM401

ASSIGNMENT II

Group Assignment: To create a winning Sales Presentation for the chosen company and the respective product or service.

CO2-PO2

RBT- 5

Assignment Submission Date: 30th May 2021

The presentation should be structured as follows:

1. Company Introduction – 3/4 Slides
2. Product/Service Description covering Features and Benefits – 3/4 Slides
3. Value Proposition – 1 Slide
4. How your product or service is better than the competition – 2 Slides
5. Proposed Solution for the Client – 1/2 Charts
6. Delivery timelines – 1 Chart

- 7. Solution Pricing – 1 Chart
- 8. Payment Terms – 1 Chart
- 9. Warranty and Service Support plan – 1 Chart

Table 4.2.2.3: Sample Assignment

| S No | Company | Product/Service | Client Name | Client Needs and Wants |
|------|----------------|---|---------------------------------|--|
| 1 | PWC | Accounting and Tax Filing Services | Acharya Institute of Technology | To maintain regular accounts, create annual reports, filing of reports with Tax and MCA, GST, TDS & other tax compliance |
| 2 | Reliance Jio | Jio Corporate Broadband | Sonata Software | Leased line connectivity to the multiple branches, internal phone and video conferencing services |
| 3 | BCG | Differentiated Marketing Strategy | ACT Broadband | New Go-to-Market strategy for rapid business growth and retention of existing customers |
| 4 | Hyundai Motors | Fleet of cars for inter and intra city travel | Meru Cabs | Comfortable cost-effective cars with low maintenance, less fuel consumption and long life |
| 5 | Voltas | Central Airconditioning | ITC Fortune Hotel – New Units | Effective air conditioning of the new hotel units with high reliability, low purchase and running costs and long life |

Note: Each team to have 5/6 members and confirmed with respective faculty

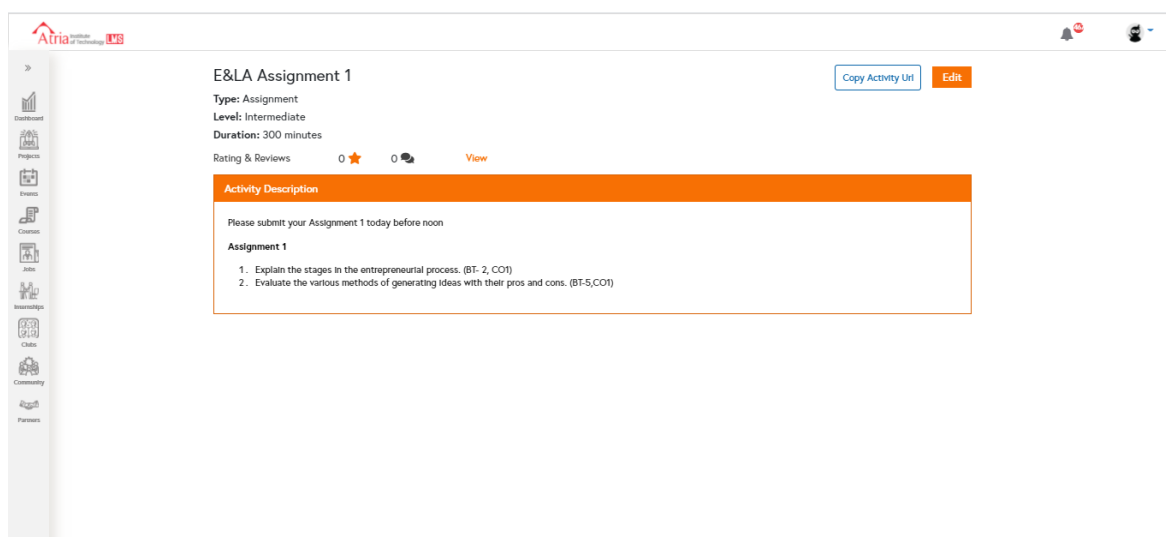


Fig 4.2.2.6: Assignment on Xcelerator

Table 4.2.2.4: Maximum marks assigned for different assignments.

| Sl No | Particular | Nature | Maximum Marks |
|-------|--------------|------------|---------------|
| 1 | Assignment | Compulsory | 10 |
| 2 | Presentation | Compulsory | 10 |
| 3 | Case Study | Optional | 10 |
| 4 | Role Play | Optional | 10 |

Table 4.2.2.5 and 4.2.2.6 depicts rubrics for assessment of assignments and presentations. Feedback of assignments and presentations are provided by the faculty post assessment of the work done by the students. An average of all the assignments and presentation is compiled for 15 marks and added with the internal assessment marks for the CIE. Table 4.2.2.7 illustrate sample evaluation sheet of continuous evaluation.

Table 4.2.2.5: Rubrics for assessment of assignments of students

| CRITERION-1 | | Total marks = 4 | | | |
|------------------|--|--|--|--|--|
| | | 4 | 3 | 2 | 1 |
| Subject Content | Accuracy of content in terms of facts stated accuracy of information, insights, grammar, and spellings | All content is accurate. there are no factual errors or any grammatical or spelling mistakes | Most of the content is accurate, but there is piece of information missing or inaccurate and very few grammatical or spelling mistakes | Few of the information stated is flawed or inaccurate and presence of grammatical or spelling mistakes | Content is confusing or contains factual errors or missing information and many grammatical or spelling mistakes |
| CRITERION-2 | | Total marks = 4 | | | |
| | | 4 | 3 | 2 | 1 |
| Clarity of Logic | Clear understanding of content and the purpose of task is established and effectively sustained. | Assignment includes all conceptual information regarding topic. Purpose is | Assignment includes most of the conceptual information regarding topic. | Few of the conceptual information is missing or inaccurate. Purpose is established | Major conceptual information is missing or inaccurate. Purpose is vaguely |

| | | | | | |
|-------------------------|---|--|---|--|---|
| | | clearly established and effectively sustained. | Purpose is clearly established and generally sustained. | but not be sustained | established and may not be sustained. |
| CRITERION-3 | | Total marks = 2 | | | |
| | | | | 2 | 1 |
| Organisation of content | Organisation of content in terms of introduction, details, conclusion, font choice & Formatting | | | Introduction, details conclusion of the assignment is very good. Font formats have been carefully planned to enhance readability and content | Introduction, details conclusion of the assignment is limited. Fond format makes it difficult to read the content |

Table 4.2.2.6: Rubrics for assessment of presentation of students

| | | | | |
|-------------------------------|---|------------------------|---|---|
| CRITERION- 1 | | Total marks = 2 | | |
| | | | 2 | 1 |
| Presentation Style and Format | Background, Text - Font choice & formatting | | Background does not distract from text or other graphics Font formats have been carefully planned to enhance readability and content | Background competes with other graphic on the page. Fond format makes it difficult to read the content |
| CRITERION- 2 | | Total marks = 2 | | |
| | | | 2 | 1 |
| Communication Skill | Communication style, confidence | | Presentation was explained readily and with confidence | Student had many difficulties presenting the content. Low level of confidence |
| CRITERION- 3 | | Total marks = 3 | | |
| | | 3 | 2 | 1 |

| | | | | |
|---------------------|--|---|--|--|
| Content Accuracy | Accuracy of content in terms of facts stated accuracy of information | All content is accurate. there is no factual errors | Most of the content is accurate, but there is piece of information missing or inaccurate | Content is confusing or contains factual errors or missing information |
| CRITERION- 4 | | Total marks = 3 | | |
| | | 3 | 2 | 1 |
| Query Handling | Accuracy of answers to questions asked by faculty and classmates | All answers are accurate and satisfactory for the faculty | Most of the answers are accurate but certain information missing | Confused answers and much information missing |

Table 4.2.2.7: Sample Evaluation sheet of continuous evaluation assessment

| Continuous Evaluation Assessment | | | | | | | | |
|----------------------------------|-----|-------------------|-------------------|-------------------|-------------------|-----------------|----------------|------------|
| Subject Name | | | Subject Code | | | Faculty Name | | |
| S No | USN | Assignment 1 (10) | Assignment 2 (10) | Assignment 3 (10) | Presentation (10) | Case study (10) | Role Play (10) | Total (15) |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

Consolidation of CIE and Impact Analysis of Internal Assessment Tests: Post three internal assessment consolidation of CIE and an impact analysis is done for all the courses. There shall be a maximum of 40 CIE marks in each theory course. CIE shall be by the course instructor and includes tests, homework, problem solving, oral examination, group discussion, quiz, mini project, outreach activities and seminar throughout the semester, with weightage for the different components being fixed at the university level. A candidate shall obtain not less than 50% of the maximum marks prescribed for CIE of each Theory course/ Internship/ Project/ Dissertation. CIE marks shall be based on Tests for 25 marks and assignments, quiz, mini project, oral examination, field work etc. for 15 marks conducted in respective subjects. The CIE marks in a theory course, for 25 marks, shall be based on two tests covering the entire syllabus. An additional test may be conducted for the needy students to provide an opportunity to improve their CIE marks before the end of semester. The

CIE marks shall be average of the marks scored in at least two of the above tests. Candidates obtaining less than 50% of the CIE marks in any course shall not be eligible to appear for the university examination. In such cases, the Head of the Department shall arrange for the improvement of CIE marks in the course when offered in subsequent semester. The CIE marks list shall be displayed on the notice board and corrections, if any, shall be incorporated before submitting to the university.

Every student must obtain minimum eligible marks to write their end semester examinations. Table 4.2.2.8 presents rubrics for continuous internal evaluation for 40 Marks.

Table 4.2.2.8: Rubrics for CIE for 40 marks

| Particulars | Marks | Procedure |
|---|------------------|---|
| Internal Assessment Test | $50+50=100/4=25$ | Average of two best performance out of three IA shall be considered |
| Seminar/ Presentation | 05 | Document for the same must be maintained |
| Subject Viva – Voce/ Oral Examination | 05 | Document for the same must be maintained |
| Assignment/ quiz | 05 | Document for the same must be maintained |
| Note: Course instructor may introduce/ use any activity other than the above three activities to award 15 marks. The activities used by the course instructor must be measurable and documented for the inspection of VTU | | |

Table 4.2.2.9 presents an impact analysis of internal assessment tests of second semester students. Fig: 4.2.2.9 depicts the graphical representation of the same.

Table 4.2.2.9: Impact Analysis of internal assessment tests of second semester

| IA Test | HRM | FM | RM | L&BE | SM | ED |
|---------|------|------|------|------|------|------|
| IA 1 | 32 | 37 | 42 | 38 | 36 | 36 |
| IA 2 | 38 | 44 | 39 | 38 | 42 | 40 |
| IA 3 | 37 | 43 | 41 | 36 | 37 | 38 |
| Average | 35.7 | 41.3 | 40.7 | 37.3 | 38.3 | 38.0 |

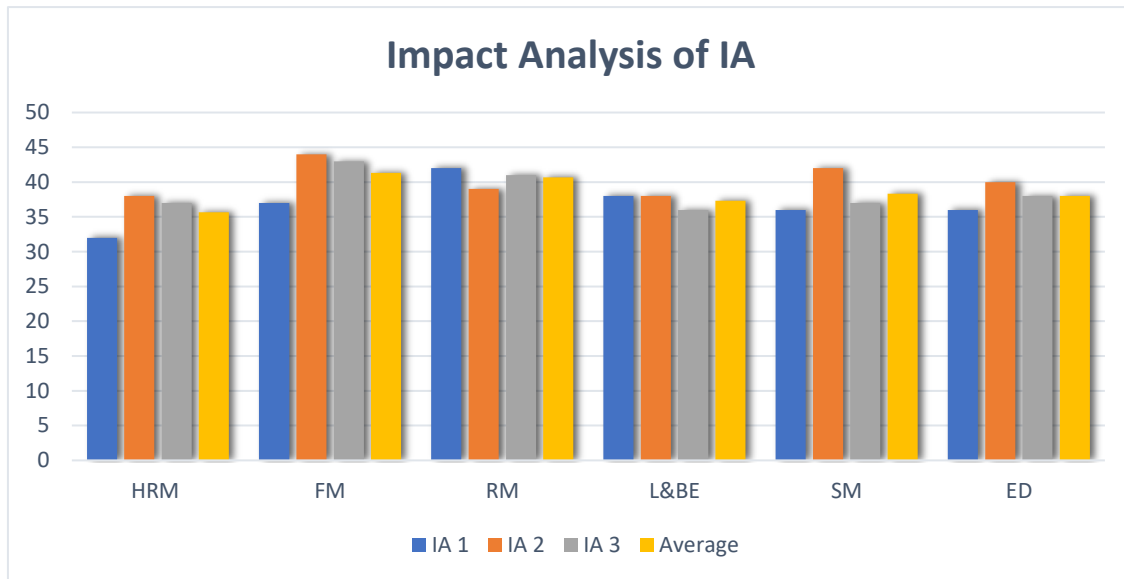


Fig 4.2.2.7: IA Impact Analysis of Second Sem Students

Semester End Exam: End semester exam are conducted by VTU at the university level at the end of each semester for 100 marks and is scaled down to 60 marks. SEE is also termed as university examination and covers the entire course syllabus. All eligible students must write all the course exams for promotion in next semester.

Organisation Study: The Organisation Study shall consist of Study of an organization for 4 credits for 4 weeks. The Organisation Study starts after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes. No two students of the department shall work on the same organization. Organisation study carries 100 marks consisting of 40 marks for Organisation study report (evaluated by internal guide) and 60 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.

Project work: The project work shall be for a period of 6 weeks immediately after the completion of 3rd Semester Examinations but before the commencement of the 4th semester classes. Project Work carries 06 credits and carries 100 marks.

4.2.3. Quality of student report/dissertation

In the course of the two year MBA students work on two types of project viz :

- I. Organisation Study/ Internship
- II. Project Work

Internships and Project work help the students in getting first-hand corporate experience and a preview of the roles and responsibilities in the industry. As per the VTU guidelines, students of Department of MBA must take one organisation study for four weeks post the second semester exams but before the commencement of third semester and one project work for six weeks post the third semester exams but before the commencement of fourth semester. Organisation study and project work assist students to integrate and formulate solutions for real life business problems in the company/ industry. Project committee in the department is responsible for allocation of guides and finalization of topic of student's project.

Internship/ Organisation Study:

The objective of organisation 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 Organisation study shall be for a period of 4 weeks immediately after the completion of 2nd Semester Examinations but before the commencement of the 3rd semester classes. No two students shall work on the same organization. The student shall seek the guidance of the internal guide on a continuous basis.

A. Identification of organisation study and allocation of companies to students:

- **Circulation of notice:** A notice duly signed by Dean and HoD of Department of MBA 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 second semester are briefed regarding the guidelines of organization study by the class teacher and the senior faculty members in presence of dean, HoD and all the faculty.
- **Placement of students in various companies for organization study:** With the help of training and placement office and the department placement coordinator, students are placement 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 guide:** Each student is allocated an internal guide to provide regular guidance for completion of work in a satisfactory and timely manner.

B. Relevance of the Internship/ Organization Study and contribution towards PO attainment

Table 4.2.3.1: Organisation Study contribution towards PO attainment

| PO Statement | Organisation Study Correlation | Justification |
|---|--------------------------------|--|
| PO1: Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ institutions of importance. | High | <ul style="list-style-type: none"> • Allows the students to directly interact with the staff of a business and acquire knowledge about their business model • Provides the students access to financial statement, strategy documents, policies & organisation structure of a business |
| PO 2: Apply effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | High | <ul style="list-style-type: none"> • Students learn to communication with staff in the organisation • Students grasp knowledge of report writing. |
| PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness. | Medium | <ul style="list-style-type: none"> • Students have less involvement in decision making and leadership |
| PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment. | Medium | <ul style="list-style-type: none"> • Students research about the status of the company, financial statements provided and secondary data from website/ social media. |
| PO 5: Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking. | Medium | <ul style="list-style-type: none"> • Entrepreneurship skills are not utilized to perform organisation study. |

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 and Porter's model with reference to the organization under study.

C. Process for monitoring and Evaluation

- **Weekly evaluation of work by internal guide:** The work completed by the student is evaluated by the internal guide on weekly basis. Correction and suggestions are recommended by the internal guide which is incorporated by the student.
- **Completion of Organization Study and submission of report:** after working for four weeks in the company and incorporating all corrections suggested by the internal guide, the student must submit the final report. Students shall submit one 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).

D. Process to assess internship performance:

- **Final Viva Voce and Presentation:** The viva –voce examination will be conducted by the respective HoD or Senior Professor or internal guide of the department 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. Organisation study carries 100 marks consisting of 40 marks for Organisation study report (evaluated by internal guide) and 60 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: 4.2.3.1 presents the process of Organization Study followed in the department.

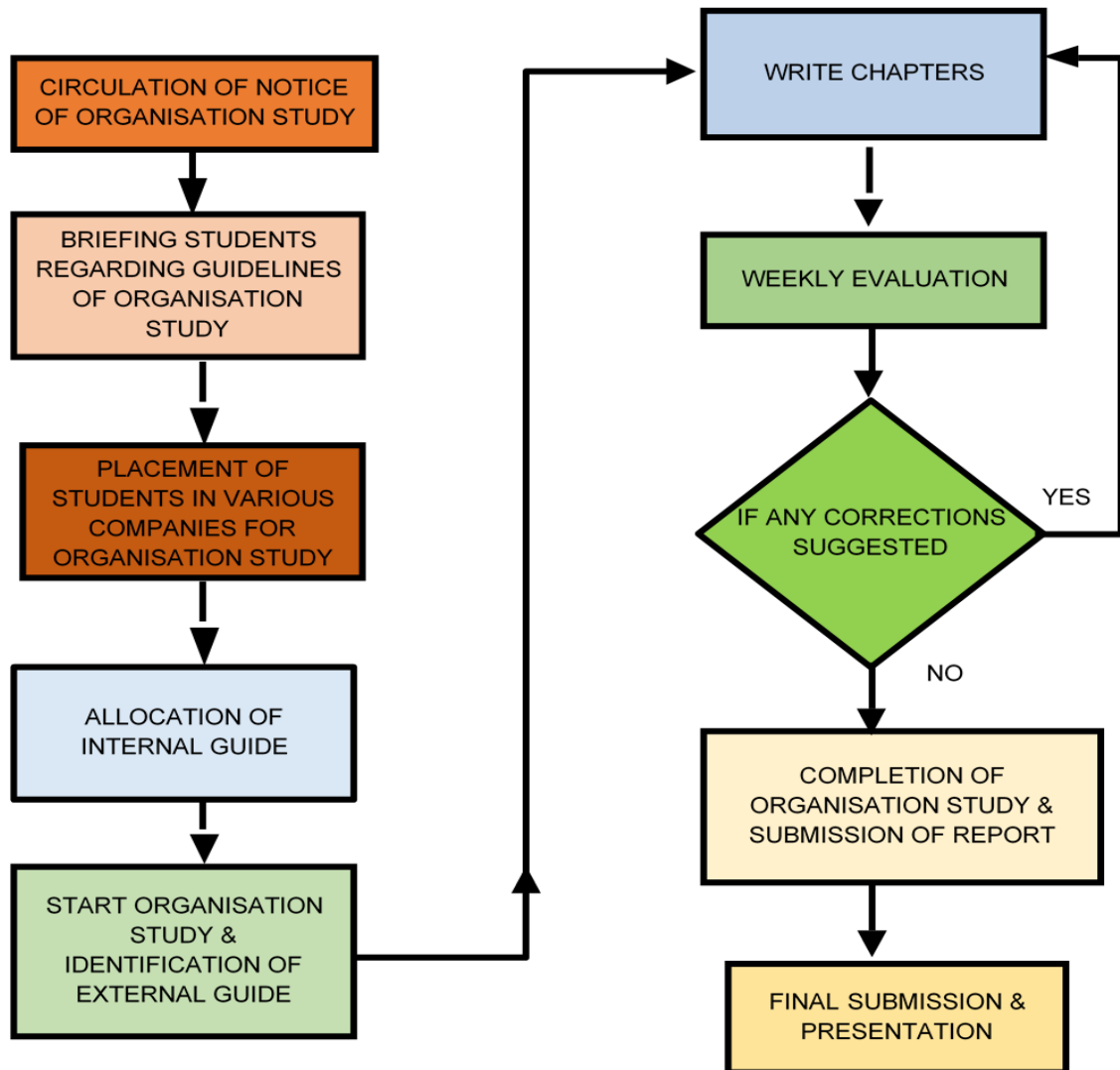


Fig: 4.2.3.1: Flow diagram of Organisation Study

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:

Table: 4.2.3.2: Rubrics for organization study

| Sl No | Evaluation Criteria | Marks |
|-------|----------------------------|-------|
| 1 | Understanding the Industry | 5 |
| 2 | Company Profile | 5 |

| | | |
|---|-------------------------------------|----|
| 3 | McKinsey's 7S & Porter's Five Force | 10 |
| 4 | SWOT Analysis | 10 |
| 5 | Financial Statement Analysis | 5 |
| 6 | Learning Experience | 5 |
| 7 | Total | 40 |

Table 4.2.3.3: Sample Evaluation sheet:

| No. | USN | Name | Understanding the Industry (05) | Company Profile (05) | McKinsey's 7S & Porter's Five Force (10) | SWOT Analysis (10) | Financial Statement Analysis (05) | Learning Experience (05) | Total 40 marks |
|-----|-----|------|---------------------------------|----------------------|--|--------------------|-----------------------------------|--------------------------|----------------|
| | | | | | | | | | |
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Table 4.2.3.4: Allocation of guide for Organisation Study for Batch 2020-22

| List of Organisation Study Batch 2020-22 | | | | |
|--|------------|---|--|----------|
| Sl. No. | USN | Name of Guide | Organisation/ | Duration |
| 1 | 1AT20BA001 | Dr. Purnajit Chatterjee, Dean & HoD | Bosch Limited | 4 weeks |
| 2 | 1AT20BA002 | Prof. Rajimol K P, Assistant Professor | AR Elevators Pvt Ltd | 4 weeks |
| 3 | 1AT20BA003 | Mrs Archana R Motta, Assistant Professor | Tech Byte India Engineering Pvt Ltd | 4 weeks |
| 4 | 1AT20BA004 | Dr. Richa Das, Associate Prof | Monarch PVC Pipes Pvt Ltd | 4 weeks |
| 5 | 1AT20BA005 | Dr.Perini PraveenaSri, Professor | Shalimar Paint Industry | 4 weeks |
| 6 | 1AT20BA006 | Mrs. Devaki S, Assistant Professor | Zuari Cement Limited | 4 weeks |
| 7 | 1AT20BA007 | Mrs Archana R Motta, Assistant Professor | Odigma Consultancy Solutions Private Limited | 4 weeks |
| 8 | 1AT20BA008 | Mrs. P. R. Madhu Shree, Assistant Professor | Citrus Cunningham Hotel | 4 weeks |
| 9 | 1AT20BA009 | Dr.Perini PraveenaSri, Professor | Siflon Drugs Pvt Ltd | 4 weeks |
| 10 | 1AT20BA010 | Dr. Richa Das, Associate Prof | Atria Institute of Technology | 4 weeks |
| 11 | 1AT20BA011 | Mrs. Devaki S, Assistant Professor | Lulu Group International | 4 weeks |

| | | | | |
|----|------------|---|---|---------|
| 12 | 1AT20BA012 | Dr.Perini PraveenaSri, Professor | Flipkart | 4 weeks |
| 13 | 1AT20BA013 | Prof. Rajimol K P, Assistant Professor | Sap Labs India | 4 weeks |
| 14 | 1AT20BA014 | Mrs. Devaki S, Assistant Professor | Bajaj Auto Limited Mg Brothers Industries (P) Ltd. | 4 weeks |
| 15 | 1AT20BA015 | Dr. Richa Das, Associate Prof | Varsha Associates | 4 weeks |
| 16 | 1AT20BA016 | Prof. Rajimol K P, Assistant Professor | Metro Cash and Carry Pvt Ltd | 4 weeks |
| 17 | 1AT20BA017 | Mrs Archana R Motta, Assistant Professor | Indigo Blues & Co | 4 weeks |
| 18 | 1AT20BA018 | Mrs. P. R. Madhu Shree, Assistant Professor | Kolar-Chikkaballapur District Co-Operative Milk Producers Union Ltd, (KOCHIMUL) | 4 weeks |
| 19 | 1AT20BA019 | Mrs. Devaki S, Assistant Professor | Hightemp Furnaces Limited | 4 weeks |
| 20 | 1AT20BA020 | Mrs. Devaki S, Assistant Professor | Hero Moto Corp | 4 weeks |
| 21 | 1AT20BA021 | Mrs. P. R. Madhu Shree, Assistant Professor | S. S. Alloys & Steel Industries | 4 weeks |
| 22 | 1AT20BA022 | Dr. Purnajit Chatterjee, Dean & HoD | Makonis Software Solutions Pvt Ltd. | 4 weeks |
| 23 | 1AT20BA024 | Prof. Rajimol K P, Assistant Professor | HCL Technologies | 4 weeks |
| 24 | 1AT20BA025 | Dr.Perini PraveenaSri, Professor | Aishwarya Tea Industry | 4 weeks |
| 25 | 1AT20BA026 | Mrs. P. R. Madhu Shree, Assistant Professor | Thomas Cook | 4 weeks |
| 26 | 1AT20BA027 | Prof. Rajimol K P, Assistant Professor | Taskmo Software Company Pvt Ltd | 4 weeks |
| 27 | 1AT20BA028 | Dr. Richa Das, Associate Prof | Seg Automotive India Pvt Ltd | 4 weeks |
| 28 | 1AT20BA029 | Prof. Rajimol K P, Assistant Professor | Anutone Acoustics Limited | 4 weeks |
| 29 | 1AT20BA030 | Mrs. P. R. Madhu Shree, Assistant Professor | Transcon Automation & Conveyors Pvt Ltd | 4 weeks |
| 30 | 1AT20BA031 | Mrs. P. R. Madhu Shree, Assistant Professor | Decathlon Sports India Pvt Ltd. | 4 weeks |
| 31 | 1AT20BA032 | Dr. Richa Das, Associate Prof | Exposys Labs | 4 weeks |
| 32 | 1AT20BA033 | Dr. Richa Das, Associate Prof | Kions Software Services Private Limited | 4 weeks |
| 33 | 1AT20BA034 | Prof. Rajimol K P, Assistant Professor | Fresnon.in | 4 weeks |
| 34 | 1AT20BA035 | Mrs Archana R Motta, Assistant Professor | ICICI Prudential Life Insurance Company Limited | 4 weeks |

| | | | | |
|----|------------|---|---|---------|
| 35 | 1AT20BA036 | Dr. Purnajit Chatterjee, Dean & HoD | Blueprint Technologies Pvt Ltd. | 4 weeks |
| 36 | 1AT20BA037 | Mrs. Devaki S, Assistant Professor | Future Lifestyle Fashions Limited | 4 weeks |
| 37 | 1AT20BA038 | Dr. Purnajit Chatterjee, Dean & HoD | Cycle Pure Agarbathies N Ranga Rao & Sons Pvt Ltd | 4 weeks |
| 38 | 1AT20BA039 | Mrs Archana R Motta, Assistant Professor | N J India Invest Pvt Ltd | 4 weeks |
| 39 | 1AT20BA040 | Mrs. P. R. Madhu Shree, Assistant Professor | Amazon.com | 4 weeks |
| 40 | 1AT20BA041 | Dr. Richa Das, Associate Prof | Bank of Baroda | 4 weeks |
| 41 | 1AT20BA042 | Mrs Archana R Motta, Assistant Professor | Bisleri International Pvt Limited | 4 weeks |
| 42 | 1AT20BA043 | Dr.Perini PraveenaSri, Professor | Shakeera Industries | 4 weeks |

Student Internships in 2021-2022

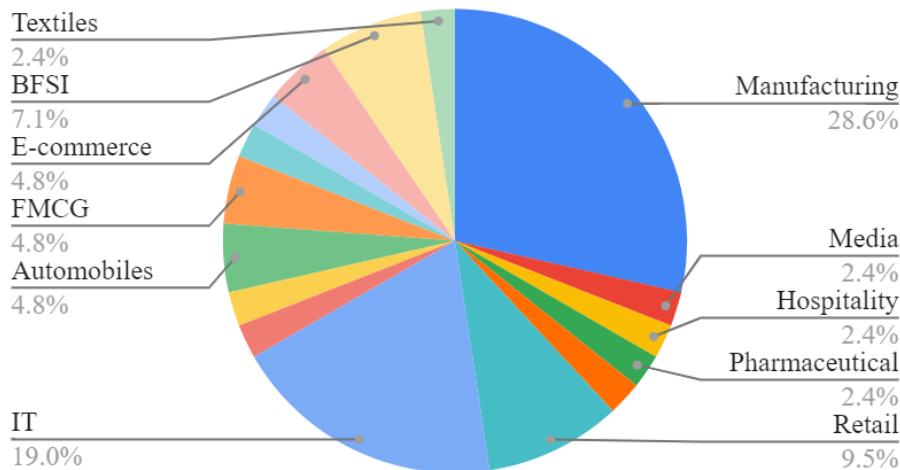


Fig 4.2.3.2: Sector wise distribution of Organisation study for 2021-22

Table 4.2.3.5: Allocation of guide for Organisation Study for Batch 2019-21

| List of Organisation Study Batch 2019-21 | | | | |
|--|------------|-----------------|-------------------------------|----------|
| Sl. No. | USN | Name of Guide | Organisation/ Company Name | Duration |
| 1 | 1AT19MBA01 | Dr. Richa Das | Asian paints Ltd. | 1 month |
| 2 | 1AT19MBA02 | Dr. Richa Das | Continental AG | 1 month |
| 3 | 1AT19MBA03 | Archana R Motta | Reliance Retail Limited | 1 month |
| 4 | 1AT19MBA04 | Devaki S | Gokaldas Exports Ltd. | 1 month |

| | | | | |
|----|------------|-------------------------|--|---------|
| 5 | 1AT19MBA05 | P. R. Madhu Shree | USK LPG PVT Limited | 1 month |
| 6 | 1AT19MBA06 | Devaki S | Avi Solar Energy Private Limited (Enerman) | 1 month |
| 7 | 1AT19MBA07 | Rajimol K P | JK tyres | 1 month |
| 8 | 1AT19MBA08 | Dr. Perini PraveenaSri | Axis Bank | 1 month |
| 9 | 1AT19MBA09 | Devaki S | Infosys | 1 month |
| 10 | 1AT19MBA10 | Dr. Richa Das | Oracle | 1 month |
| 11 | 1AT19MBA11 | Rajimol K P | Bangalore City Co-operative Bank Ltd. | 1 month |
| 12 | 1AT19MBA12 | Archana R Motta | TCS | 1 month |
| 13 | 1AT19MBA13 | P. R. Madhu Shree | IIFL | 1 month |
| 14 | 1AT19MBA14 | Mr. Purnajit Chatterjee | NTPC | 1 month |
| 15 | 1AT19MBA15 | P. R. Madhu Shree | HDFC Bank | 1 month |
| 16 | 1AT19MBA16 | Rajimol K P | Mahindra & Mahindra ltd | 1 month |
| 17 | 1AT19MBA17 | Mr. Purnajit Chatterjee | Coca-Cola | 1 month |
| 18 | 1AT19MBA18 | P. R. Madhu Shree | Tvs motors company pvt ltd | 1 month |
| 19 | 1AT19MBA19 | Dr. Richa Das | Blitz technology Pvt ltd | 1 month |
| 20 | 1AT19MBA20 | Rajimol K P | Maharaj soaps industry Pvt Ltd | 1 month |
| 21 | 1AT19MBA21 | Dr. Perini PraveenaSri | Bisleri | 1 month |
| 22 | 1AT19MBA22 | Rajimol K P | SBI | 1 month |
| 23 | 1AT19MBA23 | P. R. Madhu Shree | Amazon | 1 month |
| 24 | 1AT19MBA24 | P. R. Madhu Shree | ITC LTD. | 1 month |
| 25 | 1AT19MBA25 | Dr. Richa Das | Nike company | 1 month |
| 26 | 1AT19MBA26 | Rajimol K P | DHFL Ltd | 1 month |
| 27 | 1AT19MBA27 | Mr. Purnajit Chatterjee | Aditya Birla Group of company Limited | 1 month |
| 28 | 1AT19MBA28 | Rajimol K P | Metro Cash & Carry India Pvt.Ltd | 1 month |
| 29 | 1AT19MBA29 | Dr. Perini PraveenaSri | TITAN | 1 month |
| 30 | 1AT19MBA30 | Dr. Richa Das | Nestle Ltd | 1 month |
| 31 | 1AT19MBA31 | Archana R Motta | Bharati Airtel | 1 month |
| 32 | 1AT19MBA32 | Mr. Purnajit Chatterjee | Bharat Petroleum Corporation Ltd. | 1 month |
| 33 | 1AT19MBA33 | Dr. Richa Das | Wipro Infrastructure Engineering | 1 month |
| 34 | 1AT19MBA34 | Dr. Perini PraveenaSri | ICICI Bank | 1 month |
| 35 | 1AT19MBA35 | Mr. Purnajit Chatterjee | Muthoot Finance | 1 month |

| | | | | |
|----|------------|-------------------------|-------------------------------------|---------|
| 36 | 1AT19MBA36 | Archana R Motta | Gopalakrishna Textile Mills Pvt Ltd | 1 month |
| 37 | 1AT19MBA37 | Devaki S | Bajaj Auto | 1 month |
| 38 | 1AT19MBA38 | Dr. Perini PraveenaSri | HAL | 1 month |
| 39 | 1AT19MBA39 | Archana R Motta | IFB Automotive Pvt. Ltd | 1 month |
| 40 | 1AT19MBA40 | P. R. Madhu Shree | Himalaya pharmaceuticals pvt.ltd | 1 month |
| 41 | 1AT19MBA41 | Devaki S | Rittal India Pvt. Ltd. | 1 month |
| 42 | 1AT19MBA42 | Devaki S | HCL | 1 month |
| 43 | 1AT19MBA43 | Devaki S | Tech Mahindra | 1 month |
| 44 | 1AT19MBA44 | Rajimol K P | Maruti Suzuki | 1 month |
| 45 | 1AT19MBA45 | Archana R Motta | Bajaj Allianz Life Insurance Co Ltd | 1 month |
| 46 | 1AT19MBA46 | P. R. Madhu Shree | Flipkart | 1 month |
| 47 | 1AT19MBA47 | Dr. Perini PraveenaSri | John Deere | 1 month |
| 48 | 1AT19MBA48 | Dr. Richa Das | IOC | 1 month |
| 49 | 1AT19MBA49 | Archana R Motta | Toyota Motors | 1 month |
| 50 | 1AT19MBA50 | Devaki S | BEML Limited | 1 month |
| 51 | 1AT19MBA51 | Mr. Purnajit Chatterjee | Apollo Hospitals Enterprise ltd | 1 month |
| 52 | 1AT19MBA52 | Archana R Motta | Karnataka Bank Ltd | 1 month |
| 53 | 1AT19MBA53 | Mr. Purnajit Chatterjee | Deloitte | 1 month |
| 54 | 1AT18MBA23 | Dr. Perini PraveenaSri | ABB | 1 month |
| 55 | 1AT18MBA37 | Dr. Perini PraveenaSri | MANMUL : KMF | 1 month |

Student Internships in 2020-2021

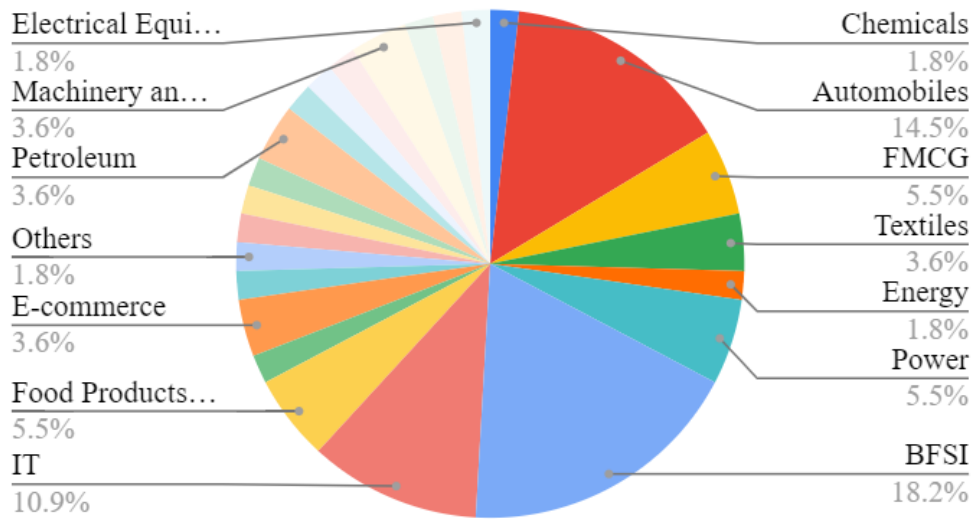


Fig 4.2.3.3: Sector wise distribution of organisation study for 2020-21

Table 4.2.3.6: Allocation of guide for Organization Study for Batch 2018-20

| Sl. No. | USN | Name of Guide | Organisation/ Company Name | Duration |
|---------|------------|-------------------------|---|----------|
| 1 | 1AT18MBA01 | Archana R Motta | eCourierz - Planet express Innovations Pvt. Ltd | 1 month |
| 2 | 1AT18MBA02 | Devaki S | ITI Ltd. | 1 month |
| 3 | 1AT18MBA03 | P. R. Madhu Shree | Columbia Asia Hospital | 1 month |
| 4 | 1AT18MBA04 | Dr. Perini PraveenaSri | Origami Cellulo Private Limited, | 1 month |
| 5 | 1AT18MBA05 | Archana R Motta | Adithya Auto Components Ltd | 1 month |
| 6 | 1AT18MBA06 | Archana R Motta | Sree Gajanana Motor transport Co Ltd | 1 month |
| 7 | 1AT18MBA07 | Mr. Purnajit Chatterjee | Adlink Technologies | 1 month |
| 8 | 1AT18MBA08 | Dr. Richa Das | J&K Bank | 1 month |
| 9 | 1AT18MBA09 | Dr. Richa Das | Yamaha Motors | 1 month |
| 10 | 1AT18MBA11 | Archana R Motta | Bajaj Allianz Insurance Co Ltd | 1 month |

| | | | | |
|----|------------|-------------------------|---|---------|
| 11 | 1AT18MBA13 | Mr. Purnajit Chatterjee | Cauvery Motors Pvt. Ltd. | 1 month |
| 12 | 1AT18MBA14 | Dr. Perini PraveenaSri | Rail Wheel Factory | 1 month |
| 13 | 1AT18MBA16 | Archana R Motta | Ethiraj Associates | 1 month |
| 14 | 1AT18MBA17 | Dr. Perini PraveenaSri | Treebo Hotels (Ruptub Private Limited)- Finance | 1 month |
| 15 | 1AT18MBA18 | Dr. Perini PraveenaSri | MSK worldwide private limited | 1 month |
| 16 | 1AT18MBA19 | Dr. Richa Das | Govt. Flying training School | 1 month |
| 17 | 1AT18MBA20 | P. R. Madhu Shree | Big Baazaar Outlet | 1 month |
| 18 | 1AT18MBA21 | P. R. Madhu Shree | Corner House | 1 month |
| 19 | 1AT18MBA22 | Mr. Purnajit Chatterjee | Astra Zenca Hospital | 1 month |
| 20 | 1AT18MBA25 | Mr. Purnajit Chatterjee | The Malleshwaram Cooperative Bank | 1 month |
| 21 | 1AT18MBA26 | P. R. Madhu Shree | JSW Cement | 1 month |
| 22 | 1AT18MBA28 | Dr. Richa Das | LG Electronics | 1 month |
| 23 | 1AT18MBA29 | Dr. Richa Das | You Plus (Marketing) | 1 month |
| 24 | 1AT18MBA30 | Devaki S | Stericon Pharma Pvt. Ltd. | 1 month |
| 25 | 1AT18MBA32 | Mr. Purnajit Chatterjee | Bombay Rayon Styles Ltd. | 1 month |
| 26 | 1AT18MBA33 | Mr. Purnajit Chatterjee | Indegene | 1 month |
| 27 | 1AT18MBA34 | Archana R Motta | Madison Communications | 1 month |
| 28 | 1AT18MBA35 | P. R. Madhu Shree | Dress Material Apparel Private Limited | 1 month |
| 29 | 1AT18MBA36 | Devaki S | TVS Motor Company | 1 month |
| 30 | 1AT18MBA38 | Dr. Richa Das | Toyota | 1 month |
| 31 | 1AT18MBA39 | P. R. Madhu Shree | Sri Nataraja Automotives (Bajaj) | 1 month |
| 32 | 1AT18MBA40 | Devaki S | Co-operative Bank | 1 month |
| 33 | 1AT18MBA41 | Dr. Perini PraveenaSri | Indus Intex Pvt Ltd | 1 month |
| 34 | 1AT18MBA42 | Devaki S | Honda Motor Company | 1 month |

Student Internships in 2019-2020

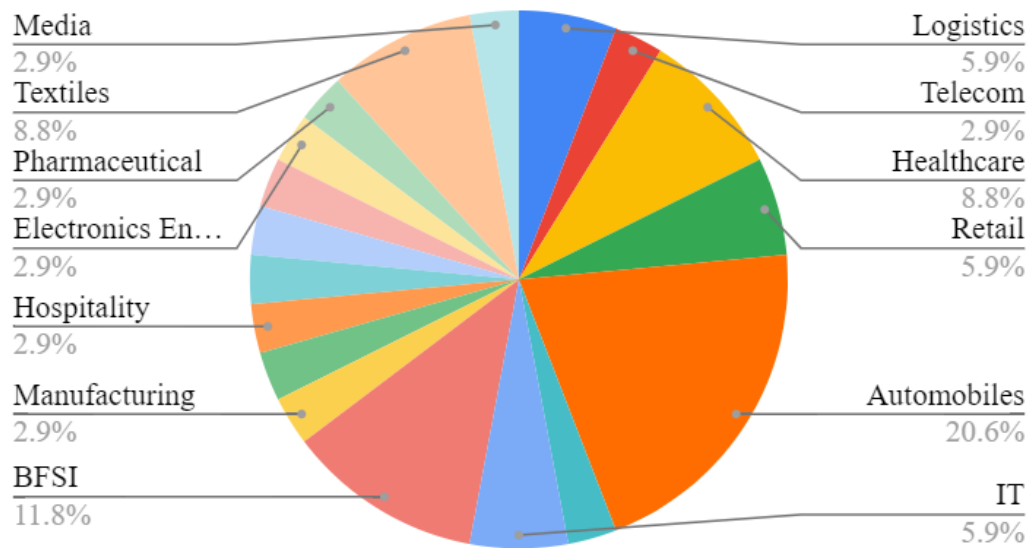


Fig 4.2.3.4: Sector wise distribution of organisation study for 2019-20 students

Table 4.2.3.7: Allocation of guide for Organisation Study for Batch 2017-19

| Sl. No. | USN | Name of Guide | Organisation/ Company Name | Duration |
|---------|------------|---------------------------|-----------------------------|----------|
| 1 | 1AT17MBA01 | Prof. Purnajit Chatterjee | IFB Industries Limited | 1 month |
| 2 | 1AT17MBA02 | Prof. Purnajit Chatterjee | B.PAC | 1 month |
| 3 | 1AT17MBA03 | Prof. Purnajit Chatterjee | Sunsip Agro Processors | 1 month |
| 4 | 1AT17MBA04 | Prof. Purnajit Chatterjee | Alifit (India) Pvt. Ltd. | 1 month |
| 5 | 1AT17MBA05 | Prof. Purnajit Chatterjee | Sparsh Hospital | 1 month |
| 6 | 1AT17MBA06 | Prof. Purnajit Chatterjee | SVA Infrastructures | 1 month |
| 7 | 1AT17MBA07 | Dr. K. S. Bhat | RMM Food Products Pvt. Ltd. | 1 month |
| 8 | 1AT17MBA08 | Dr. K. S. Bhat | Titan Company Limited | 1 month |
| 9 | 1AT17MBA09 | Dr. K. S. Bhat | Bajaj Capital Limited | 1 month |
| 10 | 1AT17MBA11 | Dr. K. S. Bhat | Columbia Asia | 1 month |
| 11 | 1AT17MBA12 | Dr. K. S. Bhat | Future Retail | 1 month |
| 12 | 1AT17MBA13 | Archana R Motta | Sri Sai Mitra Industries | 1 month |
| 13 | 1AT17MBA14 | Prof. P. R. Madhu Shree | Ethiraj Associates | 1 month |

| | | | | |
|----|------------|-------------------------|--|---------|
| 14 | 1AT17MBA15 | Devaki S | Bajaj Allianz General Insurance Company | 1 month |
| 15 | 1AT17MBA16 | Archana R Motta | Kolar - Chikkabalapura District Co-operative Milk Producers Societies Union Ltd. | 1 month |
| 16 | 1AT17MBA17 | Archana R Motta | Disha Communications Pvt. Ltd. | 1 month |
| 17 | 1AT17MBA18 | Archana R Motta | Rittal India Pvt. Ltd. | 1 month |
| 18 | 1AT17MBA20 | Archana R Motta | Everblue Apparel Limited | 1 month |
| 19 | 1AT17MBA22 | Archana R Motta | Texport Industries Pvt. Ltd. | 1 month |
| 20 | 1AT17MBA23 | Archana R Motta | Celebrations Apparel Limited | 1 month |
| 21 | 1AT17MBA24 | Archana R Motta | AMTEK Industries Pvt. Limited. | 1 month |
| 22 | 1AT17MBA25 | Archana R Motta | Karnataka Soaps and Detergents Limited | 1 month |
| 23 | 1AT17MBA27 | Prof. P. R. Madhu Shree | NJ India Invest Pvt. Ltd. | 1 month |
| 24 | 1AT17MBA28 | Prof. P. R. Madhu Shree | Jayaram Marketing Services | 1 month |
| 25 | 1AT17MBA29 | Prof. P. R. Madhu Shree | INDIC EMS Electronics Pvt. Ltd. | 1 month |
| 26 | 1AT17MBA30 | Prof. P. R. Madhu Shree | Speech2Text Medical Solutions (India) Pvt. Ltd. | 1 month |
| 27 | 1AT17MBA31 | Prof. P. R. Madhu Shree | Cytecare Hospitals Pvt. Ltd. | 1 month |
| 28 | 1AT17MBA32 | Prof. P. R. Madhu Shree | Karnataka State Seeds Corporation Ltd. | 1 month |
| 29 | 1AT17MBA33 | Prof. P. R. Madhu Shree | South India Agencies | 1 month |
| 30 | 1AT17MBA34 | Prof. P. R. Madhu Shree | Nuage Compusys Technologies Pvt. Ltd. | 1 month |
| 31 | 1AT17MBA35 | Prof. P. R. Madhu Shree | LKP Securities Ltd. | 1 month |
| 32 | 1AT17MBA36 | Devaki S | RR Transport | 1 month |
| 33 | 1AT17MBA37 | Devaki S | Punarvasu Graphics Pvt. Ltd. | 1 month |

| | | | | |
|----|------------|----------------|---|---------|
| 34 | 1AT17MBA38 | Devaki S | Nahars Technologies(P), Ltd., Narsapura | 1 month |
| 35 | 1AT17MBA39 | Devaki S | Lumax Auto Technologies Limited | 1 month |
| 36 | 1AT17MBA40 | Devaki S | BHUMI | 1 month |
| 37 | 1AT17MBA41 | Devaki S | Sri Sadananda Foods Pvt. Ltd. | 1 month |
| 38 | 1AT17MBA42 | Devaki S | Aster CMI Hospital | 1 month |
| 39 | 1AT17MBA43 | Devaki S | Eastern Silk Industries Limited | 1 month |
| 40 | 1AT16MBA11 | Dr. K. S. Bhat | Exide Industries Limited | 1 month |
| 41 | 1AT16MBA24 | Dr. K. S. Bhat | Reliable Software Technology | 1 month |

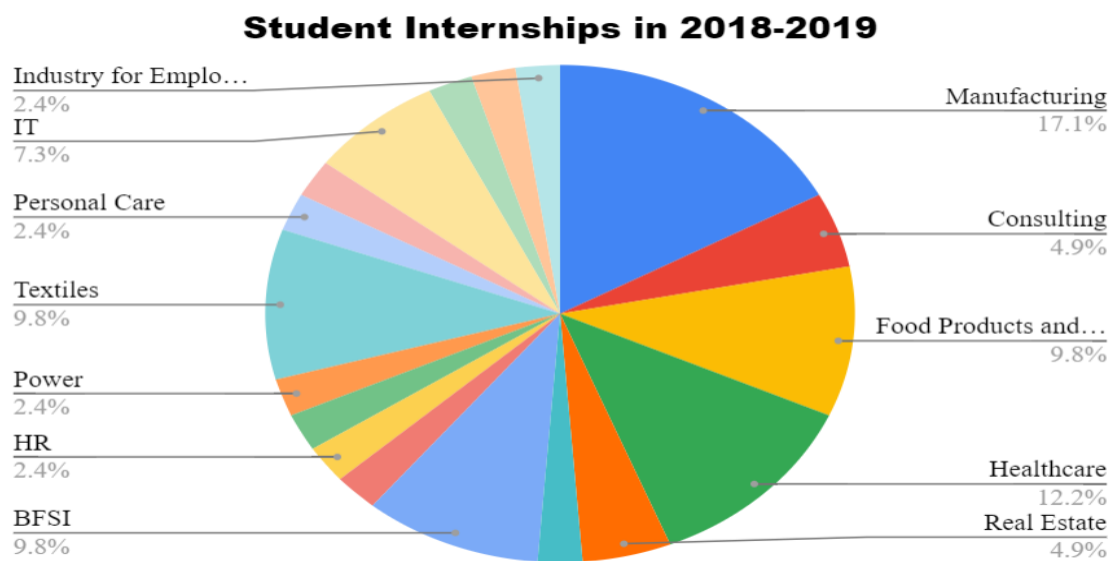


Fig 4.2.3.5: Sector wise distribution of organisation study for students of 2018-19

Project Work: The objective of project work is to expose the students to understand the working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization.

The project work shall be for a period of 6 weeks immediately after the completion of 3rd Semester Examinations but before the commencement of the 4th semester classes. By keeping the business trend in the present scenario, university 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 of department committee. It is the total responsibility of the internal guide to monitor the freelance project. In case, business problem selected from a Company, no two students of the department shall work on the same problem in the same organization. The student shall seek the guidance of the internal guide on a continuous basis.

A. Process of Project allocation of companies and internal guides to students:

- **Circulation of notice:** A notice duly signed by Dean of Department of MBA is circulated among the students regarding the dates of commencement and conclusion of the project work.
- **Briefing students regarding the guidelines of project work:** All students of third semester are briefed regarding the guidelines of project work by the class teacher and the senior faculty members in presence of dean, HoD and all the faculty.
- **Placement of students in various companies for project work:** With the help of training and placement office and the department placement coordinator, students are placement in various companies for the project work. Students may select a company of their own choice as well for completion of project work.
- **Allocation of internal guide:** Each student is allocated an internal guide for project work as per the specialization. Internal Guide must provide students with regular guidance for completion of work in a satisfactory and timely manner.

Table: 4.2.3.8: List of Internal Guide available as per specialization

| Sl No | Name of Faculty | Specialization |
|-------|-------------------------|------------------------------|
| 1. | Dr. Purnajit Chatterjee | Marketing Management |
| 2. | Dr. Perini PraveenaSri | Economics/Finance Management |
| 3. | Dr. Richa Das | Human Resource Management |
| 4. | Mrs. Archana R Motta | Marketing Management |
| 5. | Mrs. Rajimol K P | Finance Management |
| 6. | Mrs. P. R. Madhu Shree | Finance Management |
| 7. | Mrs. Devaki S | Human Resource Management |

- Identification of project title:** Students are encouraged to identify project titles based on their specialization, area of interests and suggestions of internal guide. Internal 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.

Table 4.2.3.9: Schedule to be followed before commencement of project.

| Activity | Timeline | Remarks |
|--|--------------------|---|
| Identifying the organization Problem identification | First week | Student individually identifies an organization or identifies a problem for study, based on interest |
| Problem Statement Research Design | Second week | Student discusses regarding project title, problem statement and research design with internal guide |
| Synopsis Preparation | Third Week | Preparation of Synopsis* & formulating the objective |
| Presentation of synopsis | Fourth week | Student is required to present the synopsis with detailed execution plan to the internal guide and Dean who will review and may: <ol style="list-style-type: none"> Approve the synopsis. Approve the synopsis with modification, or Reject for fresh synopsis |
| Approval status | Fifth & Sixth week | The approval status is submitted to Dean who will officially give concurrence for the execution of the Project. |

*Synopsis is a three-page document to be submitted to the Dean with signature of the guide and the student for project work approval.

B. Relevance of project work towards PO attainment:
Table 4.2.3.10: Project Work contribution towards PO attainment

| PO Statement | Project Work Correlation | Justification |
|---|--------------------------|---|
| PO1: Acquire sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations/ institutions of importance. | High | <ul style="list-style-type: none"> • Allows the students to directly interact with the staff of a business and acquire knowledge about their business model • Provides the students access to financial statement, strategy documents, policies & organisation structure of a business • Provides opportunities to the student to understand a practical business problem and apply theoretical knowledge to suggest a recommended solution. |
| PO 2: Apply effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | High | <ul style="list-style-type: none"> • Students learn to communication with staff in the organisation • Students grasp knowledge of report writing. • Students present the project work to the external reviewer. |
| PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness. | High | <ul style="list-style-type: none"> • Each student must take a lead on the individual project and complete it effectively with in timelines. • Students must exercise their decision-making skills to evaluate alternatives and suggest the best solution. |
| PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment. | Medium | <ul style="list-style-type: none"> • Students conduct literature review to understand the problem and form hypothesis based on literature • Different statistical tools and techniques are used by the students to establish their findings and recommendations. |
| PO 5: Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking. | Medium | <ul style="list-style-type: none"> • Students must understand and manage the risks associated with their project. |

Activity flow of Project Work taken by students:

- Start work and identification of external guide:** After finishing third semester exams SEE, students start working in the company where an external guide is allotted to them for guidance regarding management problem in the organization which needs in depth research. Students are required to follow the given schedule during the project work.

Table 4.2.3.11: Schedule to be followed during project work.

| Activity | Timeline | Remarks |
|---|----------------------------------|--|
| Understanding structure, culture, and functions of the organization/ identifying the business problem from the industry from the literature study | First week of Project | Student should understand products/ services and the problem of the organization. |
| Preparation of research design and research instrument for data collection | Second week of project | Discussion with the guide for finalization of research design and instrument in area of specialization. Present the same to the guide (first presentation) |
| Data collection | Third week of project | Data collected to be edited, coded, tabulated and presented to the guide for suggestions and analysis. (Second presentation) |
| Analysis and finalization of the report | Fourth and fifth week of project | Student must use appropriate and latest statistical tools and techniques for analysis of the data. Use of statistical package whose result must be shown in the report is must for every student. (Third presentation) |
| Submission of project | Sixth week of project | Final report should be submitted to the university before one week of the commencement of theory examination. |

C. Process of Monitoring and Evaluation of Project Work

- Weekly evaluation of work by internal 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.

- **Enhancing students project report:** Faculty members guide the students to enhance the quality of their reports by:
 - a) Defining the precise objective statement of the study
 - b) Questionnaire preparation for data collection
 - c) Framing of hypotheses
 - d) Statistical Analysis
 - e) Scope for further research
- **Completion of Project Work and submission of report to internal guide:** After working for six 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 University academic discipline. The University 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.
- **Evaluation:** Internal evaluation will be done by the internal guide. External valuation shall be done by a faculty member of other institute drawn from VTU affiliated institute with minimum of 10-year experience.

D. Process to assess Project Work Performance:

- **Final Viva Voce and Presentation:** The viva –voce examination will be conducted by the Dean & HoD or Senior Professor of the department and an expert drawn from the VTU affiliated institutes with minimum of 10 years of experience as appointed by the University. Project work carries 100 marks consisting of 40 marks for internal marks by the internal guide, average of 30 marks from both internal and external evaluation and 30 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 university:** Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the department. The department 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 Registrar (Evaluation) one week before the commencement of the Theory Examinations or as per notification given for this purpose to the university.
- **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 Guide.

Fig: 4.2.3.6 presents the process of project work followed in the department.

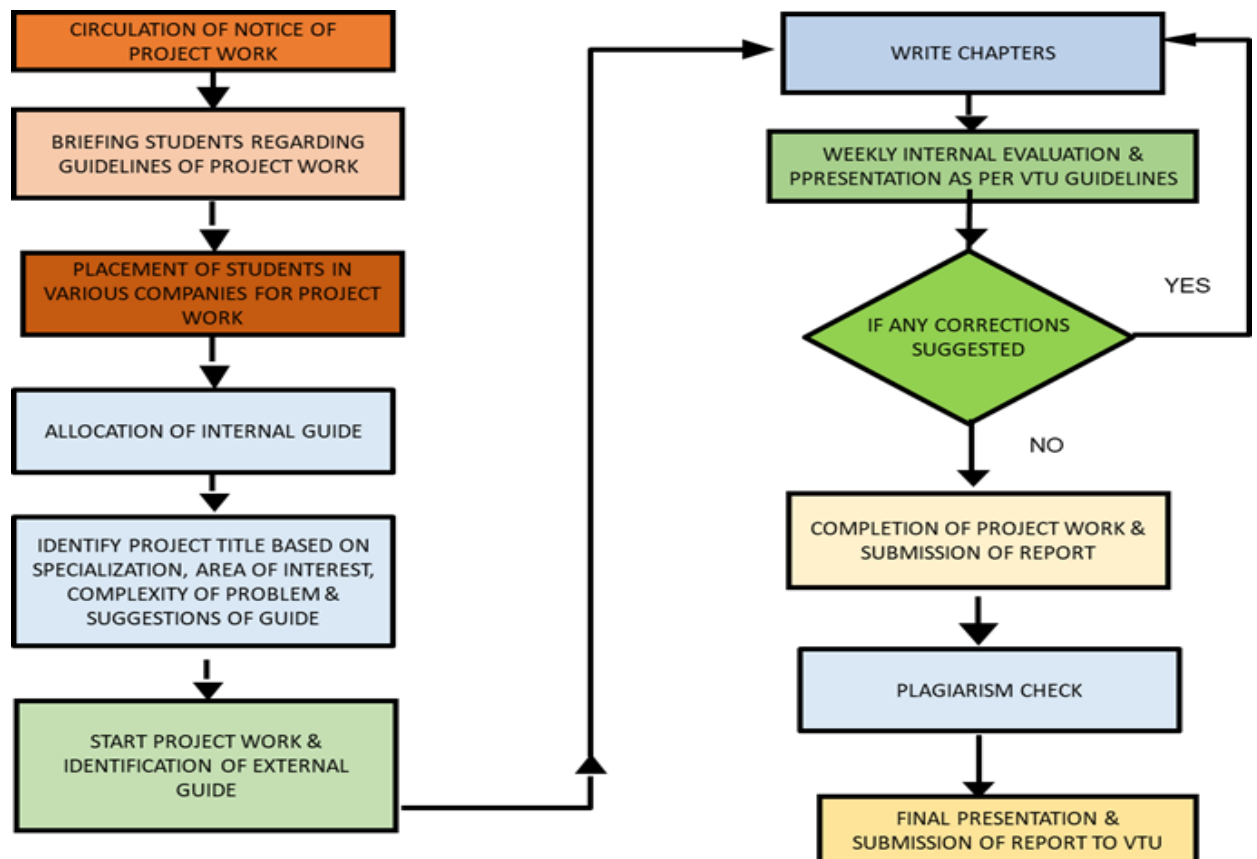


Fig 4.2.3.6: Process of Project Work

E. Quality of Project Report:

The quality of the report is tested thoroughly by both the internal and external reviewers applying the following rubrics provided below:

Table 4.2.3.12: Rubrics for Project Work

| S. No. | Aspects | Max Marks |
|--------|--|-----------|
| 1 | Introduction and relevance of the project | 5 |
| 2 | Conceptual background and literature review | 5 |
| 3 | Research design | 5 |
| 4 | Analysis & interpretation | 10 |
| 5 | Summary of findings, suggestions, and conclusion | 5 |
| | Total | 30 |

Table 4.2.3.13: Sample Evaluation sheet of Project Work

| S. No. | USN No | 1 | 2 | 3 | 4 | 5 | Total |
|--------|--------|---|---|---|---|---|-------|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |

Table 4.2.3.14: List of Guide & Title- Finance Project Work for Batch 2018-20

| S. No. | USN | Title of The Project Work | Name of Guide | Duration |
|--------|------------|---|-----------------|-----------|
| 1 | 1AT18MBA03 | A Study on Cash Flow Analysis at Columbia Asia Referral Hospital Pvt Ltd | Rajimol K P | Six weeks |
| 2 | 1AT18MBA05 | A Study on Credit Risk Management at Vijayanagar Credit Co-operative Society. | Rajimol K P | Six weeks |
| 3 | 1AT18MBA06 | A Study on Receivable Management at Bisineer Engg. India Pvt. Ltd. | Archana R Motta | Six weeks |
| 4 | 1AT18MBA08 | A Study on Risk and Return on Selective Mutual Funds with special reference to Sharekhan Ltd. | Rajimol K P | Six weeks |
| 5 | 1AT18MBA11 | A Study on Hedging/supporting strategies using Commodities in MCX and NCDEX | Rajimol K P | Six weeks |
| 6 | 1AT18MBA16 | Performance Evaluation of Mutual Funds at NJ Wealth | Rajimol K P | Six weeks |

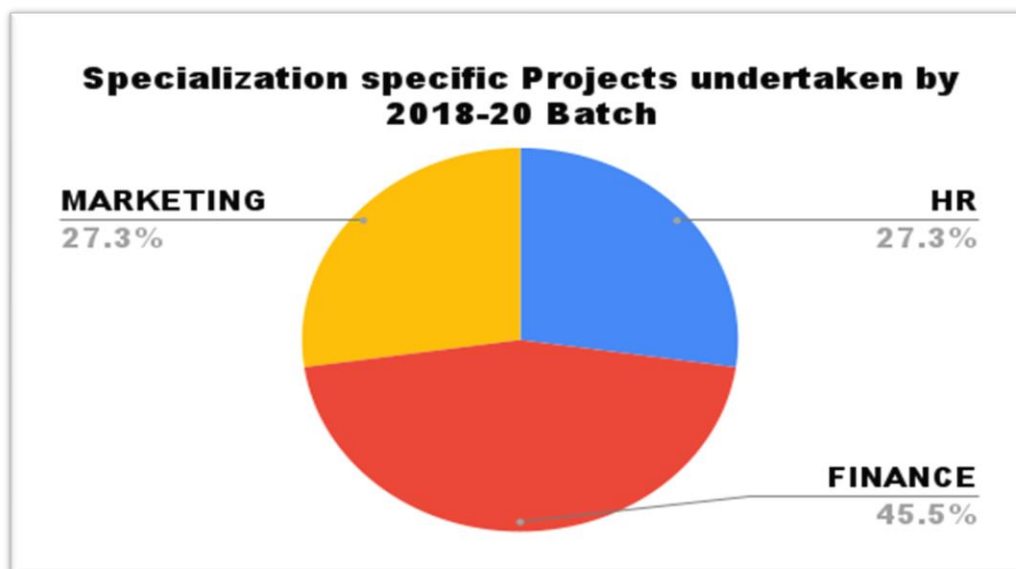
| | | | | |
|----|------------|--|---------------------------|-----------|
| 7 | 1AT18MBA17 | Financial Performance of Treebo Hotel Industry: An Empirical Analysis | Dr. Perini PraveenaSri | Six weeks |
| 8 | 1AT18MBA18 | A Study on Forex Market Analysis and Strategies at Fini Brain | Rajimol K P | Six weeks |
| 9 | 1AT18MBA19 | A Study of Non-Performing Assets at Bangalore City Co-operative Bank Limited | P. R. Madhu Shree | Six weeks |
| 10 | 1AT18MBA20 | A Study on Wealth Management at Edelweiss Broking Limited | P. R. Madhu Shree | Six weeks |
| 11 | 1AT18MBA25 | A Study on Non-Performing Assets at Malleshwaram Co-operative Bank | Prof. Purnajit Chatterjee | Six weeks |
| 12 | 1AT18MBA26 | A Study on Cost Analysis at Startronix Modular Systems Pvt. Ltd. | P. R. Madhu Shree | Six weeks |
| 13 | 1AT18MBA29 | A Study on Risk Hedging Strategies in Derivatives by using options at Prasiddhi Marketing & Shares | P. R. Madhu Shree | Six weeks |
| 14 | 1AT18MBA35 | A Study on Inventory Management at Dress Master Apparel Private Limited, A Raymond Group Company | P. R. Madhu Shree | Six weeks |
| 15 | 1AT18MBA39 | A Study on Financial Analysis at Anand Social and Educational Trust Employees Co-operative Society Limited | P. R. Madhu Shree | Six weeks |
| 16 | 1AT18MBA40 | Financial Ratio Analysis of Co-operative Bank | Dr. Perini PraveenaSri | Six weeks |

Table 4.2.3.15: List of Guide & Title- HRM Project Work for Batch 2018-20

| S. No. | USN | Title of The Project Work | Name of Guide | Duration |
|--------|------------|--|---------------|-----------|
| 1 | 1AT18MBA01 | A Study on Employee Retention Strategies at Scholar Clothing Co. | Devaki S | Six weeks |
| 2 | 1AT18MBA02 | A Study on Employees/Workers Satisfaction towards Organizational Benefits at R A Fashion Pvt. Ltd. | Devaki S | Six weeks |
| 3 | 1AT18MBA04 | A Study on Effects of Performance Appraisal System at Origami Cellulo Private Limited | Dr. Richa Das | Six weeks |
| 4 | 1AT18MBA13 | A Study on HR Practices at Cauvery Ford Company | Dr. Richa Das | Six weeks |
| 5 | 1AT18MBA14 | A Study on Employee Retention at Jishnu Enterprises | Dr. Richa Das | Six weeks |
| 6 | 1AT18MBA21 | A Study on Employee Job Satisfaction at Ethiraj Associates | Devaki S | Six weeks |
| 7 | 1AT18MBA38 | A Study on Employee Job Satisfaction at Sahana Consign Technology | Dr. Richa Das | Six weeks |
| 8 | 1AT18MBA42 | A Study on Employee Job Satisfaction at Pidilite Industries Limited – Bangalore | Devaki S | Six weeks |

Table 4.2.3.16: List of Guide & Title- Marketing Project Work for Batch 2018-20

| Sl. No. | USN | Title of The Project Work | Name of Guide | Duration |
|---------|------------|--|---------------------------|-----------|
| 1 | 1AT18MBA07 | A Study on Quality of Service at TCI Express | Prof. Purnajit Chatterjee | Six weeks |
| 2 | 1AT18MBA09 | A Study on Customer Satisfaction with their bike/scooter with specific reference to Yamaha in comparison to its competitors | Archana R Motta | Six weeks |
| 3 | 1AT18MBA22 | Consumer Behavior Towards Sri Sadananda Foods Pvt Ltd | Prof. Purnajit Chatterjee | Six weeks |
| 4 | 1AT18MBA28 | Gender Comparative Study on Purchase Behaviour of Consumer on Ready to Wear Apparels | Archana R Motta | Six weeks |
| 5 | 1AT18MBA30 | Digital Marketing for Eastern Condiments Pvt. Ltd | Prof. Purnajit Chatterjee | Six weeks |
| 6 | 1AT18MBA32 | A Study on Customer Service at TVS Motors | Prof. Purnajit Chatterjee | Six weeks |
| 7 | 1AT18MBA33 | Marketing Information System at Blitz Technology | Prof. Purnajit Chatterjee | Six weeks |
| 8 | 1AT18MBA34 | Study of Consumer behavior for apparels and their perception of the apparel stores with specific reference to Max, Lifestyle, Reliance Trends, Shoppers Stop | Archana R Motta | Six weeks |
| 9 | 1AT18MBA36 | Study on Determining of Consumer Buying Behavior towards Automobile Purchase | Archana R Motta | Six weeks |


Fig 4.2.3.7: Specialization specific projects undertaken by batch 2018-20

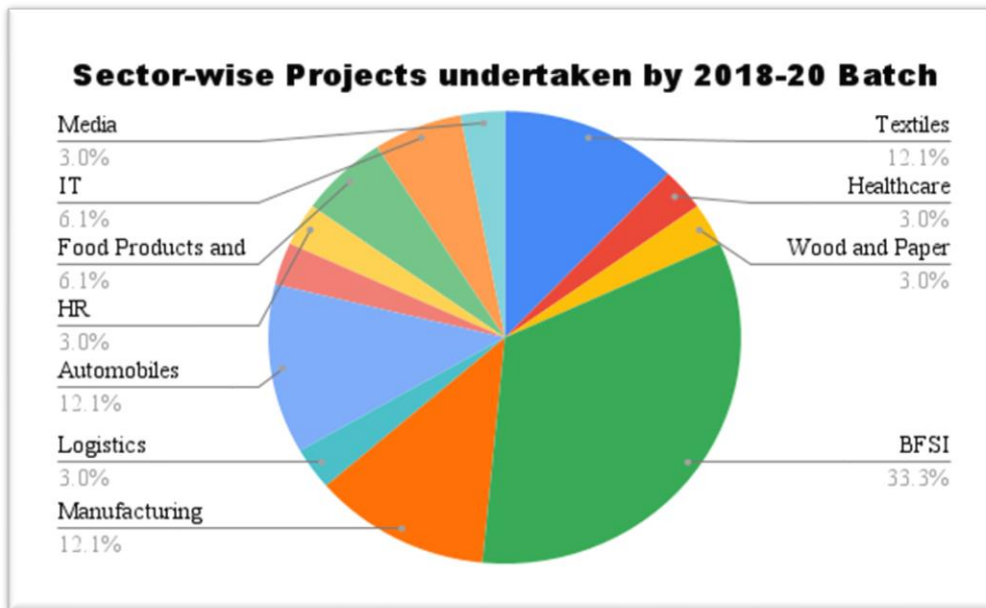


Fig 4.2.3.8: Sector wise Projects undertaken by 2018-20

Table 4.2.3.17: List of Guide & Title- Finance Project Work for Batch 2017-19

| Sl. No. | USN | Title of The Project Work | Name of Guide | Duration |
|---------|------------|---|---------------------------|-----------|
| 1 | 1AT17MBA04 | A Study on Working Capital and Inventory Management | Prof. P. R. Madhu Shree | Six weeks |
| 2 | 1AT17MBA05 | Role of Mutual Funds in Wealth Creation | Prof. P. R. Madhu Shree | Six weeks |
| 3 | 1AT17MBA06 | A Study on Auditing Inventory and Stocks at Columbia Asia Hospital | Prof. Purnajit Chatterjee | Six weeks |
| 4 | 1AT17MBA11 | A Study on Currency Pair Analysis GCP/USD | Prof. Purnajit Chatterjee | Six weeks |
| 5 | 1AT17MBA13 | Comparing INR with Major Currencies Commodity Rates at Finibrain Services Pvt. Ltd. | Archana R Motta | Six weeks |
| 6 | 1AT17MBA14 | A Study on Risk and Return Analysis of Stocks Listed on Bank NIFTY | Prof. Purnajit Chatterjee | Six weeks |
| 7 | 1AT17MBA18 | A Study on Financial Performance Analysis using ALTMAN Z Score Module | Prof. P. R. Madhu Shree | Six weeks |
| 8 | 1AT17MBA22 | A Study on Financial Constraints on Corporate Decision Making | Prof. P. R. Madhu Shree | Six weeks |

| | | | | |
|----|------------|--|-------------------------|-----------|
| 9 | 1AT17MBA23 | Technical Analysis on Selected Stocks | Prof. P. R. Madhu Shree | Six weeks |
| 10 | 1AT17MBA25 | A study of Performance Analysis of Mutual Funds | Archana R Motta | Six weeks |
| 11 | 1AT17MBA27 | Awareness of Mutual Funds among Financial Advisors | Prof. P. R. Madhu Shree | Six weeks |
| 12 | 1AT17MBA28 | An Optimal Portfolio Construction Using Share's Single Index Model at AnandRathi | Prof. P. R. Madhu Shree | Six weeks |
| 13 | 1AT17MBA33 | Investor Perception and Expectation on the Return of Portfolio Investments | Prof. P. R. Madhu Shree | Six weeks |
| 14 | 1AT17MBA35 | Performance of selected IPOs | Prof. P. R. Madhu Shree | Six weeks |

Table 4.2.3.18: List of Guide & Title- HRM Project Work for Batch 2017-19

| Sl. No. | USN | Title of The Project Work | Name of Guide | Duration |
|---------|------------|--|---------------------------|-----------|
| 1 | 1AT16MBA11 | A Study on Employee Motivation | Dr. Richa Das | Six weeks |
| 2 | 1AT16MBA24 | Best HR Practice in IT Industry | Prof. Purnajit Chatterjee | Six weeks |
| 3 | 1AT17MBA01 | A Study on Training & Development | Dr. Richa Das | Six weeks |
| 4 | 1AT17MBA02 | A Study on Employee Job Satisfaction | Devaki S | Six weeks |
| 5 | 1AT17MBA07 | A study on Recruitment & Selection | Dr. Richa Das | Six weeks |
| 6 | 1AT17MBA09 | A Study on Employee Retention | Devaki S | Six weeks |
| 7 | 1AT17MBA12 | A Study on Rewards and Recognition | Dr. Richa Das | Six weeks |
| 8 | 1AT17MBA16 | A Study on Employee Job Satisfaction | Devaki S | Six weeks |
| 9 | 1AT17MBA20 | Influence of Performance Appraisal on the Attitude of Workers working at Cotton World. | Devaki S | Six weeks |
| 10 | 1AT17MBA29 | A Study on Employee Motivation | Devaki S | Six weeks |
| 11 | 1AT17MBA30 | A Study on Industrial Relations & Engagement | Dr. Richa Das | Six weeks |
| 12 | 1AT17MBA31 | A Study on Recruitment Process | Devaki S | Six weeks |
| 13 | 1AT17MBA32 | A Study on Employee Job Satisfaction | Dr. Richa Das | Six weeks |
| 14 | 1AT17MBA34 | The Role of HRM in TQM at BEML - Bangalore | Devaki S | Six weeks |

| | | | | |
|----|------------|---|-----------------|-----------|
| 15 | 1AT17MBA37 | Effectiveness of Performance Appraisal | Dr. Richa Das | Six weeks |
| 16 | 1AT17MBA39 | A Study on Performance Appraisal at BESCOM | Devaki S | Six weeks |
| 17 | 1AT17MBA40 | A Study on Employee Retention Strategies | Archana R Motta | Six weeks |
| 18 | 1AT17MBA41 | Effectiveness of Employee Welfare measures in Bell Ceramics Limited | Archana R Motta | Six weeks |
| 19 | 1AT17MBA42 | A Study on Employee Retention | Dr. Richa Das | Six weeks |

Table 4.2.3.19: List of Guide & Title- Marketing Project Work for Batch 2017-19

| Sl. No. | USN | Title of The Project Work | Name of Guide | Duration |
|---------|------------|---|---------------------------|-----------|
| 1 | 1AT17MBA03 | A Study on Distributors Perception on Nandini Products | Prof. Purnajit Chatterjee | Six weeks |
| 2 | 1AT17MBA08 | A Study on Social Media Marketing Plan for New Startup Company | Prof. Purnajit Chatterjee | Six weeks |
| 3 | 1AT17MBA15 | Study on Impulsive Buying behavior in Retail Outlets | Prof. Purnajit Chatterjee | Six weeks |
| 4 | 1AT17MBA17 | A Study on Digital Consumer Journey and Purchase Behavior for Mobile Phones | Archana R Motta | Six weeks |
| 5 | 1AT17MBA24 | A Consumer Preferences towards Sunsip Agro Processors, Srinivaspur | Archana R Motta | Six weeks |
| 6 | 1AT17MBA36 | Marketing Audit at BEML – Bangalore | Prof. Purnajit Chatterjee | Six weeks |
| 7 | 1AT17MBA38 | A Study on Customer Satisfaction Metrics at Big Bazaar | Archana R Motta | Six weeks |
| 8 | 1AT17MBA43 | A Study on Effectiveness Channel of Distribution | Prof. Purnajit Chatterjee | Six weeks |

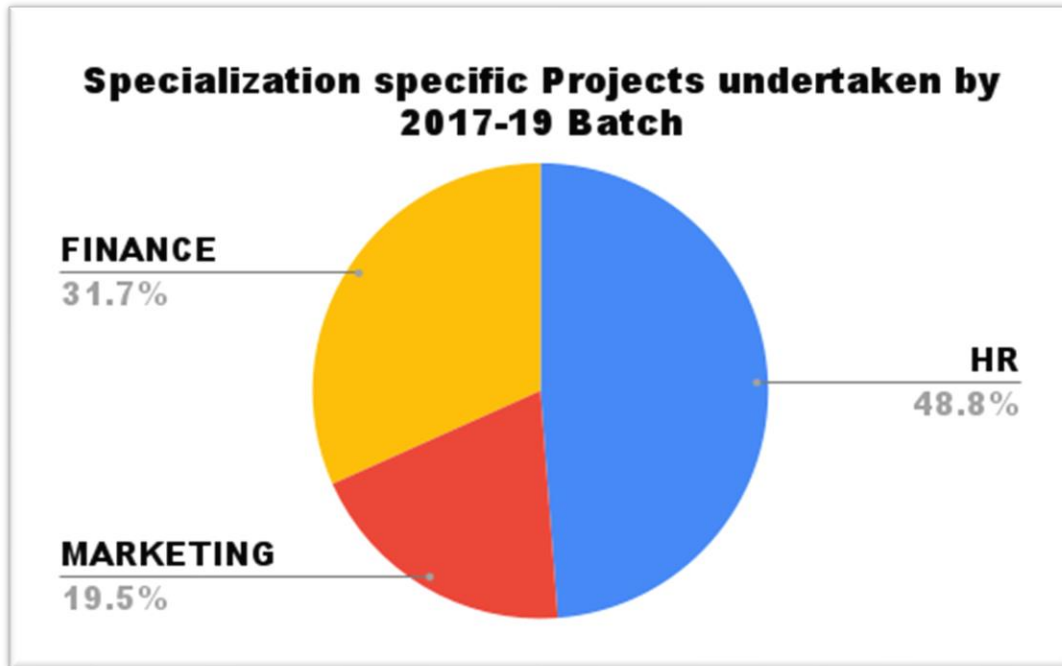


Fig 4.2.3.9: Specialization specific projects undertaken by batch 2017-19

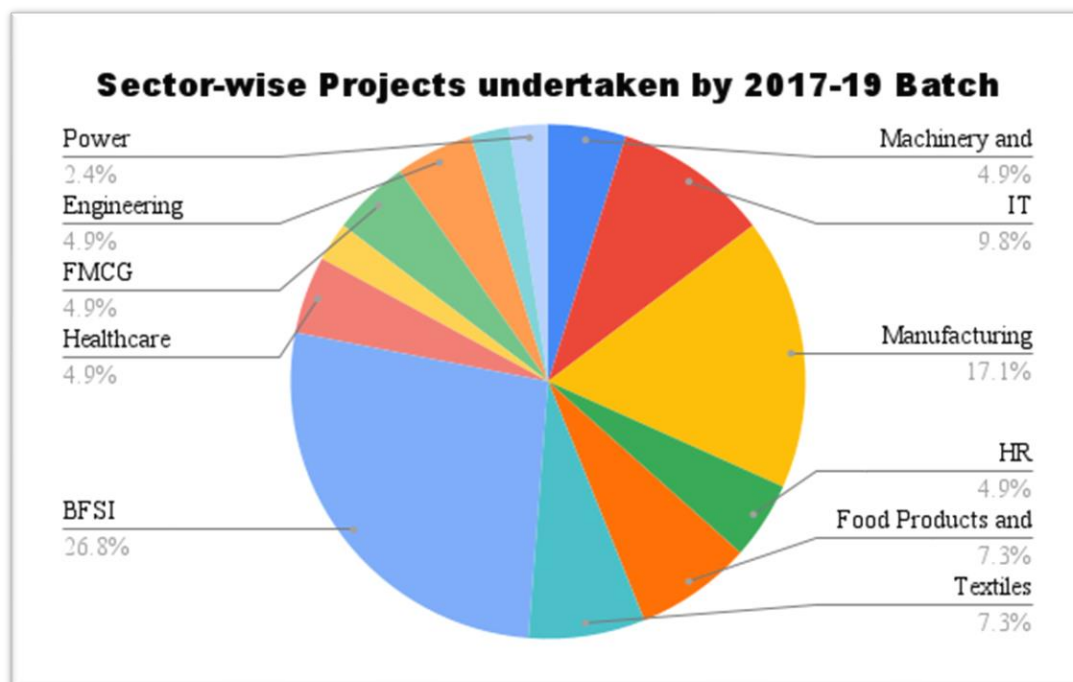


Fig 4.2.3.10: Sector wise Projects undertaken by 2017-19

Criterion 5

**Student Quality
and
Performance**

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 5 Student Quality and Performance

The Criterion 5 focuses on Student quality and their Performance in Academic and non- academic activities. The Department extends maximum support to students in their academic performance and progression. The quality of the students is assessed and evaluated at the time of their enrolment to the course. The institute permanently strives to prepare its students not just for examination, but also encourages the students to participate in co-curricular and extra-curricular activities. To enable holistic growth of students, the college provides several opportunities to display their talents and skills in the field of curricular, co-curricular and extra-curricular activities. The main aim of the department is to groom the students well and help them to get employment. The College aims at the holistic development of students to facilitate their better future.

Table 5.1: Student Intake

| Year | Sancti oned Intake | | No. of students admitted | | | | | | | Total | Total |
|-----------------------------------|--------------------------|---|--------------------------|------------------|------------------|----------------------|------------------|---------|------------------|-------|-------|
| | | | Within State | Outside State | Other Country | Management Stream | Other Streams | Fresher | Experienced * | | |
| CAY 2021-22 | 60 | M | 32 | 2 | NA | 16 | 18 | 34 | NA | 34 | 58 |
| | | F | 18 | 5 | 1 | 15 | 9 | 24 | NA | 24 | |
| CAYm1 2020-21 | 60 | M | 17 | 4 | NA | 14 | 7 | 21 | NA | 21 | 43 |
| | | F | 18 | 4 | NA | 14 | 8 | 22 | NA | 22 | |
| CAYm2 2019-20 | 60 | M | 22 | 5 | NA | 15 | 12 | 27 | NA | 27 | 53 |
| | | F | 25 | 1 | NA | 13 | 13 | 26 | NA | 26 | |
| CAYm3 2018-19 | 60 | M | 15 | NA | NA | 9 | 6 | 15 | NA | 15 | 42 |
| | | F | 26 | 1 | NA | 16 | 11 | 27 | NA | 27 | |
| Total number of students admitted | | | | | | | | | | | 196 |

Table 5.2: Success Rate

| Year of entry | Total number of students admitted | Number of students who have completed | |
|-----------------------|--------------------------------------|--|-------------------------------|
| | | I Year | II Year |
| CAY(2021-22) | 58 | Pursuing 1 st Year | |
| CAYm1(20-21) | 43 | 42 | Pursuing 2 nd Year |
| CAYm2 (LYG) (19-20) | 53 | 53 | 48 |
| CAYm3 (LYGm1) (18-19) | 42 | 34 | 31 |
| CAYm4(LYGm2) (17 -18) | 44 | 41 | 40 |
| CAYm5 (LYGm3)(16-17) | 35 | 31 | 29 |

5.1. Enrolment Ratio (Admissions)

Table 5.1.1: Enrolment Ratio During Last Three Years

| Year of Admission | Sanctioned Intake (N) | Number of Students admitted in the first Year(N1) | Enrolment Ratio (N1/N *100) |
|--------------------------------|-----------------------|---|-----------------------------|
| 2021 | 60 | 58 | 96.67 |
| 2020 | 60 | 43 | 71.67 |
| 2019 | 60 | 53 | 88.33 |
| Average Enrolment Ratio | | | 85.55 |

Enrolment Ratio = Number of students admitted / Sanctioned intake

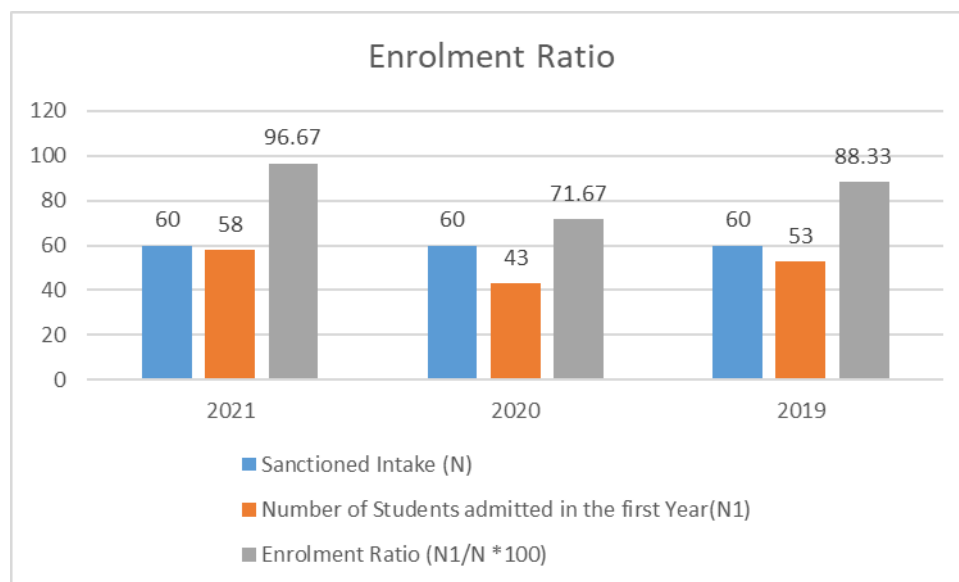


Fig 5.1.1: Enrolment Ratio During Last Three Years

5.2. Success Rate (Students Clearing in Minimum Time)

S.I. = Number of students completing program in minimum duration / Number of students admitted

Table 5.2.1: Success Index for Last Three Years

| Item | Last Year of Graduate, LYG(19-21) | Last Year of Graduate, LYG(18-20) | Last Year of Graduate minus 1, LYG _{m1} (17-19) |
|---|-----------------------------------|-----------------------------------|--|
| Number of students admitted | 53 | 42 | 44 |
| Number of students who have graduated in minimum time | 48 | 31 | 39 |
| Success Index (SI) | 0.91 | 0.74 | 0.89 |
| Average SI | 0.846 | | |
| <i>Success rate = 10 × Average SI</i> | 8.46 | | |

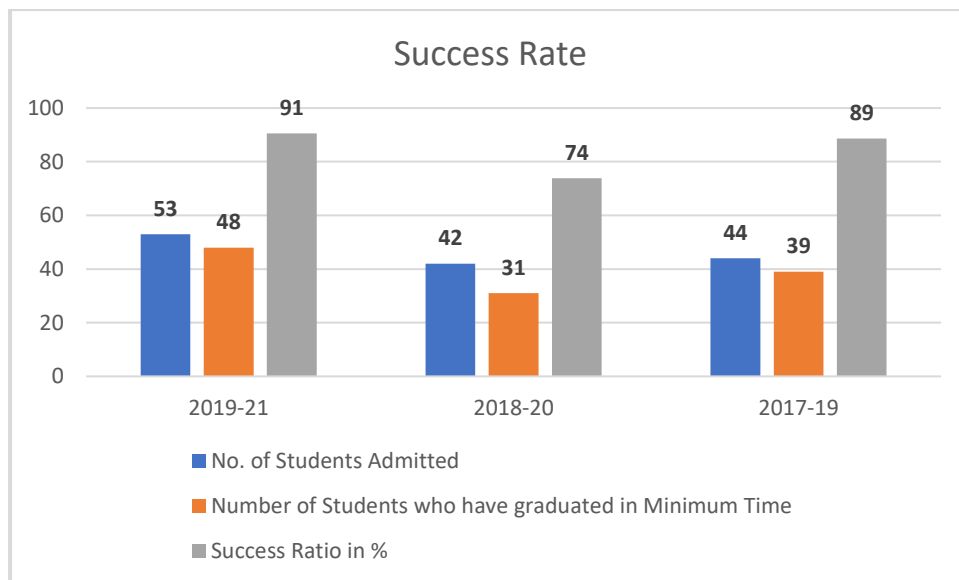


Fig 5.2.1: Success Ratio During Last Three Years

5.3. Academic Performance (Percentage Marks Scored)

Table 5.3.1 Academic Performance for the past 3 years

| Academic Performance | CAYm1 2020-21 | CAYm2 2019-20 | CAYm3 2018-19 |
|--|--------------------------|--------------------------|--------------------------|
| Mean of CGPA or Mean Percentage of all successful students (X) | 7.23 | 6.46 | 7.08 |
| Total no. of successful students (Y) | 48 | 31 | 39 |
| Total no. of students appeared in the examination (Z) | 53 | 34 | 40 |
| API = $x * (Y/Z)$ | AP 1: 6.54 | AP 2: 5.89 | AP 3: 6.90 |
| Average API = $(AP1 + AP2 + AP3)/3$ | 6.44 | | |

5.4. Placement, Higher Studies and Entrepreneurship

Table 5.4.1: Placement, Higher Studies and Entrepreneurship data for 3 years

| Item | CAYm1 2020-21 | CAYm1 2019-20 | CAYm2 2018-19 |
|---|--------------------------|--------------------------|--------------------------|
| No. of students placed in companies or Government Sector (x) | 36 | 28 | 35 |
| No. of students pursuing Ph.D. / Higher Studies (y) | 00 | 1 | 00 |
| No. of students turned entrepreneur (In the areas related to management discipline) (z) | 00 | 0 | 00 |
| $x + y + z =$ | 36 | 29 | 35 |
| No. of students appeared in final year examination (N) | 53 | 33 | 40 |
| Placement Index: $(x + y + z) / N$ | P1: 0.68 | P2: 0.88 | P3: 0.88 |
| Average placement = $(P1 + P2 + P3) / 3$ | 0.813 | | |
| Assessment Points = $40 \times$ average placement | 32.53 | | |

Table 5.4.2: Placement Data for the past 3 years

| S No | Name of the student placed | USN | Name of the employer | Appointment letter reference number with date |
|----------------|----------------------------|------------|---|---|
| 2018-19 | | | | |
| 1 | Akhil A | 1AT17MBA01 | Gallagher | 14th October 2019 |
| 2 | Anusha J | 1AT17MBA02 | Cognizant | 2nd July 2019 |
| 3 | Arbaz Khan | 1AT17MBA03 | Xcelerator | 9th Feb 2019 |
| 4 | Architha K S | 1AT17MBA04 | SPR Human Capital Solutions | 13th Feb 2019 |
| 5 | Ashwini priya B | 1AT17MBA05 | Thomson Reuters | 30th August 2019 |
| 6 | Bhavani V | 1AT17MBA06 | SPR Human Capital Solutions | 13th Feb 2019 |
| 7 | Bhavya.S | 1AT17MBA07 | Cognizant | 13th Nov 2019 |
| 8 | Challa Sunil Kumar Reddy | 1AT17MBA08 | ICICI Prudential Life Insurance Company Ltd. | 9th July 2019 |
| 9 | Chaya D S | 1AT17MBA09 | Xcelerator | 9th Feb 2019 |
| 10 | Dilli B K | 1AT17MBA11 | Health Trail | 22nd Feb 2019 |
| 11 | Harshitha . H | 1AT17MBA12 | Pin Click | 27th May 2019 |
| 12 | Kavana A P | 1AT17MBA14 | Xcelerator | 9th Feb 2019 |
| 13 | Leelavathi SL | 1AT17MBA16 | Inventeron Technologies and Business Solution LLP | 9th May 2019 |
| 14 | Machaiah.M.P | 1AT17MBA17 | Studio Uforya Media Pvt Ltd | 29th Dec 2019 |
| 15 | Mala H G | 1AT17MBA18 | SPR Human Capital Solutions | 13th Feb 2019 |
| 16 | Manjunath J N | 1AT17MBA20 | FUGO Services | 18th July 2019 |
| 17 | Mithun BS | 1AT17MBA22 | Weavings Manpower Solutions Private Limited | 21st Feb 2019 |
| 18 | Monika M | 1AT17MBA23 | Health Trail | 22nd Feb 2019 |
| 19 | Nagesha B | 1AT17MBA24 | Amazon | 5th Dec 2019 |
| 20 | Nandini R | 1AT17MBA25 | Amazon | 5th Dec 2019 |
| 21 | Pavithra S | 1AT17MBA27 | FUGO Services | 18th July 2019 |
| 22 | Prafulla B | 1AT17MBA28 | FUGO Services Match Point | 18th July 2019 24th Feb 2019 |

| | | | | |
|----------------|----------------------------|------------|---|------------------------------|
| 23 | Prasad N | 1AT17MBA29 | Jana Small Finance Bank | 24th Oct 2019 |
| 24 | Sahana Vallabha G | 1AT17MBA30 | HDFC Life | 17th Jan 2019 |
| 25 | Saleha Begum | 1AT17MBA31 | HDFC Bank | 8th April 2019 |
| 26 | Saranya. R | 1AT17MBA33 | Thomson Reuters (Refinitive) | 9th October 2019 |
| 27 | Sharmila U | 1AT17MBA34 | Pin Click | 27th May 2019 |
| 28 | Shivraj CN | 1AT17MBA35 | Thomson Reuters (Refinitive) | 11th October 2019 |
| 29 | Shobha V | 1AT17MBA36 | Pin Click | 27th May 2019 |
| | | | Thomson Reuters (Refinitive) | 16th October 2019 |
| 30 | Srinivasa G C | 1AT17MBA38 | Pin click, ICICI Prudential | 30th May 2019 |
| 31 | Srinivasa G V | 1AT17MBA39 | Legato Health Technologies LLP | 8th June 2019 |
| 32 | Sudha G | 1AT17MBA40 | Pin Click, Cognizant | 27th May 2019, 3rd July 2019 |
| 33 | Sushma A | 1AT17MBA41 | Pin Click | 27th May 2019 |
| 34 | Sushmitha S | 1AT17MBA42 | Pin Click | 27th May 2019 |
| 35 | Saqlain Y | 1AT17MBA32 | Cognizant | 23rd Sep 2019 |
| 2019-20 | | | | |
| 1 | Akshay C | 1AT18MBA01 | Wells Fargo | 18th Dec 2020 |
| 2 | Arpitha R | 1AT18MBA03 | Amazon | 1st Dec 2020 |
| 3 | Ashwini S | 1AT18MBA04 | Amazon | 1st Dec 2020 |
| 4 | Bhavyashree M | 1AT18MBA05 | Fugo Services | 25th July 2020 |
| 5 | Charithra Shrinivas Hebbar | 1AT18MBA06 | Alchemy Techsol India Pvt Ltd | 22nd Nov 2020 |
| 6 | Deekshitha C | 1AT18MBA07 | Amazon | 1st Dec 2020 |
| 7 | F Roshini Parveen | 1AT18MBA08 | Fugo services | 25th July 2020 |
| 8 | K Rajitha | 1AT18MBA14 | ICICI Bank Ltd | 29th Dec 2020 |
| 9 | Kusuma S | 1AT18MBA16 | Gallagher | 16th Dec 2020 |
| 10 | Mohankumar M | 1AT18MBA17 | Treebo Hotels (Ruptub Solutions Pvt Ltd) | 20th Aug 2020 |
| 11 | Murali B | 1AT18MBA18 | Trident Auto Enterprises Private Limited | 12th October 2020 |

| | | | | |
|----------------|----------------------------|------------|---|---------------------------|
| 12 | Pallavi G | 1AT18MBA19 | Gallagher | 1st Oct 2020 |
| 13 | Pooja M B | 1AT18MBA20 | Randstad India Pvt Ltd | 17th June 2020 |
| 14 | Pooja N | 1AT18MBA21 | HDFC Bank | 3rd Sep 2020 |
| 15 | Pooja Patel V | 1AT18MBA22 | Shriram Finance | 28th Aug 2020 |
| 16 | Ramya.M.G | 1AT18MBA25 | Rangabharana Kalakendra | 5th Oct 2020 |
| 17 | Ranjita Gopalkrishna Hegde | 1AT18MBA26 | Alchemy Techsol India Pvt Ltd | 22nd Nov 2020 |
| 18 | Rohith S | 1AT18MBA28 | Amazon | 26th Nov 2020 |
| 19 | Sandhya N S | 1AT18MBA29 | HDFC Bank | 3rd Sep 2020 |
| 20 | Sankalp Nallode B S | 1AT18MBA30 | MSI Services Private Limited | 30th December 2020 |
| 21 | Shoaib Khan | 1AT18MBA32 | Sriram Finance | 27th July 2020 |
| 22 | Sonali Raikwar | 1AT18MBA33 | Ufaber | 11th September 2020 |
| 23 | Sujatha K P | 1AT18MBA34 | Chomozones | 19th Dec 2020 |
| 24 | Supriya M | 1AT18MBA35 | Amazon | 01st December 2020 |
| 25 | Surendra Kumar A | 1AT18MBA36 | Amazon | 01st December 2020 |
| 26 | Swapna S B | 1AT18MBA38 | Gallagher | 16th Dec 2020 |
| 27 | Uma Maheshwari.V | 1AT18MBA39 | Broadridge | 04th December 2020 |
| 28 | Vijay C | 1AT18MBA40 | Gallagher | 9th Dec 2020 |
| 29 | Yugesh B R | 1AT18MBA42 | Higher Studies | St. Clair College, Canada |
| 2020-21 | | | | |
| 1 | Amal M | 1AT19MBA01 | PIN CLICK & AIM PLUS | 27th January 2021 |
| 2 | Anusha C | 1AT19MBA03 | KOVAION | 01-Jul-2021 |
| 3 | Arunkumar G | 1AT19MBA06 | JoulestoWatts Business Solutions Pvt. Ltd | 15 December 2021 |
| 4 | Ashwini G | 1AT19MBA08 | Concentrix | 24/10/2021 |
| 5 | Bhavani R | 1AT19MBA10 | CHALUKYA TECHNOLOGIES | 29th June 2021 |
| 6 | Gagan A | 1AT19MBA12 | PIN CLICK | 27th January 2021 |

| | | | | |
|----|-----------------------------|------------|---|--------------------------------|
| 7 | Girish Gowda S | 1AT19MBA13 | A& AB Associates | 14 th Nov, 2021 |
| 8 | Huziafa Khanum | 1AT19MBA15 | Gallagher | 16-Nov-2021 |
| 9 | Iamen Afroz | 1AT19MBA16 | Square Yards | 11 Feb 2022 |
| 10 | Kanchireddygari Ramachandra | 1AT19MBA17 | ANZ Support Service India ltd | 18 th Jan 2022 |
| 11 | Koushik J | 1AT19MBA18 | Byjus | November 27, 2021 |
| 12 | Latha G | 1AT19MBA19 | e Team Infoservice Pvt Ltd | 13 th Jan 2022 |
| 13 | Ms. Mrinalini S R | 1AT19MBA21 | Gallagher | 30-Nov-2021 |
| 14 | Namitha K H | 1AT19MBA22 | SHRIRAM FINANCE & ANZ SUPPORT SERVICE | July14,2021 |
| 15 | Nida Naaz | 1AT19MBA23 | IDFC, JoulestoWatts Business Solutions Pvt. Ltd | March 18, 2021 |
| 16 | Nirupama B N | 1AT19MBA24 | NTT Data | October 04,2021 |
| 17 | Preetha R | 1AT19MBA26 | IDFC | 19-Mar-21 |
| 18 | R Ramdas | 1AT19MBA27 | Gallagher | 16 th Nov 2021 |
| 19 | Rajendra R | 1AT19MBA28 | JoulestoWatts Business Solutions Pvt. Ltd | 15 December 2021 |
| 20 | Ranjitha P Mary | 1AT19MBA29 | GAPBRIDGE | 07-09-2021 |
| 21 | Ridhik K P | 1AT19MBA31 | PINCLICK, Gallagher | 16-Nov-2021, 27th January 2021 |
| 22 | Ruhina Kowsar | 1AT19MBA32 | ALTIMETRIK | 16 th Sep 2021 |
| 23 | Sandhya K | 1AT19MBA33 | IBM | 2 nd Nov 2021 |
| 24 | Sathish V | 1AT19MBA34 | MPHASIS | May 22, 2021 |
| 25 | Satish P | 1AT19MBA35 | Gallagher | 30-Nov-2021 |
| 26 | Shivaprasad G S | 1AT19MBA38 | JoulestoWatts Business Solutions Pvt. Ltd | 17 November 2021 |
| 27 | Shridhar M | 1AT19MBA39 | JoulestoWatts Business Solutions Pvt. Ltd | 15 December 2021 |

| | | | | |
|----|--------------------|------------|---|--|
| 28 | Shubha M N | 1AT19MBA40 | Joules to Watts Business Solutions Pvt. Ltd | 15 December 2021 |
| 29 | Srinidhi R | 1AT19MBA44 | Paytm | September 22, 2021 |
| 30 | Sudharshan S | 1AT19MBA45 | Gallagher | 30-Nov-2021 |
| 31 | Teresa | 1AT19MBA47 | NEXPLACE, Joules to Watts Business Solutions Pvt. Ltd | 17 November 2021 September 06, 2021 |
| 32 | Tharik Azeez A | 1AT19MBA48 | AIM PLUS | 13 September.2021 |
| 33 | V Jaikumar | 1AT19MBA49 | Byju's | 21 st Dec 2021 |
| 34 | Vaishanvi G | 1AT19MBA50 | Joules to Watts Business Solutions Pvt. Ltd | 17 November 2021 |
| 35 | Vennila U | 1AT19MBA51 | COGNIZANT, Capco | 07-Jun-2021, 13-Dec-21 |
| 36 | Zeeshan Ahmed Khan | 1AT19MBA53 | Verzeo, Paytm, Joules to Watts Business Solutions Pvt. Ltd. | 17 November 2021 |

5.5. Student Diversity

Diversity is ensured with the selection of students from across various strata of society. A typical classroom in ACME includes students coming from various economic backgrounds, different faiths, and different states with an equal representation of women students. Equal opportunity is given to all students in all activities. The reservation policy for admissions of various categories of students is prescribed by the Government of Karnataka. This policy is implemented in the admission process of the institute.

Table 5.5.1: Student Diversity for the past 3 years

| Category | | 2021-22 | 2020-2021 | 2019-2020 | 2018-2019 |
|----------------------|-----------------|---------|-----------|-----------|-----------|
| Geographic Diversity | Within State | 50 | 35 | 47 | 41 |
| | Outside State | 7 | 8 | 6 | 1 |
| | Outside Country | 1 | 0 | 0 | 0 |

| | | | | | |
|------------------|-----------------------------------|----|----|----|----|
| Gender Diversity | Male | 34 | 21 | 27 | 15 |
| | Female | 24 | 22 | 26 | 27 |
| Qualification | BBA/BBM | 4 | 8 | 8 | 5 |
| | B Com | 47 | 27 | 37 | 36 |
| | BE/B Tech/B.Arch. | 0 | 5 | 2 | 0 |
| | BA/BSc/BCA | 7 | 3 | 6 | 1 |
| Work Experience | More than 2 Years | 0 | 0 | 0 | 0 |
| | More than 1 Year but Less 2 years | 0 | 4 | 0 | 0 |
| | Less than 1 year | 0 | 2 | 0 | 0 |

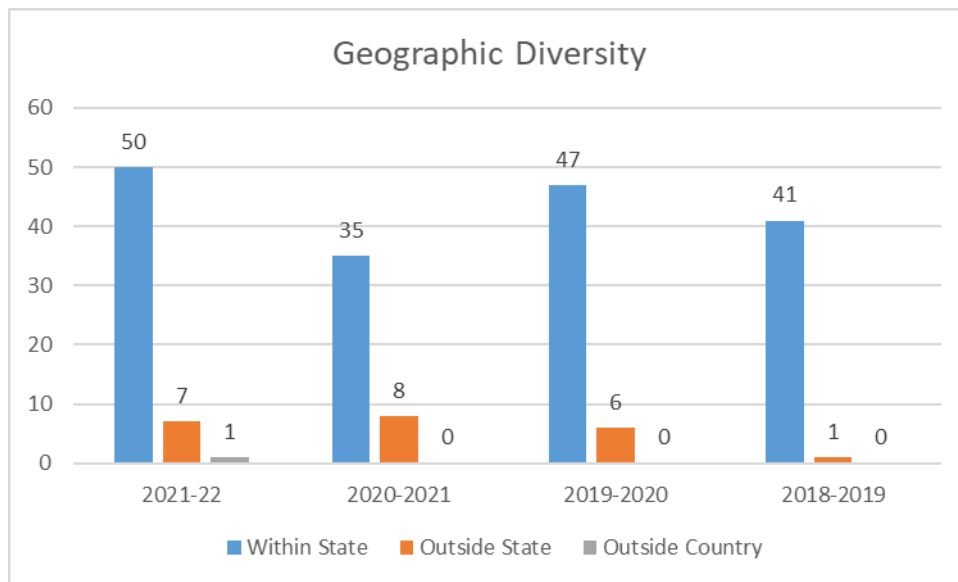


Fig 5.5.1: Geographic Diversity for the past 3 years

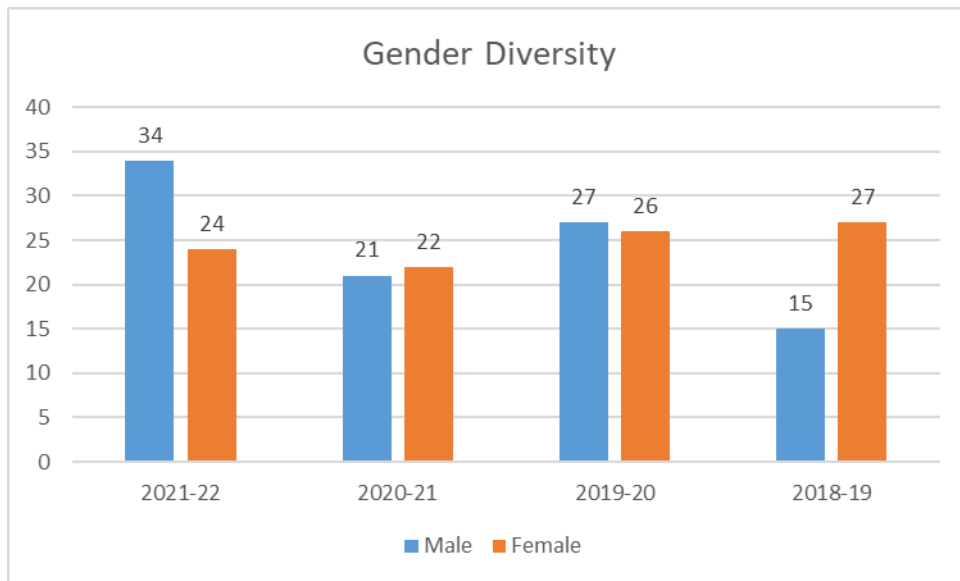


Fig 5.5.2: Gender Diversity for the past 3 years

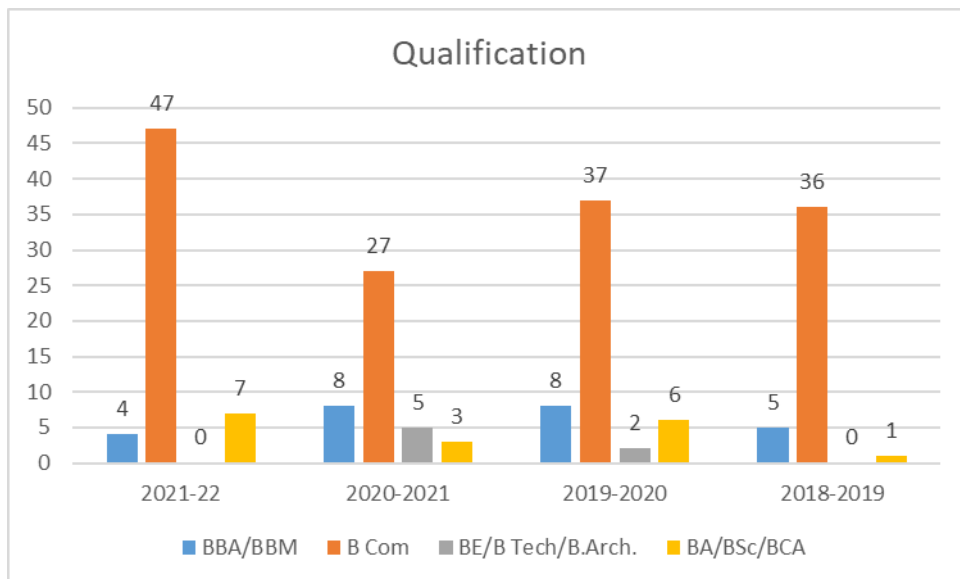


Fig 5.5.3: Qualification of Students for the past 3 years

5.6. Professional Activities


5.6.1. Students' Participation in Professional Societies/Chapters and Organizing Management Events

The Institute has membership in the following Professional Societies.

Table 5.6.1.1: Professional Society Membership

| S. No | Professional Society | Logo |
|-------|--|------|
| 1 | Karnataka Management Association (KMA) | |


Fig 5.6.1.1: Sample Brochures




Speaker
Prof. V R Ravi Kumar
President Karnataka Management Association and President Perfect India Foundation (NGO)

Current trends in International Business




- Significance, Opportunities and Constraints of International Business
- Globalization and its impact on International Business
- India's growth in International Business
- Barriers in International Business; WTO and its role in rationalising International trade
- SCM in International Business



Convenor
Dean, ACME



Chairperson
Principal, AIT

Sept 6th, 2021 | 11:15 AM - 12:45 PM

• Open for all faculty and students

Who We Are

Atria Centre for Management and Entrepreneurship

Established in 2004, ACME has a legacy of producing more than 500 MBA professionals over last one and a half decade. At ACME, we provide our students with an opportunity to explore beyond their limits and enrich their thought process through a detailed academic course. The two-year MBA program at ACME develops and nurtures managerial talent in its students so that they can enter the corporate world of digital India. Our Alumni are in key roles in prominent organizations like KPMG, PWC, IBM, IITV, Honeywell, TVS Motors, Saarc Global, etc.



Atria Institute of Technology

AIT is a management and engineering institute.

- Affiliated to Vignansaraya Technological University
- Approved by AKTE
- Accredited by NAAC

For over the last two decades, it has proven its worth by producing industry leaders both in the field of Technology and Management. Owing to the best of infrastructural facilities, it has been able to attract a pool of researchers across IITs, IISc, IIMs and other reputed academic institutes across India.



PRAKRIYA 2021



Nurturing Leaders for a New India

ABOUT PRAKRIYA

Prakriya is an annual virtual National Conference organized by ACME, Atria Institute of Technology, Bangalore. It provides a platform to students to present their research work and projects. All students across the country can participate.

Objectives of the two-day conference:

- Facilitate peer learning
- Insights and review from senior academicians and industry experts
- Add discovery about the latest research
- Refinement of project ideas

Register Now: bit.ly/prakriya2021

CONFERENCE COORDINATORS

- Prof. Archana R Motta (Marketing): 9448936454, archana.motta@atria.edu
- Dr. Richa Das (Human Resource): 8757120957, richadas@atria.edu
- Prof. Rajimol K.P (Finance): 9738941871, rajimol.kp@atria.edu

GUIDELINES

- The soft copy of the paper should be emailed to prakriya.acme@gmail.com on or before 20th August 2021, 4:00 P.M. with title and domain name in the tagline
- The paper should contain an Abstract (500 words), Literature Review, Research Methodology, and Findings.
- Abstract with full paper (not exceeding 7000 words) should be submitted only in the given format: Font Style: Times New Roman, Font Size: 12 Document Type: MS Word
- The participants should present a PPT on the date of the conference. The presentation should be completed within 5 Minutes and 3 Minutes will be allocated for Q&A.

PATRONS

- Mr. Shaberm Rahman, CEO, Atria Education
- Dr. T.N Sreenivasa, Principal, AIT

CONVENOR

- Dr. Parvathi Chatterjee, Dean, ACME, AIT

ORGANISING COMMITTEE

- Dr. Penmi PraveenSri, Prof. & HOD, ACME
- Prof. P.R Madhu Shree, Asst. Professor
- Prof. Devaki S, Asst. Professor
- Ms. Sonal Mishra, Marketing Lead, AIT



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Fig 5.6.1.2: Sample Brochures

Table 5.6.1.2: Programs Organized under KMA in 2020-21

| S. No | Program |
|-------|--|
| 1 | Prakriya2020: A Virtual National Conference on Management Projects |
| 2 | Industry Institute Interactions |
| 3 | Webinars |
| 4 | National Level E Quiz |

Department Level Activities

To facilitate and support the all-round development of students, Department of MBA offer different platforms through multiple academic and non-academic events where students bring forth their talents and prove their managerial skills. Students are encouraged to participate in all events to improve their leadership skills. The following are some of the events organized by the department every year.

1. Infusion: Management Fest

'Infusion' is a Management Fest which provides a platform to students from all parts of Karnataka to exhibit their managerial talent by participating in various state-of art competitions crafted to showcase their skills, share their thoughts, be the part of various activities, take part in various sort of competitions, and enjoy at the fullest and at the same time win a lot of prizes. The aim is to encourage talent from different colleges and provide a platform to promote healthy competitions among the budding managers of our country.

This Management Event provides the students an opportunity to interact with their peers and form new connections. While organizing any events students stumble upon new people and build their network. Most of the activities are group oriented and students get to know about people from different cultural background and interests. These healthy interactions enhance interpersonal and communication skills of students and prepare them for the real world.

2. Prakriya: Virtual National Conference on Management Projects

Atria Centre for Management & Entrepreneurship organised its first ever Virtual National Conference titled *PRAKRIYA 2020* on 13th and 14th August 2020. This provided a platform for students to present their research work and projects. The target audience were final year management students across the country. The main objectives of the two- day conference was to facilitate peer learning, insights and review from senior academicians and industry experts, aid discovery about latest research and refinement of project ideas. This Conference aims to bring together innovative students in the field of Management to a common forum mainly to promote research activities.

3. Industry Institute Interaction

Industry-Institute-Interaction” provides a platform for both the students as well as faculty members to be aware of industry expectations of skill sets required for students. This enables students to be aware of the lacunae in their skills and provides an opportunity to upgrade them. Industry institute interaction is essential for ensuring that practice meets theory across all functional areas. It goes a long way in enhancing a student’s interpersonal skills and making him/her industry ready. Such interactions are not always limited to just case discussions or internships. ACME organize Industrial Visits and Guest Lectures every semester as a part of Industry Institute Interaction.

- a) **Guest Lectures:** These interactions help to tackle the doubts and concerns that student usually have about an industry. It gives them an in-depth knowledge about what they can expect and how they must groom themselves to achieve successes. An eminent speaker from industry plays an important role in active learning by exposing students to the ‘real world’ of the workplace and can reinforce the significance of key employability skills for future career success.
- b) **Industrial Visit:** Industrial Visit have their own importance in building a career of a student, especially those pursuing a professional degree. Industrial Visit is regarded as the part of the curriculum as it gives students an insight into the regular, internal workings of a company. The objective of an industrial visit is to provide students an insight regarding internal working of companies and a

practical perspective of the workplace.

4. Alumni Meet

Department organize Alumni Meet every year. The main objectives of Alumni Meet are to bring together all the old students and the faculty of the Department to share their experiences with each other and to maintain and update the data base of all the alumni of the department and to interact with them. Alumni Association of the department provide guidance to the present students in their endeavor for better employment and higher studies and promote the campus placements also.

a) Alumni interaction with Students: Department utilize the rich experiences of old students for the benefit and progress of the present students through Alumni Talk. Department Alumni actively involved in various guest lecturer on their domain areas as well as in subject specializations, interview techniques to prospective students, Mentoring, and interacting with students on contemporary themes in business field. These activities were helped a lot to prospective students for their career development.

5. Induction Program:

Department organize an Induction Program every year before the commencement of regular classes. This Induction Program was designed to support new students as they begin their journey at ACME. It was to make “fresher’s” feels like an integral part of ACME family and gets a feel of things to expect during their time at campus. Following were the main objectives of this program.

- ✓ To groom and motivate the students to be a good professional and inculcate the attributes and values of the management professional.
- ✓ To develop a sense of commitment towards the nation and profession.
- ✓ To develop integrity, transparency, independence, and excellence in the profession.

At the beginning of the MBA program, students do not have the core building blocks to take full advantage of the curriculum. Most of them have very little or no business experience. This orientation program had been designed to give the students understand the "big picture" of business and build basic competencies in business areas such as finance, strategy, operations, marketing, and people management.

Table 5.6.1.2: Total Number of Professional Activities Conducted from Academic Year 2018-19 to 2020-21

| Academic Year | Workshop | Quiz | Guest Lectures/ Industry Interaction | Industrial Visit | Alumni Talk | Alumni Meet | Management Events | Induction Program | Webinar/Seminar | Total Events |
|---------------|----------|------|--------------------------------------|------------------|-------------|-------------|-------------------|-------------------|-----------------|--------------|
| 2020-21 | NA | 1 | 3 | 1 | 5 | 1 | 1 | 1 | 3 | 16 |
| 2019-20 | NA | NA | 4 | 3 | NA | 1 | 1 | 1 | NA | 10 |
| 2018-19 | 1 | NA | 2 | 3 | NA | 1 | 1 | 1 | NA | 9 |

Table 5.6.1.3: Student's Participation in External Events from Academic Year 2018-19 to 2020-21

| Academic Year | Student Name | Name of the Event | Organizer |
|---------------|-------------------|--|--|
| 2019-20 | Harish D | National Level Management Project Symposium. 4 th & 5 th August 2020 | GSSS Institute of Engineering & Technology for Women, Mysuru |
| | Supriya M | | |
| | Farha Afzar Chand | | |
| 2020-21 | Sahana G C | International Conference on Ancient Indian Wisdom: Panacea for Sustainable well-being. | School of Management Science, Varanasi |
| | Rishiraj Simalai | | |
| | Rashmita M | ESPLORO – 2021, National online conference on student research papers | RNS Institute of Technology, Bangalore |
| | Bhavani R | | |

Table 5.6.1.4: Online Certificate Courses of Students During MBA from Academic Year 2018-19 to 2020-21

| Academic Year | Name of the Student | Online Certificate on | Achievement |
|---------------|---------------------|---------------------------------------|-------------|
| 2020-21 | Gagan A | Market Research and Consumer Behavior | 100% |
| | | Marketing in a Digital World | 91% |

| | | | |
|---|-----------|--|----------------|
| | | Excel Skills for Business: Essentials | 88.94% |
| 2020-21 | Anusha C | Excel Skills for Business: Essentials | 85.25% |
| | | Excel Skills for Business: Intermediate | 86.17% |
| | | Market Research and Consumer Behavior | 88.69% |
| | | Preparing to Manage Human Resources | 91.67% |
| | | Introduction to Data Analytics for Business | 90.22% |
| | | Marketing in a Digital World | 87.80% |
| | | Recruiting, Hiring, and Onboarding Employees | 98.00% |
| | | 2020-21 | Girish Gowda S |
| Excel Skills for Business: Essentials | 88% | | |
| Business English: Making Presentations | 98% | | |
| Investments I: Fundamentals of Performance Evaluation | 91% | | |
| 2020-21 | Anusha P | Excel Skills for Business | 100% |
| | | Essential and Investment-1 | 83% |
| | | Fundamentals of Performance Evaluation | 90% |
| 2020-21 | Preetha R | Market Research and Consumer behavior | 98% |
| | | Marketing in digital world | 88% |
| | | Auditing 1 | 100% |
| | | Business English: Making Presentation | 90% |
| | | Recruiting, Hiring and Onboarding Employees | 88% |
| | | Marketing in a Digital World | 94% |
| | | The Future of Payment Technologies | 96% |
| | | Behavioral Finance | 91% |

| | | | |
|--|-------------|--|------|
| 2020-21 | Namitha K H | Types of conflict | 97% |
| | | "Excel Skills for Business: Essentials | 88% |
| | | Conflict Resolution Skills | 86% |
| | | Managing the Organisation | 100% |
| | | Write Professional Emails in English | 97% |
| | | Intercultural communication and conflict Resolution | 83% |
| | | English for effective business writing | 95% |
| | | Digital Competition in Financial Services | 97% |
| | | Speak English Professionally: In person, Online & On the phone | 97% |
| | | COVID-19 Contact Tracing | 96% |
| | | Six Sigma Principles | 97% |
| Excel Skills for Business : Intermediate 1 | 97% | | |
| 2020-21 | Vennila U | Positioning :What you need for a successful Marketing Strategy | 86% |
| | | Introduction to Financial Markets | 85% |
| | | Write Professional Emails in English | 95% |
| | | Marketing Mix Fundamentals | 89% |
| | | Market Research and Consumer behavior | 89% |
| | | Research Proposal: Initiating Research | 85% |
| | | The Future of Payment Technologies | 93% |
| | | Portfolio and Risk Management | 88% |
| | | Securing Investment return in the long run | 89% |
| | | Meeting Investors Goals | 84% |
| | | Fundamentals of project planning and Management | 80% |

| | | | |
|---------|---------------|--|--------|
| | | Understanding Financial Market | 91% |
| | | Channel Management and Retailing | 97% |
| | | Brand and product management | 86% |
| | | Project Management :The Basis for Success | 99% |
| | | Behavioral Finance | 91% |
| | | Management Skills for International Business | 99% |
| 2020-21 | Srinidhi R | Market Research & Consumer Behavior | 86% |
| | | understanding Financial Statement: Company Performance | 85% |
| | | Business analytics & digital media | 95% |
| | | Brand & Product Management | 89% |
| | | Marketing in Digital world | 89% |
| 2020-21 | Ruhina Kowsar | Market research and consumer behavior | 50% |
| 2020-21 | Sudarshan | Market research and consumer behaviour | 95% |
| 2020-21 | Bhavani R | Market Research and Consumer Behavior | 75% |
| | | Positioning: What you need for a successful Marketing Strategy | 92% |
| | | Excel Skills for Business: Essentials | 83% |
| | | Introduction to Data Analytics for Business | 92% |
| | | Finance for Non-Finance Professionals | 81% |
| | | Introduction to Big Data | 92% |
| 2020-21 | Pruthvi M | Initiating & Planning Projects | 78.10% |
| 2020-21 | Vighnesha.K.R | Leadership and emotional intelligence. | 90% |
| | | Moralities of everyday life | 96% |

| | | | |
|---------|-------------|---|--------|
| 2020-21 | Sathish.V | Market research and consumer behavior | 86% |
| 2020-21 | Shridhar M | Market research and consumer behaviour | 95% |
| | | Brand and Product Management | 91% |
| 2020-21 | Rajendra A | Market research and consumer behaviour | 90% |
| | | Brand and Product Management | 93% |
| 2020-21 | Teresa | Business English: Basics | 79% |
| | | Managing the organisation | 82% |
| | | Leadership and Emotional Intelligence | 100% |
| | | C for everyone: Programming Fundamentals | 97% |
| | | Introduction to HTML | 92% |
| | | HTML, CSS, and Javascript for Web Developers | 91% |
| | | Introduction to HTML 5 | 90% |
| | | Java Decision Programming | 100% |
| | | Mind Control: Managing Your Mental Health During COVID-19 | 100% |
| | | Science of Exercise | 99% |
| | | Introduction to Psychology | 99% |
| | | Measuring and Maximizing Impact of COVID-19 Contact Tracing | 100% |
| 2020-21 | Sandhya K | Finance for everyone: Markets | 100% |
| | | Finance for everyone: Debt | 93.33% |
| | | Finance for everyone: Decisions | 100% |
| 2020-21 | G.Jagadeesh | market research and consumer behaviour | 75% |
| 2020-21 | Archana N S | Leadership and Emotional intelligence | 100% |

5.6.1.2: Students Clubs

The Department has established various Students Club in the Academic Year 2020-21 focusing on Professional, Social, Cultural interest. Student clubs are a great opportunity for students to develop their interpersonal and team effectiveness and strengthen their communication and leadership skills. These Clubs enables opportunities for students to develop relationships and explore their interests. Students admitted to the course are the members of the club during their course period and retires once they complete the course making way for newly admitted students. The following are the clubs functioning in the Department in the current Academic Year.

Table 5.6.1.2.1: Students Clubs in the Department

| S. No | Club Name | Faculty Advisor | Student Coordinator |
|-------|------------------|---------------------------|---------------------|
| 1 | Entrepreneurship | Prof. Purnajit Chatterjee | Satyajith A A |
| 2 | Quiz | Dr. Richa Das | Sowmya G R |
| 3 | Sports | Prof. Madhushree P R | Rakshith Kumar K |
| 4 | Movie | Prof. Devaki S | Rishiraj Simlai |
| 5 | CSR | Prof. Rajimol K P | Divya R |
| 6 | Cultural | Prof. Archana R Motta | H A Dakshayani |

Entrepreneurship Club

Entrepreneurship Club aim to provide members with access, resources, and mentorship to cultivate their interests in innovation to transform them into the future entrepreneurs of tomorrow. This helps to promote the spirit of entrepreneurship among the students and build their entrepreneurial awareness.

Objectives of Entrepreneurship Club

- Functioning as a guide for the students with creative ideas which can be transformed to real business enterprise.
- Providing Mentorship to students for launching their start-ups.
- Facilitating the student for internship and practical work experience in the various domain.

- Familiarize the students to the latest development in business.

Quiz Club

Quizzing is an art and a test of the intellect. The Quiz club of the Department aims at identifying students with quizzing talent and creating opportunities for them to sharpen their quizzing skills. Quiz Club is a unique and exciting way to motivate, inspire, encourage, and reward children in their quest for knowledge and provide them with the opportunity to celebrate their achievements as part of a high profile, national competition. The main objective of quiz club is to popularize quizzing activities among students and to encourage them to take part in all activities and to instil our students the values of knowledge, wisdom, and compassion to make them smart citizens.

Objectives of Quiz Club

- To create a group of young minds with quizzing talent.
- To lend hands to beginners and lead them to the world of knowledge.
- To guide on specific areas of quizzing and encourage to participate in quiz competitions.
- To expose the quizzing talents of students by involving them to conduct quiz competitions.



Sports Club:

Sports club encourages students to develop their sports skills in various outdoor and indoor games and make them physically fit. This Club aims to provide leadership and

recreation opportunities to the students to enhance their knowledge and skill in a specific sport of interest while at the same time retaining social, cognitive, and physical experiences.

Objectives of Sports Club

- To make aware of the importance or benefits of physical activities in day-to-day life.
- To develop moral values through sports and games.
- To provide recreational opportunities for the students retain their interest towards sports.



Movie Club

Learning from various mediums of expressions has been an integral part of education with this understanding movie club is formed in the department to screen the movies. The purpose of this club is mainly learning through interaction and discussion. Activities carried out by the Movie Club will encourage students to develop a different perception towards films the movies screened mainly focuses on managerial skills like leadership team spirit group dynamics creativity self-motivation etc.

Objectives of Movie Club

- Screening movies that focus on managerial skills
- Screening interesting and unique films to acquaint the students with various cultural backgrounds.
- To encourage discussion and analysis from various perspectives bringing students together to share experience.

- To emphasize the cultural diversity and value education through the good cinema



CSR Club

Corporate social responsibility which is also known today as a Global Social Responsibility is the need of the hour for budding managers. It is essential to know the responsibility towards the society, being a budding corporate. The main purpose of this Club is to inculcates desirable sensitivity, empathy, and the virtue of social participation among the students.

Objectives of CSR Club

- To create a sense of responsibility towards society among students
- To encourage students to participate in socially responsible activities.
- Motivate Social Learning between students.

Cultural Club

The cultural club of the department provide a vibrant experience and exposure in organizing various activities for the students in performing arts and cultural activities.

Objectives of Cultural Club

- To help students to develop their communication skill, confidence, and team spirit.
- To encourage students to participate in all cultural activities.



Cultural Club of Atria Centre for Management and Entrepreneurship is inviting you for the **Cooking without fire Competition**

on monday 6th september @ 330pm, in CR02 ACME FLOOR

For register Contact :
Dakshayani H A - 6362017837
Ravi Kumar - 9731594556

Prof. Archana R Motta
Faculty Coordinator

Dr. (Hons) Purnajit Chatterjee
Dean, ACME

Dr. T N Sreenivasa
Principal, AIT



5.6.2. Students' Publications

In the Current Academic Year 2020-21, two students from 1st year MBA had presented papers in an International Conference on Ancient Indian Wisdom: Panacea for Sustainable well-being organized by School of Management Science, Varanasi on 26th & 27th June 2021.

Table 5.6.2.1 - Students Publication for the Academic Year 2020-21

| Academic Year | Student Name | Title of the Paper | Publication Details | Organizer |
|---------------|---|---|---|---|
| 2021-22 | Shruthi Thambi S, Shaik Mohammed Shahid & Bulla Yeshwanth Kumar Reddy | Exploring the Effectiveness of Consumer Behavior towards Usage of Digital Marketing Tools Application of Principal Component Analysis | International Conference on Advances in Business Management and Intelligent System - 2022 | Atria Institute of Technology and RJS International Multidisciplinary Research Foundation |
| | Sahana G C, Pavitra & Keshava M | Investigation of Awareness and factors influencing in the purchase of electric two-wheelers including the role of government | | |
| 2020-21 | Sahana G C | Ethics in Human Resources Management: The role of Values in an Organization | Conference Proceeding of International Conference on Ancient Indian Wisdom: Panacea for Sustainable well-being. | School of Management Science, Varanasi |
| | Rishiraj Simalai | Fostering Ethical Culture in Sales Management- A Perspective | | |

Students' projects were converted to a research paper and published it as a proceeding in the year 2020-21 with ISBN.

Table 5.6.2.2: Students Project Publication from the Academic Year 2018-2021

| No. | Name of the Student | Name of the Guide | Title of the Paper |
|----------------|---------------------|-------------------------|---|
| 2018-19 | | | |
| 1 | Dilli B K | Dr. Purnajit Chatterjee | A study on currency pair analysis GBP/USD |
| 2 | Shobha V | Dr. Purnajit Chatterjee | A Study on Marketing Audit |
| 3 | Machaiah.M.P | Mrs Archana R Motta, | Digital Consumer Journey and Purchase Behaviour |

| | | | |
|----------------|--------------------------|-------------------------|--|
| 4 | Saranya. R | Mrs. Madhu Shree | A Study on Investors Perception and Expectations on the Return of Portfolio Investments |
| 5 | Monika M | Mrs. Madhu Shree | A study on Technical Analysis on selected stocks |
| 6 | Shivraj CN | Mrs. Madhu Shree | A Study on Performance of Selected IPOs |
| 7 | Sushmitha S | Dr. Richa Das | Employee Retention |
| 8 | Sharief Mohsin | Mrs. Madhu Shree | Best HR practice in IT industry |
| 9 | Challa Sunil Kumar Reddy | Mrs. Madhu Shree | A study on social media marketing plan for new start-up company FiniBrain services Pvt ltd |
| 2019-20 | | | |
| 10 | Deekshitha C | Dr. Purnajit Chatterjee | A Study on quality of service in TCI Express |
| 11 | Supriya M | Mrs. Madhu Shree P R | A cogitation on “Inventory Management” with special reference to Dress Master Apparel Pvt. ltd, a Raymond Group company |
| 12 | Harish D | Mrs. Archana R Motta | A Study on Hedging/Supporting strategies using commodities in MCX and NCDEX in India Infoline limited (IIFL) |
| 13 | Farha Afsar Chand | Mrs. Archana R Motta | A Study On Customer Satisfaction with their Bike/Scooter with Specific Reference to Yamaha In Comparison to Its Competitors |
| 14 | Kusuma | Mrs Rajimol K P, | Performance evaluation of mutual funds at NJ wealth |
| 15 | Rohith S | Mrs. Archana R Motta | Gender Comparative Study on purchase behaviour of consumers on ready to wear apparel |
| 16 | Pooja Patel | Dr. Purnajit Chatterjee | Consumer Behaviour towards Sri Sadananda Food Pvt. Ltd |
| 17 | Sujatha K P | Mrs. Archana R Motta | Study of consumer behaviour for apparels and their perception of the apparel stores with specific reference to max, lifestyle, reliance trends and shoppers stop |
| 18 | Archana S | Mrs Devaki S, | Employees/Workers Satisfaction Towards Organizational Benefits |

| | | | |
|----------------|----------------|-------------------------|---|
| 19 | Surendra Kumar | Mrs. Archana R Motta | Determining of Consumers Buying Behaviour towards Automobile Purchase |
| 2020-21 | | | |
| 20 | Koushik J | Mrs. Madhu Shree P R | Comparison of Financial Performance of Banks and NBFCs: Camel Model Analysis |
| 21 | Bhavani R | Dr. Richa Das | A Study on Employee Retention Strategies at NJ India Invest Pvt Ltd |
| 22 | Srinidhi R | Mrs Archana R Motta | A study on impact of promotional strategies on selected brands of Future Lifestyle Fashions Limited |
| 23 | Vennila U | Dr. Purnajit Chatterjee | A study on Comparative Analysis of Individual Stock Price with the Market |
| 24 | Anusha C | Mrs Archana R Motta | Effectiveness of Performance Appraisal System |
| 25 | Namitha K H | Mrs Rajimol K P | Performance Evaluation of Selected Mutual Funds at NJ India Invest Pvt. Ltd |
| 26 | Rashmitha M | Dr. Richa Das | Employee Job Satisfaction |
| 27 | Ashwini G | Dr. Perini PraveenaSri | Financial Performance of Mutual Funds” at IIFL (India Infoline Limited) |
| 28 | Ruhina Kowsar | Dr. Purnajit Chatterjee | Employee or job Satisfaction at Radisson Blu Atria Hotel |
| 29 | V Jai Kumar | Mrs Archana R Motta | A Study on customer behaviour on online trading of shares |

Criterion 6

Faculty Attributes and Contributions

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 6: Faculty Attributes and Contributions

The department maintains student-faculty ratio at 1:13 which is higher than the AICTE guidelines of 1:20. Faculty cadre for Professor, Associate Professor and that of Assistant Professor is maintained as per the guidelines of NBA and AICTE @ 1:3:4.33 on an average. The faculty members in department are professionally qualified with research and industry experience to maintain required faculty student ratio. Department takes different initiatives to retain the present faculty members.

The faculty members use innovative methods like case study discussion, role plays, movie-based learning, current affairs discussion, group discussion and personal interview, industrial visits, industry interactions, management games, certification courses, MOOCS, remedial classes etc to enrich the teaching learning process among the students. On the institute level there is a well-defined faculty performance, appraisal, and development system. The department follows the same to track the performance of the faculty members. The faculty members actively participate organising and attending workshops, conference, seminars, consultancy projects, faculty development programme, webinars etc. The faculty members are well motivated to publish their papers in referred journals, reputed conferences, books, book chapters case studies etc. There are eight research scholars enrolled with the department for Ph.D.

The list of faculty members of the department during the last three years is provided in Annexure II.

6.1. Student-Faculty Ratio (SFR)

2021-2022

Student-Faculty Ratio (SFR)

Number of PG Programs in the Management Department:01

Number of Students in PG 1st year- 58

Number of Students in PG 2nd year-42

Number of Students=Sanctioned intake + Actual Admitted lateral entry students-
60+0=60

Number of Students in the Department(S): 100

Number of Faculty in the Department (F)= 10

Student faculty Ratio (SFR) =S/F= 120/10=12

2020-2021

Student-Faculty Ratio (SFR)

Number of PG Programs in the Management Department:01

Number of Students in PG 1st year-43

Number of Students in PG 2nd year-55

Number of Students=Sanctioned intake + Actual Admitted lateral entry students-
60+0=60

Number of Students in the Department(S): 43 +55 =98

Number of Faculty in the Department (F)= 10

Student faculty Ratio (SFR) =S/F= 120/10=12

2019-2020

Student-Faculty Ratio (SFR)

Number of PG Programs in the Management Department:01

Number of Students in PG 1st year- 53

Number of Students in PG 2nd year- 34

Number of Students=Sanctioned intake + Actual Admitted lateral entry students-
60+0=60

Number of Students in the Department(S): 53 +34 = 87

Number of Faculty in the Department (F)= 8

Student faculty Ratio (SFR) =S/F =120/8=15

Table 6.1 Student Faculty Ratio (SFR)

| Academic Year | 2021-22 | | | 2020-21 | | | 2019-20 | | |
|-------------------|---------|---------|-------|---------|---------|-------|---------|---------|-------|
| | I Year | II Year | Total | I Year | II Year | Total | I Year | II Year | Total |
| Student Intake | 60 | 60 | 120 | 60 | 60 | 120 | 60 | 60 | 120 |
| Student admitted | 58 | 42 | 100 | 43 | 55 | 98 | 53 | 34 | 87 |
| Faculty Available | 10 | | | 10 | | | 8 | | |
| SFR | 12 | | | 12 | | | 15 | | |
| Average SFR | 13 | | | | | | | | |

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below:

Table 6.1.1 Total Number of Faculty Members in the Department

| Year | Total Number of Regular Faculty in the Department | Total Number of Contractual Faculty in the Department |
|---------|---|---|
| 2021-22 | 10 | 0 |
| 2020-21 | 10 | 0 |
| 2019-20 | 8 | 1 |

Table 6.1.2 Total Number of Faculty Members in the Department for 2021-22

| Year | Designation | Total Number of Regular Faculty in the Department | Total Number of Contractual Faculty in the Department | Number of PhD |
|---------|---------------------|---|---|---------------|
| 2021-22 | Professor | 1 | 10 | 0 |
| | Associate Professor | 4 | | |
| | Assistant Professor | 5 | | |
| | | | | 4 |

Table 6.1.3 Total Number of Faculty Members in the Department for 2020-21

| Year | Designation | | Total Number of Regular Faculty in the Department | Total Number of Contractual Faculty in the Department | Number of PhD |
|---------|---------------------|---|---|---|---------------|
| 2020-21 | Professor | 1 | 10 | 0 | 4 |
| | Associate Professor | 4 | | | |
| | Assistant Professor | 5 | | | |

Table 6.1.4 Total Number of Faculty Members in the Department for 2019-20

| Year | Designation | | Total Number of Regular Faculty in the Department | Total Number of Contractual Faculty in the Department | Number of PhD |
|---------|---------------------|---|---|---|---------------|
| 2019-20 | Professor | 1 | 8 | 1 | 4 |
| | Associate Professor | 3 | | | |
| | Assistant Professor | 4 | | | |

6.2. Faculty Cadre:

Table 6.2.1. Details of Faculty Cadre

| Year | Professor | | Associate Professor | | Assistant Professor | |
|-----------------|-----------|-----------|---------------------|-----------|---------------------|-----------|
| | Required | Available | Required | Available | Required | Available |
| 2021-22 | 1 | 1 | 2 | 4 | 5 | 5 |
| 2020-21 | 1 | 1 | 2 | 4 | 5 | 5 |
| 2019-20 | 1 | 1 | 2 | 3 | 5 | 4 |
| Average Numbers | 1 | 1 | 2 | 3 | 5 | 4.33 |

$$\text{Cadre ratio Marks} = \left\{ \left[\frac{AF1}{RF1} \right] + \left[\frac{AF2}{RF2} * 0.6 \right] + \left[\frac{AF3}{RF3} * 0.4 \right] \right\} * 10$$

$$\text{Faculty Cadre ratio Marks} = 24.70$$

6.3. Faculty Qualification:

Table 6.3. Faculty Qualification

| Year | No of Regular Faculty with PhD (X) | No of Regular faculty with MBA (Y) | No of Regular faculty required to comply 1:20 ratio (F) | FQ = $1.5 * ((10X+4Y)/F)$ |
|--------------------|------------------------------------|------------------------------------|---|---------------------------|
| 2021-22 | 4 | 6 | 6 | 16 |
| 2020-21 | 4 | 6 | 6 | 16 |
| 2019-20 | 3 | 5 | 6 | 12.5 |
| Average Assessment | 3.67 | 5.67 | 6 | 14.83 |

6.4. Faculty Retention:

No. of Regular faculty members in

2021-22= 10

2020-21= 10

2019-20= 8

Retention %= 100%

Table: No 6.4.1 Retention of Faculty Members

| 2021-22 | 2020-21 | 2019-20 |
|---------|---------|---------|
| 100 | 100 | 100 |

Table No 6.4.2 Average Retention Calculation

| Year | Retention percentage |
|----------------------|----------------------|
| 2021-22 | 100 |
| 2020-21 | 100 |
| 2019-20 | 100 |
| Calculated Retention | 100% |

6.5 Faculty Initiatives on Teaching and Learning:

Faculty members of Department of MBA make a great effort to bring new and innovative teaching methodologies for the students. These innovative

methodologies not only enhance the learning process of students but also make them conceptually robust. The teaching and learning initiatives are peer-reviewed by all the members during monthly faculty meeting. Department provides use of modern teaching aids like digital pads, LCD projectors, Wireless Keyboard and mouse, Power Point Laser Presenter, Slide Changer. Department encourages Academic Discussions between faculty members and students using WhatsApp, Google Meet. Flip Class teaching Learning process is adopted by the faculty members. The department conducts seminar, workshops, experts talk etc on a regular basis every academic semester. Faculty members use open-source platforms like NPTEL, Coursera to make subject easy to understand for students.

Faculty initiatives on teaching learning are as follows:

- a. Real World Case study-based teaching-learning
 - b. Roleplays
 - c. Movie based learning
 - d. Current affairs
 - e. Group discussion and personal interview
 - f. Industrial Visits
 - g. Industrial Interaction
 - h. Management games
 - i. Certification courses
 - j. Massive Open Online Courses (MOOCs)
 - k. Remedial classes
 - l. Uses of library
 - m. Mentor-mentee relationship
 - n. Uses of E-resources and ICT
- a. **Real World Case study-based teaching- learning:** Case studies are discussed module wise for all the courses. These case studies significantly improve the analytical abilities of students by projecting real life business problems. Case study-based learning involves detailed examination of problems and exploration of possible solutions. Faculty members use a mix of textbook cases and journal case study from Harvard and Wiley. Table 6.5.1 shows the list of

few of the case studies discussed in the classroom. Figure 6.5.1 shows picture of MBA students solving case study in the classroom.

Table 6.5.1: List of Case Study Discussed in Classroom

| Sl. No. | Name of Faculty | Name of Case Study | Semester | Specialization | Source (Name of Book/ Journal) |
|----------------|--|---|----------|----------------------|---|
| 2020-21 | | | | | |
| 1 | Dr Purnajit Chatterjee & Archana R Motta | Customer Value - Explored, created, communicated & delivered | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 2.1 to 2.7 |
| 2 | Dr Purnajit Chatterjee & Archana R Motta | Consumer Behaviour - its wide facets and deep implications | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 6.1 to 6.8 |
| 3 | Dr Purnajit Chatterjee & Archana R Motta | Who will but Xylo-mahindra & Mahindra Automotive sector | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 9.1 to 9.6 |
| 4 | Dr Purnajit Chatterjee & Archana R Motta | Designing and Managing Services | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 14.1 to 14.6 |
| 5 | Dr Purnajit Chatterjee & Archana R Motta | Wonder Cement - Building a strong brand through digital marketing | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 18.1 to 18.8 |
| 6 | Dr Purnajit Chatterjee & Archana R Motta | Unilever: Working beyond the Horizon | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 23.1 to 23.4 |
| 7 | Dr.Perini PraveenaSri | Which Factors have an Impact on Managerial Decision-Making Process? An Integrated Framework | I | Managerial Economics | https://www.researchgate.net/publication/314262104 |
| 8 | Dr.Perini PraveenaSri | Game Theory: Employing the Prisoner's Dilemma to Enhance Interdisciplinary Learning | I | Managerial Economics | National forum of teacher education journal volume 20, number 3, 2010 |
| 9 | Dr.Perini PraveenaSri | Lessons on Effective Decision Making in Managerial Economics | I | Managerial Economics | Case studies on Managerial Decision Making |

| | | | | | |
|----------------|--|--|-----|----------------------|---|
| 10 | Dr.Perini PraveenaSri | Perfect Competition: A Case of Market Failure | I | Managerial Economics | Corporate Ownership & Control / Volume 2, Issue 4, Summer 2005 |
| 11 | Dr.Perini PraveenaSri | Microsoft: A Case Study in International Competitiveness, High Technology, and the Future of Antitrust Law | I | Managerial Economics | Collated info online |
| 12 | Dr. Richa Das | A Case study on Recruitment & Selection | II | HRM | https://www.researchgate.net/publication/282667869_A_Case_Study_on_Recruitment_Selection |
| 13 | Dr. Richa Das | Workplace Ethics | III | HRM | Human Capital analytics, Wiley |
| 14 | Mrs. Devaki S | #ShareTheLoad with Ariel | IV | HRM | prcasestudiesindia.wordpress.com |
| 15 | Mrs. Devaki S | A 2 year crisis for a 2 minute noodles | IV | HRM | prcasestudiesindia.wordpress.com |
| 16 | Mrs. Devaki S | A case study on the success of ITC's #ProudlyIndian campaign | IV | HRM | Collated info online |
| 17 | Mrs. Devaki S | HUL - Finds purpose during pandemic | IV | HRM | Collated info online |
| 18 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |
| 2019-20 | | | | | |
| 19 | Dr Purnajit Chatterjee & Archana R Motta | Barista Lavazza | I | Marketing | Marketing Management - Arun Kumar & Meenakshi N 2/e, Vikas, 2012. Page 33-34 |
| 20 | Dr Purnajit Chatterjee & Archana R Motta | Marketing of Tata's Nano in India | I | Marketing | Marketing in India: Text & Cases - Neelamegham S 4/e, Vikas, Pg 335-354 |
| 21 | Dr Purnajit Chatterjee & Archana R Motta | American Express | I | Marketing | Marketing Management: A South Asian Perspective - Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012, Pg 257-259 |

| | | | | | |
|----|--|--|----|----------------------|--|
| 22 | Dr Purnajit Chatterjee & Archana R Motta | Facebook | I | Marketing | Marketing Management: A South Asian Perspective - Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012, Pg 503-504 |
| 23 | Dr.Perini PraveenaSri | Which Factors have an Impact on Managerial Decision-Making Process? An Integrated Framework | I | Managerial Economics | https://www.researchgate.net/publication/314262104 |
| 24 | Dr.Perini PraveenaSri | Game Theory: Employing the Prisoner's Dilemma to Enhance Interdisciplinary Learning | I | Managerial Economics | National forum of teacher education journal volume 20, number 3, 2010 |
| 25 | Dr.Perini PraveenaSri | Lessons on Effective Decision Making in Managerial Economics | I | Managerial Economics | Case studies on Managerial Decision Making |
| 26 | Dr.Perini PraveenaSri | Perfect Competition: A Case of Market Failure | I | Managerial Economics | Corporate Ownership & Control / Volume 2, Issue 4, Summer 2005 |
| 27 | Dr.Perini PraveenaSri | Microsoft: A Case Study in International Competitiveness, High Technology, and the Future of Antitrust Law | I | Managerial Economics | Collated info online |
| 28 | Dr. Purnajit Chatterjee | Amul and KMF Business Strategy | II | Strategic Management | VTU Resources |
| 29 | Dr. Purnajit Chatterjee | Crafting Winning Strategies in a Mature Market | II | Strategic Management | INSEAD, Blue Ocean Strategy Institute BOS018 |
| 30 | Dr. Purnajit Chatterjee | Allentown Materials Corporation: The Electronics Product Division | II | Strategic Management | Harvard Business School: 9-948-023 |
| 31 | Dr. Purnajit Chatterjee | Wall Mart Stores, Inc | II | Strategic Management | Harvard Business School: 9-794-024 |

| | | | | | |
|----|-----------------------|--|----|----------------------|--|
| 32 | Dr.Perini PraveenaSri | Random sampling issues in a federal court case, A case study | II | Research Methodology | Random sampling issues in a federal court case, a case study Kristin Kennedy Bryant University, USA James Bishop Bryant University, USA, Page No 112 to 114 |
| 33 | Dr.Perini PraveenaSri | The Use of Semantic Differential Scaling to define Multi-Dimensional Representation of Odors | II | Research Methodology | The use of semantic differential scaling to define the multidimensional representation of odors Pamela Dalton1, 3, Christopher Maute1, Akiko Oshida2 , Satoshi Hikichi2 And Yu Izumi2 1 Monell Chemical Senses Center Philadelphia, PA 2 KAO Corporation Tokyo, Japan Page No: 485 to 497 |
| 34 | Dr.Perini PraveenaSri | Temperature Trend analysis using nonparametric test: A case study of Coimbatore city | II | Research Methodology | Journal of Indian Pollution Control Sathyanathan Rangarajan*, Deeptha Thattia, et.al Page No: April, 2016 |
| 35 | Dr.Perini PraveenaSri | t-tests, non-parametric tests, and large studies—a paradox of statistical practice? Morten W Fagerland | II | Research Methodology | t-tests, non-parametric tests, and large studies—a paradox of statistical practice? Morten W Fagerland, Medical Research Methodology |
| 36 | Dr.Perini PraveenaSri | Research designs for studies evaluating the effectiveness of change and improvement strategies | II | Research Methodology | Research designs for studies evaluating the effectiveness of change and improvement strategies M Eccles, J Grimshaw, M Campbell, C Ramsay Qual Saf Health Care 2003;12:47-52 |

| | | | | | |
|----------------|-------------------------|--|----|------------------|---|
| 37 | Dr. Richa Das | Enterprise Builds on People | II | HRM | Human Resource Management, Cengage Learning, Page 22-23 |
| 38 | Dr. Richa Das | Jayram's Dilemma | II | HRM | Human Resource Management, Cengage Learning, |
| 39 | Dr. Richa Das | Training Program at ABC Cement | II | HRM | Human Resource Management, Cengage Learning, |
| 40 | Dr. Purnajit Chatterjee | Duraflex - Footloose | IV | Sales Management | Monitor Deloitte |
| 41 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |
| 2018-19 | | | | | |
| 42 | Dr. Richa Das | Enterprise Builds on People | II | HRM | Human Resource Management, Cengage Learning, Page 22-23 |
| 43 | Dr. Richa Das | Jayram's Dilemma | II | HRM | Human Resource Management, Cengage Learning, |
| 44 | Dr. Richa Das | Training Program at ABC Cement | II | HRM | Human Resource Management, Cengage Learning, |
| 45 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |



Fig 6.5.1: MBA students solving case study in classroom

- b. Role plays:** Role play is the teaching methodology which allows the learner to take up task in real working conditions. It helps in learning and developing the competencies required for various jobs and positions in the organisation. Figure 6.5.2 shows picture of MBA students participating in role play in the classroom.



Fig 6.5.2: MBA students participating in role play in classroom.

Table 6.5.2: List of Role Play

| S No | Type of role play | Course | Sem | Year |
|------|--------------------|------------------|-----|--------------------|
| 1 | B 2 B Team Selling | Sales Management | IV | 2019,2020, 2021 |

| | | | | |
|---|--|---------------------------------------|-----|---------------------|
| 2 | Functions of Management | Management & Organisational Behaviour | I | 2020, 2021 |
| 3 | Industrial Relation/strikes, negotiation and arbitration | Human Resource Management | II | 2020, 2021 |
| 4 | Industrial Relations – Collective Bargaining on wages | Industrial Relations and Legislations | III | 2019, |
| 5 | Enacting an Advertisement | Marketing Management | I | 2019, 2020 and 2021 |

c. Movie Based Learning: Movies are a great learning method to develop diverse skill sets. Movies help in arising logical and emotional capabilities of the brain. This influences the risk- taking, problem- solving, decision making, sustaining relationships etc. Table 6.5.3 shows the list of few of the movies screened in the classroom. Figure 6.5.3 shows picture of MBA students watching movie in the classroom.

Table 6.5.3: List of Movies Screened in Classroom

| Sl.No. | Concept discussed & Name of the Movie | Semester | Subject | Faculty |
|----------------|--|----------|---------------------------------------|---------------|
| 2020-21 | | | | |
| 1 | Determination lessons- from “Pursuit of Happiness” | I | Management & Organizational Behaviour | Dr. Richa Das |
| 2019-20 | | | | |
| 2 | Determination lessons- from “Guru” | I | Management & Organizational Behaviour | Dr. Richa Das |

| | | | | |
|----------------|--|-----|---------------------------------------|---------------------------|
| 3 | Failure of Financial services industry- “Inside Job” | I | Accounting for Managers | Mrs. Rajimol KP |
| 4 | Hiring and firing function of HRM “Up in the Air” | II | Human Resource Management | Dr. Richa Das |
| 5 | Entrepreneurship lesson from “The Social Media” | II | Entrepreneurship Development | Mrs. Archana R Motta |
| 6 | Frauds in banking and financial services from “The Wolf of Wall Street” | III | Banking and Financial Services | Mrs. P R Madhushree |
| 7 | Sales lesson from “Rocket Singh: Salesman of the year” | IV | Sales Management | Prof. Purnajit Chatterjee |
| 2018-19 | | | | |
| 8 | Hiring and firing function of HRM “Up in the Air” | II | Human Resource Management | Dr. Richa Das |
| 9 | Financial Management lesson from “Wallstreet” | II | Financial Management | Mrs. PR Madhushree |
| 10 | Strategic Management from “Godfather” | II | Strategic Management | Prof. Purnajit Chatterjee |
| 11 | Conflict Resolution lessons from “Devil wears Prada” | III | Conflict & Negotiation Management | Dr. Richa Das |
| 12 | Organisation change from “The Intern” | III | Organisational Change and Development | Dr. Richa Das |
| 13 | Corporate Ethics “Corporate” | IV | Workplace Ethics and Value systems | Dr. Rashmi Singh Roy |



Fig 6.5.3: Movie Screening in Classroom for MBA students

- d. **Current Affairs Discussion:** Students are encouraged to read and watch news daily for better understanding of present-day scenario. Same is discussed in the classroom on a weekly basis. Students are divided into groups for the discussion and a faculty member is present as the moderator during the discussion in the classroom. Fig 6.5.4 shows picture of students participating in current affairs discussion.



Fig 6.5.4 Current affairs discussion by MBA students

- e. **Group Discussion and Personal Interview:** Group discussion and personal interview is part of weekly schedule of MBA students. The discussion and interview are monitored by the faculty members. Personal interview is divided into two parts: specialization specific and general. Group discussion and personal interview help students in developing soft skills and personality. It

also assists in the public speaking of students. Fig 6.5.5 display students participating in personal interview.



Fig 6.5.5: Personal Interview in classroom for MBA students

f. **Industrial Visits:** Industrial visits to organisations are arranged every semester for the students to provide them with practical exposure to the processes followed, day-to-day activities, best practices, and interaction with industry practitioners. Table 6.5.4. presents list of industrial visits organised for the students.

Table 6.5.4: List of Industrial Visits by Department of MBA

| Sl. No. | Year | Name of the Program | Dates | | Venue |
|----------------|-----------|---|---------------|---------------|--------------------------|
| | | | From | To | |
| 2020-21 | | | | | |
| 1 | 2020 - 21 | Virtual Industrial Tour to Amul Chocolate Factory | 27th Nov 2020 | 27th Nov 2020 | Online Class Google Meet |
| 2019-20 | | | | | |
| 2 | 2019 - 20 | Industrial Visit to Mother Dairy | 25th May 2019 | 25th May 2019 | KMF Unit – Yelahanka |
| 3 | 2019 - 20 | Visit to Garuda Polyflex Foods Pvt. Ltd (GP Food Pvt. Ltd.) | 10th Oct 2019 | 10th Oct 2019 | Bommasandra |

| | | | | | |
|----------------|-----------|--|---------------|---------------|----------------------|
| 4 | 2019 – 20 | Industrial Visit to Mother Dairy (Day 1) | 26th Dec 2019 | 26th Dec 2019 | KMF Unit – Yelahanka |
| 5 | 2019 – 20 | Industrial Visit to Mother Dairy (Day2) | 30th Dec 2019 | 30th Dec 2019 | KMF Unit – Yelahanka |
| 2018-19 | | | | | |
| 6 | 2018-19 | Industrial Tour to Garment Labour Union | 19th Sep 2018 | 19th Sep 2018 | Peenya |
| 7 | 2018-19 | Industrial Tour to Lumax Auto Technologies Limited | 28th Sep 2018 | 28th Sep 2018 | Narsapur |
| 8 | 2018-19 | Industrial Tour to IFB Automotive Pvt. Ltd. | 9th Apr 2019 | 9th Apr 2019 | Whitefield |



Fig 6.5.6: Industrial Visit to GP Food Pvt. Ltd.

g. Industry interaction: Students get a chance to engage themselves with industry leaders and practitioners all through the year. Industry interactions help students in developing an insight of the practical aspects of the course and internal working environment which they may not be able to visualize through classroom lectures. Table 6.5.5 exhibits list of industry interactions held in the department.

Table 6.5.5: List of industry interactions by Department of MBA

| S. No. | Name & Affiliation of Resource Person | Date of Interaction | Topic of Interaction |
|----------------|---|------------------------------------|---|
| 2020-21 | | | |
| 1 | Ms. Kalpana Dube, Freelance | 3 rd June 2021 | The Journey from Ideas to Prototype Phase-Innovation & Entrepreneurship |
| 2 | Mr. Guruthej Vailaya – Manager, State Street Corporation | 22 nd Mar 2021 | Finance and Job Opportunities in Finance |
| 3 | Ms. Sindhu Narayan - HR Business Partner 2, IQVIA | 20 th Feb 2021 | Human Resources and It's Job Opportunities |
| 4 | Mr. Abhijit Maney - Market Analyst, Target India Bengaluru | 9 th Jan 2021 | Marketing and Job Opportunities |
| 5 | Ms. Swetha Doddamani -Team Leader, Intellipaath | 2 nd Jan 2021 | Marketing and Job Opportunities in Digital Marketing |
| 6 | Mr. Narendra Srinivasalu - County Manager, TVS Motors Nigeria | 28 th Dec 2020 | Marketing and Sales Opportunities in Automobile Industry |
| 7 | Mr. Ramesh Srinivas - Co-founder and CEO, Worxogo Solutions Pvt. Ltd. | 17 th Dec 2020 | Behavioral Science |
| 8 | Mrs. Prathibha Vikram, Senior Faculty, iNurture Education Solutions | 20 th Nov 2020 | Fintech-An overview of the evolution leading to the new revolution |
| 2019-20 | | | |
| 9 | Mr. Supriyo Guharoy, CEO Indo Asian Group of Institutions | 16 th May 2019 | The emergence of Start-up Ecosystem in India-New ways to engage millennials and wealth creation |
| 10 | Mr. Bosco Caldeira, CFO, Nitesh Estates | August 30 th , 2019 | Corporate lessons for life |
| 11 | Ms. Meera Ramakrishnan, Founder-Zishta | October 25 th , 2019 | Listing Career Opportunities in Marketing; Account of a series of life experiences in the journey |

| | | | |
|----|---|--------------------------|--|
| | | | of making a fruitful Marketing career |
| 12 | Mr. Shashi K Patil, COO, COMAT Technologies | 22 nd Nov '19 | Analyzing and Creating Awareness of diverse entrepreneurial opportunities in the Education Industry |
| 13 | Mr. George Bennet Kuruvilla, GM, Radisson BLU Atria | December 20, 2019 | Aspects and Opportunities in Hotel Industry |



Fig 6.5.7: Industry Interaction with Meera Ramakrishnan

h. Management Games: Management games are one of the most important aspect of teaching learning pedagogy. Management games help students in improving their analytical skills, decision making and enhance their attitude and personality as a team player. Games like brand positioning, best managers etc. are part of course execution for the students. Fig: 6.5.8 display the picture of management game being played in the classroom. Table 6.5.6 presents list of management games conducted in the classroom.



Fig 6.5.8 Management Game being played in the classroom

Table 6.5.6: List of Management Games

| S No | Type of role play | Course | Sem | Year |
|------|--|---------------------------------------|-----|------------------------|
| 1 | B 2 B Team Selling | Sales Management | IV | 2019,2020, 2021 |
| 2 | Functions of Management | Management & Organisational Behaviour | I | 2020, 2021 |
| 3 | Industrial Relation/strikes, negotiation and arbitration | Human Resource Management | II | 2020, 2021 |
| 4 | Industrial Relations – Collective Bargaining on wages | Industrial Relations and Legislations | III | 2019, |
| 5 | Enacting an Advertisement | Marketing Management | I | 2019, 2020 and 2021 |

- i. Certification Courses:** Students are encouraged to take various certification courses for their skills enhancement and to make them industry ready. Following is the list of students who participated in certification course of Cambridge British English Certification Course.

Table 6.5.7: List of Students Participated in Certification Course.

| S.No. | Name of student | Overall Score | CFR Level | Result |
|----------------|-----------------------|---------------|-----------|----------------------------|
| 2020-21 | | | | |
| 1 | Shiva Prasad R | 163 | B2 | Pass with Distinction |
| 2 | Shruthi Thambi S | 159 | B1 | Pass with Merit |
| 3 | Abhijith A A | 158 | B1 | Pass with Merit |
| 4 | Roma Kumari | 158 | B1 | Pass with Merit |
| 5 | Sweta | 158 | B1 | Pass with Merit |
| 6 | Sowmya G R | 154 | B1 | Pass with Merit |
| 7 | Rakshith Kumar | 152 | B1 | Pass |
| 8 | Rishiraj Simlai | 150 | B1 | Pass |
| 9 | Likith M | 149 | B1 | Pass |
| 10 | Satyajith A A | 148 | B1 | Pass |
| 11 | Sahana G C | 146 | B1 | Pass |
| 12 | Sivuni Aruna Kumari | 139 | A2 | Council of Europe Level A2 |
| 13 | Shaik Mohammed Shahid | 138 | A2 | Council of Europe Level A2 |
| 14 | Kavya N | 136 | A2 | Council of Europe Level A2 |

- j. **Massive Open Online Course (MOOCs):** MOOC brings knowledge to the students at a lesser price, and it also complements the traditional teaching learning process. MOOC also provide discussion forum for exchange of views. Table 6.5.5 depicts list of students who participated in MOOC.

Table 6.5.8: List of Students Participated in MOOC

| Academic Year | Name of the Student | Online Certificate on | Achievement |
|---------------|---------------------|---------------------------------------|-------------|
| 2020-21 | Gagan A | Market Research and Consumer Behavior | 100% |
| | | Marketing in a Digital World | 91% |
| | | Excel Skills for Business: Essentials | 88.94% |
| 2020-21 | Anusha C | Excel Skills for Business: Essentials | 85.25% |

| | | | |
|---------|----------------|--|--------|
| | | Excel Skills for Business: Intermediate | 86.17% |
| | | Market Research and Consumer Behavior | 88.69% |
| | | Preparing to Manage Human Resources | 91.67% |
| | | Introduction to Data Analytics for Business | 90.22% |
| | | Marketing in a Digital World | 87.80% |
| | | Recruiting, Hiring, and Onboarding Employees | 98.00% |
| 2020-21 | Girish Gowda S | Financial Market | 99% |
| | | Excel Skills for Business: Essentials | 88% |
| | | Business English: Making Presentations | 98% |
| | | Investments I: Fundamentals of Performance Evaluation | 91% |
| 2020-21 | Anusha P | Excel Skills for Business | 100% |
| | | Essential and Investment-1 | 83% |
| | | Fundamentals of Performance Evaluation | 90% |
| 2020-21 | Preetha R | Market Research and Consumer behavior | 98% |
| | | Marketing in digital world | 88% |
| | | Auditing 1 | 100% |
| 2020-21 | Namitha K H | Business English: Making Presentation | 90% |
| | | Recruiting, Hiring and Onboarding Employees | 88% |
| | | Marketing in a Digital World | 94% |
| | | The Future of Payment Technologies | 96% |
| | | Behavioral Finance | 91% |
| | | Types of conflict | 97% |
| | | "Excel Skills for Business: Essentials | 88% |
| | | Conflict Resolution Skills | 86% |
| | | Managing the Organisation | 100% |
| | | Write Professional Emails in English | 97% |
| | | Intercultural communication and conflict Resolution | 83% |
| | | English for effective business writing | 95% |
| | | Digital Competition in Financial Services | 97% |
| | | Speak English Professionally: In person, Online & On the phone | 97% |
| | | COVID-19 Contact Tracing | 96% |
| | | Six Sigma Principles | 97% |
| | | Excel Skills for Business: Intermediate 1 | 97% |
| 2020-21 | Vennila U | Positioning: What you need for a successful Marketing Strategy | 86% |

| | | | |
|---------|---------------|--|--------|
| | | Introduction to Financial Markets | 85% |
| | | Write Professional Emails in English | 95% |
| | | Marketing Mix Fundamentals | 89% |
| | | Market Research and Consumer behavior | 89% |
| | | Research Proposal: Initiating Research | 85% |
| | | The Future of Payment Technologies | 93% |
| | | Portfolio and Risk Management | 88% |
| | | Securing Investment return in the long run | 89% |
| | | Meeting Investors Goals | 84% |
| | | Fundamentals of project planning and Management | 80% |
| | | Understanding Financial Market | 91% |
| | | Channel Management and Retailing | 97% |
| | | Brand and product management | 86% |
| | | Project Management: The Basis for Success | 99% |
| | | Behavioral Finance | 91% |
| | | Management Skills for International Business | 99% |
| 2020-21 | Srinidhi R | Market Research & Consumer Behavior | 86% |
| | | understanding Financial Statement: Company Performance | 85% |
| | | Business analytics & digital media | 95% |
| | | Brand & Product Management | 89% |
| | | Marketing in Digital world | 89% |
| 2020-21 | Ruhina Kowsar | Market research and consumer behavior | 50% |
| 2020-21 | Sudarshan | Market research and consumer behaviour | 95% |
| 2020-21 | Bhavani R | Market Research and Consumer Behavior | 75% |
| | | Positioning: What you need for a successful Marketing Strategy | 92% |
| | | Excel Skills for Business: Essentials | 83% |
| | | Introduction to Data Analytics for Business | 92% |
| | | Finance for Non-Finance Professionals | 81% |
| | | Introduction to Big Data | 92% |
| 2020-21 | Pruthvi M | Initiating & Planning Projects | 78.10% |
| 2020-21 | Vighnesha.K.R | Leadership and emotional intelligence. | 90% |
| | | Moralities of everyday life | 96% |
| 2020-21 | Sathish.V | Market research and consumer behavior | 86% |
| 2020-21 | Shridhar M | Market research and consumer behaviour | 95% |
| | | Brand and Product Management | 91% |
| 2020-21 | Rajendra A | Market research and consumer behaviour | 90% |

| | | | |
|---------------------------------|-------------|---|-----------|
| | | Brand and Product Management | 93% |
| 2020-21 | Teresa | Business English: Basics | 79% |
| | | Managing the organisation | 82% |
| | | Leadership and Emotional Intelligence | 100% |
| | | C for everyone: Programming Fundamentals | 97% |
| | | Introduction to HTML | 92% |
| | | HTML, CSS, and Javascript for Web Developers | 91% |
| | | Introduction to HTML 5 | 90% |
| | | Java Decision Programming | 100% |
| | | Mind Control: Managing Your Mental Health During COVID-19 | 100% |
| | | Science of Exercise | 99% |
| | | Introduction to Psychology | 99% |
| | | Measuring and Maximizing Impact of COVID-19 Contact Tracing | 100% |
| | | 2020-21 | Sandhya K |
| Finance for everyone: Debt | 93.33% | | |
| Finance for everyone: Decisions | 100% | | |
| 2020-21 | G.Jagadeesh | market research and consumer behaviour | 75% |

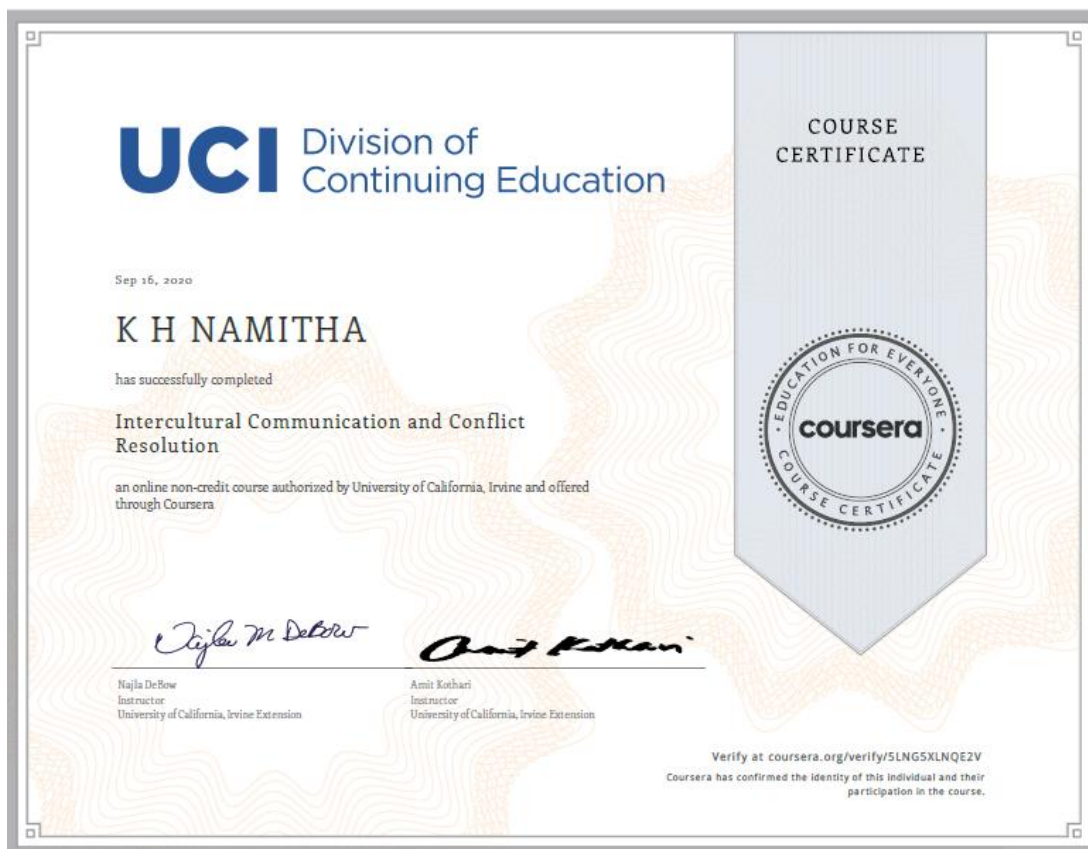


Fig 6.5.9: Certificate of student course on Coursera

- k. Remedial Classes:** Remedial classes are taken on regular basis to help students understand the topics they might have missed or were not able to understand. These classes are taken in all the courses being taught every semester.
- l. Uses of Library:** Faculty members and students use main library to access study materials and references. Library and Information Centre (LAIC) is a resource centre for teaching, learning & research. Library is spread in ground floor with 150 seating capacity, state of digital library, E- Learning Centre, Reference Section, Circulation Counter, OPAC (Online Portal Access Catalog) Search, Journals/Magazines and Newspaper Section are made available in the entrance session of the library building. Library holds a collection of electronic resources, which include books, databases, audio- visuals, CDs/DVDs, e-books, e-journals, reports, previous years question papers, Project Reports. Learning Resources are available to access like DELNET, NDL, VTU consortium. National Knowledge Network- <http://nkn.gov.in/> and National Digital Library- <https://ndl.iitkgp.ac.in/>. As the e-journals access is IP based, the stakeholders can take benefit of this facility from anywhere in the campus at any time. Some of them include:

Table 6.5.9: List of E-Resources Available in Library

| S.No. | Database Name | Website Address |
|-------|-----------------------|---|
| 1 | Elsevier | https://www.sciencedirect.com/ |
| 2 | Springer Nature | https://link.springer.com/ |
| 3 | Taylor & Francis | https://www.tandfonline.com/ |
| 4 | Emerald | https://www.emeraldinsight.com/ |
| 5 | McGraw Hill Education | http://mcgrawhilleducation.pdn.ipublishcentral.com/ |
| 6 | Knimbus | https://new.knimbus.com |
| 7 | Turnitin* | https://www.turnitin.com/ |
| 8 | DELNET | http://164.100.247.26/ |
| 9 | NDL | https://ndl.iitkgp.ac.in/ |

Table 6.5.10: Total No of Management Books Volume in Central Library

| Specialization | No. Of Books Volume |
|--------------------------|---------------------|
| Finance Management | 318 |
| Marketing Management | 332 |
| HR Management | 147 |
| Operation Management | 95 |
| Organisational Behaviour | 231 |
| IT Management | 49 |
| Business Statistics | 282 |
| Research Methodology | 152 |
| Economics | 141 |
| Strategic Management | 93 |
| Business Communication | 282 |
| Entrepreneurship | 32 |
| General Management | 1162 |
| Total No of Books | 3316 |

- Video courses are available online which includes,
 - ✓ NPTEL, Link: <https://onlinecourses.nptel.ac.in/>
 - ✓ SWAYAM, Link: <https://swayam.gov.in/Institutions>

m. Mentor-Mentee Relationship: Each student is assigned with a “Mentor” to guide and balance the opportunities in curriculum, extracurricular, placements etc. The work of mentor is to ensure participation of mentees in every available opportunity and help them to excel all round.

n. Use of E-resources and ICT: Xcelerator is a collaborative learning community, which brings together all stake holders to create an experiential and contextual learning platform. On Xcelerator, the students can be engaged with experts from industry through its industry relevant projects and learning. The purpose of these project-based engagements is to ensure that the learnings are relevant to the nature of work that goes on in the industry and to help

students get closer to the real needs of the industry. The platform offers contextual learning around these projects so that there is content-on-demand which is closely linked to the task at hand. This helps students to identify and enhance their skills which helps them in career guidance.

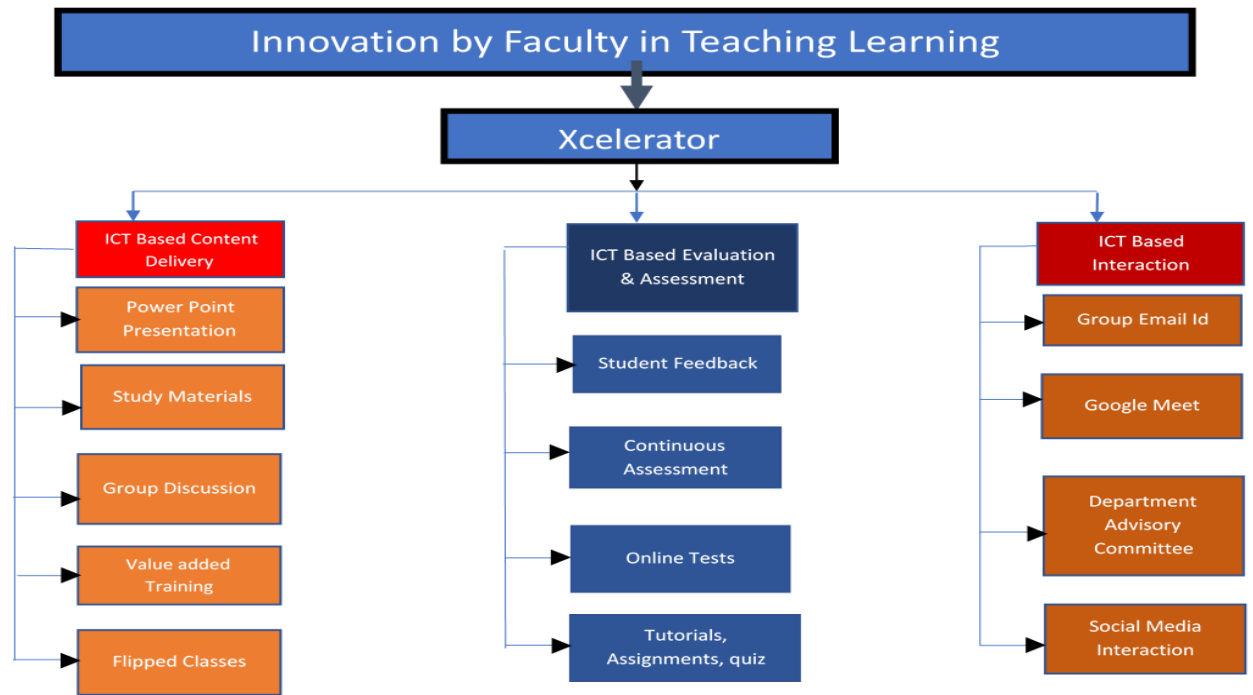


Fig 6.5.10: Innovation by Faculty in Teaching Learning

6.6. Faculty Performance, Appraisal and Development Systems:

Faculty Performance, appraisal and development system focusses on the quality participation by the faculty members in the work they have been assigned. The responsibilities of each faculty haven broadly divided into three parts:

- Teaching
- Research and
- Institution building activities.

Faculty members at department are expected to:

- I. To teach students in the academic programmes and guide them for internships, project work.
- II. To publish papers in journal of repute, carry out research and get grants from national and international agencies. To undertake consultancy assignments and

organise workshop, seminars, conferences and FDPs for overall skill development.

III. To undertake institution brand building activities like taking part in IQAC activities, marketing collateral development.

Feedback System

- The performance appraisals provide College management with information useful in merit salary determinations and at the same time, it offers opportunity for positive evaluation and discussion of employee weaknesses and strengths.
- The College/Department encourages faculty members to work on R&D projects The College/Department motivates faculty members to attend the international /national conference. Faculty members are encouraged to join professional societies such as ISTE, KMA etc.by paying membership amount. Faculty are motivated to apply for research grants. Cash incentive is provided to faculty for quality research publications.
- The college/ department take feedback of the faculties from the students which are used as evaluation in faculty appraisal. The minimum feedback for a faculty member from the students is 3.5 on a 5-point scale rating system. For any faculty scoring less than the institution standard, necessary corrective actions are taken like counselling by Dean and Principal. If there is no improvement after counselling, his/her continuation in the department is reviewed by the principal.
- College/ management also rewards the best faculty based on the following criteria:
 - ✓ Student's feedback.
 - ✓ The faculty's self-appraisal report.
 - ✓ Dean's evaluation.
 - ✓ The marks given by the faculty appraisal committee, headed by the principal.
 - ✓ The increments and promotions also add some effect to these scores: If the faculty achieves 90% - 100%, an appreciation from the management will be awarded along with a monetary benefit of increment.

- ✓ A sample feedback form of faculty from student and a self-appraisal form of the faculty is presented.
- ✓ In addition to teaching, faculty members need to Innovate and conduct research for their self-enhancement, keep abreast with changes in technology, and gain expertise for effective implementation of curriculum. Faculty members are also required to provide services to the industry and community for understanding and contributing to the solution of real-life problems in the industry. Support administrative responsibilities of the institution and co-operate with other faculty, HODs and the Head of Institute.

6.6.1. Performance Appraisal System

To encourage faculty members to work towards their responsibilities a performance appraisal system has been developed by Atria Institute of Technology which have been adopted by the Department of MBA. The performance appraisal system ensures a systematic and transparent evaluation of each faculty against the expected outcomes. The promotion increments and other incentives of faculty members are granted on the basis of Performance Appraisal system. An effective performance appraisal system for Faculty is vital to optimize & effectively map the contribution of individual faculty to institutional performance. The purpose of this performance appraisal system can be summarized as below:

- Assess and promote excellence in the teaching/learning process.
- Meet the educational needs of students and the community by continually monitoring instructional performance.
- Provide a constructive framework for evaluating faculty performance by identifying areas of strength and areas for improvement in classroom instruction.
- Provide a basis for professional growth and development.

6.6.1.1 Importance of Performance Appraisal for the Employee:

- To know his/her responsibilities and the expectations concerning his/her performance

- To be aware of the criteria and standards on which his/her evaluation will be based on.
- To learn what objectives to attain
- To discuss the possibility of advancement
- To determine what type of support or training he/she needs

6.6.1.2. Importance of Performance Appraisal for the Employer:

- To review and validate the performance of the employee against assigned tasks and responsibility.
- To jointly set with the employee the objectives to be attained during the next year.
- To assess the employee's training and development requirements
- To identify the areas of weaknesses and provide positive feedback to the staff on their individual and team performance.
- To identify the areas of strength in each employee
- To identify staff who should be developed to take up more responsibilities (Succession Planning)

6.6.2. Performance Appraisal Procedure

6.6.2.1 Schedule: AIT Appraisal cycle is from August to July every year. All regular faculty of AIT are eligible for the Performance Appraisal process including faculty members in probation who have completed 6 months of service before 1st August of the Assessment year.

6.6.2.2. Expectations from Faculty Members: Faculty members are expected to perform the following activities in the Institution:

- Teaching
- Research and Publications in classified journals besides mobilizing funds for research and organizing conferences & seminars.
- Consulting
- Institutional building/academic administration as per the need of the Institution and assigned by Management from time to time.

Appraisal process helps in: -

- Identifying the training needs of the faculty

- Effectively monitoring and facilitating continuous development in performance
- Providing a logical link between performance and compensation

6.6.2.3. Outcome: Following outcome is expected from performance appraisal in the department

- Rewards & Recognition
- Training and Development
- Career Planning

6.6.2.4. Stakeholders: The key players in the performance review process are –

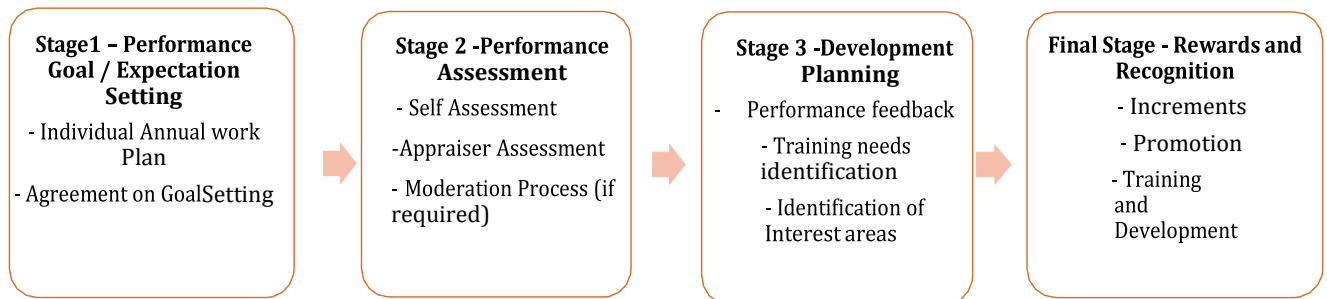
- Appraise: Faculty whose performance is being reviewed and evaluated
- Appraiser: Department head / Institution Head who will evaluate his/her performance
- Reviewer/Moderation Committee: Moderation Committee/Reviewer would review the performance ratings and ensure that the entire process is consistent across the Institution/Departments along with the overall achievement level across AIT to ensure uniformity and fairness in the appraisal process.
- HR department shall initiate & facilitate the entire process and ensure its timely closure. All filled forms will be submitted to the HR department for record purpose.

6.6.2.5. Performance Appraisal Process:

Atria Institute of Technology follows a four -stage performance appraisal system:

- Stage 1:** Performance Goal Setting
- Stage 2:** Performance Assessment
- Stage 3:** Development Planning
- Stage 4:** Rewards and Recognition

Performance Appraisal Process



Stage 1: Performance Goal Setting

Performance Goal Setting Guidelines

- I. Each faculty member is required to submit an Annual Work Plan (Performance Goal Setting) of their activities for the academic year in a prescribed format in the month of July every year for the forthcoming Academic Year. [as per summary sheet format below]
- II. This work plan will include all the activities to be carried out by the faculty including teaching, research & publication, consulting, institution building, support required from the Institution etc.
- III. The concerned HOD will discuss and finalize this plan keeping in mind the needs of the individual and the institution.
- IV. The final plan will then be kept on the personal record of the concerned faculty.
- V. When the individual faculty submits the plan for the next year, she/he will also submit actual achievement against the plan and point out the areas of deviation and reasons thereof.
- VI. This achievement versus the plan will be then factored together and the HOD will offer feedback to the individual in terms of areas that call for improvement.

Performance Goals setting guidelines:



Each faculty member is required to submit Annual Work Plan (Performance Goal Setting) of their activities for the academic year in a prescribed format in the month of July every year for the forthcoming Academic Year.



This work plan will include all the activities to be carried out by the faculty including teaching, research & publication, consulting, institution building, support required from the Institution etc.



The concerned HOD will discuss and finalize this plan keeping in mind the needs of the individual and the institution.



The final plan kept on the personal record of the concerned faculty.



When the individual faculty submits the plan for the next year, she/he will also submit actual achievement against the plan and point out the areas of deviation and reasons thereof.



This achievement versus the plan will be then factored together and the HOD will offer feedback to the individual in terms of areas that call for improvement.

Goal Setting Weightage [as per Academic Cadre]

Refer : Individual Goal setting Doc.

| Academic Cadre | Teaching | Co-curricular/ Administrative / Institute Eminance | Eminance Building | | | | Total Weightage |
|---------------------|----------|--|-------------------|-----|------------------|-------------|-----------------|
| | | | Research | CoE | Funded proposals | Consultancy | |
| Assistant Professor | 70% | 20% | | | 10% | 100% | |
| Associate Professor | 40% | 30% | | | 30% | 100% | |
| Professor | 30% | 20% | | | 50% | 100% | |
| Head of Department | 20% | 50% | | | 30% | 100% | |

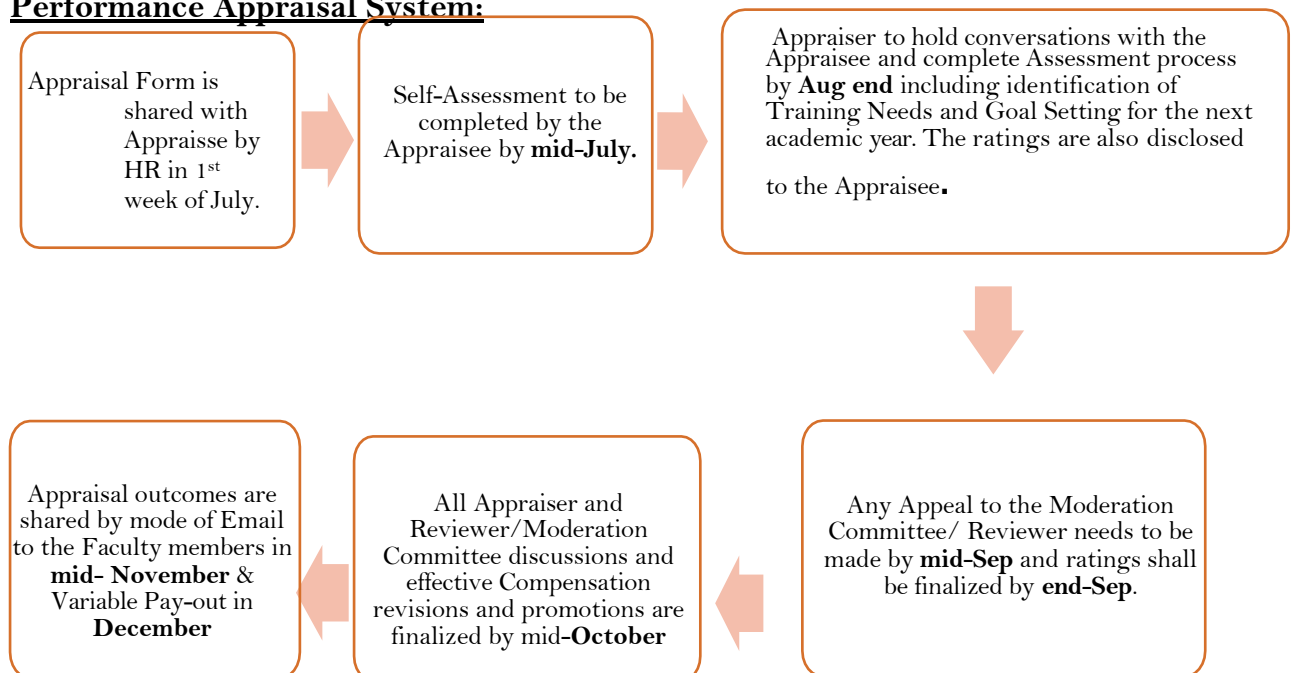
| ATRIA INSTITUTE OF TECHNOLOGY | | | | | | | | | | |
|--|-------------------|----------------------|--------------------|--------------------------------|---------------------------------|----------------------------|---------------------------------------|--|--|---------|
| SUMMARY SHEET | | | | | | | | | | |
| ANNUAL WORK PLAN OF FACULTY: Goals & Performance Achievements against those Goals | | | | | | | | | | |
| AUG 1, 20..... to JULY 31, 20.... | | | | | | | | | | |
| Name of Faculty: | | | | | | | | | | |
| Designation: | | | | | | | | | | |
| Department: | | Date of Joining: | | | | | | | | |
| A. Teaching: | | | | | | | | | | |
| PLAN | | | | | | ACTUAL | | | | |
| S l . N o | Course | Core/ Elective | Class/ Semester | Results/Pa ss Percentage | No of Stu dent s | Term (Odd/ Eve n) | Odd Semester (source Exam Section) | | Even Semester (source Exam Section) | |
| | | | | | | | Results/ Pass percentage | Remark s | Results/ Pass percentage | Remarks |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| B. Research Paper Published in Referred Journal (Enclose a soft copy of research paper published) | | | | | | | | | | |
| PLAN | | | | | | ACTUAL | | | | |
| S l . N o | Research Topic | Name of Journal | ISSN | Vol and No. | Expected date of Publication | HALF YEARLY - @ End of | | ANNUAL - @ End of Even Semester (Cumulative) | | |
| | | | | | | Odd Semester | Stat us | Remark s | Status | |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| C. Publication books: | | | | | | | | | | |
| PLAN | | | | | | ACTUAL | | | | |
| S . N o | Name of Book/s | Co-author, if any | Publisher | Expected date of Publishing | Half Yearly | | Annual | | | |
| | | | | | Stat us | Remark s | Status | | | |
| 1 | | | | | | | | | | |
| 2 | | | | | | | | | | |
| D. Conference Publications: | | | | | | | | | | |
| PLAN | | | | | | ACTUAL | | | | |

| Sl. No | Paper Title | Co-author, if any | Conference Details | Date of Conference | Half Yearly | | Annual |
|--|---|--|--------------------------------------|---------------------------------------|-------------------------------------|---------|--------|
| | | | | | Status | Remarks | Status |
| 1 | | | | | | | |
| 2 | | | | | | | |
| E. Centres of Excellence / Labs : | | | | | | | |
| COE : Measurable Outcome Goals Commitment for the AY | | | | | | | |
| | Nos Student project / Papers at reputed journals or Conferences @ IIT/ NIT/ NIRF 50 | CoE : Awards/ recognitions, Con te sts, # of top Industry Tie-up with branding** | Nos of PhD students guided/ taken up | Technical Lab set-up & Revenue in Rs. | if none of these, then what & why ? | | |
| | institution s | | | generated | | | |
| Goal | | | | | | | |
| Actual | | | | | | | |
| <i>COE with outcome measures** - Goals set</i> | | | | | | | |
| F. Training Programmes/Faculty Development Programme Conducted (Role of Organizer, Session Speaker, Teacher @ multiple sessions, Guest lecture etc : | | | | | | | |
| PLAN | | | | ACTUAL | | | |
| Sl. No | Program Name, Institution , | Dates/ Duration | Approx Participants | Training Director/ Organized BY | Half Yearly | | Annual |
| | Location | | | | Status | Remarks | Status |
| 1 | | | | | | | |
| 2 | | | | | | | |
| G. Consultancy: | | | | | | | |
| PLAN | | | | ACTUAL | | | |
| Sl. No | Details of Consulting | Approx Value of Consulting in INR | No of Days/ Hours of Consulting | Half Yearly | | Annual | |
| | Project / Client | | | Status | Remarks | Status | |
| 1 | | | | | | | |

| | | | | | |
|--|--|--|--------------------|----------------|---------------|
| 2 | | | | | |
| H. Any other Challenges/ Objectives/ Goals* set and corresponding Achievements: | | | | | |
| PLAN | | | ACTUAL | | |
| S · N o | | | Half Yearly | | Yearly |
| | | | Status | Remarks | Status |
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |

Stage 2: Performance Assessment: The appraisal forms are shared with the appraisee by HR in 1st week of July [sample format follows]. Self-Assessment to be completed by appraisee by mid-July. Appraiser to hold discussions with the appraisee and complete assessment process by August end including identification of Training Needs and Goal Setting for the next academic year. The ratings are also disclosed to the Appraisee. Appraisal outcomes are shared by mode of Email to the Faculty members in mid-November & Variable Payout [where applicable] in December. All Appraiser and Reviewer/ Moderation Committee discussions and effective compensation revisions and promotions are finalized by mid-October. Any appeal to the Moderation Committee/ Reviewer needs to be made by mid-September and ratings shall be finalized by end September.

Performance Appraisal System:



Rubrics for Performance Assessment of Faculty:
SCORE SHEET

(To be filled by the Appraiser)

| SL No. | Category | Maximum Marks | Marks |
|-------------|--|---------------|-------|
| 1. | University Results | 100 | |
| 2. | Research and Publication a) Research grants b) Publication c) Consultancy d) Patent filed and awarded e) Registered for Ph.D / No of Research scholar registered in 2021/ No. of Ph.D awarded | 100 | |
| 3. | FDP ,SDP and Webinar organized and attended | 50 | |
| 4. | MOOC courses attended | 50 | |
| 5. | Co-curricular and Extra-curricular activities organized and attended | 50 | |
| 6. | Department / College level Initiatives | 50 | |
| 7. | Content Development / Invited Talk | 50 | |
| 8. | Feedback from students | 50 | |
| Total Marks | | 500 | |

Signature (Appraiser)

Performance Appraisal Form

All AIT full-time regular faculties completed probationary period are eligible for the Annual performance evaluation. During the annual evaluation process, each faculty member has an opportunity to review strengths, weakness and expectations based upon his/her accomplishments during the preceding year. The annual review process also allows a faculty member to work with the institution head to establish goals and evaluation standards for the next academic year.

The data resulting from the annual review process is used as the basis for considering annual merit increases in salary and promotion.

APPRAISEE

Emp No: Name:
 Grade: Designation:
 Dept: In the current role since:
 DOJ: Evaluation Year:

APPRAISER

Emp No: Name:
 Grade: Designation:

REVIEWER

Emp No: Name:
 Grade: Designation:

Stakeholders

- **Appraisee:**
Faculty whose performance is being reviewed and evaluated

- **Appraiser:**
HoD / Dean who evaluates his/her performance

- **Reviewer:**
Head of Institution / The Principal / The CEO / The Director

Objective

- To review and provide feedback on KRAs, KPIs and competencies during the year
- To use feedback for faculty development



| III | | CO-CURRICULAR/ EXTRA CURRICULAR/ONE UP INSTITUTIONAL GOALS/CONTRIBUTION IN INSTITUTION BUILDING | | | | | |
|--|----------------------------------|---|--|--|---|---|--|
| A | Co - curricular / Administrative | | | ◇ Position held: ◇ Contribution: e.g. NBA Co-ordinator for department ◇ Placement: Co-ordinator for department ◇ Special training delivered with targets | | | |
| | B | One-up Institutional Goals | | | ◇ Positions held: ◇ Contribution: ◇ Vision & Execution ◇ In-charge of NBA Accreditation ◇ Placement Excellence ◇ Admission Excellence ◇ Starting a new school | | |
| A. Please indicate rating on a point rating scale on each of the above-mentioned parameters. B. Faculty to submit yearly plan in the beginning of the year in consultation with concerned HoD & Principal | | | | | | | |
| | | Recommended for Promotion: YES NO Recommended for Increment: YES NO | | Name of HOD Signature of HOD Date: | | Final Approver Authorised Signatory Date: | |
| Employee Development Plan | | | | | | | |
| Identified Strength | | | | Areas of Improvement | | | |
| Appraisee Comments (Mention likely areas/programs you would like to participate/ learn during the year to work on areas of Improvement) | | | | | | | |
| Appraiser Comments (Provide input on the areas of development identified by the Appraisee and programs/skill development area you think he/she should focus on) | | | | | | | |
| Identified Developmental Plans and Program | | | | | | | |



| CRITERIA FOR EVALUATION OF FACULTY ON FOLLOWING PARAMETERS: | | | | | | | | | | |
|---|---|---------------------------|-------|--|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------|------------------|
| SL.No | Parameters | Weightage | Goals | Criteria | Actual | | | | Self Rating | Appraiser Rating |
| | | | | | ODD | | EVEN | | | |
| | | | | | Course 1 (Regular / Critical) | Course 2 (Regular / Critical) | Course 1 (Regular / Critical) | Course 2 (Regular / Critical) | | |
| I | TEACHING | | | | | | | | | |
| | A | Teaching | | ♦ Number of Courses taught ♦ Total Teaching Hours ♦ Teaching Feedback Rating ♦ No. of Students Passed (For tough subjects: adjust the %age Pass goals downward accordingly and set it at the beginning of semester.) | Critical course % Critical course rating Non-Critical / Regular course % Non-Critical/ Regular course rating | | | | | |
| II | RESEARCH- COE- CONSULTANCY- FUNDED PROPOSAL | | | | | | | | | |
| | A | COE | | ♦ Industry collaborations and engagements in the COE ♦ Students projects/competitions ♦ Nos of Awards / recognition received / contest won ♦ No. of PhD students guided | | | | | | |
| | B | Research, Publications | | ♦ No. of Papers Published In High Quality Impact/ SCI and above Journals ♦ No. of papers published in Conferences (national/International) ♦ No. of books published | | | | | | |
| | C | Consultancy | | ♦ No. of Consultancy carried out Revenue in Rs Lacs generated from Consultancy Projects | | | | | | |
| | D | Funded Proposal | | ♦ Nos of Proposal submitted to Organization | | | | | | |

Stage 3: Development Planning

- Performance feedback
- Training needs identification
- Identification of Interest areas

Stage 4 Final: Rewards & Recognition

- Increment
- Promotion
- Training and Development

(In Stage 3 & Final Stage, the moderation committee and HR will be involved to close the process and results will be declared).

Action taken for Performance Appraisal: Performance Appraisal is annual process at Atria Institute of Technology. If the faculty achieved 90% - 100% of their

target, an appreciation from the management had been awarded along with a monetary benefit of increment. If the faculty had achieved less than 60%, they are counselled by the Dean and the Principal of Atria Institute of Technology for improvement in their performance.

Development System: Faculty members of Department of MBA are encouraged to conduct and attend various academic activities which helps them to remain up to date with new development happening in the teaching learning process.

- 1. Webinar Speaker:** Dr. Purnajit Chatterjee was speaker for a webinar hosted by KMA along with Rotary International on 2nd Oct' 2021. The topic of the webinar was "Making Every Connection Matter". Another webinar was on "The Road Ahead for MBAs: Opportunities Available Post Pandemic" organised by Vidya Vision on 22nd Dec'2021
- 2. Panel Speaker:** Dr. Purnajit Chatterjee, Dean and Head, Department of MBA has attended Higher Education Technology Conference and Expo in Bengaluru, 29 Aug 2019 organized by EdTech and sponsored by Coursera as a panel speaker and shared his views regarding the same. He has also been panel member of EdTech Review Panel Discussion on Supporting Entrepreneurship and Innovation in Higher Education (<https://www.youtube.com/watch?v=WmLO06xEQoY>)
- 3. Guest speaker & Moderator:** Dr. Purnajit Chatterjee, Dean and Head Department of MBA was a Guest speaker & moderator at National Conference on 30th April 2019 on the topic: "**The emergence of Start-up Ecosystem in India – new ways to engage millennials and wealth creation**" organized by The Indo Asian Group of Institutions.
- 4. Member of BoE:** Mrs. Archana R Motta is a member of BOE, Department of Marketing and IB at Ramaiah Institute of Management, Bangalore
- 5. Consultancy:** Department of Master of Business Administration believes that Consultancy aids in bridging the gap between industry and the institution by providing dynamic learning opportunities by solving the real-world industry problems. It helps the faculty members to showcase their expertise and capabilities.

6.6.1: List of Consultancy provided to industry by faculty members.

| S No. | Project Title | Funding Agency | Amount | Duration/Remarks | Faculty Lead |
|-------|--|---|-----------|--|-------------------------|
| 1 | Planning, Execution and Consultation Services provided for Charity and Donation Activities | M/s Kupparaju Bros. and Charitable Foundation Trust | 9,00,000 | AY 2020-21 invoiced on 20 th September 2020 | Dr. Purnajit Chatterjee |
| 2 | Training and Consultation provided to SLRM (Solid Liquid Resources Management) | M/s Atria Power Corporation Pvt Ltd, Bangalore | 12,00,000 | AY 2020-21 invoiced on 15 th Jan 2021 | Dr. Purnajit Chatterjee |
| 3 | Training for Account Management and Digital Marketing | M/s National School of Journalism Cholanagar, Bangalore | 5,50,000 | AY 2019-20 Invoiced on 15 th Jan 2020 | Mrs. Archana R Motta |
| 4 | Training for Account Management and Digital Marketing | M/s National School of Journalism Cholanagar, Bangalore | 5,50,000 | AY 2019-20 Invoiced on 15 th May 2020 | Mrs. Archana R Motta |
| 5 | Development of Syllabus and course content for Principles of Management | Hedex Pvt. Ltd. | 95,000.00 | May 2019 to July 2019 | Mrs. Archana R Motta |
| 6 | MDP for Management executives in Project Management | GE Triveni | 80,000.00 | PO received but put on hold due to Pandemic | Dr. Rashmi Singh Roy |
| 7 | MDP for Management executives in Supply Chain Management | GE Triveni | 70,000.00 | | |
| 8 | MDP for Management executives in Leadership Skills | GE Triveni | 65,000.00 | | |

| | | | | | |
|----|---|--------------------|-----------|---|---------------|
| 9 | MDP for Management executives in Communication Skills | GE Triveni | 20,000.00 | | |
| 10 | MDP for Management executives in Sales Training | Radisson Blu Atria | 80,000.00 | MoU signed; training is yet to be conducted | Dr. Richa Das |
| 11 | MDP for Management executives in Soft Skills | Radisson Blu Atria | | | |

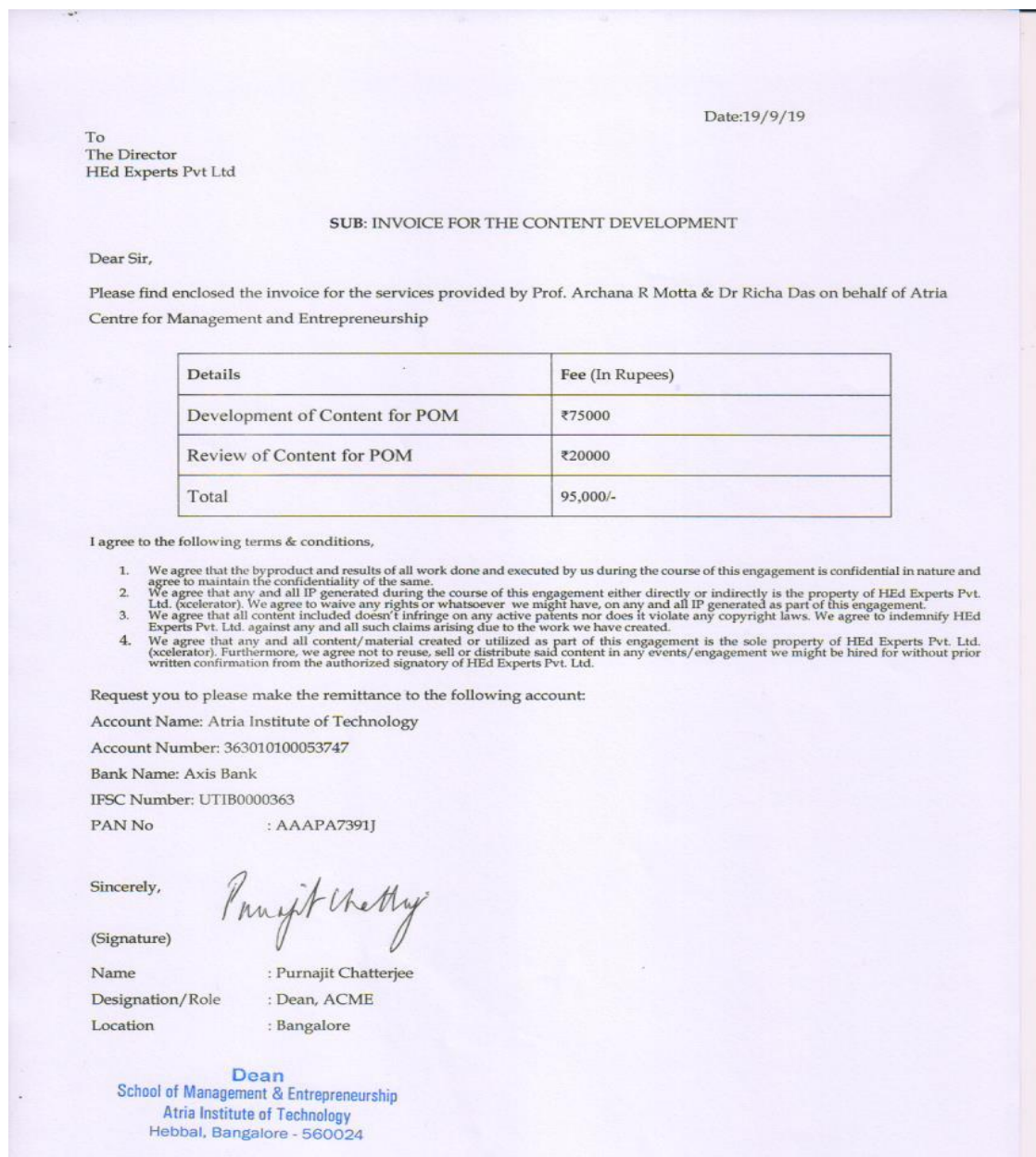


Fig 6.6.1. Invoice of Consultancy provided to HED Experts Pvt Ltd

The following is the list showing our faculty as consultants of industries who have rendered their services on a pro bono basis.

6.6.2: Consultancy provided to industry by faculty members on a pro bono basis.

| S No. | Company | Type of Service | Period of Consulting | Faculty Consultant |
|-------|---|-----------------------------|----------------------|-------------------------|
| 1 | Health-trail Portal Private Limited | Management Consultancy | Dec 2017 - till date | Dr. Purnajit Chatterjee |
| 2 | Karnataka Management Association | Governing Council Member | Jan 2021 - till date | Dr. Purnajit Chatterjee |
| 3 | Srushti Software Systems Pvt. Ltd. | Advisor/Business Consultant | Jan 2019 - Jun 2019 | Dr. Purnajit Chatterjee |
| 4 | Orion Consulting | Advisor | Jan 2017 - Dec 2018 | Dr. Purnajit Chatterjee |
| 5 | Adbroads Management & Consulting Services LLP | Advisor | May 2020 – till Date | Prof. Archana R Motta |

- 6. Workshops:** All faculty members are encouraged to participate in workshop to enhance their knowledge and teaching skills. These workshops not only make faculty members more efficient but also give them opportunity to network with likeminded and experts in the same field. Workshops also assist in grasping new methodology of teaching and learning for the faculty members.

Table 6.6.3: List of Workshop attended by Faculty members.

| S No | Name of the workshop | Name of the Faculty | No of days | Date | Organising Institution |
|----------------|--|-----------------------|------------|--------------------------------------|---------------------------------------|
| 2020-21 | | | | | |
| 1 | Research Writing in High Quality International Journal/Conferences" | Dr.Perini PraveenaSri | 7 days | 8th to 14th August 2020 | Atria Institute of Technology, ECE |
| 2 | Two Day National Open Workshop on "Getting Aligned to the Publishing Process"- Author Workshop | Dr.Perini PraveenaSri | 2 days | 25th and 28 th Sept, 2020 | Researcher Academy On Campus Elsevier |

| | | | | | |
|----------------|--|---|--------|--------------------------|--|
| 3 | Conceptual Research Model and Analysis using Structural Equation Modelling | Archana R Motta | 5 days | 7-11th September 2020 | SRIT, Coimbatore |
| 4 | E Workshop on targeting Journals for Publications | Archana R Motta | 1 day | 24th Dec 2020 | Pharma State Academy |
| 5 | Nuances of Case Writing and Publishing in High Impact Journals | Dr.Perini PraveenaSri | 2 days | 17th to 18th July 2020 | Jaipuria Institute of Management , Indore |
| 6 | Atmanirbhar Bharat: Turn Crisis into an Opportunity | Archana R Motta | 2 days | 20- 21- Aug-2020 | Ishwariya Vishwa Vidyalaya, Belagavi |
| 7 | Outcome Based Education and Accreditation | Archana R Motta | 1 day | 16th Feb 2021 | National Board of Accreditation, New Delhi and Visvesvaraya Technological University, Belagavi |
| 8 | Insights of Criteria 3&7 for NBA-SAR | Archana R Motta | 1 day | 06-05-2021 | Atria Institute of Technology |
| 9 | Online Roundtable for Start-ups regarding Incubation Services | Dr. Purnajit Chatterjee, Lead Presenter | 1 day | 23rd Feb 2021 | Lead Angels - Angel Investor Company |
| 10 | AICTE sponsored STTP on Industry 4.0 | Rajimol K P | 6 Days | 1st - 6th Sep 2020 | KLS Gogte Institute of Technology, Belagavi |
| 11 | AICTE sponsored STTP on Harmony in the Workplace: Effective Interpersonal & Communication Skills | Rajimol K P | 6 Days | 26th - 31st October 2020 | SVEC , Thirupathi |
| 12 | How to Improve Teaching Methodology | Ms. Devaki S | 1 day | 30th July 2020 | ECE department - Atria Institute of Technology |
| 2019-20 | | | | | |
| 13 | HR Analytics and Marketing Research & Analytics | Archana R Motta | 1 day | 18th Oct 2019 | BNMIT for VTU |
| 14 | HR Analytics and Marketing Research & Analytics | Dr. Richa Das | 1 day | 18th Oct 2019 | BNMIT for VTU |
| 15 | Outcome Based Education System and NBA Process | Archana R Motta | 5 days | 1st - 5th Jan 2020 | SVCE with VTU, Aryabhatta Knowledge University and Biju Patnaik University |

| | | | | | |
|----------------|---|-----------------------|--------|------------------------|---|
| 16 | Being a Super Teacher | Archana R Motta | 7 days | 6th to 12th July 2020 | Bannari Amman Institute of Technology, Sathyamangalam |
| 17 | How to deal with International Trade and Investment Data | Dr.Perini PraveenaSri | 2 days | 17th to 18th July 2020 | Jaipuria Institute of Management, Indore |
| 18 | Moodle Learning Management Sysytem | Archana R Motta | 6 days | 20-25- Jan 2020 | Sri Ramakrishna College of Arts & Science, Coimbatore |
| 19 | Business Analytics - Way forward Education and Industry | Archana R Motta | 2 days | 4-5- Jun 2020 | R V Institute of Management |
| 20 | Workshop on Application of SPSS | Ms. Devaki s | 1 day | 20th Feb 2020 | Presidency College, Bangalore |
| 21 | Publishing Research articles in Quality Journals | Dr. Richa Das | 2 days | 23-24May 2020 | Institute of Management Technology, Hyderabad |
| 2018-19 | | | | | |
| 22 | New Model Curriculum for PG course as per OBE format including CO & Blooms Taxonomy | Archana R Motta | 1 day | 6th August, 2018 | BNMIT for VTU |

7. Online Courses: Faculty members are motivated to enrol themselves in various online courses of Coursera, SWYAM NPTEL, Udemy etc. These courses are more focussed on ideas and facilitate flexible learning and group communication. Online courses provide real world skills and ongoing improvement in teaching learning of faculty members.

Table 6.6.4: List of Online Courses attended by Faculty Members.

| S No | Name of the Course | Name of the faculty | Duration in weeks | Date of Completion |
|----------------|--|---------------------|-------------------|--------------------|
| 2020-21 | | | | |
| 1 | MOOC | P. R. Madhu Shree | 6 | Aug-20 |
| 2 | Excel Skills for Business: Essentials | P. R. Madhu Shree | 6 | Sep-20 |
| 3 | Understanding Open Educational Resources | Archana R Motta | 1 | Apr-20 |
| 4 | MOOC: How to make a MOOC? | Archana R Motta | 5 weeks | 19th August 2020 |

| | | | | |
|----|--|------------------------|---------|---------------------|
| 5 | Market Research and Consumer Behavior | Archana R Motta | 4 weeks | 30th August 2020 |
| 6 | Positioning: What you need for a successful Marketing Strategy | Archana R Motta | 4 weeks | 7th September 2020 |
| 7 | Marketing in a Digital World | Archana R Motta | 4 weeks | 12th September 2020 |
| 8 | Marketing Mix Fundamentals | Archana R Motta | 4 weeks | 13th September 2020 |
| 9 | Marketing Management I | Archana R Motta | 4 weeks | 18th September 2020 |
| 10 | The Marketing Plan | Archana R Motta | 4 weeks | 20th September 2020 |
| 11 | Digital Media and Marketing Principles | Archana R Motta | 4 weeks | 14th October 2020 |
| 12 | Marketing Strategy Capstone Project | Archana R Motta | 5 weeks | 14th October 2020 |
| 13 | Research Proposal: Initiating Research | Archana R Motta | 4 weeks | 16th October 2020 |
| 14 | Qualitative Research | Archana R Motta | 4 weeks | 25th Oct 2020 |
| 15 | Successful Negotiation: Essential Strategies and Skills | Archana R Motta | 7 weeks | 25th Oct 2020 |
| 16 | Digital Marketing Analytics in Practice | Archana R Motta | 4 weeks | 1st Nov 2020 |
| 17 | Digital Marketing Analytics in Theory | Archana R Motta | 4 weeks | 2nd Nov 2020 |
| 18 | Introduction to Personal Branding | Archana R Motta | 5 weeks | 11th Nov 2020 |
| 19 | Digital Media and Marketing Strategies | Archana R Motta | 4 weeks | 24th November 2020 |
| 20 | Marketing Strategy for Entrepreneurs | Archana R Motta | 7 weeks | 29th November 2020 |
| 21 | An Introduction to Consumer Neuroscience & Neuro Marketing | Archana R Motta | 6 weeks | 28th November 2020 |
| 22 | Foundations of Marketing Analytics | Archana R Motta | 5 weeks | 29th November 2020 |
| 23 | Business English: Marketing and Sales | Archana R Motta | 6 weeks | 29th November 2020 |
| 24 | Excel skills for Business: Essentials | Archana R Motta | 6 weeks | 30th November 2020 |
| 25 | MOOC: How to Make a MOOC? | Dr. Perini PraveenaSri | 6 Weeks | 27th, August |
| 26 | MOOC: How to Make a MOOC? | Devaki S | 6 weeks | Aug 19, 2020 |

| | | | | |
|----|---|------------------------|---------|---------------------|
| 27 | Excel skills for Business: Essentials | Devaki S | 6 weeks | Sept 17, 2020 |
| 28 | Write Professional Emails in English | Devaki S | 5 weeks | Oct 10, 2020 |
| 29 | Financial Accounting: Advanced Topics. | Rajimol K P | 4 Weeks | 14th September 2020 |
| 30 | Corporate Finance II: Financing Investments and Managing Risk | Rajimol K P | 4 Weeks | 10th September 2020 |
| 31 | Private Equity and Venture Capital | Rajimol K P | 5 Weeks | 9th September 2020 |
| 32 | MOOC: How to Make a MOOC? | Rajimol K P | 5 Weeks | 18th August 2020 |
| 33 | MOOC: How to Make A MOOC? | Dr. Richa Das | 5 weeks | 19th August 2020 |
| 34 | MOOC: How to Make A MOOC? | Dr Purnajit Chatterjee | 5 weeks | 20th August 2020 |
| 35 | Marketing Strategy | Archana R Motta | | |

8. Faculty Development Programme: FDPs aid in enriching competence of faculty members. FDPs give edge in terms of teaching, assessing, research, professionalism, and administration other than upgrading the required knowledge and skills. It assists in bringing changes in teaching behaviour and students learning.

Table 6.6.5: List of Faculty Development Programme attended by Faculty.

| S No | Dates | Name of the Participant | Topic | Duration | Organiser Institution |
|----------------|----------------------------|-------------------------|--|------------|---|
| 2020-21 | | | | | |
| 1 | 17th - 19th May 2021 | Ms Rajimol K P | MDP on Ethical & Thought Leadership | 3 days/MBA | Kristu Jayanti College, Bangalore |
| 2 | 5-10 Oct 2020 | Ms Archana R Motta | Implementation of OBE to Enhance Quality of HEI | 6 days | Sri Ramakrishna College of Arts & Science, Coimbatore |
| 3 | 7-11th September 2020 | Ms Archana R Motta | Conceptual Research Model and Analysis using Structural Equation Modelling | 5 days | SRIT, Coimbatore |
| 4 | 17-21 & 24 August 2020 | Ms Archana R Motta | STTP on ED | 6 days | GRG SMS, PSGR Krishnammal College for Women, Coimbatore |
| 5 | 10 to 14 th, August , 2020 | Dr.Perini PraveenaSri | Research Writing in High Quality International Journals/Conferences | 5 days | Online- ECE Department, Atria Institute of Techonlogy |

| | | | | | |
|----------------|-----------------------------------|----------------------|--|---|--|
| 6 | 4th August to 8th August 2020 | Ms Rajimol K P | Enhancement of New Learning Tools in Management Education through Case Studies " | 5 days/MBA | Meerut Institute of Engineering & Technology |
| 2019-20 | | | | | |
| 7 | 28th July 2020 to 1st August 2020 | Ms Rajimol K P | International E-Faculty Development Program | 5 days/ PG Department of Commerce | Arignar Anna Govt Arts College |
| 8 | 20-25th July 2020 | Ms Archana R Motta | MDP on Emerging Technologies and Competencies in Transforming Business Landscape | 6 days/MBA | Online by Ramaiah Institute of Technology |
| 9 | 20-25th July | Ms Rajimol K P | MDP on Emerging Technologies and Competencies in Transforming Business Landscape | 6 days/MBA | Online by Ramaiah Institute of Technology |
| 10 | 19th July 20 to 25th July 20 | Dr. Richa Das | Building Research Capabilities | 7 days/ MBA | Centre of Research and Consultancy of RV Institute of Management |
| 11 | 16th July to 29th July 2020 | Ms. Devaki S | GST Registration, Assessment & Filing of Returns | 10 days/ School of Commerce - Bharathiar University | Online - School of Commerce - Bharathiar University |
| 12 | 16th July to 29th July 2021 | Mrs. Madhu Shree P R | GST Registration, Assessment & Filing of Returns | 10 days/ School of Commerce - Bharathiar University | Online - School of Commerce - Bharathiar University |
| 13 | 6th to 12th July 2020 | Ms Archana R Motta | Being a Super Teacher | 7 days/MBA | Online by Bannari Amman Institute of Technology, Sathyamangalam |
| 14 | 17th June to 23rd June | Ms Archana R Motta | International FDP on leadership excellence | 7 days/MBA | Online by Justice Basheer Ahmed Sayeed College for women, Chennai & Guru Coaching & Consulting LLC Qatar |
| 15 | 12th June to 17th June 2020 | Dr. Richa Das | "ANALYTICS in BUSINESS & RESEARCH' Using | 6 days/MBA | Online by Aditya Institute of Management Studies & Research |

| | | | | | |
|----------------|---------------------------------|-----------------------|--|------------|---|
| | | | JMP Statistical Discovery | | |
| 16 | 12th June to 17th June, 2020 | Dr.Perini PraveenaSri | Analytics in Business and Research Using JMP Statistical Discovery | 6 days/MBA | Online by Aditya Institute of Management Studies & Research |
| 17 | 12th June to 17th June 2020 | Ms Archana R Motta | "ANALYTICS in BUSINESS & RESEARCH' Using JMP Statistical Discovery | 6 days/MBA | Online by Aditya Institute of Management Studies & Research |
| 18 | 12th June to 17th June 2020 | Ms Rajimol K P | "ANALYTICS in BUSINESS & RESEARCH' Using JMP Statistical Discovery | 6 days/MBA | Online by Aditya Institute of Management Studies & Research |
| 19 | 8th June 2020 to 10th June 2020 | Ms Rajimol K P | New Challenges in Business management - a Strategic approach | 3 days/MBA | Andhra Institute of Engineering & Technology |
| 20 | 27/5/2020 to 30/5/2020 | Ms Rajimol K P | FDP on future of learning | 4 days/MBA | Online by RV Institute of Management, Bangalore |
| 21 | 25th May 2020 to 29th May 2020 | Ms Rajimol K P | FDP on R Programming | 5 days/MBA | IIT Bombay |
| 22 | 25th May 2020 to 29th May 2020 | Dr. Richa Das | FDP on R Programming | 5 days/MBA | IIT Bombay |
| 23 | 21/5/2020 to 28/5/2020 | Ms Rajimol K P | Building Optimal Portfolio in the post Covid 19 world | 6 days/MBA | Online by Krishtu Jayanti College, Bangalore |
| 24 | 24th May to 29th May | Ms.Rajimol K P | Literature and Humanity | 5 days | Reva University |
| 25 | 20.05.2020 to 23.05.2020 | Ms Rajimol K P | Online MDP on Empowering MSME during Crisis time | 4 days/MBA | Online by RV Institute of Management, Bangalore |
| 26 | 27/4/2020 to 2/5/2020 | Ms Rajimol K P | Excellence in work practice in contemporary society | 6 days/MBA | Online by SVCE, Bangalore |
| 2018-19 | | | | | |
| 27 | 13-17-Oct-2018 | Ms Archana R Motta | FDP in Entrepreneurship | 5 Days | EDII |
| 28 | 13-17-Oct-2018 | Dr. Richa Das | FDP in Entrepreneurship | 5 Days | EDII |

- 9. Conference and Seminar:** Conference and seminars are good platform to share and gain new ideas, best practices, and meet education influencers and industry experts. Faculty at the department of MBA are encouraged to organise and attend conference and seminars to gain and share their knowledge.

Table 6.6.6: List of Conference organised by Faculty Members.

| S. No. | Date | Name of the event | Convener | Conference Coordinators |
|----------------|---|---|---------------------------|---|
| 2021-22 | | | | |
| 1 | 11 th & 12 th Feb '22 | International Conference on Advances in Business Management and Intelligent System-22 | Dr. T. N. Sreenivasa | Dr. Richa Das |
| 2 | 23 rd & 24 rd Aug '2021 | Prakriya -2021- National Conference on Management Projects | Prof. Purnajit Chatterjee | Dr. Richa Das, Mrs Archana R Motta, Mrs. Rajimol KP |
| 2020-21 | | | | |
| 3 | 13 th & 14 th Aug '2020 | Prakriya -2020- National Conference on Management Projects | Prof. Purnajit Chatterjee | Dr. Richa Das, Mrs Archana R Motta, Mrs. Rajimol KP |

Table 6.6.7: List of Conference and Seminar Attended by Faculty Members.

| S. No. | Date | Name of the event | Organizing Institute | Participating Member |
|----------------|---|---|---|----------------------|
| 2020-21 | | | | |
| 1 | 15 th & 16 th Sep | National Virtual Conference on NEP 2020: A Transformative Educational Policy for Aspirational India | Kristu Jayanthi School of Management | Mrs. Rajimol KP |
| 2 | 23 rd & 24 th Oct | Emerging Trends in Finance, Accounting and Taxation Post Covid -19 era | Kristu Jayanthi School of Management | |
| 3 | 20 th & 21 st Aug | Atmanirbhar Bharat: Turn Crisis into an Opportunity | Brahma Kumari Shivani, Ishwariya Vishwa Vidyalaya, Belagavi | |

| | | | | |
|----------------|----------------------------|--|---|---------------------------------|
| 4 | 8th & 9th Aug | Two-Day International Conference on the topic "Rediscovering Management of Business Post Covid-19" | Jain University | Mrs Archana R Motta |
| 5 | 20th & 21st Aug | Atmanirbhar Bharat: Turn Crisis into an Opportunity | Brahma Kumari Shivani, Ishwariya Vishwa Vidyalaya, Belagavi | |
| 6 | 26th & 28th, Sept | National Open Workshop on Getting Aligned to the Publishing Process".- Elsevier | Elsevier Publishers | Dr. Perini PraveenaSri |
| 7 | 12th to 17th, October | AICTE Sponsored National Conference | New Horizons Engineering College | |
| 2019-20 | | | | |
| 8 | 2019 | Marketing in the Digital Era | Periyar University | Dr.S.Kamalasuganthi, M Girish R |
| 2018-19 | | | | |
| 9 | 25th & 26th September 2018 | "Shifting Tides in Global Economic Scenario: Strategies for Business Sustainability" | Indian Academy Degree College (Autonomous) | Mrs. Devaki S |

10. Webinar: Lists of webinars organised and attended by the faculty members are presented below:

Table 6.6.8: List of Webinar organised by department

| S No | Date | Webinar Topic | Speaker |
|----------------|---------------------------|--|-------------------------|
| 2020-21 | | | |
| 1 | 10 th June '21 | Indian Dreams of 5 trillion Dollar Economy: Still Alive with New Educational Reforms | Dr. Perini PraveenaSri |
| 2 | 3 rd June '21 | The Journey from Ideas to Prototype Phase - Innovation & Entrepreneurship | Ms Kalpana Dube |
| 3 | 2 nd June '21 | Building A Lean Start -up-Iterative Product Development Life Cycle | Dr. Purnajit Chatterjee |

| | | | |
|----------------|----------------------------|--|-------------------------|
| 4 | 01 st Nov'2020 | HR to Rise & Shine | Dr. Richa Das |
| 5 | 15 th Oct'2020 | Stress Management for Mental and Physical Wellness | Mr. Rakesh Bharmar |
| 2019-20 | | | |
| 6 | 31 st May '2020 | Marketing in the Post Covid World | Prof. Archana R Motta |
| 7 | 24 th May '2020 | Excellence in HR: Insights from Google | Dr. Richa Das |
| 8 | 22 nd May '2020 | Tech talk on Entrepreneurship | Prof. Archana R Motta |
| 9 | 17 th May '2020 | Beyond MBA: Life Success Mantra | Dr. Purnajit Chatterjee |

Table 6.6.9: List of Webinar Attended by Faculty Members

| S No | Date | Time | Webinar Topic | Speaker | Name of the participant |
|----------------|----------------------------|---------------|---|-------------------------|-------------------------|
| 2020-21 | | | | | |
| 1 | 15 th Oct'2020 | 3:00-4:00 PM. | Stress Management for Mental and Physical Wellness | Mr. Rakesh Bharmar | Dr. Richa Das |
| 2 | 10 th Oct '2020 | 3:00- 4:00 | Webinar on PO Attainment | Prof. Vasanthi S | |
| 3 | 10 th Aug '2020 | 10:00-12:30 | Management Mantras: Managing stress, Immunity and Decisions | Mr. Sarvana Prabhu | |
| 4 | 10-08-2020 | 10.30-12.00 | Management Mantras: Managing stress, Immunity and Decisions | Mr. Sarvana Prabhu | Mrs. P. R. Madhu Shree |
| 5 | 16-09-2020 | 3.00-4.00 | Ozone, the invisible guardian | Mr. Basavaraj | |
| 6 | 22-09-2020 | 3.00-4.00 | Awareness on Cancer | Dr. Niti Raizada Narang | |
| 7 | 01-10-2020 | 3.30-4.30 | The Importance of Blood Donation | Ms. Soumi Datta | |
| 8 | 10-10-2020 | 10.30-12.00 | Program Outcome Attainment | Prof. Vasanthi | |
| 9 | 15-10-2020 | 3:00-4:00 | Stress Management for Mental and Physical Wellness | Mr. Rakesh Bharmar | Ms. Devaki S |
| 10 | 10-08-2020 | 10.30-12.00 | Management Mantras: Managing stress, Immunity and Decisions | Mr. Sarvana Prabhu | |
| 11 | 22-09-2020 | 3.00-4.00 | Awareness on Cancer | Dr. Niti Raizada Narang | |

| | | | | | |
|----|------------|-------------------|---|---|--|
| 12 | 01-10-2020 | 3.30-4.30 | The Importance of Blood Donation | Ms. Soumi Datta | |
| 13 | 10-10-2020 | 10.30-12.00 | Program Outcome Attainment | Prof. Vasanthi | |
| 14 | 15-10-2020 | 3:00-4:00 | Stress Management for Mental and Physical Wellness | Mr. Rakesh Bharmar | |
| 15 | 3-10-2020 | 11.30 - 1.00 | Patent Writing | Mr. Bhaskar Krishna | |
| 16 | 13-10-2020 | 3.30 - 4.30 | Development and Natural Disaster | Ms. Sujatha S R | |
| 17 | 03-08-2020 | 11.00 am | Impact of Covid – 19 on Higher Education System in India Challenges and Opportunities | Dr. P Sandhya, Prof. S C Sharma, Prof. S A Kori, Prof. Karisiddappa | |
| 18 | 10-08-2020 | 10.30-12.00 pm | Management Mantras: Managing Stress, Immunity and Decision | Mr. Sarvana Prabhu | |
| 19 | 05-08-2020 | 10.30-12.00 pm | Role of Digital Marketing in Business | Mr. Ajay Kamath | |
| 20 | 21-08-2020 | 2.30 to 4.00 pm | New Generation Entrepreneurial Opportunities and Challenges | Mr.Kishor Jagirdar | |
| 21 | 27-08-2020 | 10.00 to 11.30 am | Personal Branding and Corporate Success | Prof. Suncy Varghese | |
| 22 | 20-08-2020 | 3.00 to 4.30 pm | Reforms in National Education Policy 2020: Challenges and Opportunities | Dr. Manasa Nagabhusan | |
| 23 | 24-08-2020 | 12.00 to 1.30 pm | HR Analytics | Mr. Mohan | |
| 24 | 30-08-2020 | 10.00 to 12.00 pm | Strategies for writing good research article | Dr. Sandeep S Shenoy | |
| 25 | 20-09-2020 | 10.00 to 11.30 am | Corporate Social Responsibility and Sustainability | Ms. Seemantinee Khot | |
| 26 | 13-09-2020 | 10.00 to 12.00pm | Strategies to Write Good Research Article- Part II | Dr. P Karthikeyan | |
| 27 | 14-09-2020 | 11.00 to 12.30 pm | Unleashing the Cognitive will to unlock the Pandemic barriers | Dr. Rajesh B | |
| 28 | 19-09-2020 | 11.00 to 12.30 pm | Technological Interventions in the field of HR | Mr. Prakash Nair | |

| | | | | | |
|----|------------|-------------------|--|---|-----------------|
| 29 | 27-09-2020 | 10.00 to 12.00 pm | Writing Effective Management Case Studies | Dr. Vikram Baliga | |
| 30 | 12-10-2020 | 4.00 to 6.00 pm | Culture in International al Business | Mr. Mustafa Kubawala | |
| 31 | 10-10-2020 | 10.30-12.00 pm | Program Outcome Attainment | Prof. Vasanthi | |
| 32 | 15-10-2020 | 3.00 to 4.00 pm | Stress Management for Mental and Physical wellness | Mr. Rakesh Bharmar | |
| 33 | 17-10-2020 | 10.00 to 12.00pm | Artificial Intelligence in Recruitment | Mr. Avinash S G | |
| 34 | 27-10-2020 | 10.00 to 12.00 pm | Banking in 2025 | Mr. Anil Kumar Nirmal | |
| 35 | 31-10-2020 | 10.00 to 11.30 am | Project Management Framework & Tools: An overview | Ms. Mitanjali | |
| 36 | 5th August | | Role of Digital marketing in Business | Mr Ajay Kamath | Archana R Motta |
| 37 | 10-08-2020 | 10.30-12.00 pm | Management Mantras: Managing Stress, Immunity and Decision | Mr. Sarvana Prabhu | |
| 38 | 09-09-2020 | 11.00am - 12.30pm | Opportunities and Challenges for Sales and Marketing in FMCG Industry post Covid | Mr Srinivasan Krishnamurthy, VP-Sales, Sriveda Sattva Pvt Ltd | |
| 39 | 22-09-2020 | 3.00-4.00 | Awareness on Cancer | Dr. Niti Raizada Narang | |
| 40 | 01-10-2020 | 3.30-4.30 | The Importance of Blood Donation | Ms. Soumi Datta | |
| 41 | 02-10-2020 | | Overview of OBE and its framework for an institution | Center for Capacity Building Programmes for School Teachers, Tamilnadu Teachers Education University, Chennai | |
| 42 | 05-10-2020 | 3.00-4.00 | Reinventing Emphasis of Library during contemporary times of New Education Policy 2020 | Dr. Vijay Raghav Tiwari, Librarian Indian Institute of Science Education Research, Kolkata, | |
| 43 | 10-10-2020 | 10.30-12.00 pm | Program Outcome Attainment | Prof. Vasanthi | |
| 44 | 15-10-2020 | 3.00 to 4.00 pm | Stress Management for Mental and Physical wellness | Mr. Rakesh Bharmar | |

| | | | | | |
|----|---------------|-----------------|--|--|---------------------------|
| 45 | 28-10-2020 | 6.30pm - 7.30pm | Retail Analytics | Mr Gautham S, Managing Director, Accenture USA | |
| 46 | 03-08-2020 | 11.00 am | Impact of Covid – 19 on Higher Education System in India Challenges and Opportunities | Dr. P Sandhya, Prof. S C Sharma, Prof. S A Kori, Prof. Karisiddappa | Dr.Perini PraveenaSri |
| 47 | 10-08-2020 | 10.30-12.00 pm | Management Mantras: Managing Stress, Immunity and Decision | Mr. Sarvana Prabhu | |
| 48 | 20-08-2020 | 3.00 to 4.30 pm | Reforms in National Education Policy 2020: Challenges and Opportunities | Dr. Manasa Nagabhusan | |
| 49 | 23-09-2020 | 4.00 to 5.30 PM | ET Energy world SAP Live Virtual Roundtable Accelerating Shifts and Changing Strategies in Power Distribution | J. Padma Janardhana Reddy Chairman, APCPDCL Saurabh Garg Chairman, GRIDCO & OPTCL | |
| 50 | 10-10-2020 | | Program Outcome Attainment | Mrs. Vasanthi | |
| 51 | 15-10-2020 | 3.00 to 4.00 pm | Stress Management for Mental and Physical wellness | Mr. Rakesh Bharmar | Prof. Purnajit Chatterjee |
| 52 | 15th Oct'2020 | 3:00-4:00 PM. | <u>Stress Management for Mental and Physical Wellness</u> | Mr. Rakesh Bharmar | |
| 53 | 3-10-2020 | 11.30 - 1.00 | Patent Writing | Mr. Bhaskar Krishna | |
| 54 | 26-09-2020 | 11.00 - 12.30 | Incubation Centre Presentation and Discussion | Toney Glenson | |
| 55 | 05-10-2020 | 3.00-4.00 | Reinventing Emphasis of Library during contemporary times of New Education Policy 2020 | Dr. Vijay Raghav Tiwari, Librarian Indian Institute of Science Education Research, Kolkata, | |

6.7. Visiting & Adjunct Faculty:

Table 6.7.1: List of Adjunct Faculty 2021-2022

| S No | Name & affiliation of resource person | Date of interaction | Topic of interaction | Outcome |
|------|---------------------------------------|----------------------|--------------------------------------|---------------------------------------|
| 1. | Dr. Kamala Suganthi | 1/6/2021 – 31/5/2022 | Research Guidance for 5 PhD Scholars | Paper Publication & Research Guidance |

Table 6.7.2: List of Adjunct Faculty 2020-2021

| S No | Name & affiliation of resource person | Date of interaction | Topic of interaction | Outcome |
|------|---------------------------------------|----------------------|--------------------------------------|---------------------------------------|
| 1. | Dr. Kamala Suganthi | 1/7/2020 – 31/5/2021 | Research Guidance for 5 PhD Scholars | Paper Publication & Research Guidance |

Table 6.7.3: List of Adjunct Faculty 2019- 2020

| S No | Name & affiliation of resource person | Date of interaction | Name of the Course | Hours Engaged | Credit | Outcome |
|------|---------------------------------------|-----------------------|----------------------------------|---------------|--------|--|
| 1. | Sameer Kakar | 26/02/2020-16/05/2020 | Digital & Social Media Marketing | 50 | 03 | Industry expertise leverage to create course material and deliver the course |

Table 6.7.4: List of Adjunct Faculty 2019- 2020

| S No | Name & affiliation of resource person | Date of interaction | Topic of interaction | Outcome |
|------|---------------------------------------|----------------------|--------------------------------------|---------------------------------------|
| 1. | Dr. Kamala Suganthi | 9/8/2019 – 30/6/2020 | Research Guidance for 5 PhD Scholars | Paper Publication & Research Guidance |

6.8. Academic Research:

Engaging in research fosters critical thinking and analytical skills for the faculty members. Academic research helps in expanding knowledge and understanding of chosen field. Academic research assists in hands on learning as well. Presented below is list of publication by the faculty members of department of MBA.

Table 6.8.1: Summary of list of publications

| Year | No. of Journal Publication | No. of Conference Publication | No. of Book Publication | No. of Book Chapters |
|---------|----------------------------|-------------------------------|-------------------------|----------------------|
| 2020-21 | 7 | 6 | 1 | 3 |
| 2019-20 | 2 | 2 | 4 | 0 |
| 2018-19 | 7 | 1 | 0 | 0 |

a. List of Journal Publication

Table 6.8.2: List of Journal Publication 2020-21

| S. No | Title of paper | Name of the author/s | Department of the teacher/ research scholar | Name of journal | Year of publication | ISBN/ISSN number |
|-------|--|------------------------------------|---|--|---------------------|------------------|
| 1 | Micro Finance, Women Empowerment, Livelihood Initiatives and Problems Faced - A Study w.r.t Bengaluru Urban | Dr. Sunitha Y K & Mrs. Rajimol K P | MBA | Bioscience BioTechnology Review Communications | Dec 2020 | UGC CARE Journal |
| 2 | Innovative Practices of Resource Mobilization for Gram Panchayats of India: An Historical Empirical Evidence | Dr.Perini PraveenaSri | MBA | Shodh Sanchar Bulletin | Jan-Mar 2021 | UGC CARE Journal |

| | | | | | | |
|---|---|--|-----|--|---------------|--|
| 3 | Performance Assessment of Selected Indian Dam Reservoirs Through Water Efficiency Strategies : An Empirical Study | Dr.Perini PraveenaSri | MBA | Shodh Sarita | Jan-Mar 2021 | UGC CARE Journal |
| 4 | Consumer Behaviour and Marketing Perspectives of Nutritional Bars: An Empirical Valuation | Dr.Perini PraveenaSri | MBA | International Management Review | Mar-Sept 2021 | UGC CARE Journal |
| 5 | Impact of SHGS Training on Women Entrepreneurship | Dr.Kamala Suganthi, Ms. Manjula Shekar | MBA | International Journal of Business and Management Invention (IJBMI) (UGC) | 2020 | UGC Approval Serial Number: 4485 & UGC Journal Number: 46889 |
| 6 | Entrepreneurial training: Imperative for Development of women Entrepreneurship | Dr.Kamala Suganthi, Ms. Manjula Shekar | MBA | High Technology Letters | 2020 | ISSN NO : 1006-6748 |
| 7 | Sustainability Challenges of Electric Energy - Water Vicious Cycles : An Experimental Analysis of Best Business Practices for Power Plant of AP | Dr.Perini PraveenaSri | MBA | International Journal of Scientific Research in Science, Engineering and Technology (Scopus) | 2020 | UGC Journal No : 47147 |

Table 6.8.3: List of Journal Publication 2019-20

| S.No | Title of paper | Name of the author/s | Department of the teacher/ research scholar | Name of journal | Year of publication | ISBN/ISSN number |
|------|---|-----------------------|---|---|---------------------|-------------------|
| 1 | Water Efficiency Management Strategies in Electric Engineering Generation Industries: An Epilogue | Dr Perini Praveenasri | MBA | International Journal of Engineering and Advanced Technology (IJEAT) | 2019 | ISSN: 2249 – 8958 |
| 2 | Estimated Power Tariffmodel of Rayalaseema Thermal Power Plant 2x210 MW | Dr Perini Praveenasri | MBA | International Journal of Innovative Technology and Exploring Engineering (IJITEE) | 2019 | ISSN: 2278-3075 |

Table 6.8.4: List of Journal Publication 2018-19

| S.No | Title of paper | Name of the author/s | Department of the teacher/ research scholar | Name of journal | Year of publication | ISBN/ISSN number |
|------|---|----------------------|---|------------------------|---------------------|------------------|
| 1 | An empirical note on comparison between resource abundance and resource dependence in resource abundant countries | Dr. Avik Sinha | MBA | Resources Policy (SCI) | 2019 | 0301-4207 |

| | | | | | | |
|---|--|-----------------------|-----|---|------|--|
| 2 | From non-renewable to renewable energy and its impact on economic growth: the role of research & development expenditures in Asia-Pacific Economic Cooperation countries | Dr. Avik Sinha | MBA | Journal of Cleaner Production (SCI) | 2019 | 0959-6526 |
| 3 | Environmental Kuznets curve for CO ₂ emissions: a literature survey | Dr. Avik Sinha | MBA | <i>Journal of Economic Studies (SCOPUS)</i> | 2019 | 0144-3585 |
| 4 | Climate variability impact of electric energy – water nexus a case study on indian thermal power plants with empirical analysis | Dr Perini Praveenasri | MBA | International Journal of Advances in Science Engineering and Technology | 2019 | ISSN(p): 2321 –8991, ISSN(e): 2321 –9009 |
| 5 | Renewable energy consumption, income, CO ₂ emissions, and oil prices in G7 countries: the importance of asymmetries | Dr. Avik Sinha | MBA | The Journal of Energy and Development (SCOPUS) | 2018 | ISSN - 03614476 |
| 6 | Impact of ICT exports and internet usage on carbon emissions: a case of OECD countries | Dr. Avik Sinha | MBA | <i>Int. J. Green Economics (SCOPUS)</i> | 2018 | ISSN - 1744-9936 |

| | | | | | | |
|----|--|--------------------------------------|-----|--|------|-------------------|
| 7. | Growth of Online Fashion Retailing and its influence on impulsive Buying Behavior of Consumers | Mrs. Archana R. Motta & Ms. Devaki S | MBA | National Journal of Arts, Commerce and scientific research review. | 2019 | ISSN – 2394-4870. |
|----|--|--------------------------------------|-----|--|------|-------------------|

b. List of Conference Publications

Table 6.8.5: List of Conference Publication

| S. No | Title of paper | Name of the author/s | Name of the Conference | Year of publication | ISBN/ISSN number |
|----------------|---|--------------------------------|--|---------------------|----------------------------|
| 2020-21 | | | | | |
| 1 | Sustainable ClimateInnovation of Social Entrepreneurship: An EcoLibrium Solar Energy Development in India | Dr.Perini PraveenaSri | National E-Conference on Social Entrepreneurship: Issues and Challenges | November 2020 | ISBN No: 9789386891235 |
| 2 | Optimization of Solar Energy Efficiency : A Quadratic Regression Approach | Dr. Perini PraveenaSri | 4th International Conference on Innovations in Mechanical Engineering ICME-2021 | February 2021 | ISBN No: 978390631315 |
| 3 | Impact of Covid-19 on Teaching Learning Process | Mrs. Rajimol K P | International e-Conference on Challenges Before Higher Education in 21st Century | Sept 2020 | ISSN: 2319 9318 |
| 4 | Fostering Ethical Culture in Sales Management- A Perspective | Simalai, Rishiraj & Das, Richa | International Conference on Ancient Indian Wisdom: Panacea for Sustainable Well-being. Indian Traditional Wisdom | June 2021 | ISBN NO- 9783-9388019-86-6 |

| | | | | | |
|----------------|---|-------------------------|--|-----------|----------------------------|
| 5 | Ethics in Human Resource Management: The Role of Values in the Organisation | GC, Sahana & Das, Richa | International Conference on Ancient Indian Wisdom: Panacea for Sustainable Well-being. Indian Traditional Wisdom | June 2021 | ISBN NO- 9783-9388019-86-6 |
| 6 | Sustainability Challenges of Electric Energy-Water Vicious Cycles : An Experimental Analysis of Best Business Practices of VTPS Power Plant of AP | Dr.Perini PraveenaSri | National E-Conference(AICTE) on The Role of Management Practices in Business Sustainability in the Era of Technology Disruptions | Oct 2021 | ISSN: 1551-6849 |
| 2019-20 | | | | | |
| 1 | Emerging Trends of Fast Moving Consumer Goods (FMCGs): Energy Protein Bars-An Experiential Assessment | Dr.Perini PraveenaSri | Virtual Jaipuria International Management Conference JIMC-ENVISIONING BUSINESS – 2030 | July 2020 | ISSN: 1551-6849 |
| 2 | Water Efficiency Management Strategies in Renewable and Non-Renewable Based Electricity Generation Industries: An Epilogue of Case Study | Dr.Perini PraveenaSri | National Conference on Green Economy and Sustainable Development : Challenges and Issues | Sept 2019 | 9789386891099 |
| 2018-19 | | | | | |
| 1 | Climate Variability Impact of Electric Energy-Water Nexus A Case Study on Indian Thermal Power Plants with Empirical Analysis | Dr.Perini PraveenaSri | International Conference on Recent Developments in Social Science and Business Management ICRDSSBM | June 2019 | 978-93-87405-19-6 |

c. List of Book Publication:
Table 6.8.6: List of Book Publication

| S No | Name of author | Title of Book | Year of Publication | Name of Publisher | Date/ Month of Publication | City of Publication | ISBN No |
|------|-------------------------|---|---------------------|---|----------------------------|---------------------|--------------------------|
| 1 | Dr. Purnajit Chatterjee | Strategic Management | 2020 | Jayvee International Publications Pvt Lmt | February 2020 | Bengaluru | ISBN: 978-81-937403-8-5 |
| 2 | Prof. Archana R Motta | Research Methodology | 2020 | Jayvee International Publications Pvt Lmt | February 2020 | Bengaluru | ISBN: 978-81-937403-6-1 |
| 3 | Dr. Richa Das | Human Resource Management | 2020 | Jayvee International Publications Pvt Lmt | February 2020 | Bengaluru | ISBN: 978-81-937403-4-7 |
| 4 | Prof. PR Madhushree | Financial Management | 2020 | Jayvee International Publications Pvt Lmt | February 2020 | Bengaluru | ISBN: 978-81-937403-3-0 |
| 5 | Dr.Perini PraveenaSri | Rural Finances of Panchayat Raj; An Experiential Development Initiative | 2020 | VSRDAPSOC-181 International Publishers | December 2020 | Mumbai | ISBN : 978-93-87610-71-2 |

d. List of Book Chapter Publication:
Table 6.8.7: List of Book Chapter Publication

| S No | Name of author | Title of Chapter | Title of Book | Page No | Year of Publication | Name of Publisher | Date/ Month of Publication | ISBN Number |
|------|----------------|--|--|---------|---------------------|-------------------|----------------------------|-------------------|
| 1 | Rajimol KP | Performance of Indian Economy in Pre and Post Covid - 19 | Socio Economic Impact of Covid -19 on Indian Economy | | 2021 | NB Publications | February | 978-93-89234-80-0 |

| | | | | | | | | |
|---|-------------------------|---|---|-------|------|--------------------------------------|----------|-------------------------|
| 2 | Dr. Richa Das | The Impact of Social Media on Recruitment in New Age Organisations | Transforming Human Resource Function with Automation | 56-81 | 2020 | IGI Global Publications | December | 9781799841807 |
| 3 | Dr. Perini Praveena Sri | Impetus of circular Economy: Emerging Transformational Trends in electric energy business | Business Management Practices - Emerging Trends, 2020 | | 2020 | Archers & Elevators Publishing House | August | ISBN 978-93-888805-95-7 |

- e. **List of PhD Awarded-** At present there are eight research scholars enrolled with the department working in the field of Human Resource Management, Finance and Marketing Management. The department has qualified faculty members who are VTU recognised research supervisors. The faculty members are competent to guide scholars in field of Human Resource Management, Finance Management, Marketing Management, Economics, and allied subjects. Interdisciplinary research is encouraged by the department.

Table 6.8.8: List of PhD students enrolled

| S. No. | Name of Candidate | USN No | Year of Registration | Status |
|--------|-------------------|------------|----------------------|-----------------------------------|
| 1 | Girish | 1AT15PBJ01 | 2015 | Comprehensive Viva Voce Completed |
| 2 | Sridevi | 1AT15PBJ03 | 2015 | Comprehensive Viva Voce Completed |
| 3 | Keerthi | 1AT17PBA01 | 2017 | Course Work Completed |
| 4 | Yashwini Murty | 1AT18PB01 | 2018 | In the process of course work |

| | | | | |
|---|----------------|------------|------|-------------------------------|
| 5 | Manjula Shekar | 1AT18PBA02 | 2018 | In the process of course work |
| 6 | Devaki S | 1AT20PBA01 | 2020 | Registered |
| 7 | Rajimol KP | 1AT20PBA02 | 2020 | Registered |
| 8 | Shashi Kumar M | 1AT20PBA03 | 2020 | Registered |

6.9. Sponsored Research

Faculty members have applied for research grants from UGC, AICTE and VTU. However, the grants did not materialise. Table 6.9.1 presents the list of grants applied for.

Table 6.9.1: List of sponsored research applied for

| Sl No. | Proposal Topic | Sponsoring Body | Year |
|--------|---|-----------------|---------|
| 1 | Human Resource Constraint in Maternal and Neonatal Health in India | AICTE | 2020-21 |
| 2 | Analytics for Business Decision Making- VTU E Content Development | VTU | 2020-21 |
| 3 | Impact of Caste discrimination on academic performance of students and its implication on their success | AICTE | 2019-20 |

6.10. Preparation of Teaching Cases

Teaching case study in management courses is most essential part of management education. Case studies are discussed module wise for all the courses. These case studies significantly improve the analytical abilities of students by projecting real life business problems. Case study-based learning involves detailed examination of problems and exploration of possible solutions.

All faculty are encouraged to write case studies to be used topic wise to be used in the classroom. These cases are also available in institute's LMS- Xcelerator and Website. Faculty members use a mix of textbook cases, relevant websites and management journal case study from Harvard and Wiley.

Table 6.10.1: List of Case Study Discussed in Classroom

| S. No. | Name of Faculty | Name of Case Study | Semester | Specialization | Source (Name of Book/ Journal) |
|----------------|--|--|----------|----------------------|---|
| 2020-21 | | | | | |
| 1 | Dr Purnajit Chatterjee & Archana R Motta | Customer Value - Explored, created, communicated & Delivered | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 2.1 to 2.7 |
| 2 | Dr Purnajit Chatterjee & Archana R Motta | Consumer Behaviour - its wide facets and deep implications | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 6.1 to 6.8 |
| 3 | Dr Purnajit Chatterjee & Archana R Motta | Who will but Xylo- mahindra & Mahindra Automotive sector | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 9.1 to 9.6 |
| 4 | Dr Purnajit Chatterjee & Archana R Motta | Designing and Managing Services | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 14.1 to 14.6 |
| 5 | Dr Purnajit Chatterjee & Archana R Motta | Wonder Cement - Building a strong brand through digital marketing | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 18.1 to 18.8 |
| 6 | Dr Purnajit Chatterjee & Archana R Motta | Unilever: Working beyond the Horizon | I | Marketing | Marketing Management - Indian Cases, Pearson, Page 23.1 to 23.4 |
| 7 | Dr.Perini PraveenaSri | Which Factors have an Impact on Managerial Decision-Making Process? An Integrated Framework | I | Managerial Economics | https://www.researchgate.net/publication/314262104 |

| | | | | | |
|----|-----------------------|--|-----|----------------------|---|
| 8 | Dr.Perini PraveenaSri | Game Theory: Employing the Prisoner's Dilemma to Enhance Interdisciplinary Learning | I | Managerial Economics | National forum of teacher education journal volume 20, number 3, 2010 |
| 9 | Dr.Perini PraveenaSri | Lessons on Effective Decision Making in Managerial Economics | I | Managerial Economics | Case studies on Managerial Decision Making |
| 10 | Dr.Perini PraveenaSri | Perfect Competition: A Case of Market Failure | I | Managerial Economics | Corporate Ownership & Control / Volume 2, Issue 4, Summer 2005 |
| 11 | Dr.Perini PraveenaSri | Microsoft: A Case Study in International Competitiveness, High Technology, and the Future of Antitrust Law | I | Managerial Economics | Collated info online |
| 12 | Dr. Richa Das | A Case study on Recruitment & Selection | II | HRM | https://www.researchgate.net/publication/282667869_A_Case_Study_on_Recruitment_Selection |
| 13 | Dr. Richa Das | Workplace Ethics | III | HRM | Human Capital analytics, Wiley |
| 14 | Mrs. Devaki S | #ShareTheLoad with Ariel | IV | HRM | prcasestudiesindia.wordpress.com |
| 15 | Mrs. Devaki S | A 2 year crisis for a 2 minute noodles | IV | HRM | prcasestudiesindia.wordpress.com |
| 16 | Mrs. Devaki S | A case study on the success of ITC's #ProudlyIndian campaign | IV | HRM | Collated info online |
| 17 | Mrs. Devaki S | HUL - Finds purpose during pandemic | IV | HRM | Collated info online |

| | | | | | |
|---------|--|--|----|----------------------|--|
| 18 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |
| 2019-20 | | | | | |
| 19 | Dr Purnajit Chatterjee & Archana R Motta | Barista Lavazza | I | Marketing | Marketing Management - Arun Kumar & Meenakshi N 2/e, Vikas, 2012. Page 33-34 |
| 20 | Dr Purnajit Chatterjee & Archana R Motta | Marketing of Tata's Nano in India | I | Marketing | Marketing in India: Text & Cases - Neelamegham S 4/e, Vikas, Pg 335-354 |
| 21 | Dr Purnajit Chatterjee & Archana R Motta | American Express | I | Marketing | Marketing Management: A South Asian Perspective - Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012, Pg 257-259 |
| 22 | Dr Purnajit Chatterjee & Archana R Motta | Facebook | I | Marketing | Marketing Management: A South Asian Perspective - Kotler, Keller, Koshy & Jha, 14/e, Pearson Education, 2012, Pg 503-504 |
| 23 | Dr.Perini PraveenaSri | Which Factors have an Impact on Managerial Decision-Making Process? | I | Managerial Economics | https://www.researchgate.net/publication/314262104 |

| | | | | | |
|----|-------------------------|--|----|----------------------|---|
| | | An Integrated Framework | | | |
| 24 | Dr.Perini PraveenaSri | Game Theory: Employing the Prisoner's Dilemma to Enhance Interdisciplinary Learning | I | Managerial Economics | National forum of teacher education journal volume 20, number 3, 2010 |
| 25 | Dr.Perini PraveenaSri | Lessons on Effective Decision Making in Managerial Economics | I | Managerial Economics | Case studies on Managerial Decision Making |
| 26 | Dr.Perini PraveenaSri | Perfect Competition : A Case of Market Failure | I | Managerial Economics | Corporate Ownership & Control / Volume 2, Issue 4, Summer 2005 |
| 27 | Dr.Perini PraveenaSri | Microsoft: A Case Study in International Competitiveness, High Technology, and the Future of Antitrust Law | I | Managerial Economics | Collated info online |
| 28 | Dr. Purnajit Chatterjee | Amul and KMF Business Strategy | II | Strategic Management | VTU Resources |
| 29 | Dr. Purnajit Chatterjee | Crafting Winning Strategies in a Mature Market | II | Strategic Management | INSEAD, Blue Ocean Strategy Institute BOS018 |
| 30 | Dr. Purnajit Chatterjee | Allentown Materials Corporation:The Electronics Product Division | II | Strategic Management | Harvard Business School : 9-948-023 |
| 31 | Dr. Purnajit Chatterjee | Wall Mart Stores, Inc | II | Strategic Management | Harvard Business School : 9-794-024 |
| 32 | Dr.Perini PraveenaSri | Random sampling issues in a federal court case, A case study | II | Research Methodology | Random sampling issues in a federal court case, a case study |

| | | | | | |
|----|--------------------------|--|----|-------------------------|--|
| | | | | | Kristin Kennedy Bryant University, USA James Bishop Bryant University, USA Page No 112 to 114 |
| 33 | Dr.Perini PraveenaSri | The Use of Semantic Differential Scaling to define Multi Dimensional Representation of Odors | II | Research Methodology | The use of semantic differential scaling to define the multidimensional representation of odors Pamela Dalton1, 3, Christopher Maute1 , Akiko Oshida2 , Satoshi Hikichi2 And Yu Izumi2 1 Monell Chemical Senses Center Philadelphia, PA 2 KAO Corporation Tokyo, Japan Page No: 485 to 497 |
| 34 | Dr.Perini PraveenaSri | Temperature Trend analysis using nonparametric test: A case study of Coimbatore city | II | Research Methodology | Journal of Indian Pollution Control Sathyanathan Rangarajan*, Deeptha Thattia, et.al Page No: April, 2016 |
| 35 | Dr.Perini PraveenaSri | t-tests, non- parametric tests, and large studies— a paradox of statistical practice? Morten W Fagerland | II | Research Methodology | t-tests, non- parametric tests, and large studies—a paradox of statistical practice? Morten W Fagerland, Medical Research Methodology |

| | | | | | |
|----------------|-------------------------|--|----|----------------------|--|
| 36 | Dr.Perini PraveenaSri | Research designs for studies evaluating the effectiveness of change and improvement strategies | II | Research Methodology | Research designs for studies evaluating the effectiveness of change and improvement strategies M Eccles, J Grimshaw, M Campbell, C Ramsay Qual Saf Health Care 2003;12:47-52 |
| 37 | Dr. Richa Das | Ente rprise Builds on People | II | HRM | Human Resource Management, Cengage Learning, Page 22-23 |
| 38 | Dr. Richa Das | Jayram's Dilemma | II | HRM | Human Resource Management, Cengage Learning, |
| 39 | Dr. Richa Das | Training Program at ABC Cement | II | HRM | Human Resource Management, Cengage Learning, |
| 40 | Dr. Purnajit Chatterjee | Duraflex - Footloose | IV | Sales Management | Monitor Deloitte |
| 41 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |
| 2018-19 | | | | | |
| 42 | Dr. Richa Das | Entrprise Builds on People | II | HRM | Human Resource Management, Cengage Learning, Page 22-23 |
| 43 | Dr. Richa Das | Jayram's Dilemma | II | HRM | Human Resource Management, Cengage Learning, |

| | | | | | |
|----|---------------|--|----|-----|---|
| 44 | Dr. Richa Das | Training Program at ABC Cement | II | HRM | Human Resource Management, Cengage Learning, |
| 45 | Dr. Richa Das | Strategic global human resource management: case study of an emerging Indian multinational | IV | HRM | Human Resource Development International 15(2):1-9 |

Criterion 7

Industry and International Connect

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 7: Industry and International Connect

The report entails the details about the department's initiatives for the preceding three years referring to the connect with the industry. Information covered in the first section of the report includes consultancy from the industry, our faculty as consultants of industries, student-oriented programs - internships, project work, guest lectures, study tours and other collaborations with the industry professionals. The second part of the document covers the primary efforts undertaken by the department to establish International Industry association.

The department is active in organizing events, programs, sessions etc., specific to Industry connect and this being at its core has stimulated the faculty to organize and conduct many industry interactions every year by bringing in speakers coming from different spheres of the working world.

7.1. Industry Connect


7.1.1. Consultancy (from Industry)

The Department of MBA has initiated efforts in establishing academic collaborations with corporate enterprises.

Table 7.1.1.1: MBA academic collaboration with corporate enterprises

| S No. | Project Title | Funding Agency | Amount | Duration/Remarks | Faculty Lead |
|-------|--|---|-----------|--|--------------------------------------|
| 1 | Planning, Execution and Consultation Services provided for Charity and Donation Activities | M/S Kupparaju Bros. and Charitable Foundation Trust | 9,00,000 | AY 2020-21 invoiced on 20 th September 2020 | Dr. Purnajit Chatterjee |
| 2 | Training and Consultation provided to SLRM (Solid Liquid Resources Management) | M/S Atria Power Corporation Pvt Ltd, Bangalore | 12,00,000 | AY 2020-21 invoiced on 15 th Jan 2021 | Dr. Purnajit Chatterjee |
| 3 | Training for Account Management and Digital Marketing | M/S National School of Journalism Cholanagar, Bangalore | 5,50,000 | AY 2019-20 Invoiced on 15 th Jan 2020 | Mrs. Archana R Motta |
| 4 | Training for Consumer Behaviour and Digital Marketing | M/S National School of Journalism Cholanagar, Bangalore | 5,50,000 | AY 2019-20 Invoiced on 15 th May 2020 | Mrs. Archana R Motta |
| 5 | Development of Syllabus and course content for Principles of Management | Hedex Pvt. Ltd. | 95,000.00 | May 2019 to July 2019 | Dr. Richa Das & Mrs. Archana R Motta |
| 6 | MDP for Management executives in Project Management | GE Triveni | 80,000.00 | PO received but put on hold due to Pandemic | |

| | | | | | |
|----|--|--------------------|-----------|---|----------------------|
| 7 | MDP for Management executives in Supply Chain Management | GE Triveni | 70,000.00 | | |
| 8 | MDP for Management executives in Leadership Skills | GE Triveni | 65,000.00 | | Dr. Rashmi Singh Roy |
| 9 | MDP for Management executives in Communication Skills | GE Triveni | 20,000.00 | | |
| 10 | MDP for Management executives in Sales Training | Radisson Blu Atria | 80,000.00 | MoU signed; training is yet to be conducted | |
| 11 | MDP for Management executives in Soft Skills | Radisson Blu Atria | | | |



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Atria Institute of Technology
ASRB Campus, 1st Main Road, AGS Colony,
Anandnagar, Bengaluru - 560 004
Office: 080 23631298 | Direct: 080 23530108
principal@atria.edu | www.atria.edu

INVOICE

Invoice Number: 2020-21/003 Invoice date: 15.05.20

From: Dean - MBA Department
Atria Institute of Technology
Anandnagar Bangalore - 560 024


To: M/S National School of Journalism
Cholanagar
Bangalore

Attn: Ms. Glory Alexander

Item Description: Provided Training for Consumer Behaviour and Digital Marketing for Year 2020


| | |
|---------------|---|
| Basic Price | : Rs 5,50,000 |
| GST @ 18% | : Rs - |
| Invoice total | : Rs 5,50,000 (Rupees Five Lakhs Fifty Thousand Only) |

Signed: _____


 15/05/2020
 Dr K V Narayanaswamy
 PAN Number: AAATA7391J
 GSTIN Regn Number: Not Applicable


Bank Account details for NEFT/RTGS transfer:

Bank Name: Corporation Bank Ltd
 Branch: Nrupatunga Road
 Account Number: 510101004796976
 Account Holder Name: A S Kupparaju & Bros Charitable Foundation Trust
 Type of Account: Current
 IFSC Code: UBIN0901750



NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

Affiliated to Vivesvaraya Technological University, Belagavi.
Recognised by Govt. of Karnataka. Approved by AICTE, New Delhi.
Accredited by NAAC, Ministry of HRD, New Delhi.



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principal@atria.edu | www.atria.edu

INVOICE

Invoice Number: 2019-20/005 Invoice date: 15.01.20

From: Dean - MBA Department
Atria Institute of Technology
Anandnagar Bangalore - 560 024

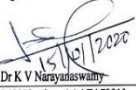
To: M/S National School of Journalism
Cholanagar
Bangalore

Attn: Ms. Glory Alexander

Item Description: Provided Training for Account Management and Digital Marketing for Year 2020


| | |
|---------------|---|
| Basic Price | : Rs 5,50,000 |
| GST @ 18% | : Rs - |
| Invoice total | : Rs 5,50,000 (Rupees Five Lakhs Fifty Thousand Only) |

Signed: _____


 15/01/2020
 Dr K V Narayanaswamy
 PAN Number: AAATA7391J
 GSTIN Regn Number: Not Applicable


Bank Account details for NEFT/RTGS transfer:

Bank Name: Corporation Bank Ltd
 Branch: Nrupatunga Road
 Account Number: 510101004796976
 Account Holder Name: A S Kupparaju & Bros Charitable Foundation Trust
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INVOICE

Invoice Number: 2019-20/007 Invoice date: 20.09.20


From : Dean – MBA Department
Atria Institute of Technology
Anandnagar Bangalore – 560 024

To : M/S AS Kupparaju Bros. & Charitable Foundation Trust
Anandnagar Bangalore

Attn: Mr. Kaushik S Raju


Item Description: Planning, Execution and Consultation Services provided for Charity and Donations Activities towards free meals distributed during Covid Crisis Period Apr '20 to Aug '20

| | |
|----------------------|---|
| Basic Price | Rs 9,00,000 |
| GST @ 18% | Rs - |
| Invoice total | Rs 9,00,000 (Rupees Nine Lakhs Only) |


Signed: _____

 Dr. K. V. Narayanaswamy
 PAN Number: AAATA7391J
 GSTIN Regn Number: Not Applicable

Bank Account details for NEFT/ RTGS transfer:

Bank Name: Corporation Bank Ltd
 Branch: Nrupatunga Road
 Account Number: 510101004796976
 Account Holder Name: A S Kupparaju & Bros Charitable Foundation Trust
 Type of Account: Current
 IFSC Code: UBIN0901750



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Office: 080 23631298 | Direct: 080 23530108
principal@atria.edu | www.atria.edu

INVOICE

Invoice Number: 2020-21/005 Invoice date: 15.01.2021

From : Dean – MBA Department
Atria Institute of Technology
Anandnagar Bangalore – 560 024


To : M/S Atria Power Corporation Pvt Ltd
No 11 Commissionate Road, Ashok Nagar
Bangalore

Attn : Mr Shridhar Bhat

Item Description: Training & Consultation Provided to SLRM (Solid Liquid Resource Management)


| | |
|----------------------|--|
| Basic Price | Rs 12,00,000 |
| GST @ 18% | Rs - |
| Invoice total | Rs 12,00,000 (Rupees Twelve Lakhs Only) |

Scope: Project Management - Rs 3,00,000
 Supply Chain Management- Rs 3,25,000
 Marketing Strategy Development (Consulting) Rs 5,75,000

Signed: _____

 Dr. K. V. Narayanaswamy
 PAN Number: AAATA7391J
 GSTIN Regn Number: Not Applicable

Bank Account details for NEFT/ RTGS transfer:

Bank Name : Corporation Bank Ltd
 Branch: Nrupatunga Road
 Account Number: 510101004796976
 Account Holder Name: A S Kupparaju & Bros Charitable Foundation Trust
 Type of Account: Current
 IFSC Code: UBIN0901750



Affiliated to Visvesvaraya Technological University, Belagavi.
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Accredited by NAAC, Ministry of HRD, New Delhi.

Fig 7.1.1.1 Consultancy Invoices

7.1.2. Faculty as Consultant of the Industries

The faculty at the MBA department are empowered and encouraged to take up business consulting assignments that the department persists to undertake in rendering its services to its business clients. The department aims in identifying areas of interest and need of the industry and works with its faculty with expertise in the desired areas to collaborate with business organizations and this corresponds with the mission statement of the department.

The following is the list showing our faculty as consultants of industries who have rendered their services on a pro bono basis.

Table 7.1.2.1: Faculty as Consultant of the Industries

| S No. | Company | Type of Service | Period of Consulting | Faculty Consultant |
|-------|---|-----------------------------|----------------------|-------------------------|
| 1 | Health-trail Portal Private Limited | Management Consultancy | Dec 2017 - till date | Dr. Purnajit Chatterjee |
| 2 | Karnataka Management Association | Governing Council Member | Jan 2021 - till date | Dr. Purnajit Chatterjee |
| 3 | Srushti Software Systems Pvt. Ltd. | Advisor/Business Consultant | Jan 2019 - Jun 2019 | Dr. Purnajit Chatterjee |
| 4 | Orion Consulting | Advisor | Jan 2017 - Dec 2018 | Dr. Purnajit Chatterjee |
| 5 | Adbroads Management & Consulting Services LLP | Advisor | May 2020 – till Date | Prof. Archana R Motta |

7.1.3. Initiatives Related to Industry Interaction Including Industry Internship / Summer Training/Study Tours/ Guest Lectures

The department organizes several workshops, seminars and industry interactions or guest lectures along with industry-oriented internships and project work to educate students on the recent developments and technologies related to the industry and their domain of specialization. This opportunity is facilitated by the department every semester by organizing industrial visits, conducting workshops, seminars, and industry interactions.

This blend of knowledge and access to the same not only elevates the scope of getting exposed to the industry but also helps students to understand the expectations of the industry in employing people. This induces students to work persistently towards their goals and gives them career direction.

7.1.3.1 Industry Internships/ Organization Study

An internship enables a student to gain first-hand exposure to working in the real world. It allows students to harness the skill, knowledge, and theoretical practice they learn in university. One can acquire an endless amount of education in their life, however, that knowledge does not always translate to the working life. The great thing about internships is that it teaches young professionals about the specific industries and companies they are interested in. Even the experience of trying something new is extremely beneficial.

Table 7.1.3.1.1 No. of companies for internships/ organization study

| Academic Years | No. of Companies |
|----------------|------------------|
| 2021-22 | 42 |
| 2020-21 | 55 |
| 2019-20 | 34 |
| 2018-19 | 41 |

Table 7.1.3.1.2: Student Internships in 2021-2022

| List of student Internships at various organizations in 2020-2021 | | | | |
|---|--|----------|------------|-----------------------------|
| S. No. | Company | Duration | USN | Name |
| 1 | Bosch Limited | 4 weeks | 1AT20BA001 | Abhijith A A |
| 2 | AR Elevators Pvt Ltd | 4 weeks | 1AT20BA002 | Abhishek G |
| 3 | Tech Byte India Engineering Pvt Ltd | 4 weeks | 1AT20BA003 | Akash S K |
| 4 | Monarch PVC Pipes Pvt Ltd | 4 weeks | 1AT20BA004 | Bulla Yashwanth Kumar Reddy |
| 5 | Shalimar Paint Industry | 4 weeks | 1AT20BA005 | Chandan Kumar V |
| 6 | Zuari Cement Limited | 4 weeks | 1AT20BA006 | Dakshayani H A |
| 7 | Odigma Consultancy Solutions Private Limited | 4 weeks | 1AT20BA007 | Divya R |
| 8 | Citrus Cunningham Hotel | 4 weeks | 1AT20BA008 | Falha Afreen |
| 9 | Siflon Drugs Pvt Ltd | 4 weeks | 1AT20BA009 | Golla Susmitha |
| 10 | Atria Institute of Technology | 4 weeks | 1AT20BA010 | Gopinath V |

| | | | | |
|----|---|---------|------------|--------------------|
| 11 | Lulu Group International | 4 weeks | 1AT20BA011 | Gouthami Bai V |
| 12 | Flipkart | 4 weeks | 1AT20BA012 | Ishwarya B S |
| 13 | Sap Labs India | 4 weeks | 1AT20BA013 | Ishwarya K S |
| 14 | Bajaj Auto Limited Mg Brothers Industries (P) Ltd. | 4 weeks | 1AT20BA014 | Kakumani Sireesha |
| 15 | Varsha Associates | 4 weeks | 1AT20BA015 | Kavya N |
| 16 | Metro Cash and Carry Pvt Ltd | 4 weeks | 1AT20BA016 | Keshava M |
| 17 | Indigo Blues & Co | 4 weeks | 1AT20BA017 | Likith M |
| 18 | Kolar-Chikkaballapur District Co-Operative Milk Producers Union Ltd, (KOCHIMUL) | 4 weeks | 1AT20BA018 | Manjunatha S N |
| 19 | Hightemp Furnaces Limited | 4 weeks | 1AT20BA019 | Manohar P L |
| 20 | Hero Moto Corp | 4 weeks | 1AT20BA020 | Manoj Kumar J |
| 21 | S. S. Alloys & Steel Industries | 4 weeks | 1AT20BA021 | Mithavachana Hugar |
| 22 | Makonis Software Solutions Pvt Ltd. | 4 weeks | 1AT20BA022 | Monika Sm |
| 23 | HCL Technologies | 4 weeks | 1AT20BA024 | Pavana H M |
| 24 | Aishwarya Tea Industry | 4 weeks | 1AT20BA025 | Pavitra |
| 25 | Thomas Cook | 4 weeks | 1AT20BA026 | R Vicky Rakesh |
| 26 | Taskmo Software Company Pvt Ltd | 4 weeks | 1AT20BA027 | Rakesh H K |
| 27 | Seg Automotive India Pvt Ltd | 4 weeks | 1AT20BA028 | Rakshith Kumar K |
| 28 | Anutone Acoustics Limited | 4 weeks | 1AT20BA029 | Ravi Kumar R |
| 29 | Transcon Automation & Conveyors Pvt Ltd | 4 weeks | 1AT20BA030 | Rekha |
| 30 | Decathlon Sports India Pvt Ltd. | 4 weeks | 1AT20BA031 | Rishiraj Simlai |
| 31 | Exposys Labs | 4 weeks | 1AT20BA032 | Roma Kumari |
| 32 | Kions Software Services Private Limited | 4 weeks | 1AT20BA033 | Sahana G C |

| | | | | |
|----|---|---------|------------|-----------------------|
| 33 | Fresnon.in | 4 weeks | 1AT20BA034 | Satyajith A A |
| 34 | ICICI Prudential Life Insurance Company Limited | 4 weeks | 1AT20BA035 | Shaik Mohammed Shahid |
| 35 | Blueprint Technologies Pvt Ltd. | 4 weeks | 1AT20BA036 | Shiva Prasad R |
| 36 | Future Lifestyle Fashions Limited | 4 weeks | 1AT20BA037 | Shruthi Thambi S |
| 37 | Cycle Pure Agarbathies N Ranga Rao & Sons Pvt Ltd | 4 weeks | 1AT20BA038 | Sivuni Aruna Kumari |
| 38 | N J India Invest Pvt Ltd | 4 weeks | 1AT20BA039 | Sowmya G R |
| 39 | Amazon.com | 4 weeks | 1AT20BA040 | Swathi R |
| 40 | Bank of Baroda | 4 weeks | 1AT20BA041 | Swathi T V |
| 41 | Bisleri International Pvt Limited | 4 weeks | 1AT20BA042 | Sweta |
| 42 | Shakeera Industries | 4 weeks | 1AT20BA043 | Syeda Sheeba |

Student Internships in 2021-2022

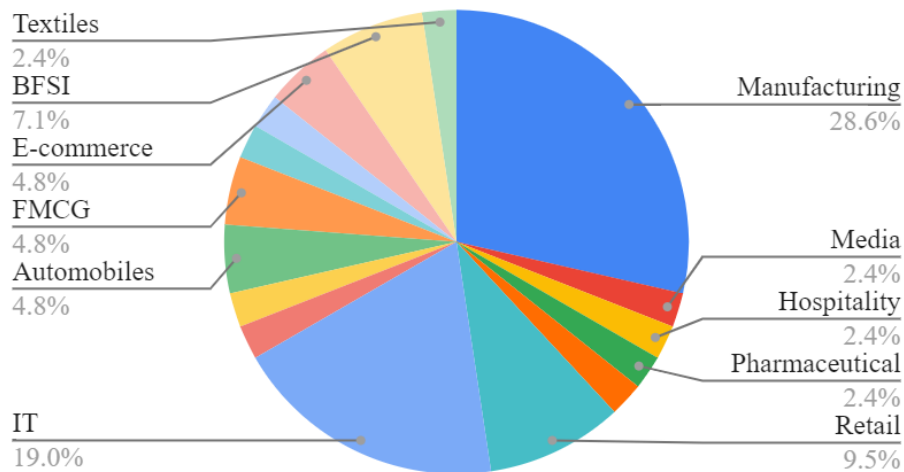


Fig. 7.1.3.1.2: Sector-wise Internships in 2021-2022

Analysis

The above pie chart shows that maximum of 28.6% and 19% of internships were carried out in Manufacturing and IT sector respectively and the others have undergone their internships in sectors like Retail which is 9.5%, BFSI – 7.1%, E-commerce, FMCG and

Automobiles stood at 4.8% respectively, Textiles, Media, Hospitality and Pharmaceutical are 2.4% each.

Interpretation:

It is clear from the above analysis that Manufacturing and IT sectors have been preferred the most over the other sectors by the students to do their internships.

Table 7.1.3.1.3: Student Internships in 2020-2021

| List of student Internships at various organizations in 2020-2021 | | | | |
|---|--|----------|------------|-----------------------------|
| S. No. | Company | Duration | USN | Name |
| 1 | Asian Paints Ltd. | 4 weeks | 1AT19MBA01 | Amal M |
| 2 | Continental AG | 4 weeks | 1AT19MBA02 | Anusha B K |
| 3 | Reliance Retail Limited | 4 weeks | 1AT19MBA03 | Anusha C |
| 4 | Gokaldas Exports Ltd. | 4 weeks | 1AT19MBA04 | Archana N S |
| 5 | USK LPG PVT Limited | 4 weeks | 1AT19MBA05 | Arpith R |
| 6 | Avi Solar Energy Private Limited (Enerman) | 4 weeks | 1AT19MBA06 | Arunkumar G |
| 7 | JK tyres | 4 weeks | 1AT19MBA07 | Arunkumar G K |
| 8 | Axis Bank | 4 weeks | 1AT19MBA08 | Ashwini G |
| 9 | Infosys | 4 weeks | 1AT19MBA09 | Bhavana G |
| 10 | Oracle | 4 weeks | 1AT19MBA10 | Bhavani R |
| 11 | Bangalore City Co-operative Bank Ltd. | 4 weeks | 1AT19MBA11 | Deepak B |
| 12 | TCS | 4 weeks | 1AT19MBA12 | Gagan A |
| 13 | IIFL | 4 weeks | 1AT19MBA13 | Girish Gowda S |
| 14 | NTPC | 4 weeks | 1AT19MBA14 | Gudipati Jagadeesh |
| 15 | HDFC Bank | 4 weeks | 1AT19MBA15 | Huziafa Khanum |
| 16 | Mahindra & Mahindra ltd | 4 weeks | 1AT19MBA16 | Iamen Afroz |
| 17 | Coca-Cola | 4 weeks | 1AT19MBA17 | Kanchireddygari Ramachandra |
| 18 | TVS motors company Pvt ltd | 4 weeks | 1AT19MBA18 | Koushik J |
| 19 | Blitz technology Pvt ltd | 4 weeks | 1AT19MBA19 | Latha R L |
| 20 | Maharaj soaps industry Pvt Ltd | 4 weeks | 1AT19MBA20 | Manoj G S |

| | | | | |
|----|--|---------|------------|---------------------------------|
| 21 | Bisleri | 4 weeks | 1AT19MBA21 | Mrinalini S R |
| 22 | SBI | 4 weeks | 1AT19MBA22 | Namitha K Hd |
| 23 | Amazon | 4 weeks | 1AT19MBA23 | Nida Naaz |
| 24 | ITC LTD. | 4 weeks | 1AT19MBA24 | Nirupama B N |
| 25 | Nike company | 4 weeks | 1AT19MBA25 | P. Gangadharappa Gari Anusha |
| 26 | DHFL Ltd | 4 weeks | 1AT19MBA26 | Preetha R |
| 27 | Aditya Birla Group of company Limited | 4 weeks | 1AT19MBA27 | R Ramdas |
| 28 | Metro Cash & Carry India Pvt Ltd | 4 weeks | 1AT19MBA28 | Rajendra A |
| 29 | TITAN | 4 weeks | 1AT19MBA29 | Ranjitha P Mary |
| 30 | Nestle Ltd | 4 weeks | 1AT19MBA30 | Rashmitha M |
| 31 | Bharati Airtel | 4 weeks | 1AT19MBA31 | Ridhik K P |
| 32 | Bharat Petroleum Corporation Ltd. | 4 weeks | 1AT19MBA32 | Ruhina Kowsar |
| 33 | Wipro Infrastructure Engineering | 4 weeks | 1AT19MBA33 | Sandhya K |
| 34 | ICICI Bank | 4 weeks | 1AT19MBA34 | Sathish V |
| 35 | Muthoot Finance | 4 weeks | 1AT19MBA35 | Satish P |
| 36 | Gopalakrishna Textile Mills Pvt Ltd | 4 weeks | 1AT19MBA36 | Sharath C J |
| 37 | Bajaj Auto | 4 weeks | 1AT19MBA37 | Shashi Kumar Manohar Rathod |
| 38 | HAL | 4 weeks | 1AT19MBA38 | Shivaprasad G S |
| 39 | IFB Automotive Pvt Ltd | 4 weeks | 1AT19MBA39 | Shridhar M |
| 40 | Himalaya Pharmaceuticals Pvt Ltd | 4 weeks | 1AT19MBA40 | Shubha M N |
| 41 | Rittal India Pvt Ltd. | 4 weeks | 1AT19MBA41 | Shwetha S V |
| 42 | HCL | 4 weeks | 1AT19MBA42 | Sneha S S |
| 43 | Tech Mahindra | 4 weeks | 1AT19MBA43 | Sowmya R |
| 44 | Maruti Suzuki | 4 weeks | 1AT19MBA44 | Srinidhi R |
| 45 | Bajaj Allianz Life Insurance Co Ltd | 4 weeks | 1AT19MBA45 | Sudharshan S |
| 46 | Flipkart | 4 weeks | 1AT19MBA46 | Sushmitha M K |
| 47 | John Deere | 4 weeks | 1AT19MBA47 | Teresa |
| 48 | IOC | 4 weeks | 1AT19MBA48 | Tharik Azeez A |

| | | | | |
|----|---------------------------------|---------|------------|--------------------|
| 49 | Toyota Motors | 4 weeks | 1AT19MBA49 | V Jaikumar |
| 50 | BEML Limited | 4 weeks | 1AT19MBA50 | Vaishanvi G |
| 51 | Apollo Hospitals Enterprise ltd | 4 weeks | 1AT19MBA51 | Vennila U |
| 52 | Karnataka Bank Ltd | 4 weeks | 1AT19MBA52 | Vighnesha K R |
| 53 | Deloitte | 4 weeks | 1AT19MBA53 | Zeeshan Ahmed Khan |
| 54 | www.abb.com | 4 weeks | 1AT18MBA23 | Pruthvi M |
| 55 | MANMUL: KMF | 4 weeks | 1AT18MBA37 | Sushmitha H |

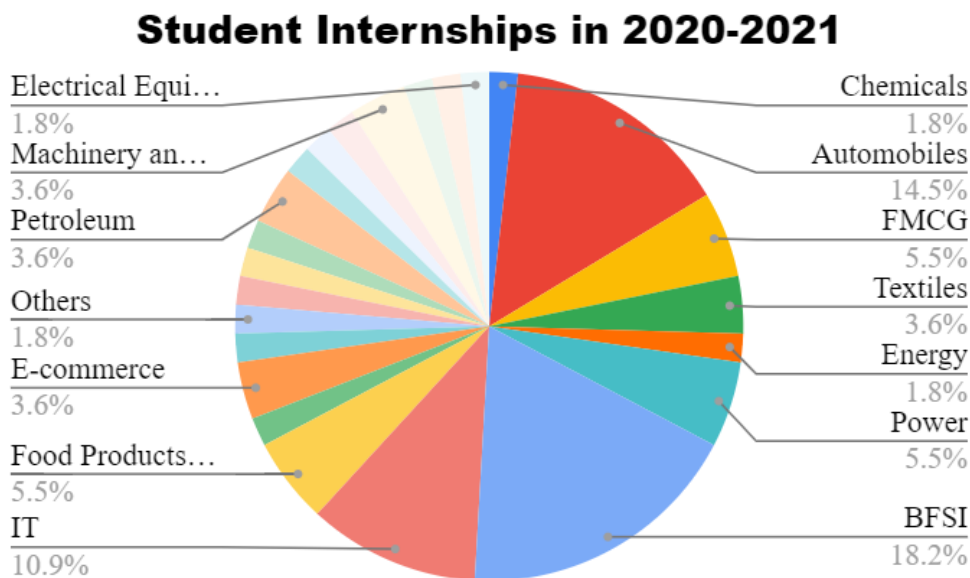


Fig. 7.1.3.1.3: Sector-wise Internships in 2020-2021

Analysis

The above pie chart shows that maximum of 18.2% and 14.5% of internships were carried out in Banking, Financial Services sector, and Automobile sector respectively and the others have undergone their internships in sectors like IT which is 10.9%, Electrical Equipment - 1.8%, Machinery, Equipment 3.6%, Petroleum 3.6%, E-commerce 3.6%, Food Products, Beverages 5.5%, Chemicals 1.8%, FMCG 5.5%, Textiles 3.6%, Energy 1.8% and Power 5.5%.

Interpretation:

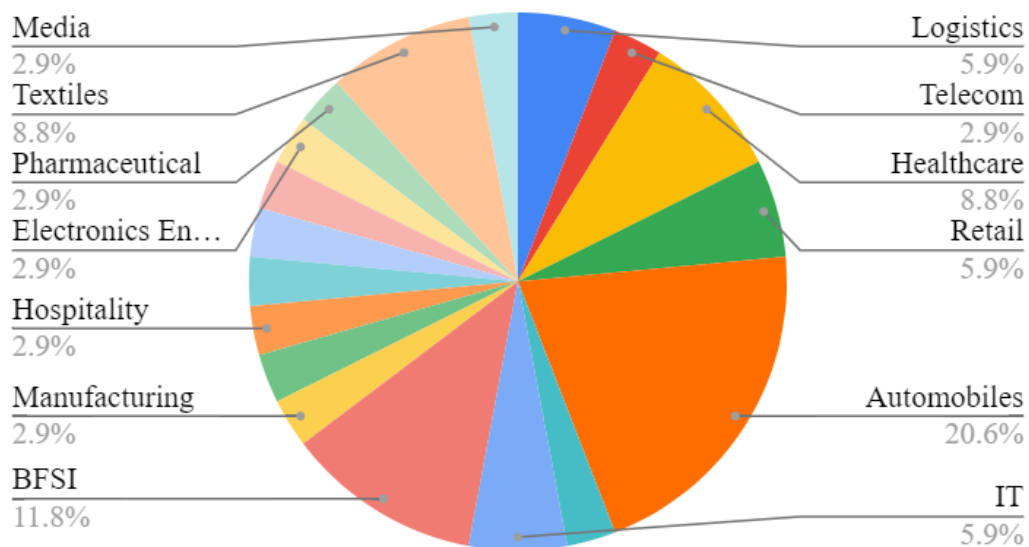
It is clear from the above analysis that BFSI, Automobile and IT sectors have been preferred the most over the other sectors by the students to do their internships.

Table 7.1.3.1.4: Student Internships in 2019-2020

| List of student Internships at various organizations in 2019-2020 | | | | |
|--|---|-----------------|------------|----------------------------|
| S. No. | Company | Duration | USN | Name |
| 1 | eCourierz - Planet express Innovations Pvt Ltd | 4 weeks | 1AT18MBA01 | Akshay C |
| 2 | ITI Ltd. | 4 weeks | 1AT18MBA02 | Archana S |
| 3 | Columbia Asia Hospital | 4 weeks | 1AT18MBA03 | Arpitha R |
| 4 | Origami Cellulo Private Limited | 4 weeks | 1AT18MBA04 | Ashwini S |
| 5 | Adithya Auto Components Ltd | 4 weeks | 1AT18MBA05 | Bhavyashree M |
| 6 | Sree Gajanana Motor transport Co Ltd | 4 weeks | 1AT18MBA06 | Charithra Shrinivas Hebbar |
| 7 | Adlink Technologies | 4 weeks | 1AT18MBA07 | Deekshitha C |
| 8 | J&K Bank | 4 weeks | 1AT18MBA08 | F Roshini Parveen |
| 9 | Yamaha Motors | 4 weeks | 1AT18MBA09 | Farha Afsar Chand |
| 10 | Bajaj Allianz Insurance Co Ltd | 4 weeks | 1AT18MBA11 | Harish D |
| 11 | Cauvery Motors Pvt Ltd. | 4 weeks | 1AT18MBA13 | Harshitha C Gowda |
| 12 | Rail Wheel Factory | 4 weeks | 1AT18MBA14 | K Rajitha |
| 13 | Ethiraj Associates | 4 weeks | 1AT18MBA16 | Kusuma |
| 14 | Treebo Hotels (Ruptub Private Limited)- Finance | 4 weeks | 1AT18MBA17 | Mohankumar M |
| 15 | MSK worldwide private limited | 4 weeks | 1AT18MBA18 | Murali B |
| 16 | Govt. Flying training School | 4 weeks | 1AT18MBA19 | Pallavi G |
| 17 | Big Bazaar Outlet | 4 weeks | 1AT18MBA20 | Pooja M B |
| 18 | Corner House | 4 weeks | 1AT18MBA21 | Pooja N |
| 19 | Astra Zeneca Hospital | 4 weeks | 1AT18MBA22 | Pooja Patel |
| 20 | The Malleshwaram Cooperative Bank | 4 weeks | 1AT18MBA25 | Ramyra M G |

| | | | | |
|----|--|---------|------------|-----------------------------|
| 21 | JSW Cement | 4 weeks | 1AT18MBA26 | Ranjitha Gopalkrishna Hegde |
| 22 | LG Electronics | 4 weeks | 1AT18MBA28 | Rohith S |
| 23 | You Plus (Marketing) | 4 weeks | 1AT18MBA29 | Sandhya N S |
| 24 | Stericon Pharma Pvt. Ltd. | 4 weeks | 1AT18MBA30 | Sankalp Nallode B S |
| 25 | Bombay Rayon Styles Ltd. | 4 weeks | 1AT18MBA32 | Shoaib Khan |
| 26 | Indegene | 4 weeks | 1AT18MBA33 | Sonali |
| 27 | Madison Communications | 4 weeks | 1AT18MBA34 | Sujatha K P |
| 28 | Dress Material Apparel Private Limited | 4 weeks | 1AT18MBA35 | Supriya M |
| 29 | TVS Motor Company | 4 weeks | 1AT18MBA36 | Surendra Kumar V |
| 30 | Toyota | 4 weeks | 1AT18MBA38 | Swapna S B |
| 31 | Sri Nataraja Automotive (Bajaj) | 4 weeks | 1AT18MBA39 | Uma Maheshwari |
| 32 | Co-operative Bank | 4 weeks | 1AT18MBA40 | Vijay C |
| 33 | Indus Intex Pvt Ltd | 4 weeks | 1AT18MBA41 | Yeshas Raj N |
| 34 | Honda Motor Company | 4 weeks | 1AT18MBA42 | Yugesh B R |

Student Internships in 2019-2020



7.1.3.1.4: Sector-wise Internships in 2019-2020

Analysis

The chart above shows that 20.6% students carried out their internships in the Automobiles sector, 11.8% in BFSI, Textiles and Healthcare 8.8% each respectively, Logistics, Retail and IT - 5.9% each respectively, and the least being Media, Pharmaceutical, Electronics Engineering, HR and Telecom with only 2.9% each.

Interpretation:

It is clearly interpreted that Automobiles and BFSI sectors have been students' major choice in preferring to do their internships.

Table 7.1.3.1.5: Student Internships in 2018-2019

| List of student Internships at various organizations in 2018-2019 | | | | |
|---|--|----------|------------|--------------------------|
| S. No. | Company | Duration | USN | Name |
| 1 | IFB Industries Limited | 4 weeks | 1AT17MBA01 | Akhil A |
| 2 | B.PAC | 4 weeks | 1AT17MBA02 | Anusha J |
| 3 | Sunsip Agro Processors | 4 weeks | 1AT17MBA03 | Arbaz Khan |
| 4 | Alifit (India) Pvt Ltd. | 4 weeks | 1AT17MBA04 | Architha K S |
| 5 | SPARSH Hospital | 4 weeks | 1AT17MBA05 | Ashwini priya B |
| 6 | SVA Infrastructures | 4 weeks | 1AT17MBA06 | Bhavani.V. |
| 7 | RMM Good Products Pvt Ltd. | 4 weeks | 1AT17MBA07 | Bhavya.S |
| 8 | Titan Company Limited | 4 weeks | 1AT17MBA08 | Challa Sunil Kumar Reddy |
| 9 | Bajaj Capital Limited | 4 weeks | 1AT17MBA09 | Chaya D S |
| 10 | Columbia Asia | 4 weeks | 1AT17MBA11 | Dilli B K |
| 11 | Future Retail | 4 weeks | 1AT17MBA12 | Harshitha H |
| 12 | Sri Sai Mitra Industries | 4 weeks | 1AT17MBA13 | Karthik R |
| 13 | Ethiraj Associates | 4 weeks | 1AT17MBA14 | Kavana A P |
| 14 | Bajaj Allianz General Insurance Company | 4 weeks | 1AT17MBA15 | Kiran L.C |
| 15 | Kolar - Chikkabalapura District Co-operative Milk Producers Society Union Ltd. | 4 weeks | 1AT17MBA16 | Leelavathi SL |

| | | | | |
|----|--|---------|------------|-------------------|
| 16 | Disha Communications Pvt Ltd. | 4 weeks | 1AT17MBA17 | Machaiah.M.P |
| 17 | Rittal India Pvt Ltd. | 4 weeks | 1AT17MBA18 | Mala H G |
| 18 | Everblue Apparel Limited | 4 weeks | 1AT17MBA20 | Manjunath J N |
| 19 | Texport Industries Pvt Ltd. | 4 weeks | 1AT17MBA22 | Mithun BS |
| 20 | Celebrations Apparel Limited | 4 weeks | 1AT17MBA23 | Monika M |
| 21 | AMTEK Industries Pvt Limited. | 4 weeks | 1AT17MBA24 | Nagesha B |
| 22 | Karnataka Soaps and Detergents Limited | 4 weeks | 1AT17MBA25 | Nandhini R |
| 23 | NJ India Invest Pvt Ltd. | 4 weeks | 1AT17MBA27 | Pavithra S |
| 24 | Jayaram Marketing Services | 4 weeks | 1AT17MBA28 | Prafulla B |
| 25 | INDIC EMS Electronics Pvt Ltd. | 4 weeks | 1AT17MBA29 | Prasad N |
| 26 | Speech2Text Medical Solutions (India) Pvt Ltd. | 4 weeks | 1AT17MBA30 | Sahana Vallabha G |
| 27 | Cytecure Hospitals Pvt Ltd. | 4 weeks | 1AT17MBA31 | Saleha Begum |
| 28 | Karnataka State Seeds Corporation Ltd. | 4 weeks | 1AT17MBA32 | Saqlain.Y |
| 29 | South India Agencies | 4 weeks | 1AT17MBA33 | Saranya. R |
| 30 | Nuage Compusys Technologies Pvt. Ltd. | 4 weeks | 1AT17MBA34 | Sharmila U |
| 31 | LKP Securities Ltd. | 4 weeks | 1AT17MBA35 | Shivraj CN |
| 32 | RR Transport | 4 weeks | 1AT17MBA36 | Shobha V |
| 33 | Punarvasu Graphics Pvt. Ltd. | 4 weeks | 1AT17MBA37 | Shwetha R |
| 34 | Nahars Technologies(P), Ltd., Narsapura | 4 weeks | 1AT17MBA38 | Srinivasa G C |
| 35 | Lumax Auto Technologies Limited | 4 weeks | 1AT17MBA39 | Srinivasa G V |
| 36 | BHUMI | 4 weeks | 1AT17MBA40 | Sudha G |
| 37 | Sri Sadananda Foods Pvt. Ltd. | 4 weeks | 1AT17MBA41 | Sushma A |
| 38 | Aster CMI Hospital | 4 weeks | 1AT17MBA42 | Sushmitha S |

| | | | | |
|----|---------------------------------|---------|------------|----------------|
| 39 | Eastern Silk Industries Limited | 4 weeks | 1AT17MBA43 | Tippu Sultan |
| 40 | Exide Industries Limited | 4 weeks | 1AT16MBA11 | Madhukumar M |
| 41 | Reliable Software Technology | 4 weeks | 1AT16MBA24 | Sharief Mohsin |

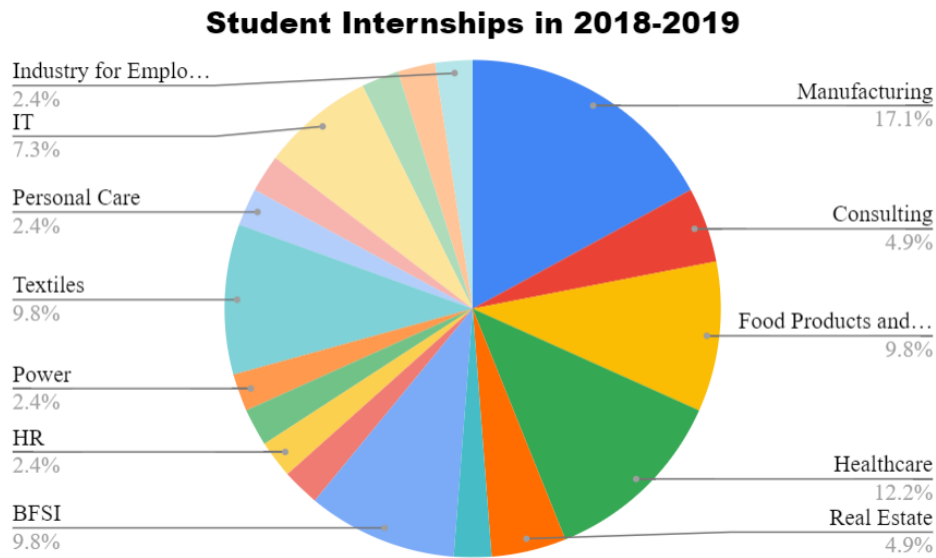


Fig. 7.1.3.1.5: Sector-wise Internships in 2018-2019

Analysis

The chart above shows that 17.1% students carried out their internships in the Manufacturing sector, 12.2% in Healthcare, Textiles, BFSI, Food Products, Beverages with 9.8%, IT with 7.3%. Consulting and Real Estate stood at 4.9% each and sectors like Personal Care and Power were only 2.4% each.

Interpretation:

It may be interpreted that sector like Manufacturing and Healthcare did go well with the 2017-19 batch, while other sectors like BFSI, Textiles and Food Products and Beverages are faring together with 9.8% each

7.1.3.2 Project Work

Project work enables the students to develop an inquisitive mind, always wanting to find out why things happen the way they happen. The usefulness of project work is

that it enables the student to be methodical in his/her approach to solving the research problem. It enables the student to be more organised with the work and do things in an orderly manner. Acquiring appropriate project writing skills gives the students a sense of independence and self-confidence which drive them to always urge on producing original research reports.

Mastery of the techniques of project writing enables the student to develop a sense of proportionality.

Project work is therefore required to offer a bridge to independent learning for students and organizational growth.

Table 7.1.3.2.1 No. of companies opted by students for doing project work

| Academic Years | No. of Companies |
|----------------|------------------|
| 2020-21 | 38 |
| 2019-20 | 33 |
| 2018-19 | 34 |

Table 7.1.3.2.2: Projects undertaken by students in 2020-2021

| List of student's Project Work at various organizations in 2020-2021 | | | | | |
|--|--|---|-------------------------|------------|-------------|
| S. No. | Company | Title of the study | Duration of the Project | USN | Name |
| 1 | Fibro Reinforced Plastic Private Limited | A study of rewards and recognition at Fibro Reinforced Plastic Private Limited | 6 weeks | 1AT19MBA01 | Amal M |
| 2 | IndusInd Bank | A study on Effectiveness of Performance Appraisal | 6 weeks | 1AT19MBA03 | Anusha C |
| 3 | Imperial Auto Industries Ltd. | A Study on Safety Measures Provided to the Employees at Imperial Auto Industries Limited. | 6 weeks | 1AT19MBA04 | Archana N S |

| | | | | | |
|----|--|--|---------|------------|----------------|
| 4 | Chloride Alloy India Limited | A Study on Recruitment and Selection Process | 6 weeks | 1AT19MBA05 | Arpith R |
| 5 | Axiom Gen Nxt Pvt. Ltd. | A Study on Critical Evaluation of Stock Market Volatility in Indian Listed Companies | 6 weeks | 1AT19MBA06 | Arunkumar G |
| 6 | The Mysuru and Chamarajanagar District Co-Operative Central Bank | Loan Recovery Management | 6 weeks | 1AT19MBA07 | Arunkumar G K |
| 7 | IIFL | Financial Performance of Mutual Funds” at IIFL (India Infoline Limited). | 6 weeks | 1AT19MBA08 | Ashwini G |
| 8 | Mother Dairy, a KMF Unit (Yelahanka) | A study on formulation on costing system | 6 weeks | 1AT19MBA09 | Bhavana G |
| 9 | NJ India Invest Private Limited | A study on employee retention strategies by NJ India Invest Private Limited | 6 weeks | 1AT19MBA10 | Bhavani R |
| 10 | JBM Auto Ltd | Financial performance Analysis using Ratios | 6 weeks | 1AT19MBA11 | Deepak B |
| 11 | Radisson Blu Atria | A Study on Role of Influencer Marketing in Hotels | 6 weeks | 1AT19MBA12 | Gagan A |
| 12 | Industry Study | A Study on Working Capital Management Of Chemical Industries | 6 weeks | 1AT19MBA13 | Girish Gowda S |
| 13 | HDFC | Financial Analysis of HDFC Banking | 6 weeks | 1AT19MBA15 | Huziafa Khanum |

| | | | | | |
|----|--|---|---------|------------|------------------------------|
| 14 | Turbo trackers | Inventory Management | 6 weeks | 1AT19MBA16 | Iamen Afroz |
| 15 | Syndicate Bank | An analysis of Personal Loans and Advances in Syndicate Bank | 6 weeks | 1AT19MBA17 | Kanchireddygari Ramachandra |
| 16 | Comparative Study | A Study on Comparison on Financial Performance of Banks and NBFCs | 6 weeks | 1AT19MBA18 | Koushik J |
| 17 | Volvo Construction Equipments | A study on Employee welfare measures at Volvo | 6 weeks | 1AT19MBA19 | Latha R L |
| 18 | SHIMUL (KMF) | A Study on Consumer Perception in SHIMUL | 6 weeks | 1AT19MBA20 | Manoj G S |
| 19 | ITC WINDSOR | Financial Evaluation of ITC WINDSOR | 6 weeks | 1AT19MBA21 | Mrinalini S R |
| 20 | NJ wealth | Performance evaluation of MFs | 6 weeks | 1AT19MBA22 | Namitha K H |
| 21 | Karnataka Soaps and Detergents Limited | A Study on Inventory Management | 6 weeks | 1AT19MBA23 | Nida Naaz |
| 22 | DNA Networks Private Limited | Employee Satisfaction | 6 weeks | 1AT19MBA24 | Nirupama B N |
| 23 | Rail Wheel Factory, Indian Railways | Inventory Management of Rail Wheel Factory | 6 weeks | 1AT19MBA25 | P. Gangadharappa Gari Anusha |
| 24 | Radisson Blu | Working capital management | 6 weeks | 1AT19MBA26 | Preetha R |
| 25 | Sector Study | A Study on Consumer Preferences on Dairy Products | 6 weeks | 1AT19MBA27 | R Ramdas |

| | | | | | |
|----|--|--|---------|------------|-----------------------------------|
| 26 | URC Constructions Pvt Ltd | Ratio Analysis | 6 weeks | 1AT19MBA28 | Rajendra A |
| 27 | Startek Pvt. Ltd. | Employee Training and Development at Startek Pvt. Ltd. | 6 weeks | 1AT19MBA29 | Ranjitha P Mary |
| 28 | Perfeth | A study of Employee job Satisfaction at Perfeth | 6 weeks | 1AT19MBA30 | Rashmitha M |
| 29 | Fibro Reinforced Plastic Private Limited | A Study on Working Capital Management | 6 weeks | 1AT19MBA31 | Ridhik K P |
| 30 | Radisson Blu | Employee Job Satisfaction | 6 weeks | 1AT19MBA32 | Ruhina Kowsar |
| 31 | Wipro Infrastructure Engineering | A Study on Inventory Management | 6 weeks | 1AT19MBA33 | Sandhya K |
| 32 | NJ wealth | Financial Performance of Life Insurance Company | 6 weeks | 1AT19MBA34 | Sathish V |
| 33 | Money Zinc Financial Services | A study on Risk- Return Analysis of selected Mutual funds Schemes with Reference to UTI | 6 weeks | 1AT19MBA35 | Satish P |
| 34 | Credit co- operative society | Credit Risk Management | 6 weeks | 1AT19MBA36 | Sharath C J |
| 35 | Six Yard Silks | A Study on the Purchase Behavior of Consumers in Buying Silk Sarees | 6 weeks | 1AT19MBA37 | Shashi Kumar Manohar Rathod |
| 36 | Medopharm | Total Quality Management | 6 weeks | 1AT19MBA38 | Shivaprasad G S |
| 37 | Metro cash and carry Pvt Ltd | A study on Customer Satisfaction with Pricing Strategy | 6 weeks | 1AT19MBA39 | Shridhar M |

| | | | | | |
|----|---|--|---------|------------|----------------|
| 38 | Angel Broking | A study on Stock market trading process | 6 weeks | 1AT19MBA40 | Shubha M N |
| 39 | Cooperative Milk Producers Union Limited. (KOMUL) | A study on implementation of activity-based costing at KOMUL | 6 weeks | 1AT19MBA41 | Shwetha S V |
| 40 | Star Hi Herbs Pvt. Ltd. | A Study on Employee Perception towards Training and Development at Star Hi Herbs Pvt. Ltd. | 6 weeks | 1AT19MBA42 | Sneha S S |
| 41 | UTI Mutual funds | A Study on Mutual funds: Comparison of various schemes under equity. | 6 weeks | 1AT19MBA43 | Sowmya R |
| 42 | Future Lifestyle Fashion Limited | A Study on Impact of Promotion Strategies on selected brands of Future Lifestyle Fashions | 6 weeks | 1AT19MBA44 | Srinidhi R |
| 43 | IIFL | A Study on Risk and Return Analysis of stocks listed on Bank Nifty | 6 weeks | 1AT19MBA45 | Sudharshan S |
| 44 | K M F | Capital budgeting | 6 weeks | 1AT19MBA46 | Sushmitha M K |
| 45 | Radisson Blu Atria | A study on Training and development at Radisson Blu Atria | 6 weeks | 1AT19MBA47 | Teresa |
| 46 | Fibro Reinforced Plastic Private Limited | A study on quality of work life balance at Fibro Reinforced Plastic Private Limited | 6 weeks | 1AT19MBA48 | Tharik Azeez A |

| | | | | | |
|----|---------------------------------------|---|---------|------------|--------------------|
| 47 | Religare Broking Ltd | A study on Consumer Behaviour on Online trading of shares | 6 weeks | 1AT19MBA49 | V Jaikumar |
| 48 | BEML | A Study on Financial Analysis at BEML | 6 weeks | 1AT19MBA50 | Vaishanvi G |
| 49 | WAY2WEALTH Securities Private Limited | A Study on Comparative Analysis of Individual Stock Price with the Market | 6 weeks | 1AT19MBA51 | Vennila U |
| 50 | Wealth Space Consultants Pvt Ltd | Analysis of Different Investment Avenues at Wealth Space Consultants Pvt Ltd | 6 weeks | 1AT19MBA52 | Vighnesha K R |
| 51 | Snackers Junktion - Freelance Project | Regional Market Analysis | 6 weeks | 1AT19MBA53 | Zeeshan Ahmed Khan |
| 52 | BESCOM | Working capital management of BESCOM | 6 weeks | 1AT18MBA23 | Pruthvi M |
| 53 | HAL | A Study on Effectiveness of Performance Appraisal System at Hindustan Aeronautics Limited | 6 weeks | 1AT18MBA37 | Sushmitha H |

Projects by students in 2020-2021

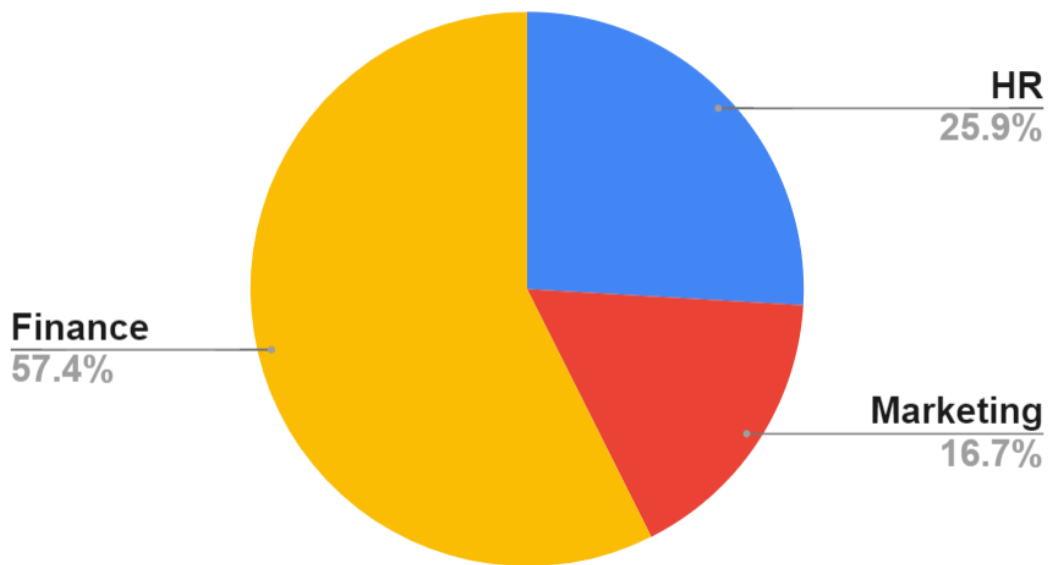


Fig. 7.1.3.2.2.1: Projects undertaken by students in 2020-2021

The graph above indicates that 57.4% MBA students belonging to the 2019-21 batch underwent their project work in Finance, 25.9% students carried out their projects in HR and the other 16.7% did projects in Marketing.

Sector-wise Projects by Students in 2020-21

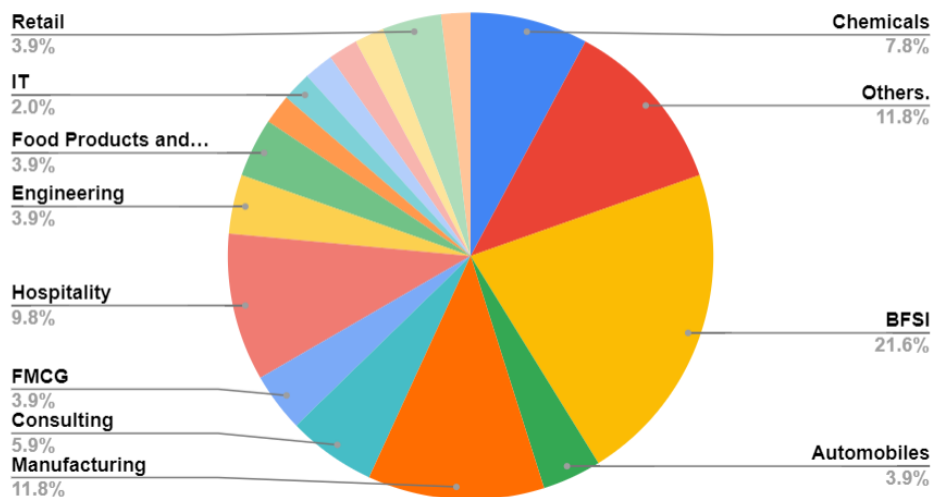


Fig. 7.1.3.2.2.2: Sector-wise Projects by students in 2020-2021

The above pie chart shows that a maximum of 21.6% of students from 2019-21 batch have carried out their project work in Banking and Financial Services sector, 11.8% each in Manufacturing, 9.8% in Hospitality, 7.8% in Chemicals, 5.9% in Consulting, 3.9% each in Food Products and Beverages, FMCG, Automobiles, Engineering and Retail industry and 2% in IT.

Table 7.1.3.2.3: Projects undertaken by students in 2019-2020

| List of students Project Work at various organizations in 2019-2020 | | | | | |
|--|------------------------------------|--|--------------------------------|------------|----------------------------|
| S. No. | Company | Title of the study | Duration of the Project | USN | Name |
| 1 | Scholar Clothing Company | A Study on Employee Retention Strategies at Scholar Clothing Co. | 6 weeks | 1AT18MBA01 | Akshay C |
| 2 | RA Fashion Pvt. Ltd. | A Study on Employees/Workers Satisfaction towards Organizational Benefits at R A Fashion Pvt. Ltd. | 6 weeks | 1AT18MBA02 | Archana S |
| 3 | Columbia Asia | A Study on Cash Flow Analysis at Columbia Asia Referral Hospital Pvt Ltd | 6 weeks | 1AT18MBA03 | Arpitha R |
| 4 | Origami Cellulo Pvt Ltd | A Study on Effects of Performance Appraisal System at Origami Cellulo Private Limited | 6 weeks | 1AT18MBA04 | Ashwini S |
| 5 | Vijaynagar Credit Cooperative Bank | A Study on Credit Risk Management at Vijayanagar Credit Co-operative Society. | 6 weeks | 1AT18MBA05 | Bhavyashree M |
| 6 | Bisineer Engg. India Pvt. Ltd. | A Study on Receivable Management at Bisineer Engg. India Pvt. Ltd. | 6 weeks | 1AT18MBA06 | Charithra Shrinivas Hebbar |
| 7 | TCI Express | A Study on Quality of Service at TCI Express | 6 weeks | 1AT18MBA07 | Deekshitha C |
| 8 | Sharekhan | A Study on Risk and Return on Selective Mutual Funds with special reference to Sharekhan Ltd. | 6 weeks | 1AT18MBA08 | F Roshini Parveen |

| | | | | | |
|----|-----------------------------|---|---------|------------|-------------------|
| 9 | Yamaha | A Study on Customer Satisfaction with their bike/scooter with specific reference to Yamaha in comparison to its competitors | 6 weeks | 1AT18MBA09 | Farha Afsar Chand |
| 10 | India Infoline Finance Ltd. | A Study on Hedging/supporting strategies using Commodities in MCX and NCDEX | 6 weeks | 1AT18MBA11 | Harish D |
| 11 | Cauvery Ford | A Study on HR Practices at Cauvery Ford Company | 6 weeks | 1AT18MBA13 | Harshitha C Gowda |
| 12 | Jishnu Enterprises | A Study on Employee Retention at Jishnu Enterprises | 6 weeks | 1AT18MBA14 | K Rajitha |
| 13 | NJ India Invest Pvt. Ltd. | Performance Evaluation of Mutual Funds at NJ Wealth | 6 weeks | 1AT18MBA16 | Kusuma |
| 14 | Treebo Hotels | Financial Performance of Treebo Hotel Industry: An Empirical Analysis | 6 weeks | 1AT18MBA17 | Mohankumar M |
| 15 | Fini Brain | A Study on Forex Market Analysis and Strategies at Fini Brain | 6 weeks | 1AT18MBA18 | Murali B |
| 16 | City Cooperative Bank | A Study of Non-Performing Assets at Bangalore City Co-operative Bank Limited | 6 weeks | 1AT18MBA19 | Pallavi G |
| 17 | Edelweiss Finance Ltd. | A Study on Wealth Management at Edelweiss Broking Limited | 6 weeks | 1AT18MBA20 | Pooja M B |
| 18 | Ethiraj Associates | A Study on Employee Job Satisfaction at Ethiraj Associates | 6 weeks | 1AT18MBA21 | Pooja N |

| | | | | | |
|----|-------------------------------------|--|---------|------------|-----------------------------|
| 19 | Sri Sadanand Foods Pvt. Ltd. | Consumer Behavior Towards Sri Sadananda Foods Pvt Ltd | 6 weeks | 1AT18MBA22 | Pooja Patel |
| 20 | Malleshwaram Cooperative Bank | A Study on Non-Performing Assets at Malleshwaram Co-operative Bank | 6 weeks | 1AT18MBA25 | Ramya M G |
| 21 | Startronix Modular System Pvt. Ltd. | A Study on Cost Analysis at Startronix Modular Systems Pvt. Ltd. | 6 weeks | 1AT18MBA26 | Ranjitha Gopalkrishna Hegde |
| 22 | K Mohan & Company | Gender Comparative Study on Purchase Behaviour of Consumer on Ready to Wear Apparels | 6 weeks | 1AT18MBA28 | Rohith S |
| 23 | Prasiddi Shares & Marketing | A Study on Risk Hedging Strategies in Derivatives by using options at Prasiddhi Marketing & Shares | 6 weeks | 1AT18MBA29 | Sandhya N S |
| 24 | Eastern Condiments Pvt. Ltd. | Digital Marketing for Eastern Condiments Pvt.Ltd | 6 weeks | 1AT18MBA30 | Sankalp Nallode B S |
| 25 | TVS Motors Ltd. | A Study on Customer Service at TVS Motors | 6 weeks | 1AT18MBA32 | Shoaib Khan |
| 26 | Blitz Technology | Marketing Information System at Blitz Technology | 6 weeks | 1AT18MBA33 | Sonali |
| 27 | Madison Media | Study of Consumer behavior for apparels and their perception of the apparel stores with specific reference to Max, Lifestyle, Reliance Trends, Shoppers Stop | 6 weeks | 1AT18MBA34 | Sujatha K P |

| | | | | | |
|----|--------------------------------------|--|---------|------------|----------------|
| 28 | Arvind Limited | A Study on Inventory Management at Dress Master Apparel Private Limited, A Raymond Group Company | 6 weeks | 1AT18MBA35 | Supriya M |
| 29 | RNS Motors | Study on Determining of Consumer Buying Behavior towards Automobile Purchase | 6 weeks | 1AT18MBA36 | Surendra Kumar |
| 30 | Consign Technology | A Study on Employee Job Satisfaction at Sahana Consign Technology | 6 weeks | 1AT18MBA38 | Swapna S B |
| 31 | Co-operative Society | A Study on Financial Analysis at Anand Social and Educational Trust Employees Co-operative Society Limited | 6 weeks | 1AT18MBA39 | Uma Maheshwari |
| 32 | Bhavasara Kshatriya Cooperative Bank | Financial Ratio Analysis of Co-operative Bank | 6 weeks | 1AT18MBA40 | Vijay C |
| 33 | Pidilite Industries Limited | A Study on Employee Job Satisfaction at Pidilite Industries Limited – Bangalore | 6 weeks | 1AT18MBA42 | Yugesh B R |

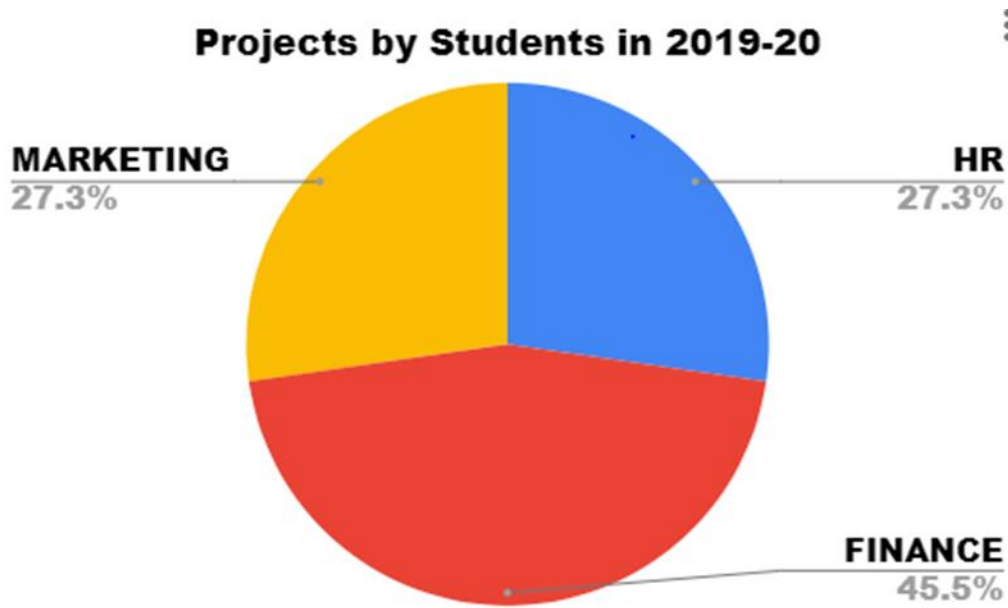


Fig. 7.1.3.2.3.1: Projects undertaken by students in 2019-2020

The graph above indicates that 45.5% MBA students belonging to the 2018-20 batch underwent their project work in Finance, 27.3% students carried out their projects in HR and the other 27.3% did projects in Marketing.

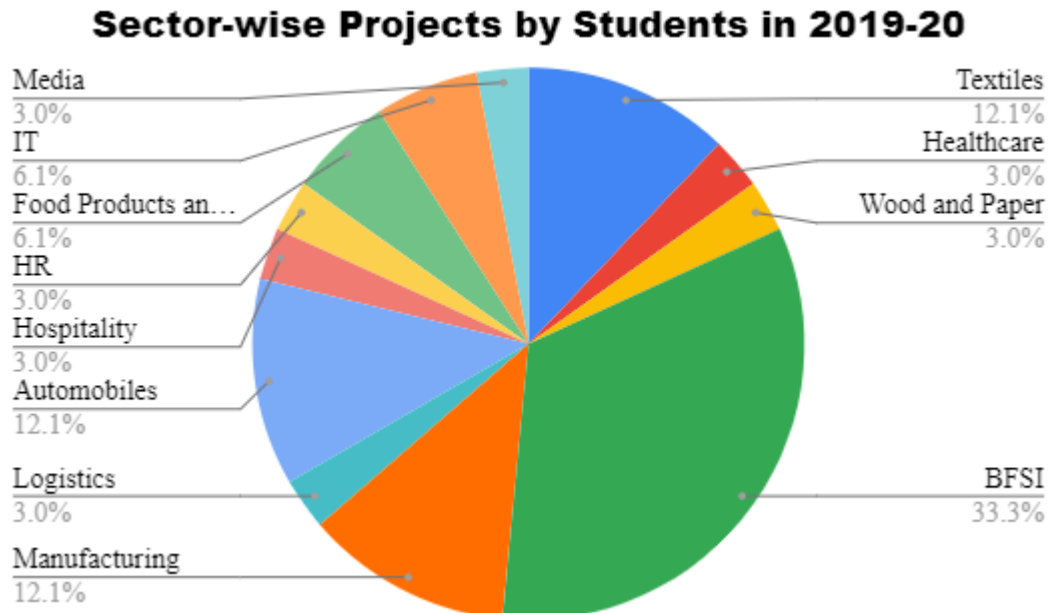


Fig. 7.1.3.2.3.2: Sector-wise Projects undertaken by students in 2019-2020

The above pie chart shows that a maximum of 33.33% of students from 2018-20 batch have carried out their project work in Banking and Financial Services sector, 12.1% each in Automobiles, Manufacturing and Textiles industry: 6.1% each in IT, Food

Products and Beverages industry and 3% each in Media, HR, Hospitality, Logistics, Healthcare, Wood and Paper.

Table 7.1.3.2.4: Projects undertaken by students in 2018-2019

| List of students Project Work at various organizations in 2018-2019 | | | | | |
|--|--|--|--------------------------------|------------|--------------------------|
| S. No. | Company | Title of the study | Duration of the Project | USN | Name |
| 1 | Karnataka Soaps and Detergents Limited | Study on Training & Development | 6 weeks | 1AT17MBA01 | Akhil A |
| 2 | Ethiraj Associates Pvt. Ltd. | Study on Employee Job Satisfaction | 6 weeks | 1AT17MBA02 | Anusha J |
| 3 | Kolar - Chikkaballapura District Cooperative Milk Producers Societies Union Ltd. | Study on Distributors Perception on Nandini Products | 6 weeks | 1AT17MBA03 | Arbaz Khan |
| 4 | Silver Spark Apparel Limited | Study on Working Capital and Inventory Management | 6 weeks | 1AT17MBA04 | Architha K S |
| 5 | NJ India Invest Pvt. Ltd. | Role of Mutual Funds in Wealth Creation | 6 weeks | 1AT17MBA05 | Ashwini Priya B |
| 6 | Columbia Asia | Study on Auditing Inventory and Stocks at Columbia Asia Hospital | 6 weeks | 1AT17MBA06 | Bhavani.V. |
| 7 | Bharat Heavy Electricals Ltd. | A study on Recruitment & Selection | 6 weeks | 1AT17MBA07 | Bhavya.S |
| 8 | Finibrain Services Pvt. Ltd. | Study on Social Media Marketing Plan | 6 weeks | 1AT17MBA08 | Challa Sunil Kumar Reddy |

| | | | | | |
|----|---|---|---------|------------|---------------|
| | | for New Start-up Company | | | |
| 9 | Prakyathi Hospitality LLP | Study on Employee Retention | 6 weeks | 1AT17MBA09 | Chaya D S |
| 10 | Finibrain Services Pvt. Ltd. | Study on Currency Pair Analysis GCP/USD | 6 weeks | 1AT17MBA11 | Dilli B K |
| 11 | Netscout Systems Software Pvt. Ltd. | Study on Rewards and Recognition | 6 weeks | 1AT17MBA12 | Harshitha . H |
| 12 | Finibrain Services Pvt. Ltd. | Comparing INR with Major Currencies Commodity Rates at Finibrain Services Pvt. Ltd. | 6 weeks | 1AT17MBA13 | Karthik R |
| 13 | IIFL Securities Limited | Study on Risk and Return Analysis of Stocks Listed on Bank NIFTY | 6 weeks | 1AT17MBA14 | Kavana A P |
| 14 | Future Retail Limited | Study on Impulsive Buying behavior in Retail Outlets | 6 weeks | 1AT17MBA15 | Kiran L.C |
| 15 | Nahars Engineering India Pvt. Ltd. | Study on Employee Job Satisfaction | 6 weeks | 1AT17MBA16 | Leelavathi SL |
| 16 | Disha Communications Private Ltd. (Marketing) | Study on Digital Consumer Journey and Purchase Behavior for Mobile Phones | 6 weeks | 1AT17MBA17 | Machaiah.M.P |

| | | | | | |
|----|---|--|---------|------------|---------------|
| 17 | Intellectual Info Solutions Pvt. Ltd. | Study on Financial Performance Analysis using ALTMAN Z Score Module | 6 weeks | 1AT17MBA18 | Mala H G |
| 18 | Cotton World | Influence of Performance Appraisal on the Attitude of Workers working at Cotton World. | 6 weeks | 1AT17MBA20 | Manjunath J N |
| 19 | Astal Interbuild Private Limited | Study on Financial Constraints on Corporate Decision Making | 6 weeks | 1AT17MBA22 | Mithun BS |
| 20 | Sharekhan Limited | Technical Analysis on Selected Stocks | 6 weeks | 1AT17MBA23 | Monika M |
| 21 | Sunsip Agro Processors | Consumer Preferences towards Sunsip Agro Processors, Srinivaspur | 6 weeks | 1AT17MBA24 | Nagesha B |
| 22 | Sharekhan Limited | Performance Analysis of Mutual Funds | 6 weeks | 1AT17MBA25 | Nandhini R |
| 23 | NJ India Invest Pvt. Ltd. | Awareness of Mutual Funds among Financial Advisors | 6 weeks | 1AT17MBA27 | Pavithra S |
| 24 | Anand Rathi Share & Stocks Brokers Ltd. | An Optimal Portfolio Construction Using Share's Single Index Model at Anand Rathi | 6 weeks | 1AT17MBA28 | Prafulla B |
| 25 | Bombay Rayon Fashions Ltd. | Study on Employee Motivation | 6 weeks | 1AT17MBA29 | Prasad N |

| | | | | | |
|----|--|--|---------|------------|-------------------|
| 26 | HMT Machine Tools Limited | Study on Industrial Relations & Engagement | 6 weeks | 1AT17MBA30 | Sahana Vallabha G |
| 27 | CarePro Global | Study on Recruitment Process | 6 weeks | 1AT17MBA31 | Saleha Begum |
| 28 | Servolution Systems Private Ltd. | Study on Employee Job Satisfaction | 6 weeks | 1AT17MBA32 | Saqlain.Y |
| 29 | Edelweiss Broking Limited | Investor Perception and Expectation on the Return of Portfolio Investments | 6 weeks | 1AT17MBA33 | Saranya. R |
| 30 | BEML Limited | The Role of HRM in TQM at BEML – Bangalore | 6 weeks | 1AT17MBA34 | Sharmila U |
| 31 | Anand Rathi Share & Stockbrokers Ltd. | Performance of selected IPOs | 6 weeks | 1AT17MBA35 | Shivraj CN |
| 32 | BEML Limited | Marketing Audit at BEML – Bangalore | 6 weeks | 1AT17MBA36 | Shobha V |
| 33 | HMT Machine Tools Limited | Effectiveness of Performance Appraisal | 6 weeks | 1AT17MBA37 | Shwetha. R |
| 34 | Future Retail Limited | Study on Customer Satisfaction Metrics at Big Bazaar | 6 weeks | 1AT17MBA38 | Srinivasa G C |
| 35 | Bangalore Electricity Supply Company Limited | Study on Performance Appraisal at BESCO | 6 weeks | 1AT17MBA39 | Srinivasa G V |
| 36 | Jubilant Foodworks Ltd. | Study on Employee Retention Strategies | 6 weeks | 1AT17MBA40 | Sudha G |

| | | | | | |
|----|------------------------------|---|---------|------------|----------------|
| 37 | Bell Ceramics Limited | Effectiveness of Employee Welfare measures in Bell Ceramics Limited | 6 weeks | 1AT17MBA41 | Sushma A |
| 38 | Aster CMI Hospital | Study on Employee Retention | 6 weeks | 1AT17MBA42 | Sushmitha S |
| 39 | Sree Sai Mitra Industries | Study on Effectiveness Channel of Distribution | 6 weeks | 1AT17MBA43 | Tippu Sultan |
| 40 | KEMS Auto Components Limited | Study on Employee Motivation | 6 weeks | 1AT16MBA11 | Madhukumar M |
| 41 | Reliable Software Technology | Best HR Practice in IT Industry | 6 weeks | 1AT16MBA24 | Sharief Mohsin |

Projects by Students in 2018-19

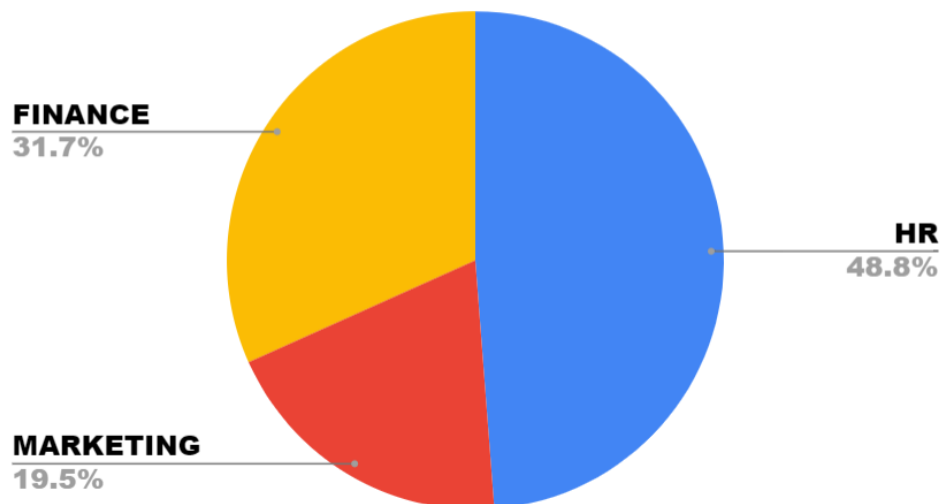


Fig. 7.1.3.2.4.1: Projects undertaken by students in 2018-2019

The graph above indicates that 48.8% MBA students belonging to the 2017-19 batch undertook their project work in HR, 31.7% students carried out their projects in Finance and the other 19.5% did projects in Marketing.

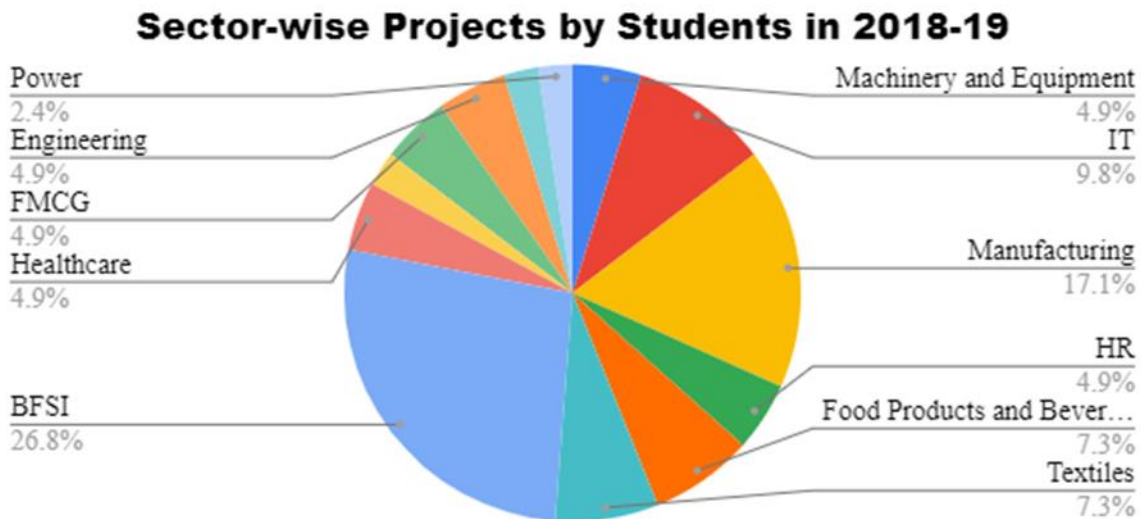


Fig. 7.1.3.2.4.2: Sector-wise Projects undertaken by students in 2018-2019

The above pie chart shows that a maximum of 26.8% of students from 2017-19 batch have carried out their project work in Banking and Financial Services sector, 17.1% did project work in Manufacturing sector, 9.8% in IT, 7.3% each in Food Products Beverages and Textiles industry and 4.9% each in Engineering, FMCG, Healthcare, Machinery Equipment and HR. Only 2.4% projects were carried out in the Power industry.

7.1.3.3 Industrial Visits and Guest Lectures

Industrial Visits and guest lectures are organized by the department on a regular basis to keep the students abreast of what is happening in the industry and thereby instil confidence in them about the expectations and recent trends in the industry. This gives scope to students to put efforts and walk in the direction of success.

Practical exposure is a must at any Post graduation level and to facilitate this the department organizes and takes students on Industrial visits for getting this exposure and deep understanding of the subjects that they may deal with.

Table 7.1.3.3.1: Industrial visits and Guest lectures organised by the department

| Academic Year | Industrial Visits | Guest Lectures | Total events per AY |
|---------------|-------------------|----------------|---------------------|
| 2021-22 | - | 04 | 04 |
| 2020-21 | 01 | 08 | 09 |
| 2019-20 | 03 | 04 | 07 |
| 2018-19 | 03 | 02 | 05 |

7.1.3.3.2 The list of Industrial visits arranged by the department are as below:

| S. No. | Year | Company | Date | Venue |
|--------|-----------|--|---------------|---|
| 1 | 2020 - 21 | AMUL Chocolate Factory - Virtual Industrial Tour | 27th Nov 2020 | Online Class Google Meet meet.google.com/crm-oxgv-vxe |
| 2 | 2019 - 20 | Mother Dairy (Day 1) | 26th Dec 2019 | KMF Unit – Yelahanka |
| 3 | 2019 - 20 | Mother Dairy (Day2) | 30th Dec 2019 | KMF Unit – Yelahanka |
| 4 | 2019 - 20 | Garuda Polyflex Foods Pvt. Ltd (GP Food Pvt. Ltd.) | 10th Oct 2019 | Bommasandra |
| 5 | 2019 - 20 | Mother Dairy | 25th May 2019 | KMF Unit – Yelahanka |
| 6 | 2018-19 | IFB Automotive Pvt. Ltd. | 9th Apr 2019 | Whitefield |
| 7 | 2018-19 | Lumax Auto Technologies Limited | 28th Sep 2018 | Narsapur |
| 8 | 2018-19 | Garment Labour Union | 19th Sep 2018 | Peenya |

| | | | | |
|----|---------|---------------------------------|---------------|-------------|
| 9 | 2017-18 | Akshaya Patra-ISKCON Foundation | 18th Apr 2018 | Rajajinagar |
| 10 | 2017-18 | Akshaya Patra-ISKCON Foundation | 6th Dec 2018 | Rajajinagar |

Industrial visit to GP Foods Pvt. Ltd. – 10th Oct 2019



Fig. 7.1.3.3.1: Final semester students at GP Foods Pvt. Ltd.

Industrial visit to Mother Dairy (a KMF Unit), Yelahanka – 26th and 30th December 2019



Fig. 7.1.3.3.2: Day 1 - Batch 1: Students at KMF



Fig. 7.1.3.3.3: Day 2 - Batch 2: Students at KMF

7.1.3.3.3 The list of Guest Lectures arranged by the department

| S. No. | Year | Speaker Name | Company | Title of the Guest Lecture | Date | Venue |
|--------|-------------|------------------------|--|---|--------------------------------|---|
| 1 | 2021 - 2022 | Dr Sharan Kumar Shetty | Ideator and Founder of Capital Advisors | Roadmap to Personal Financial Management | 10 th Feb 2022 | https://meet.google.com/osq-gonb-nwt |
| 2 | 2021 - 2022 | Mr Manish Somashekhar | Capgemini Executive Hiring Team | Career Planning and surviving in VUCA world | 23 rd Dec 2021 | Department of MBA - Atria Institute of Technology |
| 3 | 2021 - 2022 | Ms Puja Kohli | Founder and Director of Unfold | Impact of the Pandemic on HR Practice in the industry | 4 th December 2021 | |
| 4 | 2021 - 2022 | Prof. V R Ravikumar | Founder and President – Karnataka Management Association | Current Trends in International Business | 6 th September 2021 | |

| | | | | | | |
|----|---------|--|-----------------------------|--|---------------------------|---|
| 5 | 2020-21 | Ms. Kalpana Dube | Freelance | The Journey from Ideas to Prototype Phase- Innovation & Entrepreneurship | 3 rd June 2021 | Online Webinar https://us02web.zoom.us/j/89239614938?pwd=M0Fzenh0d1lsRzc0VU9VbEcvd2ZQUT09Meeting |
| 6 | 2020-21 | Mr. Guruthej Vailaya - Manager | State Street Corporation | Finance and Job Opportunities in Finance | 22 nd Mar 2021 | Department of MBA - Atria Institute of Technology |
| 7 | 2020-21 | Ms. Sindhu Narayan - HR Business Partner 2 | IQVIA | Human Resources and It's Job Opportunities | 20 th Feb 2021 | Department of MBA - Atria Institute of Technology |
| 8 | 2020-21 | Mr. Abhijit Maney - Market Analyst | Target India Bengaluru | Marketing and Job Opportunities | 9 th Jan 2021 | Department of MBA - Atria Institute of Technology |
| 9 | 2020-21 | Ms. Swetha Doddamani - Team Leader | Intellipaath Bangalore | Marketing and Job Opportunities in Digital Marketing | 2 nd Jan 2021 | Department of MBA - Atria Institute of Technology |
| 10 | 2020-21 | Mr. Narendra Srinivasalu - County Manager | TVS Motors Nigeria | Marketing and Sales Opportunities in Automobile Industry | 28 th Dec 2020 | Department of MBA - Atria Institute of Technology |
| 11 | 2020-21 | Mr. Ramesh Srinivas - Co-founder and CEO | Worxogo Solutions Pvt. Ltd. | Behavioral Science | 17 th Dec 2020 | Online Google Meet meet.google.com/gvc-qowg-rgc |

| | | | | | | |
|----|--------------|---|--|---|---------------|---|
| 12 | 2020 – 21 | Prof. Prathibha Vikram (PhD) - Senior Faculty | iNurture Education Solutions Pvt. Ltd. | FinTech: An overview of the Evolution leading to the new Revolution | 20th Nov 2020 | Zoom Meeting https://us02web.zoom.us/j/81417606297?pwd=3a0szWngrL3psemVmdUJhVU1NZTR3QT09 |
| 13 | 2019 – 20 | Mr. George Bennet Kuruvilla - General Manager | Radisson Blu Atria Bangalore | Aspects and Opportunities in Hotel Industry | 20th Dec 2019 | Atria Institute of Technology |
| 14 | 2019 – 20 | Mr. Shashi K Patil - COO | COMAT Technologies | Analysing and Creating Awareness of diverse entrepreneurial opportunities in the Education Industry | 22nd Nov 2019 | Atria Institute of Technology |
| 15 | 2019 – 20 | Ms. Meera Ramakrishnan - Entrepreneur | Zishta enterprises | Listing Career Opportunities in Marketing | 25th Oct 2019 | Atria Institute of Technology |
| 16 | 2019 – 20 | Mr. Bosco Caldeira - CFO | Nitesh Estates | Corporate lessons for life | 30th Aug 2019 | Atria Institute of Technology |
| 17 | 2018 -19 | Mr. Supriyo Guharoy - CEO | Indo Asian Academy Group of Institutions | The emergence of Start-up Ecosystem in India-New ways to engage millennials and wealth creation | 16th May 2019 | Atria Institute of Technology |

| | | | | | | |
|----|---------|--|-----------------|--|--------------|-------------------------------|
| 18 | 2018-19 | Dr. S Chandrashekar - Corporate Trainer, Founder and CEO | Subasri Gurukul | Micro Analysis of Financial Statements | 8th Mar 2019 | Atria Institute of Technology |
|----|---------|--|-----------------|--|--------------|-------------------------------|



Fig. 7.1.3.3.4: The guest speaker Mr. Bosco Caldeira being felicitated



Fig. 7.1.3.3.5: Guest Lecture in Progress

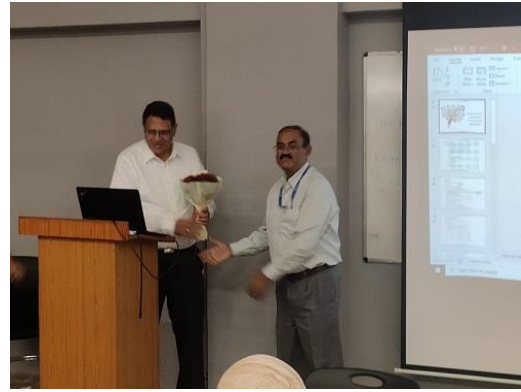


Fig. 7.1.3.3.6: Guest Lecture organized during 2019-20



Fig. 7.1.3.3.7 Guest Lecture

7.1.4. Participation of Industry Professionals in Curriculum Development, Projects, Assignments as Examiners, in Summer Projects

7.1.4.1 Industry Professionals in Curriculum Development:

Syllabus is an important document for any program of study. It is indispensable to follow the syllabus but at the same time it is imperative to add value to the program by inducting certain significant aspects of the industry. In this direction here at MBA Department the faculty contribute towards adding value to the program by collaborating with the industry professionals for analysing the current syllabus, trying to find out the gaps and aid in bridging these gaps in the syllabus by recommending courses, activities etc that will help the program in meeting the standards or requirements of the industry.

Table 7.1.4.1.1: Participation of Industry Professionals in Curriculum Development

| S. No. | Company | Training Partner | Designation |
|--------|--|---------------------|---------------------------|
| 1. | COO of TraveoSoft & Partner for Unnagi Consulting and Training | Mr. Sameer Kakar | COO & Partner |
| 2 | Honeywell International | Mr. Vijay Kumar R | Digital Marketing Manager |
| 3 | TVS Motors | Mr. Narendra S | Country Manager, Nigeria |
| 4 | IQVIA | Mrs. Sindhu Narayan | HR Business Partner 2 |
| 5 | Deutsche Bank | Mr. Kishore S | Assistant Vice President |

7.1.4.2 Industry Professionals as Examiners of internship reports:

Industry professionals are also involved in the examination and evaluation of student internship reports. This is done to give a business perspective to the assessing of students' performance. The following industry professionals were involved as external examiners in the Organization Study (Internship) examination and evaluation:

Table 7.1.4.2.1: Industry Professionals as Examiners of Internship reports

| S. No. | Academic Year | Name of the Industry Professional | Designation | Organization |
|--------|---------------|--|--------------------------|-------------------------------|
| 1. | 2020-21 | Due to pandemic and therefore adhering to the University guidelines the Viva was conducted internally. | | |
| 2. | 2019-20 | Mr. Kishore S | Assistant Vice President | Deutsche Bank |
| 3. | 2018-19 | Mr. Swaminathan | Co-Founder & Director | Health-trail Portal Pvt. Ltd. |

7.1.4.3 Industry Professionals as external examiners of summer projects:

Summer projects form a very important part of academic qualification for any student to be able to prove their ability to do their best at work. They help students to discover their strengths in the domain of their interest. It gives students an opportunity to meet new people and mentors who could be potential collaborators to work with in the future. Projects are intended to build the prolific profile of candidates seeking prospective jobs.

Students gain experience, knowledge and skills which are needed to do well in the industry through project work or internships. Above all having guidance from the external guides in the absence of internal guides fosters the spirit of learning in students and instils confidence.

Table 7.1.4.3.1: Industry Professionals as external guides of summer projects in 2020-21

| Industry Professionals as external guide of summer projects - 2019-2021 batch | | | | | |
|--|--|-----------------------|---------------------------------|------------|---------------------|
| S. No. | Company | External guide | Designation | USN | Student Name |
| 1 | Fibro Reinforced Plastic Private Limited | S.R.G Nathan | Director | 1AT19MBA01 | Amal M |
| 2 | IndusInd Bank | Mrs. Srijata Ghosal | Regional Resource Manager - HR | 1AT19MBA03 | Anusha C |
| 3 | Imperial Auto Industries Ltd. | Mr. Shantveer Mudda | HR Manager | 1AT19MBA04 | Archana N S |
| 4 | The Mysuru and Chamarajanagar District Co-Operative Central Bank | Mr. Shashidhar | Branch Manager | 1AT19MBA07 | Arunkumar G K |
| 5 | IIFL | Mr. N. Praveen Kumar | Branch Manager | 1AT19MBA08 | Ashwini G |
| 6 | Mother Dairy, a KMF Unit (Yelahanka) | Mr. Prakash | Senior Staff - Finance division | 1AT19MBA09 | Bhavana G |
| 7 | NJ India Invest Private Limited | Pradeep A M | Sr Assistant Manager - HR | 1AT19MBA10 | Bhavani R |
| 8 | JBM Auto Ltd | Mr. Srikanth S | Manager | 1AT19MBA11 | Deepak B |
| 9 | Radisson Blu Atria | Mr. Raju Rajendran | Director of Sales & Marketing | 1AT19MBA12 | Gagan A |
| 10 | Turbotrackers | Mr. N.S. Shankar | Finance Manager | 1AT19MBA16 | Iamen Afroz |

| | | | | | |
|----|--|---|------------------------------------|------------|------------------------------|
| 11 | Syndicate Bank | Dr. Pavan Kumar | Manager | 1AT19MBA17 | Kanchireddygari Ramachandra |
| 12 | Volvo Construction Equipments | Mr. Raghavendra D K | Asst. Manager H R & Administration | 1AT19MBA19 | Latha R L |
| 13 | SHIMUL (KMF) | Dr. S M Murthy | Marketing Manager | 1AT19MBA20 | Manoj G S |
| 14 | ITC WINDSOR | Mr. Jashan Shahani | Training Co-ordinator | 1AT19MBA21 | Mrinalini S R |
| 15 | NJ wealth | Mr. Pramod K Padaki | Unit Manager | 1AT19MBA22 | Namitha K H |
| 16 | Karnataka Soaps and Detergents Limited | Ms. Sushma R, Mr. Ganesh K & A P Ramakrishnaiah | Operations | 1AT19MBA23 | Nida Naaz |
| 17 | DNA Networks Private Limited | Ms. Mamata S Y | HR | 1AT19MBA24 | Nirupama B N |
| 18 | Rail Wheel Factory, Indian Railways | Ms. Usha | Senior Section Officer | 1AT19MBA25 | P. Gangadharappa Gari Anusha |
| 19 | Radisson Blu | Mr. Sanathan Sharma | Financial Controller | 1AT19MBA26 | Preetha R |
| 20 | URC Constructions Pvt Ltd. | Mr. Muthu | Assistant Manager | 1AT19MBA28 | Rajendra A |
| 21 | Startek Pvt. Ltd. | Mrs. Teena | HR Manager | 1AT19MBA29 | Ranjitha P Mary |
| 22 | Perfeth | Ms. Megha Bhatt | Operations Manager | 1AT19MBA30 | Rashmitha M |
| 23 | Fibro Reinforced Plastic Private Limited | Mr. S.R.G Nathan | Director | 1AT19MBA31 | Ridhik K P |

| | | | | | |
|----|---|--------------------------|------------------------|------------|-----------------------------|
| 24 | Radisson Blu | Mrs. Geena George | HR Manager | 1AT19MBA32 | Ruhina Kowsar |
| 25 | Wipro Infrastructure Engineering | Mr. Sangamesh M Annigeri | Manager HR & IR | 1AT19MBA33 | Sandhya K |
| 26 | NJ wealth | Mr. Pramod | Branch Manager | 1AT19MBA34 | Sathish V |
| 27 | Money Zinc Financial Services | Mrs. Uma | Financial Advisor | 1AT19MBA35 | Satish P |
| 28 | Credit co-operative society | Mr. Prakash | Finance Secretary | 1AT19MBA36 | Sharath C J |
| 29 | Six Yard Silks | Mrs. Rachana | Manager | 1AT19MBA37 | Shashi Kumar Manohar Rathod |
| 30 | Medopharm | Mr. Vinod | HR Manager | 1AT19MBA38 | Shivaprasad G S |
| 31 | Metro cash and carry Pvt Ltd | Dr. R Devendra | Asst. Manager | 1AT19MBA39 | Shridhar M |
| 32 | Angel Broking | Mr. Lakshmeesha R | B2B Manager | 1AT19MBA40 | Shubha M N |
| 33 | Cooperative Milk Producers Union Limited. (KOMUL) | Mrs. Bindu | Technical Officer (DT) | 1AT19MBA41 | Shwetha S V |
| 34 | Star Hi Herbs Pvt. Ltd. | Mr. Ramachandran | HR Manager | 1AT19MBA42 | Sneha S S |
| 35 | UTI Mutual funds | Mr. S. Ganesh | Chief Manager | 1AT19MBA43 | Sowmya R |
| 36 | Future Lifestyle Fashion limited | Mr. Manoj | Marketing Manager | 1AT19MBA44 | Srinidhi R |

| | | | | | |
|----|--|---------------------|-------------------------|------------|----------------|
| 37 | IIFL | Mr. Praveen Kumar N | Branch Manager | 1AT19MBA45 | Sudharshan S |
| 38 | K M F | Ms. Rajeshwari | Assistant Director | 1AT19MBA46 | Sushmitha M K |
| 39 | Radisson Blu Atria | Mrs. Geena George | HR Manager | 1AT19MBA47 | Teresa |
| 40 | Fibro Reinforced Plastic Private Limited | S.R.G Nathna | Director | 1AT19MBA48 | Tharik Azeez A |
| 41 | Religare Broking Ltd | Mr. Guru Prasad | Manager | 1AT19MBA49 | V Jaikumar |
| 42 | BEML | Mr. Vigneshwar Bhat | Finance Manager | 1AT19MBA50 | Vaishanvi G |
| 43 | WAY2WEALTH Securities Private Limited | Ms. Anusha | HR Manager | 1AT19MBA51 | Vennila U |
| 44 | Wealth Space Consultants Pvt Ltd | Bharath Rao | IIFL Securities Limited | 1AT19MBA52 | Vighnesha K R |
| 45 | BESCOM | Ashok Reddy A | Accounts Officer | 1AT18MBA23 | Pruthvi M |
| 46 | HAL | Mr. T Rajan | HR Manager | 1AT18MBA37 | Sushmitha H |

Summer projects form a very important part of academic qualification for any student to be able to prove their ability to do their best at work. They help students to discover their strengths in the domain of their interest. It gives students an opportunity to meet new people and mentors who could be potential collaborators to work with in the future. Projects are intended to build the prolific profile of candidates seeking prospective jobs.

Students gain experience, knowledge and skills which are needed to do well in the

industry through project work or internships. Above all having guidance from the external guides in the absence of internal guides fosters the spirit of learning in students and instils confidence.

Table 7.1.4.3.2: Industry Professionals as external guides of summer projects in 2019-20

| Industry Professionals as external guide of summer projects - 2018-2020 batch | | | | | |
|--|------------------------------------|-----------------------|------------------------|------------|----------------------------|
| S. No. | Company | External guide | Designation | USN | Student Name |
| 1 | Scholar Clothing Company | Mr. Umesh. S | Manager | 1AT18MBA01 | Akshay C |
| 2 | RA Fashion Pvt. Ltd. | Mr. Swaminathan B | HR Manager | 1AT18MBA02 | Archana S |
| 3 | Columbia Asia Referral Hospital | Mr. Anand | Finance Manager | 1AT18MBA03 | Arpitha R |
| 4 | Origami cellulose Pvt Ltd | Mrs. Rakshita | HR Executive and Admin | 1AT18MBA04 | Ashwini S |
| 5 | Vijaynagar Credit Cooperative Bank | Mrs. Poornima | Assistant Manager | 1AT18MBA05 | Bhavyashree M |
| 6 | Bisineer Engg. India Pvt. Ltd. | Mr Ashok Bhat | Director | 1AT18MBA06 | Charithra Shrinivas Hebbar |
| 7 | TCI Express | Mrs. Asha | G1 Assistant | 1AT18MBA07 | Deekshitha C |
| 8 | Sharekhan | Mr. Malar Anand | Authorised Proprietor | 1AT18MBA08 | F Roshini Parveen |
| 9 | Yamaha | Dr R C Jain | Group President | 1AT18MBA09 | Farha Afsar Chand |
| 10 | India Infoline Finance Ltd. | Mr Praveen Kumar N | Branch Manager | 1AT18MBA11 | Harish D |
| 11 | Cauvery Ford | Mr. Abhilash K C | HR Manager | 1AT18MBA13 | Harshitha C Gowda |
| 12 | Jishnu Enterprises | Kunjumom | HR Manager | 1AT18MBA14 | K Rajitha |

| | | | | | |
|----|---|-------------------------|--------------------------------|------------|-----------------------------|
| 13 | NJ India Invest Pvt. Ltd. | Mr. Faizal Huzzain | Unit Manager | 1AT18MBA16 | Kusuma |
| 14 | Treebo Hotels | Mr, Satyanarayanan | Manager | 1AT18MBA17 | Mohankumar M |
| 15 | Fini Brain | Mr. Pavan Suresh | Manager | 1AT18MBA18 | Murali B |
| 16 | Bangalore City Cooperative Bank Limited | Mr. Vallabharaju A V | Branch Manager | 1AT18MBA19 | Pallavi G |
| 17 | Edelweiss Broking Ltd. | Mr. Soumya | Asst. Sales Manager | 1AT18MBA20 | Pooja M B |
| 18 | Ethiraj Associates | Mr. Varun Ethiraj | Director | 1AT18MBA21 | Pooja N |
| 19 | Sri Sadanand Foods Pvt. Ltd. | Mrs. Roopa | Marketing Manager | 1AT18MBA22 | Pooja Patel |
| 20 | Malleswaram Cooperative Bank | Guruprasad.M.G. | Branch Manager | 1AT18MBA25 | Ramya M G |
| 21 | Startronix Modular System Pvt. Ltd. | Mr. Shivaraj Mattigatti | Director | 1AT18MBA26 | Ranjitha Gopalkrishna Hegde |
| 22 | K Mohan & Company | Mr Siddalinghaswamy | Sr HR Executive and Compliance | 1AT18MBA28 | Rohith S |
| 23 | Prasiddi Marketing & Shares | Mr. Vinay Kumar | Branch Manager | 1AT18MBA29 | Sandhya N S |
| 24 | Eastern Condiments Pvt. Ltd. | Mrs. Pushpanjali. V | HR Manager | 1AT18MBA30 | Sankalp Nallode B S |
| 25 | TVS – Sai Uday Motors | Mr. Sathya Murthy | HR Manager | 1AT18MBA32 | Shoaib Khan |
| 26 | MIM Components | Mr. Mohan Raj | Plant Manager | 1AT18MBA33 | Sonali |
| 27 | Madison Media | Mrs Aparna Thakur | Deputy Manager | 1AT18MBA34 | Sujatha K P |

| | | | | | |
|----|---|---------------------|----------------------|------------|----------------|
| 28 | DMAPL, A Raymond Group Company | Mr. Pradeepa Nettla | Unit Head HR & Admin | 1AT18MBA35 | Supriya M |
| 29 | RNS Motors | Mr Anil Kumar | Sales Manager | 1AT18MBA36 | Surendra Kumar |
| 30 | Consign Technology | Mr. Hitesh N | HR Manager | 1AT18MBA38 | Swapna S B |
| 31 | AS and ET Institutions Employees Credit Co-operative Society Ltd. | Mr. B D Siddaraju | Secretary | 1AT18MBA39 | Uma Maheshwari |
| 32 | Bhavasara Kshatriya Cooperative Bank | Mr. Deepak Kumar | Manager | 1AT18MBA40 | Vijay C |
| 33 | Pidilite Industries Limited | Mr. Satish. S | HR Manager | 1AT18MBA42 | Yugesh B R |

Table 7.1.4.3.3 Industry Professionals as external guides of summer projects 2018-19

| Industry Professionals as external guide of summer projects - 2017-2019 MBA batch | | | | | |
|--|--|-----------------------|--------------------|------------|---------------------|
| S. No. | Company | External guide | Designation | USN | Student Name |
| 1 | KEMS Auto Components Limited | Mr. Ananda N | HR Manager | 1AT16MBA11 | Madhukumar M |
| 2 | Reliable Software Technology | Mr. Imran Khan | Director | 1AT16MBA24 | Sharief Mohsin |
| 3 | Karnataka Soaps and Detergents Limited | Mr. Mahesh Kumar S | HR Associate | 1AT17MBA01 | Akhil A |
| 4 | Ethiraj Associates Pvt. Ltd. | Mr. Varun Ethiraj | Director | 1AT17MBA02 | Anusha J |

| | | | | | |
|----|--|-----------------------|----------------------|------------|--------------------------|
| 5 | Kolar - Chikkaballapura District Cooperative Milk Producers Societies Union Ltd. | Mr. Nagesh | Manager (Admin) | 1AT17MBA03 | Arbaz Khan |
| 6 | Silver Spark Apparel Limited | Mr. Manoranjan Chakra | Finance Manager | 1AT17MBA04 | Architha K S |
| 7 | NJ India Invest Pvt. Ltd. | Mr. Promodh | Branch Manager | 1AT17MBA05 | Ashwini priya B |
| 8 | Columbia Asia | Mr. Balakrishna Sudi | Manager | 1AT17MBA06 | Bhavani.V. |
| 9 | Bharat Heavy Electricals Ltd. | Mr. Kishore | HR Associate | 1AT17MBA07 | Bhavya.S |
| 10 | Finibrain Services Pvt. Ltd. | Mr. Abilash Eranna | Trainer and Investor | 1AT17MBA08 | Challa Sunil Kumar Reddy |
| 11 | Prakyathi Hospitality LLP | Mr. Nandhan Shyamal | Resident Manager | 1AT17MBA09 | Chaya D S |
| 12 | Finibrain Services Pvt. Ltd. | Mr. Abilash Eranna | Trainer and Investor | 1AT17MBA11 | Dilli B K |
| 13 | Netscout Systems Software Pvt. Ltd. | Yogish Krishnamurthy | Senior HR Manager | 1AT17MBA12 | Harshitha . H |
| 14 | Finibrain Services Pvt. Ltd. | Mr Aftab Khan | Trainer and Investor | 1AT17MBA13 | Karthik R |
| 15 | IIFL Securities Limited | Mr. Praveen Kumar N | Branch Manager | 1AT17MBA14 | Kavana A P |
| 16 | Future Retail Limited | Mr. Dhanraj N | HR officer | 1AT17MBA15 | Kiran L.C |
| 17 | Nahars Engineering India Pvt. Ltd. | Ms. Manjula N | Asst. HR Officer | 1AT17MBA16 | Leelavathi SL |
| 18 | Disha Communications Private Ltd. (Marketing) | Mr Kiran Mandrawadkar | Director-Digital | 1AT17MBA17 | Machaiah.M.P |

| | | | | | |
|----|--|-----------------------------------|--------------------------------|------------|-------------------|
| 19 | Intellectual Info Solutions Pvt. Ltd. | Mr. Venkatesh D R | Technical Lead | 1AT17MBA18 | Mala H G |
| 20 | Cotton World | Mr. Kishan V V | HR Manager | 1AT17MBA20 | Manjunath J N |
| 21 | Astal Interbuild Private Limited | Mr. Vishnu Prasad | Trainer | 1AT17MBA22 | Mithun BS |
| 22 | Sharekhan Limited | Mr Malar Anand | Manager | 1AT17MBA23 | Monika M |
| 23 | Sunsip Agro Processors | Mr Praveen Shetty | Authorised Signatory | 1AT17MBA24 | Nagesha B |
| 24 | Sharekhan Limited | Mr Malar Anand | Manager | 1AT17MBA25 | Nandhini R |
| 25 | NJ India Invest Pvt. Ltd. | Mr. Promodh | Branch Manager | 1AT17MBA27 | Pavithra S |
| 26 | AnandRathi Share & Stock Brokers Ltd. | AnandRathi Financial Services Ltd | Senior Relationship Manager | 1AT17MBA28 | Prafulla B |
| 27 | Bombay Rayon Fashions Ltd. | Mr. Gopal | HR Manager | 1AT17MBA29 | Prasad N |
| 28 | HMT Machine Tools Limited | Mr. Sanjay Kumar Gupta | HR - Assistant Manager | 1AT17MBA30 | Sahana Vallabha G |
| 29 | CarePro Global | Mr. Pranshu Kulshrestha | Director | 1AT17MBA31 | Saleha Begum |
| 30 | Servolution Systems Private Ltd. | Khaleel Ahmed | Director | 1AT17MBA32 | Saqlain.Y |
| 31 | Edelweiss Broking Limited | Mr. S Samiulla | Franchise Relationship Manager | 1AT17MBA33 | Saranya. R |
| 32 | BEML Limited | Mr. Syed Shuiyuddin K Z | HR Officer | 1AT17MBA34 | Sharmila U |
| 33 | Anand Rathi Share & Stock Brokers Ltd. | Mr. Tulasidas Kamath | Branch Manager | 1AT17MBA35 | Shivraj CN |
| 34 | BEML Limited | Mr. Syed Shuiyuddin K Z | HR Officer | 1AT17MBA36 | Shobha V |
| 35 | HMT Machine Tools Limited | Sanjay Kumar Gupta | HR- Assistant Manager | 1AT17MBA37 | Shwetha R |

| | | | | | |
|----|--|-------------------|-------------------|------------|---------------|
| 36 | Future Retail Limited | Mr Dhanraj | HR Officer | 1AT17MBA38 | Srinivasa G C |
| 37 | Bangalore Electricity Supply Company Limited | Mr. Vasu Reddy | HR Associate | 1AT17MBA39 | Srinivasa G V |
| 38 | Jubliant Foodworks Ltd. | Mr Mahadev | Circle Manager | 1AT17MBA40 | Sudha G |
| 39 | Bell Ceramics Limited | Mr Mohan Ram | HR, Associate | 1AT17MBA41 | Sushma A |
| 40 | Aster CMI Hospital | Mr. Maruthi V J | Deputy HR Manager | 1AT17MBA42 | Sushmitha S |
| 41 | Sree Sai Mitra Industries | Mr. Shafeeq Ahmed | Senior Manager | 1AT17MBA43 | Tippu Sultan |

7.1.5. Initiatives Related to Industry including Executive Education, Industry Sponsored Labs, and Industry Sponsorship of Student Activities

7.1.5.1 Executive Education

MBA department had taken charge of running Executive Education Sales Activities to promote the culture of industry orientation in addition to the full-time regular MBA programme. This was done with the intent to extend support to working professionals who complete the executive education management program very quickly who are looking out for a quick leap and thereby also nurture a corporate work culture inside the campus.

Table 7.1.5.1.1: List of Executive Education Programs Offered

| S No. | Project Title | Funding Agency | Duration/Remarks | Faculty Lead |
|-------|--|--|------------------|-------------------------|
| 1 | Training and Consultation provided to SLRM (Solid Liquid Resources Management) | M/S Atria Power Corporation Pvt Ltd, Bangalore | AY 2020-21 | Dr. Purnajit Chatterjee |

| | | | | |
|---|--|---|---|----------------------|
| 2 | Training for Account Management and Digital Marketing | M/S National School of Journalism Cholanagar, Bangalore | AY 2019-20 | Mrs. Archana R Motta |
| 3 | Training for Consumer Behaviour and Digital Marketing | M/S National School of Journalism Cholanagar, Bangalore | AY 2019-20 | Mrs. Archana R Motta |
| 4 | MDP for Management executives in Project Management | GE Triveni | PO received but put on hold due to Pandemic | Dr. Rashmi Singh Roy |
| 5 | MDP for Management executives in Supply Chain Management | GE Triveni | | |
| 6 | MDP for Management executives in Leadership Skills | GE Triveni | | |
| 7 | MDP for Management executives in Communication Skills | GE Triveni | | |
| 8 | MDP for Management executives in Sales Training | Radisson Blu Atria | MoU signed; training is yet to be conducted | Dr. Richa Das |
| 9 | MDP for Management executives in Soft Skills | Radisson Blu Atria | | |

7.1.5.2 Industry sponsorship of student activities

The department holds its management fest every year to celebrate the industriousness of students in the field of business by paving way to explore their abilities and inventiveness while tackling different events as competitions. In this view the department appreciates its students to manage and conduct 'Infusion' the

management festival celebrated by students across the campus and the invitees are invited from all over the city to encourage participation. Every year the fest witnesses the participation of students from over 15 colleges.

Students take up the initiative in bringing in sponsorships from various sources. During the 2019-20 academic year the following people from the industry volunteered for sponsoring events at the fest.

Table 7.1.5.2.1 Industry sponsorship of student activities

| S. No. | Company | Amount sponsored | Type of sponsorship | Activity sponsored | Year of sponsorship |
|--------|------------------------------|------------------|-------------------------|--------------------|---------------------|
| 1 | Newtech Packaging Industries | Rs. 5,000 | Cash | INFUSION | 2020 |
| 2 | Nestle India | Nil | Goodies | INFUSION | 2019 |
| 3 | KANWA Mart | Nil | Free Redeemable coupons | INFUSION | 2019 |
| 4 | Vodafone | Rs. 10,000 | Cheque | Annual Alumni meet | 2019 – 20 |

7.1.5.3 Industry sponsorship of student Internship and Projects

Multiple companies have sponsored projects and internships for almost all our students for the last 3 years, because of our faculty actively reaching out to the industry. The details have been provided in Section 7.1.3

7.1.6. Involvement of Industry Professional as Members of Various Academic Bodies/Board

Although we are affiliated to VTU, we still ensure that the programme is updated to meet the current industry trends in addition to the syllabus. To do this industry experts are consulted to suggest adding on activities or courses that may be included to add value.

The Department has the following experts from the industry and academia who advise the department in improving the structure of learning and give inputs on additional activities that can be incorporated along with the pre-defined curriculum.

Table 7.1.6.1: Industry Professionals as Members of various Academic Bodies/Board

| S. No. | Company | Name of the Professional | Designation | Academic Board |
|--------|---|--------------------------|-------------------------|---|
| 1. | Karnataka Management Association & Perfect India Foundation (NGO) | Prof. V R Ravi Kumar | President | Academic Advisory Board |
| 2. | ICICI Bank Limited – Bangalore | Mr. Nissar M | Manager, Operations | Department Advisory Committee (DAC 2018-20) |
| 3. | Deutsche Bank – Bangalore | Mr. Kishore S | Asst. Vice President | Department Advisory Committee (DAC 2018-20) |
| 4. | Link Well Real Estates – Bangalore | Mr. Srinivas S | Consultant | Department Advisory Committee (DAC 2018-20) |
| 5 | Health-Trail Portal Pvt Ltd. | Mr. S Swaminathan | Director, | Department Advisory Committee (DAC 2020-22) |
| 6 | IQVIA | Ms. Sindhu Narayan | HR Business Partner 2 | Department Advisory Committee (DAC 2020-22) |
| 7 | RD Constructions | Mr Ramesh V | Chief Executive Officer | Department Advisory Committee (DAC 2020-22) |

Other Industry Professionals associated with the department.

The following Industry Professionals, who are alongside our proud alumni, have actively participated in giving feedback to the syllabus of the specializations offered.

Their feedback has given us more scope to identify the gaps in the existing syllabus very easily and has helped the department to add value to the programme by organizing further industry-oriented sessions.

1. Ms. Sindhu Narayan is associated with IQVIA as HR Business Partner 2. She has corporate experience of about 10 years. She was approached to assess Gaps in the syllabus and making recommendations for elective subjects in Human Resources specialization.
2. Kishore S is employed with Deutsche Bank as the Assistant Vice President with 9.5 years of industry experience. He is one of the members of the Department Advisory Committee (DAC) constituted at the department level for assessing Gaps in the syllabus and making recommendations. He was consulted on reviewing the syllabus of subjects in Finance specialization and helping in identifying gaps and making necessary suggestions to add value to each elective subject.
3. Sameer Kakar is the COO of Traveosoft and Partner for Unnagi Consulting & Training with 11.5 years of experience. He was consulted in reviewing the syllabus and making recommendations for subjects in Marketing specialization.
4. Vijay Kumar R is with Honeywell as Digital Marketing Manager and has a total experience of 12 years in the industry. The marketing syllabus was referred to him and was solicited for giving necessary ideas in adding activities to the courses.
5. Narendra S is the Country Manager, Nigeria for TVS Motors and has 13 years of overall experience. He was asked for recommending activities that may be included as add-ons to the university syllabus given his corporate experience.

7.2. International Connect

7.2.1. MOUs/Partnerships and Its Effective Implementation

Table 7.2.1.1: MOUs signed at the Institution Level

| S. No. | Name of the Institution/ Organization | Title/ Purpose | Beneficiaries | Date of MOU |
|--------|---|---|---------------------|-----------------------------|
| 1. | RJS International Multidisciplinary Research Foundation | Academic and Research Collaboration | Institutional Level | 16/10/2021 |
| 2. | BOSCH | Academic Collaboration and Training | Institutional Level | 13/10/2021 |
| 3. | Odigma Consultancy Solutions Pvt Ltd | To promote Placements, Internships, Workshops and Projects | Department Level | 01/02/2021 |
| 4. | Health-trail Portal Private Limited | To develop a comprehensive end-to-end PHR system, starting with an MVP and progressing to full-fledged product | Institutional Level | Active since 2017 till date |
| 5. | Deductive Clouds Solutions LLP | To provide mentoring and technology guiding services to incubated ABiC start-ups | Institutional Level | 05/08/2021 |
| 6. | Adbroads Management & Consulting Services LLP | Management Consulting, Media, Promotions and Marketing Services in Education domain | Department Level | 01/08/2021 |
| 7. | Wheels India Niswarth Foundation (WIN Foundation) | To explore areas of cooperation for supporting social impact start-ups | Institutional Level | 02/02/2021 |
| 8. | The Integrated Penguin (TIP) | To set up a state-of-the-art incubator to achieve ABiC's mission To enable socially responsible start-ups to define, design and bring to life meaningful innovations | Institutional Level | 26/12/2020 |
| 9. | Lead Angels | To provide Advisory and | Institutional | 25/08/2020 |

| | | | | |
|-----|--|--|---------------------|------------|
| | Management and Professional Services LLP | education related services | Level | |
| 10. | GE Triveni | MOU signed to conduct MDP for Management executives in Supply Chain Management, Project Management, Leadership and Communication Skills. | Institutional Level | 27/02/2020 |
| 11. | Radisson Blu Atria | MOU signed to conduct MDP for Management executives in Sales Training and Soft Skills | Department Level | 08/01/2020 |

Implementation of MOU

1. RJS International Multidisciplinary Research Foundation:

- Atria Institute of Technology successfully completed the International Conference on Advances in Business Management and Intelligence System-22 on 11th and 12th Feb 2022.

2. BOSCH

- An MOU is signed at the institution level with the company to collaborate with them as a part of our Industry-Academia Collaboration initiative.
- They have conducted 4 modules of training in the areas - Nation Building Attitudes and Behaviours which is the first module of training, Skill Entrepreneurship TTT being the 2nd, Future Human Competency is the 3rd module and Social Responsibility being the last module. The purpose of the company's training program is to enable the faculty members nurture the students who are going to be the future nation builders and through this collective initiative they intend to align the nation's education system with the New Education Policy.
- The company has identified and trained one faculty from our institution on all the above 4 modules and has also conducted a training for about 8 hours for our

students under the program to promote and educate them on the Nation Building Attitudes and Behaviours.

3. Health-trail Portal Private Limited

- The company has taken 9 interns from Atria Institute of Technology under the MOU who are working on a health care IT project under Atria Business Incubation Centre (ABIC)

4. Deductive Clouds Solutions LLP

- The company has taken 5 interns under the MOU who worked on an international project of the firm. In addition, they are mentoring and guiding a start-up project in Atria Business Incubation Centre (ABIC)

5. Lead Angels Management and Professional Services LLP

- The company has provided consultancy services towards setting up of the ABIC and offering tie ups with the eco-system partners who will support the start-ups and provide services to the incubates who join ABIC.

6. ODigMa Consultancy Solutions Pvt Ltd

- The Company has taken interns from the MBA department to study the marketing function and assist them in their Digital Marketing Campaigns.

Table 7.2.1.2: Partnerships at the Institution Level

| Name of the Institution/ Organization | Title/ Purpose | Beneficiaries | Date of Membership |
|--|-------------------------|---------------------|--------------------|
| The Association of Commonwealth Universities | ACU Membership (non-UK) | Institutional Level | 27/01/2022 |

----- Forwarded message -----

From: ACU Membership <membership@acu.ac.uk>
 Date: Thu, Feb 10, 2022 at 2:45 PM
 Subject: Application for ACU membership approved - membership invoice
 To: <principal@atria.edu>
 Cc: Kuppuswamy, Ramesh <deanresearch@atria.edu>

Dear Professor Sreenivasa,

Thank you for submitting your application to join the ACU. I'm delighted to let you know that Atria Institute of Technology's application for ACU membership has been approved, and your membership will be activated as soon as payment of the attached membership invoice has been received.

We're very much looking forward to welcoming you and your colleagues into membership and involving you in our network

Kind Regards

Kudzai Muronzi

Membership Officer



The Association
of Commonwealth
Universities

INVOICE

Atria Institute of Technology
Adjacent Bangalore Baptist Hospital
Hebbal

Bengaluru 560 024
India

Invoice Date: January 27, 2022
Invoice Number: INV_2671
PO Number: The Association of Commonwealth Universities
 Woburn House
 20-24 Tavistock Square
 London WC1H 9HF
 United Kingdom
 +44 (0)20 7380 6700
finance@acu.ac.uk

| Description | Quantity | Unit Price | VAT | Amount GBP |
|-------------------------|----------|------------|--------|-----------------|
| ACU Membership (non-UK) | 1 | £ 638.50 | No VAT | £ 638.50 |
| Sub Total | | | | £ 638.50 |
| TOTAL NO VAT | | | | £ 0.00 |
| TOTAL GBP | | | | £ 638.50 |

DUE DATE: February 26, 2022

Customer: Atria Institute of Technology

Invoice Number: INV_2671

Amount Due: £ 638.50

Due Date: February 26, 2022

The Association's bank details are:

Bank: National Westminster Bank Plc, Tavistock Square
 Account Number: 36254207
 Sort Code: 60-80-07
 Swift Code: NWBKGB2L
 IBAN: GB96NWBK60800736254207

Please quote invoice number in your payment reference

Founded 1913
 Patron: Her Majesty The Queen
 Registered charity number 314137 VAT Registration No. 195 9141 72

7.2.2. Student Exchange Programs

We have initiated tie ups with potential Foreign Universities to explore student exchange programs in this Academic Year through our collaboration with RJS International Multidisciplinary Research Foundation.

7.2.3. Faculty Exchange Programs

We have initiated tie ups with potential Foreign Universities to explore Faculty exchange programs in this Academic Year through our collaboration with RJS International Multidisciplinary Research Foundation.

7.2.4. Collaborative Research Projects

AIT together with RJS International Multidisciplinary Research Foundation has successfully completed two days International Research Conference on Advances in Business Management and Intelligent System-22 (ICABMIS-22) on 11th & 12th Feb 2022. Centre for Management and Entrepreneurship took the lead in organizing the conference.

The conference started on 11th Feb '22 with an inaugural session. The inaugural ceremony was attended by several leading dignitaries. Dr. K S Gupta - Director, KSG Center for Quality Minds (KSGCQM) and Federation of Education Leaders and Administrators (FELA), Karnataka as Chief Guest, Dr. N Rajashekhar Reddy – Chairman and CEO of RJS International Multidisciplinary Research Foundation, Mr. Shaheem Rehiman - CEO - Atria University. The inaugural session was followed by the keynote addresses by eminent international researchers- Dr. Celia Shahnaz IEEE Chair-2022, Dr. Luis Miguel Cordoso, Professor, Port Alegre Institute, Portugal and Dr. Jeetesh Kumar, Associate Director, Centre for Research and Innovation, Taylor's University Malaysia.

A total of **65 research papers were presented in the conference**. Session chairs were invited from GVIC Andhra Pradesh, HKBK Engineering college, MET Nashik, Mother Theresa Institute of Technology and Sipna College of Engg., Amravat.

The conference was concluded with valedictory session. The Management of Atria Institute of Technology honoured the best researchers of every department of Atria Institute of Technology.



HONORARY CHAIRS



Mr. Sundar Raju
Chairman, Atria Group



Mr. K Nagaraju
Trustee, Atria



Dr. Prasanth Mohapatra
President, RJSIMRF



Dr. Rajasekhar Reddy
Chairman & CEO, RJSIMRF

GENERAL CHAIRS



Mr. Kaushik Raju
Technical Director,
Atria Education



Shaheem Rahiman
CEO, Atria Education



Dr. T N Sreenivasa
Principal,
Atria Institute of Technology



Dr. Purnajit Chatterjee
Prof. & Chm. RACE,
Atria Institute of Technology

KEYNOTE CHAIRS



Dr. Celia Shahnaz
Professor, Dept. of EEE
BUET, IEEE chair -2022



Dr. LUIS MIGUEL CARDOSO
Portuguese Intellectual Property
President, ARIPESE



Dr. Jitesh Kumar
Associate Director, Centre for
Research and Innovation
Taylor University, Malaysia



Mr. V. Raju Sagi
Ex project director
ISRO, Bangalore

CHIEF GUEST

TECHNICAL COMMITTEE



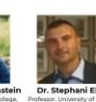
Dr. S.V. Gumaste
Professor & Director,
(R & D), MCTCE, Noida



Dr. Ramesh Kuppaswamy
Prof. & Chair, I&O,
Atria Institute of Technology



Dr. Korhan Cengiz
Senior IEEE Member,
Associate Editor Elsevier,
Professor, Trakya University, Turkey



Dr. Michel Bronstein
Professor, Imperial College,
London



Dr. Stephani Ella
Professor, University of Milan,
Italy



Dr. Arunkumar Kannur
International Author
Expert SDR & Cyber Security



Dr. Ashwarya P
Prof. & HOD, CSE,
Atria Institute of Technology



Dr. M. S. Rajendra Kumar
Prof. & HOD, Mechanical Engineering,
Atria Institute of Technology



Dr. L. Udaya Simha
Prof. & HOD, Civil Engineering,
Atria Institute of Technology



Dr. Arun Balodi
Professor & HOD,
Dept. of ECE



Dr. Richa Das
Associate Professor,
Dept. of IMA



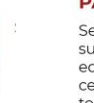
Dr. Shanthi Mahesh
Professor & HOD,
Dept. of EE



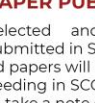
Dr. Neha Mangala
Associate Professor,
Dept. of CSE



Dr. Manash Sarkar
Associate Professor,
Dept. of CSE



Dr. Perini Praveensri
Professor,
Dept. of IMA



Dr. Dattatraya P Mankame
Professor,
Dept. of CSE

ABOUT THE CONFERENCE

ICABMIS is happy to invite the participants around the world to attend "International Conference on Advances in Business Management and Intelligent System" to be held on 11th - 12th Feb 2022. The Conference is being organized by Atria Institute of Technology in association with RJS International Multidisciplinary Research Foundation. The organizing department are Atria Centre for Management & Entrepreneurship, Department of Electronics & Communication Engineering, Information Science & Engineering, Computer Science & Engineering, Civil Engineering & Mechanical Engineering.

TOPICS OF INTEREST INCLUDE

- Usage of AI ML in Marketing, HRM and Finance
- Usage of AI-ML in Social Media Effectiveness
- Usage of Blockchain in Management Decision Making
- Business Analytics, HR Analytics and Supply Chain Analytics
- Mobile & Wireless Network
- Optical Communication
- IoT, Artificial Intelligence and Machine Learning
- VLSI, Signal and Image Processing
- Robotics and Control
- Distributed Computing, Bioinformatics
- Design of Man-Machine Interaction systems using AI
- Secure data transaction for Industry 4.0
- Machine Learning
- Recommender System
- Zigbee Technology
- Data Mining
- 5G and Beyond
- Semantic Web
- Blockchain
- Cyber Security
- Robotics
- Virtual Reality
- Mechatronics
- Additive Manufacturing
- Intelligent Building
- Smart City

PAPER PUBLICATION

Selected and Peer reviewed papers will be submitted in SCOPUS indexed journals. All the accepted papers will be published in form of Conference Proceeding in SCOPUS. Conference Authors are expected to take a note of paper submission due dates.

<http://rjsimrf.com/ICABMIS21/> or <http://atria.edu>
Email - icabmis22@gmail.com

The Department has encouraged its faculty to associate with external research authors from other institutions to associate and publish the research papers in recognised journals. The following are few research collaborations:

Table 7.2.4.1: Collaborative Research Projects undertaken by the faculty

| S. No. | Name of the Institute | Title of the Paper/Purpose | Authors | Year of publication | Journal | Citations |
|--------|--|--|------------------------------------|---------------------|--|-----------|
| 1 | Beijing Institute of Technology (BIT), China and Atria Institute of Technology | An empirical note on comparison between resource abundance and resource dependence in resource abundant countries. | Shahbaz M (BIT), and Sinha A (AIT) | 2019 | Resources Policy, Vol. 60, Pg.47-55 | 68 |
| 2 | Beijing Institute of Technology, China and Atria Institute of Technology | Environmental Kuznets curve for CO ₂ emissions: a literature survey | Shahbaz M (BIT), and Sinha A (AIT) | 2019 | Journal of Economic Studies, Vol.46(1), Pg.106-168 | 283 |
| 3 | Beijing Institute of Technology, China and Atria Institute of Technology | From non-renewable to renewable energy and its impact on economic growth: the role of research & development expenditures in Asia-Pacific Economic Cooperation countries | Shahbaz M (BIT), and Sinha A (AIT) | 2019 | Journal of cleaner production, Vol.212, Pg.1166-1178 | 235 |

| | | | | | | |
|---|--|--|------------------------------------|------|--|---|
| 4 | Beijing Institute of Technology, China and Atria Institute of Technology | Renewable Energy Consumption, Income, CO ₂ Emissions, and Oil Prices in G7 Countries: The Importance of Asymmetries | Shahbaz M (BIT), and Sinha A (AIT) | 2018 | The Journal of Energy and Development, Vol.43(1/2), Pg.157-191 | 5 |
|---|--|--|------------------------------------|------|--|---|

Table 7.2.4.2 Reviewer of Journals

| S. No. | Name of the Journal/ Book | Name of the Article | Year of Review | Name of the Reviewer | Indexed |
|--------|---|--|----------------|----------------------|-----------------------|
| 1 | International Journal of Organizational Analysis | Exploring Workplace Envy in Competitive Psychological Climate: A Qualitative Perspective from the Hospitality Industry | Feb 2022 | Dr. Richa Das | SCI |
| 2 | Transforming Human Resource Functions with Automation | Problems and Prospects of Social Media Recruitment | March 2020 | Dr. Richa Das | - |
| 3 | Kybernetes | A dynamic model of effective factors on agile business- IT alignment | June, 2019 | Dr. Richa Das | Emerald, SCOPUS & SCI |
| 4 | Journal of General Management Research | Measuring the celebrity role model influence on brand equity | Jan, 2019 | Dr. Richa Das | UGC |
| 5 | Kybernetes | Analysis of the Centralized Supply Chain Dynamics by Setting Ordering Parameters | Jan, 2019 | Dr. Richa Das | Emerald, SCOPUS & SCI |

Criterion 8

Infrastructure

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 8: Infrastructure

The Department of MBA has state of art infrastructure which is in line with the AICTE norms. The department infrastructure is designed in a way to facilitate both curricular and co-curricular activities. The department is well equipped with adequate number of classrooms, tutorial rooms, conference hall, computer lab, discussion room. classrooms are equipped with LCD Projectors and speakers, White boards with marker pens. The central library is a shared facility for students of the department. The central library is well equipped with management books, journals, and e resources. Students can avail library facilities on any working day. Adequate number of computers with latest configuration is available in the department. Xcelerator is LMS platform used by the faculty and the students to improve the teaching learning process in the department. Xcelerator is a collaborative learning community, which brings together all stake holders to create an experiential and contextual learning platform. Separate Boys and Girls Hostel facility is available within the campus. The inmates are provided with typical room settings on sharing basis. The institute has a common department- Department of Physical Education which is responsible for conducting sports & games. The department of MBA participates actively in all the activities conducted by the department of physical education.

8.1. Classrooms & Learning Facilities

A. Availability of adequate, well-equipped classrooms to meet curriculum requirements

The Department of MBA has the state of art infrastructure. The department infrastructure is designed in a way to facilitate both curricular and co-curricular activities. There are 2 big spacious amphitheatre classrooms that 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.

The classrooms are equipped with LCD Projectors and speakers, white boards with marker pens, and are well ventilated that is ideal for long hours of lectures, seminars, Group Discussions, and extended hours of academic pursuit. Free Wi-Fi facility is available for the students and the staff members of the department.

Table 8.1.1: Availability of classroom with latest devices

| Academic Year | 2021-22 | 2020-21 | 2019-20 | 2018-19 |
|-----------------------------------|---------|---------|---------|---------|
| No of classrooms | 2 | 2 | 2 | 2 |
| Seating Capacity | 60 | 60 | 60 | 60 |
| No of Tutorial Room | 1 | 1 | 1 | 1 |
| Seating Capacity of Tutorial Room | 30 | 30 | 30 | 30 |
| No of LCD Projectors | 3 | 3 | 3 | 3 |
| No of sound system | 3 | 3 | 3 | 3 |

| | | | | |
|--------------------------------|---|---|---|---|
| No of white-board with markers | 3 | 3 | 3 | 3 |
|--------------------------------|---|---|---|---|

The department is well equipped with necessary infrastructure with adequate number of classrooms, seminar halls, tutorial rooms, lab, and recreational area.

Table 8.1.2: Details of Infrastructure

| S No | Particulars | For 60 Intake | | | |
|------|----------------------------------|---------------|-----------|--------------|---------------|
| | | Nos. | | Area (Sq.m.) | |
| | | Required | Available | Required | Available |
| 1 | Classrooms | 2 | 2 | 66+ 66 | 104.37+101.28 |
| 2 | Tutorial Rooms | 1 | 1 | 33 | 43.95 |
| 3 | Computer Lab | 1 | 1 | - | 36.85 |
| 4 | Conference Room | 1 | 1 | - | 23.42 |
| 5 | Central Library and reading room | 1 | 1 | | 608.5 |
| 6 | Discussion room | | 1 | - | 9.25 |
| 7 | Storeroom | | 1 | - | 51.85 |
| 8 | Recreational Area | | 1 | - | 121.40 |

E- Learning Facilities:

The classrooms provide the physical infrastructure for learning. Wi-Fi facility is available to the faculty and the students round the clock.

In addition to that the institute has its own LMS platform named Xcelerator that provides students and faculty an exceptionally good platform for learning. The faculty shares their materials like PPT, Notes, assignments, quizzes, etc. through the Xcelerator.

Xcelerator is a collaborative learning community, which brings together all stakeholders to create an experiential and contextual learning platform. On Xcelerator, the students can be engaged with experts from industry through its industry relevant projects and learning. The purpose of these project-based engagements is to ensure that the learnings are relevant to the nature of work that goes on in the industry and to help students get closer to the real needs of the industry. The platform offers contextual learning around these projects so that there is content-on-demand which is intricately linked to the task at hand. This helps students to identify and enhance their skills which helps them in career guidance.

Table 8.1.3: Teaching learning Process

| Teaching Learning Process | Use of online/digital media |
|-----------------------------|----------------------------------|
| Teaching learning resources | Xcelerator platform and Quicklrn |
| Assignments | Xcelerator platform |
| Tests | Xcelerator platform |
| Quiz | Xcelerator platform |
| Attendance | Quicklrn |
| Placements | Xcelerator platform |

8.2. Library - *Hard and electronic*

Quality of learning resources (hard/soft)

- Relevance of available learning resources including e-resources and digital library.
- Accessibility to students

The library and information centre was established in the year 2000, with the collection of 2000 volumes of books. Now it has grown to the collection of over 30,167 books. It has reference books, bound volumes, technical national and international journals, e- books, e- journals, encyclopaedia, and other multimedia resources. Library subscribes technical journals, technical magazines and 10 daily newspapers which include English and Kannada

Table 8.2.1: List of Library facility available

| LIBRARY FACILITY | Details |
|--|-------------------------------------|
| Digital Library e-Journals and e-books | e-journals – 120+ e books – 100+ |
| No. of Multimedia PC's | 31 |
| Reading Hall seating capacity for students | 150 |
| Reprographic Facility | Yes |
| Printer Facility | Yes |
| Scanning Facility | Yes |
| Lending Service Facility | Yes |
| Reference service Facility | Yes |
| SC/ST Book Bank Facility | Yes |
| Paper Clipping Facility | Yes |
| Inter Library loan Facility | Yes |
| Over night lending Facility | Yes |
| New Arrival Display Facility | Yes |

| | |
|----------------------------------|-----|
| SMS and E- MAIL alert Facility | Yes |
| Knimbus digital library Facility | Yes |
| Book Reservation Facility/OPAC | Yes |

Location

The library is situated on the ground floor of the Main Academic Block, spread over an area of about 608.5 square metres. It is well-ventilated with natural light and provides a conducive ambiance for about 150 persons. The library has well-trained staff to support and serve the user community effectively. Library space and ambience, timings and usage, availability of a qualified librarian and other staff, Library automation, online access, networking etc. are presented in Table 8.2.1.

Table 8.2.2: Details of Library Infrastructure

| Library | | Details |
|--|-------------------|---------------------|
| Carpet area of library (in sq m) | | : 608.5Sq.m |
| Reading space (in sq m) | | : 206.4Sq.m |
| Number of seats in reading space | | : 150 |
| Number of users (issue book) per day | | : 80-100 |
| Number of users per day (Reference Section) | | : 150-200 |
| Timings: | Monday – Saturday | : 8.30 AM – 7.30 PM |
| | Sunday | : Holiday |
| Library Staff: | | |
| Number of library staff | | : 05 |
| Number of library staff with degree in Library Management | | : 04 |
| Services: | | |
| Computerization for search, indexing, issue/return records | | : Yes |
| Bar-coding used | | : Yes |
| Lib services on internet/intranet | | : Yes |

| | | |
|---------------------------------------|---|---------------------------------|
| INDEST or other similar membership | : | VTU e- consortium, DELNET, NDLI |
| Archives | : | Yes |
| Online Public Access Catalogue (OPAC) | : | Yes |

Classification method:

The library has adopted Open Access System. Documents are classified as per International Classification System 'Dewey Decimal Classification, 22nd edition'.

Automation: "KOHA" latest software is installed in the library's computers and used for Library Management. Bar-coding labels are pasted on all the books in the library. Borrower's Cards are issued to all Staff and Students.

Services at Central Library: Following services are available at the central library for easy access to books and journals.

Circulation Service: The circulation section is located at the entrance of the library. On an average over 3 books are issued/return at the circulation counter every day.

Book Renewal service: All books borrowed from the circulation desk can be renewed on condition that there is no one requesting for the same book. All borrowed books subject to recall in accordance with library regulation. Borrowers are responsible for returning their borrowed books on or before the specified due dates.

Reference Service: Reference material like dictionaries, yearbooks, encyclopedias, handbooks, and manuals reference books are available in the reference section. The library staff will help to find information which is available in the library.

Overnight Issue service: The reference books will be issued to the students for a period of one day during the time of examination.

Reprographic & Printing Service: Photocopying and printing facility is available at a reasonable cost in the library. User can take Xerox copies of reading materials. This service limited to library materials without violating the copyright laws.

Digital Library Service: The digital library is concerned with that body of knowledge relating to the collection, organization, storage, distribution, retrieval, and utilization

of digital information. The Library and Information Centre has a separate Digital and Information Resource Centre to provide access to digital resources. It has 27 computers with LAN connectivity. They can be utilized to browse the internet, E-resources, NPTEL, EDUSAT video lecture series and e-learning @ VTU. Students and staff can to access.

VTU Consortium, DELNET and NDLI: The institute has obtained membership from VTU Consortium, DELNET and NDLI enabling access to a wide range of e-databases, e-books, e-journals, e- conference proceedings, videos, Competitive Examination material, Thesis etc.

Grammar Writing Tool: There is a formal writing tool for students and professionals which is called Lanquill. Lanquill is a one-stop solutions for all English language needs for the users. It caters to the grammatical, syntactic and semantic demands of using the language.

The E-Library is a special section where the collection of digital resources are made available for the users to access online.

Knimbus Platform and Remote Access: A complete digital library platform is available for personalized learning and research. Faculty, students and research scholars have the facility of off/online-campus access to many databases and e-resources by using remote access server.

Turnitin Similarity Checking: Turnitin is an internet-based plagiarism detection service. Turnitin software checks for potentially unoriginal content by comparing submitted papers to several databases using a proprietary algorithm. Students and staff at Atria Institute of Technology have access to TURNITIN software. It also has features designed to aid in educating students about plagiarism and the importance of proper attribution of sources.

PG Library: The Library and Information center has separate sections for the Post Graduate students of the institute. The MBA, M.Tech and MCA books are placed in separate racks for easy access.

B.Sc(Hons) Books: The Library and Information centre has separate sections for the B. Sc (hons) students of the institute.

SC/ST Book Bank : SC/ST book bank offers students to borrow extra 2 books, who belongs to backward classes. This section includes 1000 books with 300 reference

books. The rules for borrowing these books are the same as for normal stack books borrowing.

New Arrivals: A separate rack is maintained to display the books that are procured by the Institute. The new arrivals are displayed near the entrance of the library. Therefore, the students are made aware of the latest books in the library.

E- mail alert: Another facility that is maintained in the library is e mail Alert. Those who have book dues will receive the email alert regularly from the Department of Library.

Inter Library Loan: Central library arranges to borrow documents, which are not available in its collection, through inter library loan from other libraries for academic and research purpose. When students cannot find out what they want in AIT library, simply they have to send email to the Librarian. Then the Librarian will make arrangements for procurement of the same.

Book Reservation /OPAC: Online reservation can be done through web OPAC for a book which is already lent out. Reserved books will be kept separately on the circulation counter for 2 days for each reserved member.

Online public access catalogue provides search facility to locate books and other materials that are available in the library.

Library Awareness programme: As part of our user awareness program, the library regularly organizes Orientation/Training programs to staff and students on library resources and services. Members can meet the Librarian for discussions, if any, every day at the Central Library.

Newspaper Clippings: The Press Cutting Service plays a vital role like Selective Dissemination of Information (SDI), Current Contents Service, etc.

IRINS@Atria: IRINS is a web-based Research Information Management (RIM) service developed by the Information and Library Network (INFLIBNET) Centre. The portal facilitates the academic, R&D organizations and faculty members, scientists to collect, curate and showcase the scholarly communication activities and provide an opportunity to create the scholarly network. The IRINS is available as free software-as-service to the academic and R&D organizations in India.

The IRINS would support the integration of the existing research management system such as the HR system, course management, grant management system, institutional

repository, open and commercial citation databases, scholarly publishers, etc. It has integrated with academic identity such as ORCID ID, ScopusID, Research ID, Microsoft Academic ID, Google Scholar ID for ingesting the scholarly publication from various sources.

Atria Institute of Technology has become an active partner for IRINS. Faculty details along with their respective publications are updated regularly.

NDLI Club Event: The NDLI club regularly conducts programs on academic/Non-academic events.

NDLI Club of Atria Institute of Technology Registration no. is. INKANCYDFDMPJZ

Titles and volumes: The Titles and volumes are maintained as per AICTE norms.

Table 8.2.3: Total No of Management Books Volume in Central Library

| Specialization | No. of Books Volume |
|--------------------------|---------------------|
| Finance Management | 318 |
| Marketing Management | 332 |
| HR Management | 147 |
| Operation Management | 98 |
| Organisational Behaviour | 232 |
| IT Management | 52 |
| Business Statistics | 282 |
| Research Methodology | 154 |
| Economics | 145 |
| Strategic Management | 95 |
| Business Communication | 284 |
| Entrepreneurship | 32 |
| General Management | 1165 |
| Total No of Books | 3336 |

Table 8.2.4: MBA Books purchased details from 2017-22

| Library and Information Centre | | | | | |
|--|------------|-------------|-----------|-----------------|---------------------|
| MBA Books Purchased Details from 2018 – 2022 | | | | | |
| Sl. No. | Year | ACC NO From | ACC NO To | Number of Books | Amount |
| 1 | 2018 -2019 | 2930 | 3009 | 80 | 44,342 |
| 2 | 2019 -2020 | 3010 | 3085 | 76 | 39,226 |
| 3 | 2020-2021 | 3086 | 3316 | 231 | 15,384 |
| 4 | 2021-22 | 3317 | 3336 | 20 | 64,508 |
| GRAND TOTAL | | | | 407 | 163,460(INR) |

Table: 8.2.5: List of Scholarly Journal subscription

| Details | | 2021-22 CAY | 2020-21 CAYm1 | 2019-20 CAYm2 | 2018-19 CAYm3 | 2017-18 CAYm4 |
|---------|----------------------------|-------------|---------------|---------------|---------------|---------------|
| MBA | Soft copy (VTU-consortium) | 120+ | 120+ | 120+ | 120+ | 120+ |
| | Hard copy | 7 | NIL | NIL | NIL | NIL |

Scholarly Journals: also called peer-reviewed, academic, refereed, or professional journals, are often required for use in writing research papers and projects. These are some characteristics that distinguish scholarly journals from other periodicals.

- **Web Addresses of E-Publishers:** list of E- Journals available for management studies is presented below.

Table Table 8.2.6: List of available E-Publishers

| S.No. | E-Journal | Links to E-Journal |
|-------|-----------------------|---|
| 1 | Elsevier | https://www.sciencedirect.com/ |
| 2 | Springer Nature | https://link.springer.com/ |
| 3 | Taylor & Francis | https://www.tandfonline.com/ |
| 4 | Emerald | https://www.emeraldinsight.com/ |
| 5 | McGraw Hill Education | http://mcgrawhilleducation.pdn.ipublishcentral.c |

| | | |
|--|--|-----|
| | | om/ |
|--|--|-----|

List of E- Journals available in last three years is presented below:

E- Publishers for the Last Three Years:

Table 8.2.7: List of E Publishers for the Last Three Years

| S.No | Resources | 2021-22 CAY | 2020-21 CAYm1 | 2019-20 CAYm2 | 2018-19 CAYm3 |
|------|--------------------------|----------------|------------------|------------------|------------------|
| 1 | Elsevier | Yes | Yes | Yes | Yes |
| 2 | Springer Nature | Yes | Yes | Yes | Yes |
| 3 | Taylor & Francis | Yes | Yes | Yes | Yes |
| 4 | Emerald | Yes | Yes | Yes | Yes |
| 5 | McGraw Hill Education | Yes | Yes | Yes | Yes |

- Multimedia Centre:** Centre has 31 multimedia systems with server, LAN and Internet connection. The users can access these media anywhere in the campus. The center has a facility of headphone to watch the classes from 8:30 am to 7:30 pm on all working days.

Table 8.2.8: List of available E Resources

| S.No. | E-Resources | Links to E- Resources |
|-------|-------------|---|
| 1 | Knimbus | https://new.knimbus.com |
| 2 | Turnitin* | https://www.turnitin.com/ |
| 3 | DELNET | http://164.100.247.26/ |
| 4 | NDLI | https://ndl.iitkgp.ac.in/ |
| 5 | NDLI Club | https://admin.club.ndl.iitkgp.ac.in/admin-club |

Quality of Learning resources (hard/soft): Central library has a total of 3107 book volumes accessible to students and faculty members.

Table 8.2.9: Quality of learning resources available in central library

| Resources | Number | Hard/soft |
|--------------|--------|-----------|
| Book Volumes | 3336 | Hard |
| Book titles | 1323 | Hard |

| | | |
|---|--------|------|
| Project work Reports & Organisation study reports | 1413 | Hard |
| E- Content books | 10000+ | Soft |
| E- Journals (E Consortium) | 52475+ | Soft |
| VTU question paper | 1500 | Hard |

B. Accessibility to students:

- Students are eligible to take 3 books.
- Bright students are allowed to borrow additional books
- SC/ST students are provided with additional 2 books.
- All Faculty are eligible to avail 4 books

Library Timings

Table 8.2.10: Library Timings

| DAY | TIMING |
|--------------------|--------------------|
| Monday to Saturday | 8:30 am to 7:30 pm |
| Sunday | Closed |
| Holiday | Closed |

Support to students for self-learning activities:

- VTU e-learning
- NPTEL
- EDUSAT
- SWAYAM MOOCS
- E-CONTENT
- Sententia-An Assistive Tool (<http://sententia.online/signin>) for formal writing (Net Analytiks)

8.3. IT Infrastructure

The department is well equipped with state of art IT facility for quality learning of students. All the desktops and laptops are well equipped with latest and resourceful software. Internet facility (Wi-Fi and Lan) is available round the clock for research and knowledge gain in the department.

The details regarding IT facility available in the department are mentioned by table 8.3.1, 8.3.2 and 8.3.3

Table 8.3.1: Hardware Facility Available in the Department

| S. No. | Description | Total Quantity |
|--------|---------------|----------------|
| 1 | Server | 1 |
| 2 | Desktops | 18 |
| 3 | Laptops | 10 for faculty |
| 4 | Laser Printer | 2 |
| 5 | LCD Projector | 4 |
| 6 | Scanner | 2 |
| 7 | Xerox | 2 |
| 8 | Smart LCD TV | 3 |

Table 8.3.2: List of Software Available in the department

| S. No. | Description | No. Available |
|--------|-------------------------|---------------|
| 1 | Window | 30 |
| 2 | MS Office | 30 |
| 3 | SOPHOS | 20 |
| 4 | Tora Operation Research | 10 |
| 5 | R & R STUDIO | 10 |
| 6 | PSPP | 10 |

Network Resources:

List of available network resources are mentioned below in table 8.3.3.

Table 8.3.3: Internet access details available in the Department

| | |
|--------------------------------------|--|
| Name of the Internet Provider | ACT FIBERNET |
| Available Bandwidth | 500 Mbps Leased line |
| Wi-fi availability | Yes (2.5 Ghz and 5 Ghz) |
| Internet access | Yes Computer Lab, Staff room, Dean Office are connected with LAN; as well Classrooms have wi-fi accessibility |
| Security arrangements | Provided through SOPHOS. |

8.4. Learning Management System

The institute has its own LMS platform named Xcelerator that provides students and

faculty a very good platform for learning. The faculty shares their materials like PPT, Notes, assignments, quizzes, etc. through the Xcelerator.

Xcelerator is a collaborative learning community, which brings together all stake holders to create an experiential and contextual learning platform. It creates a 'ramp up to the real world' for students by providing them with an opportunity to participate in industry-relevant projects and learnings. On Xcelerator, the students can be engaged with experts from industry through its industry relevant projects and learning. The purpose of these project-based engagements is to ensure that the learnings are relevant to the nature of work that goes on in the industry and to help students get closer to the real needs of the industry. The platform offers contextual learning around these projects so that there is content-on-demand which is closely linked to the task at hand. This helps students to identify and enhance their skills which helps them in career guidance.

The platform also integrates other techniques like Activities, Quizzes, sharing online videos via YouTube links, all of which augments the learning process and readily integrates students to Faculty due its fascinating features.

Characteristics of Xcelerator: Following are the important characteristics of Xcelerator:

- I. It connects students with mentors and companies through meaningful and sustainable use cases (e.g. projects, unstructured learning, internship opportunities, etc.).
- II. The platform uses a project-based instruction method so that students gain the ability to apply concepts.
- III. The complete learning material including reading materials, videos, web references, active learning activities, assignments and assessments can be integrated on the platform.

Benefits of Xcelerator: Xcelerator is not beneficial for students, but it is beneficial for faculty members (called mentors on Xcelerator), for the institution and for hiring organisations.

- A. **For Students:** Registered students get to enrol and execute projects. After registration, and enrolment to a project, students will also get access to the

workbench, a system designed to help them execute projects as well as access resources and tools that support and help them to execute the project. Xcelerator also provide learning resources, key concepts, and explanations for all project tasks. As a registered user, you also get access to our large mentor community, who you can interact with to get help on projects as well as ask questions - about projects as well as related topics. You also get access to your own campus community board where you can interact with fellow students and your teaching staff. Most importantly, you get to develop your own skill profile as you execute more and more projects. This is useful, as many of the registered organisations get to view your profile and offer your various work opportunities.

- B. **For Mentors:** Registered mentors get the opportunity to help students execute their projects and share experiences that enable students to understand the practical aspects of what they learn in their institutes. Registered mentors can also post articles of interest to the community that help students understand what is going on in the real world. Xcelerator often conducts workshops in various institutes. We often call upon our mentors to speak at these workshops and seminars.
- C. **For Institutions:** Registered institutes can get access to the various projects on Xcelerator and integrate these as a part of their standard curriculum to develop project-based learning. Faculty can choose projects and assign them to student groups. Registered institutes also get their own community to exchange information, learning, and discussions, apart from the global community.
- D. **For Organisations:** Registered organisations get to offer industry-specific projects to students and track student performance on these projects. Organisations can also offer live projects (time-bound) or internships to students of their choice. Registered organisations get to view profile of students, identify them by specific skills and offer them work opportunities based on requirements.

Important Features of Xcelerator: Following are the unique features of Xcelerator

- i. **Build Portfolio for students:** Students can browse through the list of projects, select one or more based on their interest and execute them to pick up industry

- relevant skills. They are required to interact actively on the community to seek help for work from mentors and peers, ask and answer questions, and read and post articles. Collect points for the activities completed on the platform and successful project completions. Over and above the education, add these points, activities and project completions to the portfolio to make it stronger. This provides better opportunity for internship and placement through the platform.
- ii. **Get noticed on the platform by recruiters:** Students can leverage their portfolio to stand out and get noticed by the companies. They can demonstrate their readiness for jobs by showcasing the experience and exposure gained through the various activities on the platform. Sign up for crowdsourcing, freelancing projects, and internships.
 - iii. **Partnership with various companies:** Xcelerator has partnership with around 500 organisations for the purpose of placement and internships. Companies also play a very important role in students mentoring with respect to the project works.
 - iv. **Projects:** Projects are time-bound activities that students can execute to test and develop their skills in an area of your choice. These projects are designed to give students a first-hand experience of the kind of work that is being done in various organisations today. Each project also comes with a set of learning resources which you can access when you enrol for a project.
 - v. **Community:** All registered users on the Accelerator platform are members of the Xcelerator Community. This is a place where questions are asked and answered, articles of interest are posted, and conversations between students and mentors happen.

- vi. **Courses:** Courses are divided into three parts in Xcelerator: Learning Paths, Resources and Quests. Learning Paths are the topics under a module of the syllabus, resources are the modules, and the Quests are the subjects for the semester. Xcelerator facilitates the faculty to update the course material in the form of PPTs, PDF, Doc, Xlsx etc. thereby giving us a wide variety of options to choose from to upload and update the information hassle-free. Students can read the material several number of times from anywhere using any communication device and post their queries pertinent to their subjects on the “My Wall’ section - a community collaboration feature of the LMS which connects the students enrolled with their respective faculty for clearing all their doubts by asking questions and having answers for the same at any time.

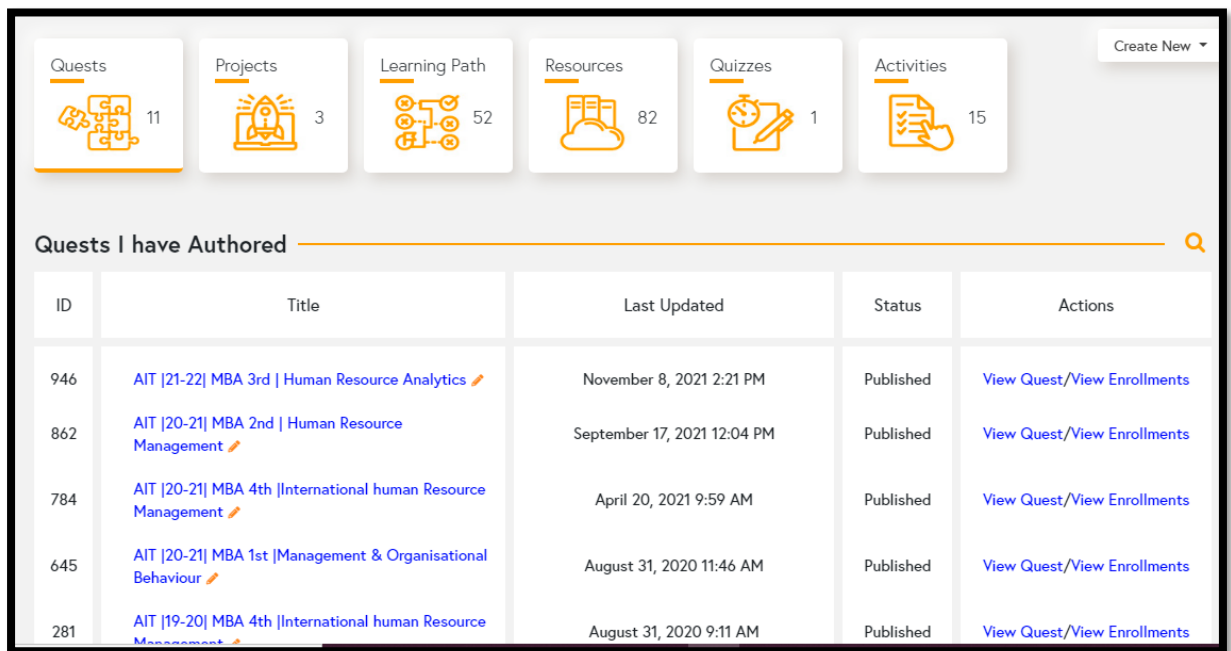


Fig 8.4.1 Courses on Xcelerator

- vii. **Jobs:** Xcelerator brings job givers and the seekers together. Recruiters can post the job on the platform, access the students based on their past performance, conduct tests and interviews through the platform.
- viii. **Clubs:** Various clubs can be formed on Xcelerator with students from same semester, or specialization, similar projects, or similar aspirations
- ix. **Quizzes and Tests:** Mentors can conduct tests and quizzes on the platform. These Quizzes and tests are time bound and has to be submitted within the

given period of time. Quizzes and Tests are mapped to various level of difficulty and skills learned.

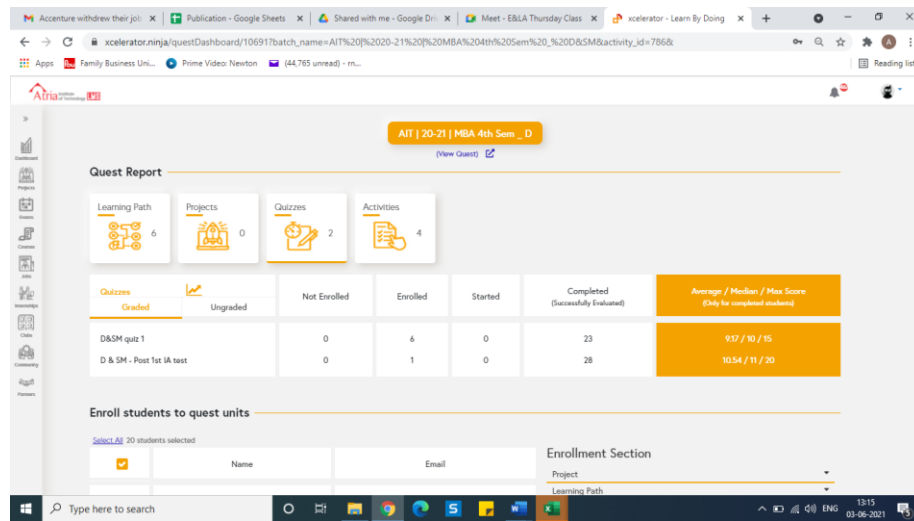


Figure 8.4.2 Quiz conducted on Xcelerator

- x. **Activities:** Various activities like case study, group discussion, aptitude tests, report writing, presentation, seminar, contests, role play, self-study, research, summary writing, assignments, debate, essay writing etc can be conducted on Xcelerator. All the activities are level of difficulty and skills. All the activities augment the learning process and readily integrates students to Faculty.

Other than Xcelerator, Department also uses various platforms to promote teaching and learning process:

- i. **Academia ERP/ Student Information System:** The department has implemented Quicklrn which is a robust, feature-rich, analytics-equipped, user-friendly and is built on a cutting-edge and flexible architecture. It enables our

educational institution to automate & streamline their functions and processes for both learning and administration, from prospecting to graduation.

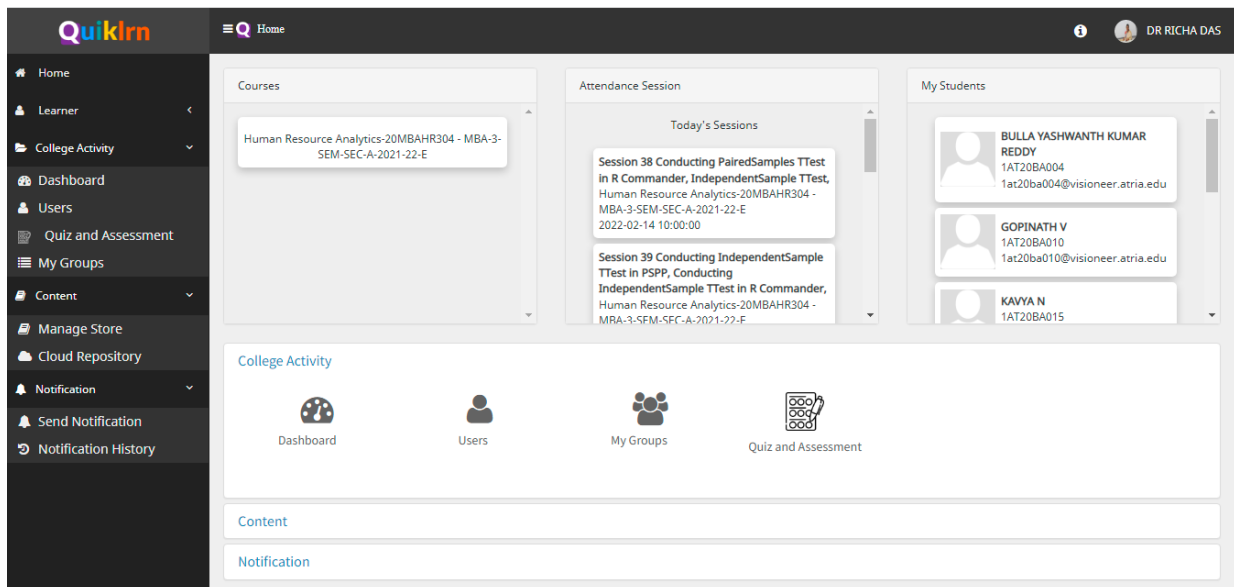


Fig 8.4.3: Quiklrn

- ii. **Microsoft Teams:** Microsoft Teams is used to conduct daily classes through **live lecture session online approach** to replace face-to-face classroom sessions instead of recording lecture Videos. the Live sessions allows the student to message or speak about their doubts/queries which are answered by the teaching Faculty on the spot, just like in an actual classroom lecture. Students use the 'Captions On' option to see the text of what the faculty is speaking, making it easier for them to follow the class.
- iii. **Google Drive:** The content shared for all subjects include Lesson Plan, Lesson Schedule, VTU Old Question papers, Class PPTs/Notes in both a shared Google drive and on Xcelerator.
- iv. **Google Calendar invites:** Google calendar invites are sent to all the students who are expected to attend a particular class as per Timetable with a weekly repeating option so that students have all the class information available on the Google Calendar. This automatically provides reminders to the students, and they can view their classes for the day through their laptop or Mobile phones with ease.
- v. **WhatsApp:** Students are also put in WhatsApp groups by their specialization, and they use this tool to remain in touch with their faculty, ask questions and

clear their doubts. Assignments are also given out through WhatsApp and reminders sent for completion.

8.5. Hostel

Hostel Facility is provided within the campus for all boys and girls who wish to avail of this facility. There are separate hostels for boys and girls. The inmates are provided with typical room settings on sharing basis. Charges towards the housing and meals are included during admission and same can be obtained from Admission and accounts department.

Table 8.5.1: No. of Rooms & Capacity in Boys and Girls Hostels

| Sl No | Hostel | No of Rooms | Capacity |
|-------|--------------|-------------|----------|
| 1 | Boys Hostel | 85 | 255 |
| 2 | Girls Hostel | 66 | 198 |

Hostel Facilities:

- Triple occupancy rooms with bunker bed with a cupboard and table-chair set up for study for each student.
- Rooms come with an attached bathroom with 24/7 hot water/cold water.
- Spacious halls for comfortable dining
- Breakfast, lunch & dinner is provided by the mess on all the days.
- Cold & Normal drinking water facility
- Laundry service is available to each student.
- Round the clock security guards and cameras across the hostel area have been installed in consideration of security being the utmost important aspect for your kids.
- Indoor & Outdoor games facilities
- 24/7 Free Wi-Fi Service available to students
- Regular House-keeping facility for cleaning of rooms and washrooms

Rules & Regulations:

1. 8:30 pm to 7:00 am is specified as study hours. During these hours:
2. Every student should strictly be in his/her room, except during dining.

3. Students are generally not allowed to go to the other rooms for borrowing materials such as notes, calculators, medicines etc., which will result in unwanted problems.
4. Transistors and CD players are normally not allowed. If they are desirous of using them (with prior permission from the warden), can only be used with headphones.
5. No combined studies/discussions are allowed inside the rooms. The open collaborative areas can be used for such requirements.
6. No posters are allowed to be put on the walls and doors. On violation, penalty will be charged from the student.
7. During the college hours, students cannot stay back in the hostel without the permission of the principal/warden.
8. A prior written permission from the warden is mandatory, in case a student wants to step out of the campus, for any reason.
9. If a student notices any problem/discrepancy the same should be brought to the notice of the warden immediately.
10. Students will be allowed to visit the Local Guardian (with prior permission from the warden), only once a week. While returning back to the hostel, the signature of the Local Guardian is to be obtained in the prescribed format. Stepping out without the prior permission will be considered as a violation of the rule and can result in strict action.
11. For the purpose of rejuvenation/purchase of necessities, the students are allowed to go out only on Saturdays & Sundays in the specified time with written permission of the warden.
12. Smoking, Drugs, Narcotics, Consuming alcohol is strictly prohibited. Any such related material found in the room amounts to serious violation of the hostel norms of the institution for which the student will be booked under punishable offence under the Special NDPS ACT of the Sections of 341, 342, 211 and 58.
13. Ragging is strictly prohibited. Any attempt made in this regard will be considered as an unforgivable offence under Section F.No. 37-3/ Legal/AICTE/2009 (non-bailable offence) and such students will be rusticated under the University norms.

14. Use or possession of any weapon, inflammable/explosive material (including crackers) in any form is strictly prohibited.
15. The period of stay in the hostel will be calculated based on the academic year and not the calendar year.
16. Any software used in the hostel by the student is subject to scrutiny by the hostel authorities. Materials which are objectionable will be confiscated as a disciplinary measure.
17. Students leaving the hostel in the middle of the academic year on their own or have been asked to vacate the hostel on disciplinary measure, will forfeit the entire amount paid to the hostel including the caution deposit.
18. Use of Electrical Heater/ Appliances is strictly banned.
19. Rooms should be kept neat, fresh, and tidy.
20. Garbage should be put in the dustbin only. Students must not throw the garbage into the corridor and other areas.
21. Drying clothes on Parapet walls and outside areas in the corridor is strictly prohibited.
22. Furniture should be kept only in the place initially planned for and cannot be moved.
23. Students are asked to pick and drop their utensils while dining in the designated places.
24. When called for a meeting the attendance is compulsory for all the students.
25. Hostel authorities are empowered to enter the room at any point of time (even in the midnight) to inspect the room and belongings of the student. Students must co-operate in completing the inspection at any point of time. Resistance will be considered as violation of norms.
26. The Local Guardian needs to be identified by the parent. The local guardian needs to be in touch with the college authorities whenever required from time to time. The local guardian needs to be 35 years and above unless the local guardian is the student's own brother/sister.
27. No visitors including family members and relatives are allowed to enter the hostel. Any visitor is allowed to meet their ward only in the Reception/Office room. Visitation needs to be approved by the warden before meeting the ward.

28. Going to picnic/visits is strictly prohibited. Students violating are solely responsible for the consequences arising out of violation. The college will in no way be responsible for the consequents and such students will be sent out of the hostel and the college without any further notice.
29. Usage of mobiles should not create problems for the roommates and other people in the hostel.
30. The student should have a prior permission in the prescribed format from the warden and duly counter signed by the parents and submitted for any short-term /mid-term vacation.
31. When the student is vacating the hostel, he/she must intimate the warden in advance. If anybody vacates the hostel without completing the formality, it amounts to violation of the hostel rules. The belongings (if any) will be seized, and the hostel authorities will not be responsible for loss of materials.
32. A student must vacate the hostel along with his/her luggage at the end of each academic year, within three days after the last day of examination. If the student desires to continue for the next academic year, he/she can reserve his/her seat by submitting the request letter in the prescribed format to the warden and is subjected to the approval of the warden and the authorities of the hostel. If the student is permitted to continue then he/she can reserve the hostel accommodation by paying the amount in full payable towards the hostel fee. In case the student does not join the hostel in the next academic year, the reservation amount will be forfeited. Only those students whose reservation is accepted, will be permitted to keep their luggage in the hostel in the prescribed place.
33. Cloak Room facility - Those who desire to continue and are willing to keep their luggage in the hostel during the vacation, can make use of the cloak room facility. Such students can submit a requisition letter for the same in the prescribed format with applicable charges. Acknowledgement may be obtained.

Violation of these or any other norms, the student will be asked to vacate the hostel on disciplinary measure within 24 hours-notice. In such cases, the student will not only be rusticated from the hostel on disciplinary grounds but will also be rusticated from the college without any prior notice/information.

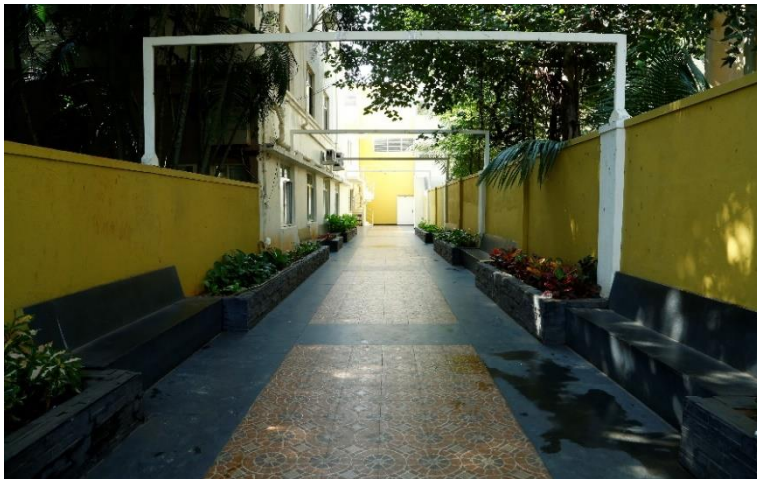


Fig 8.5.1 Hostel



Fig 8.5.2 Hostel



Fig 8.5.3: Hostel Mess



Fig 8.5.4: Hostel Mess

8.6. Sports Facility

The institute has a common department- Department of Physical Education which is responsible for conducting sports & games. To boost a team spirit and leadership qualities among the students, the department encourages student's participation in various sports activities. Students are motivated to play indoor and outdoor games, participate in various inter collegiate, intra college competitions.

The department of MBA participates actively in all the activities conducted by the department of physical education.

Objectives:

- Develop motor abilities like strength, speed, endurance, coordination, flexibility, agility, and balance, as they are important aspects for good performance in different games and sports.
- understanding the meaning of physical education for an individual development and improving general health for professional activity
- To organize tournaments in different sports/games every year.
- To train students to participate in inter college, inter university, state, national and international level sports.

Annual Sports Plan:

At the beginning of every academic year, the principal conducts a meeting with committee members for planning and conducting sports & games events. Based on the discussions, a plan of sports events is framed for the institute and shared with HoDs.

8.6.1. Indoor Sports Facilities

Table 8.6.1.1 presents the list of Indoor sports facilities available.

Table 8.6.1.1: Facility of Indoor Sports

| Indoor Facility | | | | |
|------------------------|--------------|------------------------|-----------------|--------------------------------|
| No. | Event | Venue | Category | No. of Courts Available |
| 1 | Table Tennis | Indoor Court, Atria IT | Men/Women | 2 |
| 2 | Yoga | Indoor Court, Atria IT | Men/Women | NA |
| 3 | Chess | Indoor Court, Atria IT | Men/Women | NA |
| 4 | Carom | Indoor Court, Atria IT | Men/Women | NA |



Fig 8.6.1.1: Facility of Indoor Sports in the campus

8.6.2. Outdoor Sports facilities: Table 8.6.2.1. presents the list of outdoor sports facilities available.

Table 8.6.2.1: Facility of Outdoor Sports

| Outdoor Facility | | | | |
|------------------|------------|------------------|-----------|-------------------------|
| S.No | Event | Venue | Category | No. of Courts Available |
| 1 | Throw Ball | Atria IT Ground2 | Men/Women | 1 |
| 2 | Kabaddi | Atria IT Ground2 | Men/Women | 1 |
| 3 | Volleyball | Atria IT Ground2 | Men/Women | 1 |

| | | | | |
|---|------------|------------------|-----------|---|
| 4 | Cricket | Atria IT Ground1 | Men | 1 |
| 5 | Kho-Kho | Atria IT Ground2 | Men | 1 |
| 6 | Basketball | Atria IT Ground2 | Men/Women | 1 |
| 7 | Football | Atria IT Ground | Men | 1 |



Fig 8.6.2.1: Facility of Outdoor Sports in the campus

The department of Physical Education conducts VTU Tournaments. The events conducted by the institution is given below.

Table 8.6.2.2 Sports Events Hosted by The Institution

| S. No. | Name of the Tournament | Date | Venue | Category | No. of Participants (approx.) |
|--------|--|-------------------------|-----------------------|-----------|-------------------------------|
| 1 | VTU Bangalore Central Zone Table Tennis Men and Women Tournament | 16-11-2020 & 17-11-2020 | Atria IT Indoor Court | Men/Women | 90 (18*5) |

VTU Annual Events Hosted at Atria Institute of Technology



Fig 8.6.2.1 VTU Bangalore Central Zone Table Tennis Men and Women Tournament Prize Distribution

Table 8.6.2.3 Sports Events Hosted by The Institution During the Last Three Academic Years (2018 To 2020)

| S. No. | Name of the Tournament | Event | Date | Venue |
|--------|--|-----------|-------------------------|-------------------------------|
| 1 | Athletics, Volleyball, Table Tennis, Cricket, Chess, and Carom | 2020-2021 | 04-06-2021 & 05-06-2021 | Atria Institute of Technology |
| 2 | Athletics, Volleyball, Table Tennis, Cricket, Chess, and Carom | 2019-2020 | 10-03-2020 & 11-03-2020 | Atria Institute of Technology |
| 3 | Athletics, Volleyball, Table Tennis, Cricket, Chess, and Carom | 2018-2019 | 22-04-2019 & 23-04-2019 | Atria Institute of Technology |
| 4 | Athletics, Volleyball, Table Tennis, Cricket, Chess, and Carom | 2017-2018 | 23-04-2018 & 24-04-2018 | Atria Institute of Technology |

Students of MBA department participate in annual sports every year and have won prizes.

| SI NO | Name of Participant | Name of the Sports | Rank |
|-------|-----------------------------|--------------------|-----------|
| 1. | MBA Volleyball Women's team | Volley Ball | Runner-Up |
| 2. | Roma Kumari and Likith | Carrom | Runner-Up |

8.7. Medical Facility:

Central preliminary medical facility is available for students, teaching, and non-teaching staff members of the institute. Currently we have Dr. Deepti Ahobala visiting our campus once in a week as well as need based. Basic equipment like stethoscope, sphygmomanometer (BP monitoring device), and first aid box is available in the medical facility.

Medical insurance is provided to the staff and students of the institute. The medical insurance policy is being provided by TATA AIG insurance plan. The institute has paid a premium of Rs. 2,80,000 for faculty members and students with a coverage of Rs.50,000. Free medical check-up camps are arranged on a regular basis in the campus.

Table 8.7.1 presents the list of medical camps organised from 2017-21

Table 8.7.1: List of medical camps organised by the institute

| S No | Name of the activity | Date | No of participants |
|------|---------------------------|---------------------|--------------------|
| 1 | Blood donation Camp | 10.03.2017 | 385 |
| 2 | Free Dental Check-Up Camp | 07.04.2018 | 286 |
| 3 | Free Health Camp | 25-01-2019 | 105 |
| 4 | RT PCR Test for Covid-19 | 19.11.2020 | 300 |
| 5 | Blood donation Camp | 20-03-2021 | 40 |
| 6 | Vaccination Drive- 1 | 29-06-21 & 30-06-21 | 100 and 140 |
| 7 | Vaccination Drive- 2 | 30-07.21 | 80 |
| 8 | Vaccination Drive- 3 | 7/8/2021 | 102 |





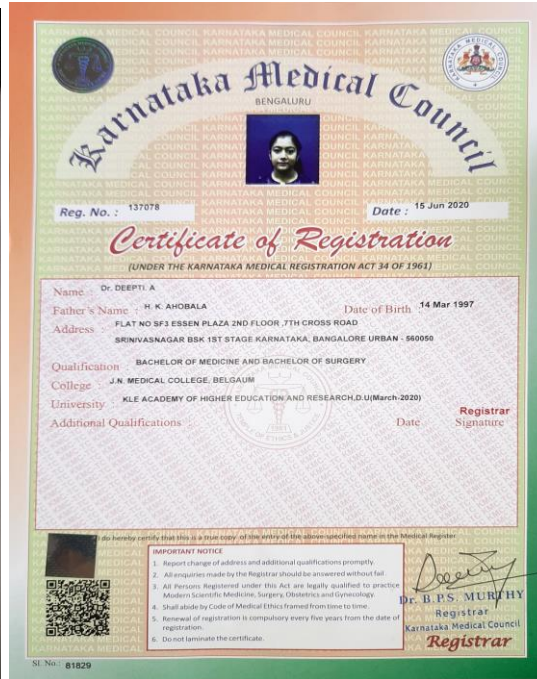
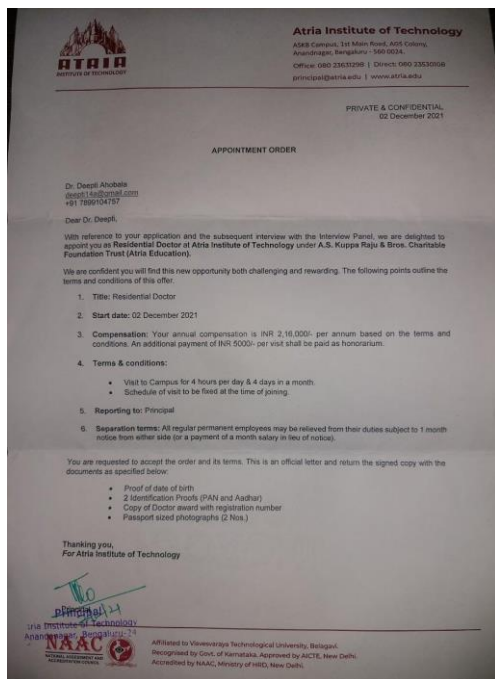


Fig 8.7.1: Medical Facility available at the Institute

Criterion 9

**Alumni Performance
and
Connect**

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 9: Alumni Performance and Connect

The college has its registered Alumni association that is called Atria Alma Connect. The Alumni of the department are well placed and holding prominent positions in the industry. They are actively involved with the department in identifying the gaps in the curriculum, mentoring, and guiding the students for their internships and project works, brainstorming sessions and talks with the students to enrich and provide industry exposure to the students etc. Annual Alumni meet is held to connect with them apart from connecting via website, mails, social media etc.

9.1. Alumni Association

About the Alumni Association:

The college has Alumni association that is called Atria Alma Connect. It is a **registered association**. The first registration was done on 17th May 2017 and thereafter it has been renewed every year. The students of all branches of Engineering and Management are covered under this single body.



Fig 9.1.1 Registration certificate

Objectives of Association:

The association is formed to connect with the alumni spread across the globe. The main objectives of the association are:

- To foster a platform which provides an integration of all graduates and postgraduates towards the formation of a more perfect union which would herald overall development
- Database preparation and its edition
- To prepare instruments of reunion
- Publication and presentation of an official journal
- Enlist value added services that could be provided

Central Committee Members:

Table 9.1.1: Institute Alumni Committee

| S. No | Name | Designation | Position |
|-------|-------------------------|---|-----------------|
| 1 | Dr. T N Sreenivasa | Principal | Chairperson |
| 2 | Dr. Aishwarya P | HOD-CSE Dept | Convener |
| 3 | Mr. Azmathulla | Entrepreneur | Chief Mentor |
| 4 | Mr. Tarun G T | Software Engineer | President |
| 5 | Mr. James Melvin | Entrepreneur | Vice-president |
| 6 | Mr. Rajesh S | Entrepreneur | Joint secretary |
| 7 | Mr. Md. Ameenulla | Assistant Professor | Treasurer |
| 8 | Mr. Shridhar C | Regional Manager, Credit Card Operations, Karnataka Division, HDFC Bank | Joint Treasurer |
| 9 | Prof. Archana R Motta | Assistant Professor, MBA Dept | Member |
| 10 | Prof. Ashwini B T | Assistant Professor, Civil Dept | Member |
| 11 | Dr. Keshava Murthy | Professor, ECE Dept | Member |
| 12 | Prof. Praveen Kumar B C | Asst. Professor, Mechanical Dept | Member |
| 13 | Prof. Pallavi N | Asst. Professor, CSE Dept | Member |
| 14 | Prof. Vijayalakshmi | Asst. Professor, ISE Dept | Member |

Department Committee Members:

The Alumni cell for MBA students has constituted their own internal committee to look after the Alumni affairs of MBA department. This committee is elected once in two years as the executive committee tenure is two years.

Table 9.1.2: MBA Department Alumni Committee

| S No | Role | Name | Designation | Company |
|------|------------------|-------------------------|--|--|
| 1 | Chairman | Dr Purnajit Chatterjee | Dean & Head , MBA | Atria Institute of Technology |
| 2 | Vice Chairman | Mr. Shridhar C | Regional Manager, Credit Card Operations, Karnataka Division, | HDFC Bank |
| 3 | Secretary | Mr Tinku M | Sr Sales Executive | Nestle India Limited |
| 4 | Joint Secretary: | Mr. Vipin Madhavan | Senior Associate BIS | Williams Lea India Private Limited |
| 5 | Treasurer | Prof Archana R Motta | Alumni Coordinator and Asst Professor | Atria Institute of Technology |
| 6 | Joint Treasurer | Mr Akshay Kumar S | Business Development Executive | Jana Small Finance Bank |

9.2. Involvement of Alumni

A. Alumni Meet:

The department of MBA, (Atria Centre for Management and Entrepreneurship has the tradition of hosting annual Alumni meet every year. The alumni meet is organized every year to reconnect with its former students, celebrate their success/achievements and to enable the present batch students build robust bonding

and affinity with their seniors. Initially it was held in 2007 at Hotel Chalukya but later the Alumni felt that the venue needs to be the Institute as this gives them a chance to visit the campus and relive the days, they spent here with their friends during their college days.

Table 9.2.1 List of Alumni Meetings held in the last 3 years.

| Year | Date | Type of Event | No. of Alumni Attended |
|-----------|------------|----------------------------|------------------------|
| 2021-2022 | 4-12-2021 | Annual Alumni Meet | 44 |
| 2020-2021 | 17-07-2021 | Annual Virtual Alumni Meet | 110 |
| 2019-2020 | 10-11-2019 | Annual Alumni Meet | 42 |
| 2018-2019 | 18-11-2018 | Annual Alumni Meet | 48 |
| 2017-2018 | 24-09-2017 | Annual Alumni Meet | 49 |

2021-2022

The Annual Alumni Meet for the year 2021-2022 was held on 4th December 2021. The detailed schedule of the program is given below.

Table 9.2.2 Schedule of Alumni Meet 2021

| SNo | Time | Particulars | Venue |
|-----|-----------------|----------------------------------|-------------------|
| 1 | 10.30 – 11.00am | Meet and Greet | Main Seminar Hall |
| 2 | 11.00 – 11.15am | Welcome address | |
| 3 | 11.15 – 11.45am | HR Talk | |
| 4 | 11.45 – 12.00pm | Q&A | |
| 5 | 12.00 – 12.30pm | Department Highlights | |
| 6 | 12.30 – 12.45pm | Alumni Interaction & | |
| 7 | 12.45 - 1.00pm | Felicitation | |
| 8 | 1.00 – 1.10pm | Entertainment | |
| 9 | 1.10 – 1.15pm | Closing remarks & Vote of Thanks | |
| 10 | 1.15 – 1.30pm | Photo Session | |
| 11 | 1.30pm onwards | Lunch and Open Mic | MBA Floor |

Report of the Alumni Meet on 4th December 2021

The Alumni Association of Atria Centre for Management & Entrepreneurship organized "ANNUAL ALUMNI MEET 2021"- a programme to facilitate, consolidate and coordinate Alumni Activities at Atria Institute of Technology in Main Seminar Hall on 4th December 2021. The alumni meet is to reconnect with the Alumni and celebrate their success and various achievements. The Alumni started arriving in college by 10.30 a.m. and they were received by the registration team, and they have been asked to fill the registration form followed by Meet

& Greet with the current batch students as well as with their fellow batchmates and other alumni.



Fig 9.2.1 Registration during Alumni Meet 2021

The Alumni Meet was attended by 44 Alumni, 34 final year students and 6 faculty started with a welcome address by the Principal Dr. T. N. Sreenivasa. Apart from welcoming the Alumni, Principal also gave a brief of how the college is developing and stressed about the accreditation and how it is beneficial to the students and the alumni. He informed about Atria University. This was followed by a talk on “Impact of the Pandemic on HR practice in the industry” by Mrs. Puja Kohli an eminent speaker who has a vast experience of around 24 years in the field of HR. She also spoke about how the cloud-based technology is taking over the industry, especially in HR field. She kept the talk quite interactive in which the audience had answered the questions, as well their questions were answered.



Fig 9.2.2 Principal and Guest speaker delivering the talk

This was followed by NBA orientation by Dean of ACME Prof. Purnajit Chatterjee. He also briefed the gathering on the department highlights on how the MBA department is gearing up

on the upcoming NBA Accreditation and how it's going to be beneficial to all the students and alumni.

He stressed upon the Vision, Mission, Program outcomes (PO's), Program Educational Outcomes (PEO's). and Program Specific Outcomes



Fig 9.2.3 Dean presenting the vision and mission of the department

The next event was recognizing & felicitating the alumni who have achieved awards in their respective areas. Dean felicitated the alumni with a certificate of recognition and a rose button.



Fig 9.2.4 Felicitation of Alumni

The Alumni were called for interaction and Mr Naveen of first batch and Mr Satyakanth of 2014 passed out batch shared their thoughts on their experience as a student at Atria and their industry experience. Satyakanth stressed on having an overall perspective on the job and not to restrict oneself with their specialisation field alone.



Fig 9.2.5 Alumni addressing the students

Divya, Sahana and Shruti entertained the audience with their dance performance which was followed by Closing remarks and Vote of Thanks by Prof. Archana R Motta.



Fig 9.2.6 Entertainment program and Vote of Thanks

As the event comes to an end, the alumni had visited the MBA floor and followed by a splendid lunch and ALUMNI MEET 2021 was concluded with some photographs.



Fig 9.2.6 Photoshoot in Alumni Meet

Table 9.2.3 List of students who attended the Alumni Meet

| S. No | Name of the Alumni | Batch |
|-------|----------------------|-----------|
| 1 | Naveen | 2004-2006 |
| 2 | Manish Somashekhar | 2004-2006 |
| 3 | Sridhar C | 2005-2007 |
| 4 | Karan U Konapure, | 2005-2007 |
| 5 | Suresh T A | 2005-2007 |
| 6 | Manasa S | 2005-2007 |
| 7 | Rachana Mohan | 2006-2008 |
| 8 | Tinku G, | 2007-2009 |
| 9 | Guruthej Vailaya | 2007-2009 |
| 10 | Ashok Maragur | 2007-2009 |
| 11 | Raghavendra Kulkarni | 2007-2009 |
| 12 | Vijay Kumar R | 2007-2009 |
| 13 | P. R Madhushree | 2008-2010 |
| 14 | Harshitha M | 2009-2011 |
| 15 | Priya M | 2009-2011 |
| 16 | Janardhan Reddy | 2009-2011 |
| 17 | Likhitha | 2009-2011 |
| 18 | Krishnan M N | 2011-2013 |

| | | |
|----|------------------|-----------|
| 19 | Rakesh M C | 2011-2013 |
| 20 | Chethan S | 2011-2013 |
| 21 | Vikram S | 2011-2013 |
| 22 | M Sathyakanth | 2012-2014 |
| 23 | Devaki S | 2013-2015 |
| 24 | Yeshwanth R | 2013-2015 |
| 25 | Uwais Ulla Khan, | 2014-2016 |
| 26 | Akshay Kumar S, | 2015-2017 |
| 27 | Suresh A, | 2015-2017 |
| 28 | Vijeth G P, | 2015-2017 |
| 29 | Raghavendra B | 2015-2017 |
| 30 | Sunethra S | 2015-2017 |
| 31 | Harish D | 2018-2020 |
| 32 | Supriya M | 2018-2020 |
| 33 | Pooja M B | 2018-2020 |
| 34 | Ashwini S | 2018-2020 |
| 35 | Surendra S | 2018-2020 |
| 36 | Roshini | 2018-2020 |
| 37 | Sandhya N S | 2018-2020 |
| 38 | Bhavyashree | 2018-2020 |
| 39 | Gagan A | 2019-2021 |
| 40 | Srinidhi S | 2019-2021 |
| 41 | Huzaiffa | 2019-2021 |
| 42 | Sandhya K | 2019-2021 |
| 43 | Namitha | 2019-2021 |
| 44 | Sashi kumar | 2019-2021 |

2020-2021

The Annual Virtual Alumni Meet for the year 2020-2021 was held on 17th July 2021.

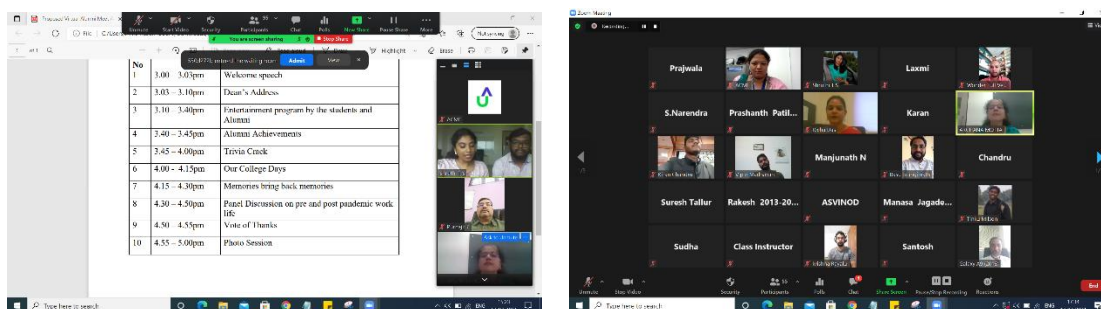
The detailed schedule of the program is given below.

Table 9.2.4 Schedule of Alumni Meet 2020-2021

| S No | Time | Particulars |
|------|---------------|---|
| 1 | 3.00 – 3.03pm | Welcome speech |
| 2 | 3.03 – 3.10pm | Dean's Address |
| 3 | 3.10 – 3.40pm | Entertainment program by the students and Alumni |
| 4 | 3.40 – 3.45pm | Alumni Achievements |
| 5 | 3.45 – 4.00pm | Trivia Crack |
| 6 | 4.00 - 4.15pm | Our College Days |
| 7 | 4.15 – 4.30pm | Memories bring back memories |
| 8 | 4.30 – 4.50pm | Panel Discussion on pre and post pandemic work life |
| 9 | 4.50 – 4.55pm | Vote of Thanks |
| 10 | 4.55 – 5.00pm | Photo Session |

Report of the Alumni Meet on 17th July 2021

Department of Master of Business Administration (M.B.A) of Atria Institute of Technology organized VIRTUAL ALUMNI MEET' on 17TH July 2021, a programme to "Meet and Greet" all our students of MBA department.


Fig 9.2.7 Screenshots of Alumni Meet

The virtual alumni meet was held on Zoom Meeting from 03.00 PM to 06.00 PM and was attended by around 110 Alumni in addition to 35 plus current students and all 7 faculty members.

Mr. Shiva Prasad R, student delivered the welcome address and greeted the Alumni. Prof. Purnajit Chatterjee, Dean delivered a special welcome address and explained in detail on how the Department and college has transformed since their time and what the department is planning to do going forward.

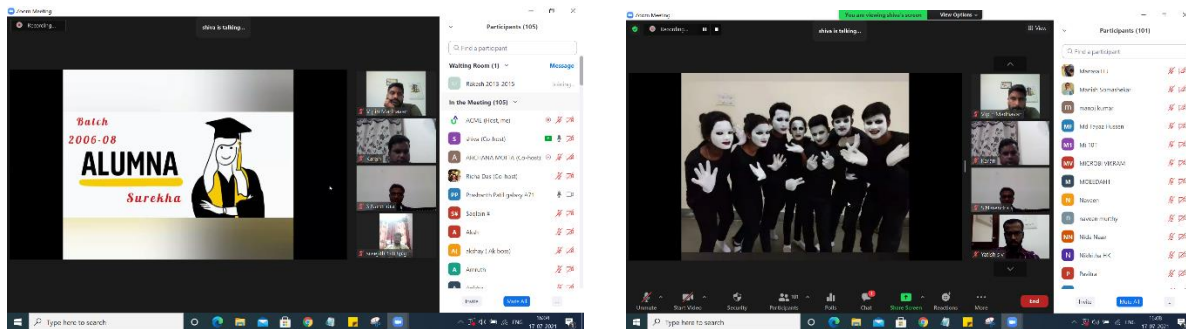


Fig 9.2.8 felicitation of Alumni in Alumni Meet

Entertainment programme was played through a short video in which students of current batch and alumni had presented. This was followed by the achievements of the alumni which were presented.

To make the event a little more fun, the students of the current batch had organised a Trivia crack quiz and a small video containing nostalgic memories were compiled and played in a video called “Memories Bring back Memories” followed by a small nostalgic memories quiz.

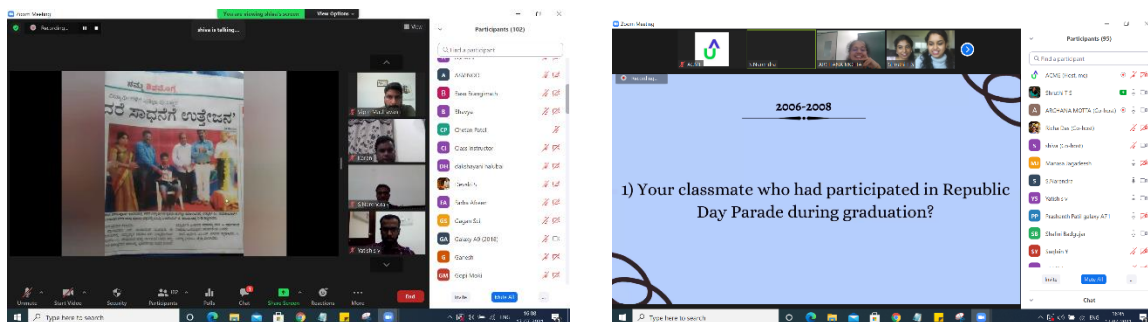


Fig 9.2.9 Nostalgic Memories Quiz in Alumni Meet

Further a Panel Discussion was conducted on Pre and Post pandemic work life in which Mr. Vinod Muthalgiri, Mr Narendra, Mr. Manasa H J had participated and Dr. Richa Das moderated the entire session.

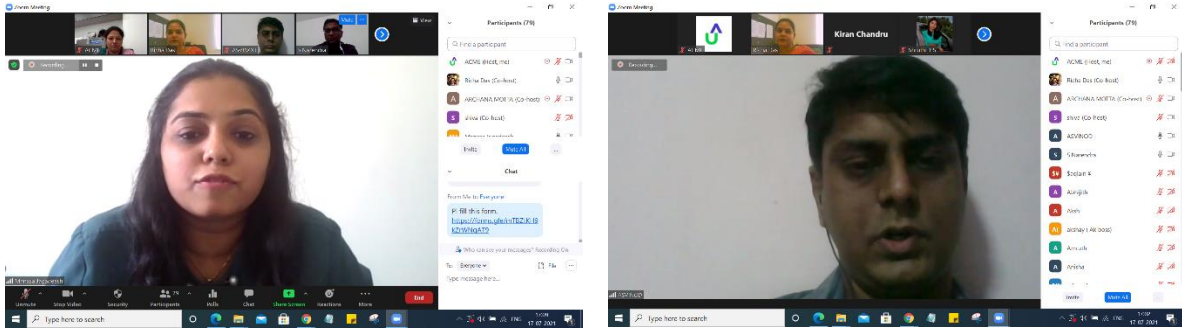


Fig 9.2.10 Panel Discussion in Alumni Meet

Finally, a Vote of Thanks was delivered by Mrs. Archana Motta and the entire session was concluded with a photo shoot of each batch

Table 9.2.5 List of students who attended the Alumni Meet

| S. No | Name of the Alumni | Batch |
|-------|--------------------|-----------|
| 1 | Abdul Rahim | 2004-2006 |
| 2 | Ahmed Moeed | 2004-2006 |
| 3 | Basu Brangimath | 2004-2006 |
| 4 | Manish Somashekhar | 2004-2006 |
| 5 | Chandramouli M | 2004-2006 |
| 6 | Ashwin | 2005-2007 |
| 7 | Karan U Konapure, | 2005-2007 |
| 8 | Krishnarayulu | 2005-2007 |
| 9 | Prashanth Patil | 2005-2007 |
| 10 | Santosh Babu | 2005-2007 |
| 11 | Santosh Kanavalli | 2005-2007 |
| 12 | Sridhar C | 2005-2007 |
| 13 | Shreejith | 2005-2007 |
| 14 | Suresh T A | 2005-2007 |
| 15 | Vinay M P | 2005-2007 |
| 16 | Vinod Mutalagiri | 2005-2007 |
| 17 | Ashwin Kumar V | 2006-2008 |
| 18 | Manasa H J | 2006-2008 |

| | | |
|----|--------------------------|-----------|
| 19 | N Sathyanarayana | 2006-2008 |
| 20 | Narendra | 2006-2008 |
| 21 | Nischita | 2006-2008 |
| 22 | Praveen Dathatri | 2006-2008 |
| 23 | Raghavendra K | 2006-2008 |
| 24 | Shoaib Ur Rahaman | 2006-2008 |
| 25 | Sadanand | 2006-2008 |
| 26 | Surekha | 2006-2008 |
| 27 | Venkatesh Babu | 2006-2008 |
| 28 | Vijitha Nair | 2006-2008 |
| 29 | Yatish SV | 2006-2008 |
| 30 | Ashok Marugar | 2007-2009 |
| 31 | Manjunath N | 2007-2009 |
| 32 | Md Fayaz Hussien | 2007-2009 |
| 33 | Tinku | 2007-2009 |
| 34 | Shivalingappa H | 2007-2009 |
| 35 | Raghavendra Rao kulkarni | 2007-2009 |
| 36 | Ravi Prakash | 2007-2009 |
| 37 | Sourabh Kumar Sanyal | 2007-2009 |
| 38 | Sunita Jakate | 2007-2009 |
| 39 | P. R Madhushree | 2008-2010 |
| 40 | S Kishore | 2008-2010 |
| 41 | Sindhu Narayan | 2008-2010 |
| 42 | Shilpa L R | 2009-2011 |
| 43 | Akshatha thraya | 2010-2012 |
| 44 | Biju krishnan | 2010-2012 |
| 45 | Lavanya | 2010-2012 |
| 46 | Naveen Kumar S | 2010-2012 |
| 47 | Satender Tiwari | 2010-2012 |
| 48 | Shalini badgujar | 2010-2012 |

| | | |
|----|-----------------------|-----------|
| 49 | Venkatesh | 2010-2012 |
| 50 | Sidarath | 2010-2012 |
| 51 | swati Sinha | 2010-2012 |
| 52 | Surbhi Sinha | 2010-2012 |
| 53 | Vipin Madhavan | 2010-2012 |
| 54 | Abhijith S M | 2011-2013 |
| 55 | Ganesh A | 2011-2013 |
| 56 | Chetan S | 2011-2013 |
| 57 | Krishnan MN | 2011-2013 |
| 58 | Vikram S | 2011-2013 |
| 59 | Prajwala N K | 2012-2014 |
| 60 | Amrutesh | 2012-2014 |
| 61 | Nikitha H K | 2012-2014 |
| 62 | Sushma | 2012-2014 |
| 63 | Anisha R | 2013-2015 |
| 64 | Devaki S | 2013-2015 |
| 65 | Yeshwant R | 2013-2015 |
| 66 | Laxmi Chennappa | 2013-2015 |
| 67 | Rakesh kaggere prabhu | 2013-2015 |
| 68 | Mujahid Khan | 2014-2016 |
| 69 | Rohith P | 2014-2016 |
| 70 | Uwais Ulla Khan | 2014-2016 |
| 71 | Akshay Kumar S, | 2015-2017 |
| 72 | Madhukumar M | 2016-2018 |
| 73 | Meena H A | 2016-2018 |
| 74 | Kiran LC | 2017-2019 |
| 75 | Manjunath | 2017-2019 |
| 76 | Saqlain | 2017-2019 |
| 77 | Shobha V | 2017-2019 |
| 78 | Sudha G | 2017-2019 |

| | | |
|----|---------------|-----------|
| 79 | Swetha | 2017-2019 |
| 80 | Bhavyashree M | 2018-2020 |
| 81 | Kusuma S | 2018-2020 |
| 82 | Pallavi | 2018-2020 |
| 83 | Farha Afreen | 2018-2020 |
| 84 | Sandhya NS | 2018-2020 |
| 85 | Sujatha K P | 2018-2020 |
| 86 | Supriya M | 2018-2020 |

2019-2020

The Annual Alumni Meet for the year 2019-2020 was held on 10th November 2019.

The detailed schedule of the program is given below.

Table 9.2.6 Schedule of Alumni Meet 2019

| Time | Activities |
|----------|--|
| 11.00 am | Registration, Networking & Discipline wise Brainstorming |
| 12.30pm | Welcoming of Alumni |
| 12.35pm | Entertainment by Existing Students and games for Alumni |
| 12.45pm | Introduction of Alumni & Current students |
| 1.15pm | Fond memories of Campus life |
| 1.30pm | Vote of Thanks, followed by Lunch |

Report of the Alumni Meet on 10th Nov 2019

The Alumni started walking into the campus at about 11 O'clock in the morning and as they arrived, they were received by the registration team.

The meet witnessed the arrival of 40 plus Alumni. The discipline based networking and brainstorming sessions were just lined right after the refreshments were over. Current batch students walked into their respective specialization classrooms with

overwhelming excitement and ecstasy to meet and exchange efficacious talks with the seniors. These sessions proved to be so useful that few alumni promised offering internships and holding industry talks with the present batch students.



Fig 9.2.11: Prof. Purnajit Chatterjee, Dean, MBA Dept presenting at the meet.

After the winding up of the networking session the program very quickly resumed by formally welcoming its revered Alumni back to the Alma Mater. They were quickly taken on a ride to the new infrastructure facility and a 30 minute presentation that included Vision, Mission, PEOs, PEOs and PSOs along with the department activities during the last years demonstrated by the Dean of the Department.

The stage looked steady to entertain its audience, students from 3rd semester MBA, 2018-20 batch had organized an astounding dance performance followed by amusing games. As a whopping effect to this a nice video clip recapitulating fond memories of yesteryears spent in campus by students of all batches were played. Nostalgia filled the atmosphere of the place and sparkling eyes seemed like as though they stood inundated yearning for those beautiful days to be repeated!



Fig 9.2.12: Group picture taken during the meet

As the day came to an end it was concluded briefly by expressing gratitude and courtesy towards the Management, Principal, Teaching and Non-teaching community, the students and of course the Alumni for sparing time out of their precious family phase to make it over the weekend.

Table 9.2.7 List of students who attended the Alumni Meet

| S. No | Name of the Alumni | Batch |
|-------|--------------------|-----------|
| 1 | Naveen | 2004-06 |
| 2 | Prashanth Hubballi | 2005-07 |
| 3 | Vinay M P | 2005-07 |
| 4 | Satyanarayana | 2006-08 |
| 5 | Rachana Mohan | 2006-08 |
| 6 | Tinku G | 2007-09 |
| 7 | P R Madhushree | 2008-2010 |
| 8 | Shilpa L R | 2009-2011 |
| 9 | Shivaraj G | 2010-2012 |
| 10 | Biju | 2010-2012 |
| 11 | Vipin Madhavan | 2010-2012 |
| 12 | Krishnan M N | 2011-2013 |
| 13 | Siddhesh S k | 2011-2013 |
| 14 | Mukesh G Yadav | 2012-2014 |

| | | |
|----|----------------------|-----------|
| 15 | Amruthesh | 2012-2014 |
| 16 | Naveen Kumar | 2012-2014 |
| 17 | Swati R | 2012-2014 |
| 18 | Devaki S | 2013-2015 |
| 19 | Laxmi Chennappa | 2013-2015 |
| 20 | Yeswanth R | 2013-2015 |
| 21 | Kishore K S | 2014-2016 |
| 22 | Kiran K | 2014-2016 |
| 23 | Jillella Manoj Kumar | 2014-2016 |
| 24 | Uwais Ulla Khan | 2014-2016 |
| 25 | Rohith P | 2014-2016 |
| 26 | Vinod J N | 2014-2016 |
| 27 | Sweta | 2014-2016 |
| 28 | Chandrashekhar | 2014-2016 |
| 29 | Megha Y | 2014-2016 |
| 30 | Akshay Kumar S | 2015-2017 |
| 31 | Suresh A | 2015-2017 |
| 32 | Mayank Shekhar | 2015-2017 |
| 33 | Vinay B N | 2016-2018 |
| 34 | Pallavi | 2016-2018 |
| 35 | Darshan S M | 2016-2018 |
| 36 | Rakshita | 2016-2018 |
| 37 | Rajesh Reddy | 2016-2018 |
| 38 | Satish | 2016-2018 |
| 39 | Shivakumar A | 2016-2018 |
| 40 | Chidanand S | 2016-2018 |
| 41 | Apoorva P | 2016-2018 |
| 42 | Saleha Begum | 2016-2018 |

2018-2019

Alumni Meet held on 18th November 2018 at Seminar Hall, Atria Institute of Technology Campus



Fig 9.2.13: Alumni meet in progress

Table 9.2.8: Schedule of Alumni Meet 2018

| Time | Activities |
|----------|--|
| 11.00 am | Registration, Networking & Discipline wise Brainstorming |
| 12.30pm | Invocation |
| 12.35pm | Welcoming of Alumni |
| 12.45pm | Introduction of Alumni & Current students |
| 1.15pm | Entertainment by Existing Students |
| 1.30pm | Entertainment Program by Alumni |
| 2.00pm | Vote of Thanks, followed by Lunch |

Report on 11th Alumni meet (18th November 2018) at New Seminar Hall

The 11th MBA Alumni meet was attended by 112 people which included 48 alumni students. It started with registration and syndicate discussion. Prof. P R Madhushree oversaw registration. The alumni were invited through WhatsApp and personal calling by the students and faculty.

On arrival, the alumni were made to register and based on their area of specialisation, they moved into a discussion room. During the syndicate discussion, the current students were seated in different rooms based on their specialization like Marketing, Finance & HR. The Alumni interacted with the students in their respective discipline. The current final year students could network with the alumni and share their experiences and suggestions for their career and future. This interaction in each room was moderated by the faculty members as follows:

Marketing: Prof. Purnajit Chatterjee and Prof. Archana R Motta

Finance: Dr. K S Bhat and Dr Avik Sinha

HR: Dr Richa Das and Prof Devaki S

The Finance students started their discussion with the importance of being abreast with the latest in the corporate world. The students were advised to subscribe newspapers and read them regularly. Importance of excel was highlighted and the students were advised to do a few certification courses in excel, IFRS, FRS, Tally etc. The students planning to pursue HR career discussed on the openings in HR and how to choose between a job in a company or a consultancy. Importance of knowing the entire Microsoft office like word, excel and power point was a must for all.

The students planning to pursue Marketing career were advised on the importance of networking and exploring new domains. They were advised to be more open to moving to any other place and reduce their inhibition with respect to the location. It was stressed that they should be willing to put in hard work in their initial years to succeed and learn in this field. Being updated with the technology was very important. The alumni also advised all the students to take up a job that offers the learning opportunities in the early part of their career even if the pay is not top of the line.

The session ended up with the discussion and tip sharing. This was followed by the main program in the New Seminar Hall. Our Principal Dr K V Narayanaswamy addressed the Alumni by highlighting the changes that have taken place at Atria

during the recent past. Prof. Purnajit Chatterjee, Dean spoke about the department, its Vision, Mission, POs, PEOs, and PSOs and the new Atria Centre for Management & Entrepreneurship (ACME). Our Advisor Mr Anand T R addressed the Alumni and shared the Atria 2.0 vision and future of Atria.

This was followed by introduction of all Alumni batch wise. They were each personally welcomed with chocolates on stage where they introduced themselves and some of them shared their views about the faculty and friends and life at Atria. The Alumni also expressed the positive change that they noticed in the infrastructure of the college. This was followed by introduction of the current students through playing of their Video.

The current students gave some entertainment programs like Mime, Group Dance, and Fashion Show. This was followed by playing the reminiscences video of the Alumni.

The program ended with a formal Vote of Thanks followed by Lunch.

Table 9.2.9: List of students who attended the Alumni Meet.

| S No | Name of the Alumni | Batch |
|------|----------------------|-----------|
| 1 | Manish | 2004-2006 |
| 2 | Sridhar C | 2005-2007 |
| 3 | Karan U Konapure, | 2005-2007 |
| 4 | Santhosh Kanavalli | 2005-2007 |
| 5 | Prashanth Hubballi | 2005-2007 |
| 6 | Vinay M P | 2005-2007 |
| 7 | Vinod S Mutthalagiri | 2005-2007 |
| 8 | Narendra. S. | 2006-2008 |
| 9 | Vijitha Nair | 2006-2008 |
| 10 | Yatish | 2006-2008 |
| 11 | Rachana | 2006-2008 |
| 12 | Surekha | 2006-2008 |
| 13 | Tinku G, | 2007-2009 |
| 14 | Guruthej Vailaya | 2007-2009 |

| | | |
|----|------------------|-----------|
| 15 | Namrata | 2007-2009 |
| 16 | Bhavana, | 2007-2009 |
| 17 | Girish H L | 2007-2009 |
| 18 | Girish Kumar N K | 2007-2009 |
| 19 | Rashmi Thorwath, | 2007-2009 |
| 20 | Pradeep K V | 2007-2009 |
| 21 | Manjunath N | 2007-2009 |
| 22 | Mahesh J | 2008-2010 |
| 23 | P. R Madhushree | 2008-2010 |
| 24 | Kishore.S | 2008-2010 |
| 25 | Shri Krishna | 2008-2010 |
| 26 | Shilpa L R | 2009-2011 |
| 27 | Rangaswamy | 2009-2011 |
| 28 | Vipin Madhavan | 2010-2012 |
| 29 | Akshata | 2010-2012 |
| 30 | Naveen Kumar | 2010-2012 |
| 31 | Adarsh Kumar | 2010-2012 |
| 32 | Kavya Bhat | 2012-2014 |
| 33 | Devaki S | 2013-2015 |
| 34 | Yeshwanth | 2013-2015 |
| 35 | Mujaheed khan, | 2014-2016 |
| 36 | Uwais Ulla Khan, | 2014-2016 |
| 37 | Swetha Dodamani | 2014-2016 |
| 38 | Akshay Kumar S, | 2015-2017 |
| 39 | Nagaraj G V | 2015-2017 |
| 40 | Suresh A | 2015-2017 |
| 41 | Sanjay R | 2015-2017 |
| 42 | Vinay Prasad C | 2015-2017 |
| 43 | Mayank Shekhar | 2015-2017 |
| 44 | Darshan | 2016-2018 |

| | | |
|----|--------------|-----------|
| 45 | Rajesh Reddy | 2016-2018 |
| 46 | Satish | 2016-2018 |
| 47 | Vinay | 2016-2018 |
| 48 | Chidanand | 2016-2018 |





Notable Alumni:





| | | | |
|---|--|--|---|
|  |  |  |  |
| Narendra Srinivasulu, Country Manager - 2 Wheelers, Nigeria, TVS Motor Company Limited | Vikram S, CEO-Kolar Organic Farmers Producer Company Ltd, Marketing Director - Microbi Agrotech Pvt Ltd | Swetha.S. Doddamani, Digital Marketing Team Lead, Intellipaath | Mithun Ramesh Senior Project controller – Engagement financial services Deloitte Consulting, Canada |





| | | | |
|--|--|---|--|
|  |  |  |  |
| <p>Mohammed Irfan Chairman and Director - Halaib Innovations Pvt Ltd, Marketing and IT Operations Director - Camsafe Tech Services OPC Pvt Ltd Director - Ubus Technologies Pvt Ltd</p> | <p>Vinaya. D, Welfare Inspector, Indian Railways.</p> | <p>Narotham K Maudghal Sourcing Specialist, Google</p> | <p>Santosh Kanavalli Zonal Sales Manager - Karnataka & Goa Hansgrohe India Pvt Ltd.</p> |
|  |  |  |  |
| <p>Sridhar Chandrashekhar, Regional Manager - Credit Card operations, Karnataka Division, HDFC Bank</p> | <p>Surekha I Shivashimpi, Asst. HR Manager, Bangalore Metro - Rail Corporation Ltd.</p> | <p>Vijitha Pariyarath, RPA consultant (Robotic Process Automation), IBM India Pvt. Ltd</p> | <p>Mujahed Khan, Area Manager, Saint Gobain Glass</p> |

| | | | |
|---|---|--|---|
|  |  |  |  |
| <p>Lavanya B Ningaraj, Tax Manager, Ernst & Young LLP.</p> | <p>Santosh Suresh Dugani, Asst. Area Manager, AFS, Farm Division, Mahindra & Mahindra Ltd.</p> | <p>Vinod M Area Sales Manager, Carlsberg India Pvt. Ltd</p> | <p>Nadeem Ul Haq, Associate Media Director, Dentsu Aegis Network Pvt Ltd</p> |

| | | | |
|---|---|---|--|
|  |  |  |  |
| <p>Abhijith Maney Marketing Operations Analyst Target Corporation (US)</p> | <p>Ashok Maragur Assistant Manager Heidelberg Cement Limited</p> | <p>Basu Regional Manager (Bagalkot/Bijapur and Kalburgi Dist.,) Shriram Life Insurance Company Limited</p> | <p>Bhooshith B Consultant – Procurement Athena IT Solutions Private Limited</p> |

| | | | |
|---|---|--|---|
|  |  |  |  |
| <p>Girish H L Financial Analyst IBM India Private Limited</p> | <p>Guruthej Vailaya S Manager State Street Corporation</p> | <p>Karan Konapure Retail Manager Karnataka (Modern Trade) Vellvette Lifestyle Private Limited (Sugar Cosmetics)</p> | <p>Kavya GBhat Analyst - Corporate Finance J P Morgan Chase</p> |

| | | | |
|---|---|---|--|
|  |  |  |  |
| <p>Komal Phutane Senior Catalog Analyst Amazon</p> | <p>Krishnan M N Ad Operations Specialist Amazon</p> | <p>Namrata B V Section Manager Northern Operating Services Private Limited</p> | <p>Raghavendra Rao Kulkarni Regional Sales Manager Zydus Healthcare Limited</p> |

| | | | |
|--|---|---|---|
|  |  |  |  |
| Sourabh Sanyal Senior Manager – Business Operations Odigma Consultancy Solutions Private Limited | Vijay Kumar R Manager – Digital Marketing Freshworks Inc. | Vipin Madhavan Senior Associate BIS Williams Lea India Private Limited | Yathish S V Sales Manager Allied Blenders and Distillers Private Limited |

B. Alumni interaction with students:

Alumni regularly meet the students during alumni meetings, invited lectures and mentoring for internships and project works.

Table 9.2.11: Visit to institution and interaction with students

| S. No. | Year | Name of the Program | Name of the Speaker | Venue |
|--------|-----------|---|---|---|
| 1 | 2021-2022 | Career Planning and surviving in VUCA world | Mr Manish Somashekhar, Capgemini Executive Hiring Team | Department of MBA - Atria Institute of Technology |
| 2 | 2020-21 | Job Opportunities in Finance sector | Mr. Guruthej Vailaya, Manager, State Street Corporation | Department of MBA - Atria Institute of Technology |

| | | | | |
|----|-----------|--|--|---|
| 3 | 2020 - 21 | Human Resources and entire gamut of jobs under this | Ms. Sindhu Narayan, Ex-Customer Service Manager - Snapminds | Department of MBA - Atria Institute of Technology |
| 4 | 2020 - 21 | Marketing and Job Opportunities in Online retail | Mr. Abhijit Maney, Market Analyst Target India Bengaluru | Department of MBA - Atria Institute of Technology |
| 5 | 2020 - 21 | Marketing and Job Opportunities in Digital Marketing | Ms. Swetha Doddamani, Team Leader - Intellipaath Bangalore | Department of MBA - Atria Institute of Technology |
| 6 | 2020 - 21 | Marketing and Sales Opportunities in Automobile Industry | Mr. Narendra Srinivasalu, County Manager - TVS Motors Nigeria | Department of MBA - Atria Institute of Technology |
| 7 | 2019-2020 | Targets are motivating – do not be afraid of targets | Mr Mujahid Khan, | Department of MBA - Atria Institute of Technology |
| 8 | 2019-2020 | Entrepreneurship – its rewards and challenges | Dr Vikram S | Department of MBA - Atria Institute of Technology |
| 9 | 2019-2020 | Finance for a non-Commerce student | Ms Lavanya B N | Department of MBA - Atria Institute of Technology |
| 10 | 2019-2020 | Significance of understanding the consumer psychology | Mr. Narendra Srinivasalu, County Manager - TVS Motors Nepal | Department of MBA - Atria Institute of Technology |
| 11 | 2019-2020 | How to network | Sridhar Chandrashekhar, Regional Manager - Credit Card operations, Karnataka Division, | Department of MBA - Atria Institute of Technology |

| | | | | |
|----|-----------|---|--|---|
| | | | HDFC Bank | |
| 12 | 2018-2019 | How to crack the aptitude tests | Mr Kishore S | Department of MBA - Atria Institute of Technology |
| 13 | 2018-2019 | Importance of soft skills for MBA graduates | Ms Sindhu Narayanan | Department of MBA - Atria Institute of Technology |
| 14 | 2018-2019 | Excel – an essential tool in the industry | Mr Mukesh Yadav | Department of MBA - Atria Institute of Technology |
| 15 | 2018-2019 | Communication – A must for any MBA graduate | Vinod M Area Sales Manager, Carlsberg India Pvt. Ltd | Department of MBA - Atria Institute of Technology |
| 16 | 2018-2019 | Experience of working at Amazon | Komal P R | Department of MBA - Atria Institute of Technology |

C. Involvement in curriculum development:

Syllabus is a very important document for any program of study. It is indispensable to follow the syllabus but at the same time it is imperative to add value to the program by inducting certain significant aspects of the industry. In this direction here at MBA Department the faculty contribute towards adding value to the program by collaborating with the industry professionals for analysing the current syllabus, trying to find out the gaps and aid in bridging these gaps in the syllabus by recommending courses, activities etc that will help the program in meeting the standards or requirements of the industry.

The following are our Alumni partners who collaborate with the department in recommending additional courses or activities to the syllabus on an ongoing basis:

Table 9.2.12: List of Alumni involved in identifying Gaps in the curriculum

| Sl. No. | Name of the Alumni | Designation | Organization |
|---------|---------------------|---------------------------|-------------------------|
| 1. | Mr. VijayKumar R | Digital Marketing Manager | Honeywell International |
| 2. | Mr. Narendra S | Country Manager, Nigeria | TVS Motors |
| 3. | Mrs. Sindhu Narayan | Customer Success Manager | Snapminds Technologies |
| 4. | Mr Kishore S | Assistant Vice President | Deutsche Bank |

D. Assistance in Entrepreneurship: The Alumni who took up entrepreneurship are encouraged to share with the students their experiences of the challenges faced and how they overcame them to become successful.

E. Mentoring of students: The Alumni are involved in mentoring the students on a continuous basis. During the Annual Alumni meet, the current batch of students are also invited, and they are mentored by the Alumni formally in a syndicate discussion and brainstorming session on that day. After their formal interactions and networking, they develop informal associations and share their contacts. This helps the students to discuss with the Alumni their apprehensions and doubts regarding their specialisation options and the career growth in their selected domains. Based on this the students end up selecting their specialisations and regularly keep in touch with the alumni who help them with the job openings in that domain.



Fig 9.2.15: Alumni mentoring the students

F. Assistance in Placement: Alumni are the pillars of strength of our department. The older Alumni who have more than a decade of experience and are in the position to recruit the freshers, provide our students with the opportunities in their organisations. Alumni has helped our students not only in placement but also in getting summer internships.

Table 9.2.13: Number of Alumni who assisted students

| Year | Number of students benefitted in Internships/Projects | Number of students benefitted in Placement |
|-----------|---|--|
| 2020-2021 | 19 | 6 |
| 2019-2020 | 10 | 7 |
| 2018-2019 | 8 | 6 |

Table 9.2.11: Names of Students who were supported by Alumni in placement.

| S. No | Name of the Student | Name of the company | Name of the supporting Alumni |
|-------|--------------------------|--|-------------------------------|
| 1 | Aakash | Intellipaath | Ms Swetha Dodamani |
| 2 | Akhil A | Gallagher | Mr Sanjay |
| 3 | Shivakumar A | HDFC Bank | Mr Sridhar C |
| 4 | Challa Sunil Kumar Reddy | ICICI Prudential Life Insurance Company Ltd. | Mr Sridhar C |
| 5 | Nagesha B | Amazon | Ms Komal P R |
| 6 | Nandini R | Amazon | Ms Komal P R |
| 7 | Sahana Vallabha G | HDFC Life | Mr Sridhar C |
| 8 | Saleha Begum | HDFC Bank | Mr Sridhar C |
| 9 | Kusuma S | Gallagher | Mr Sanjay |
| 10 | Pallavi G | Gallagher | Mr Sanjay |
| 11 | Rohith S | Amazon | Ms Komal P R |
| 12 | Sandhya N S | HDFC Bank | Mr Sridhar C |
| 13 | Supriya M | Amazon | Ms Komal P R |
| 14 | Surendra Kumar A | Amazon | Ms Komal P R |
| 15 | Swapna S B | Gallagher | Mr Sanjay |

| | | | |
|----|-------------------|-----------|-------------|
| 16 | Huziafa Khanum | Gallagher | Mr Sanjay |
| 17 | R Ramdas | Gallagher | Mr Sanjay |
| 18 | Ridhik K P | Gallagher | Mr Sanjay |
| 19 | Sudharshan S | Gallagher | Mr Sanjay |
| 20 | Sandhya K | IBM | Ms Vijitha |
| 21 | Vennila U | Cognizant | Ms Anusha J |

G. Resources raised:

Atria Alma Connect (AAC) has raised financial resources to the tune of Rs.

10,29,524 as of 1st October, 2021

In addition, our Alumni have contributed resources in the form of gift hampers from their company to be distributed to the winners and participants during the department fests like infusion. Our Alumni, Mr Tinku G who works for Nestle has been providing goodies from Nestle. Our Alumni, Mr Narendra S Who is with TVS Motors has helped us in the past through sponsorship of the department fest. He got us Rs 10000/- a couple of times as sponsorship amount for the department fest.

9.3. Methodology to Connect with Alumni and its Implementation

The department has various mechanisms that are built to stay connected with its Alumni. They are:

A. Alumni Portal

The college website has a separate alumni portal where the Alumni can register and give details of their current whereabouts and how they would like to contribute back to the institute.

The portal helps the institute to connect with its alumni. During the Annual Alumni

Meet, the notice of the meet is also shared on the portal. The link to the online portal is: <https://atria.edu/alumni-connect.php>

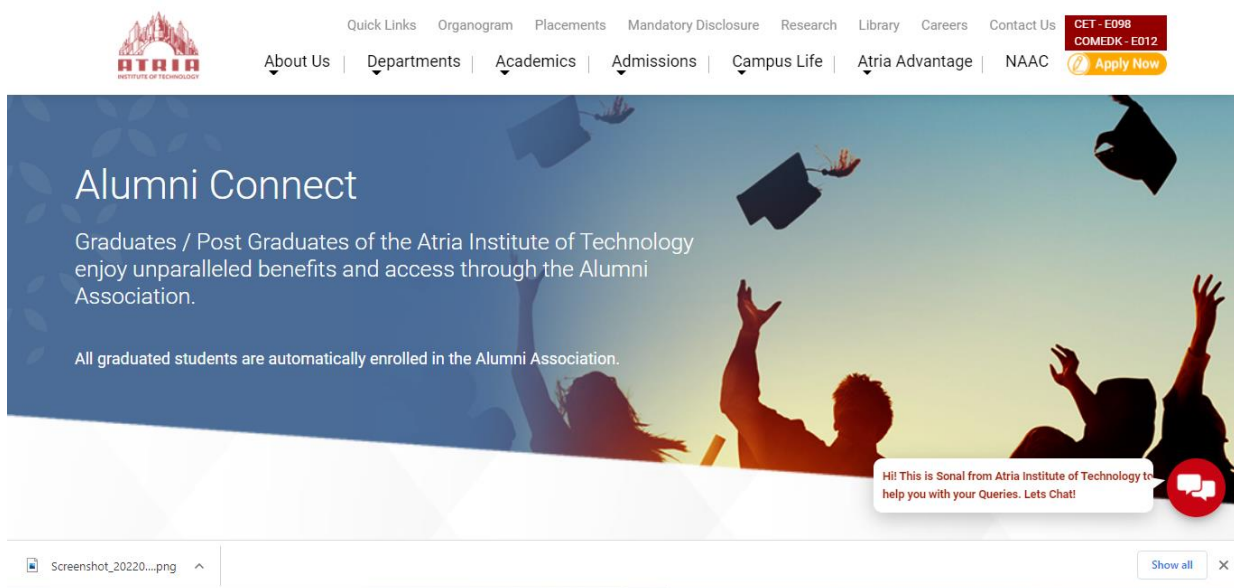


Fig 9.3.1: Screenshot of Alumni page on website

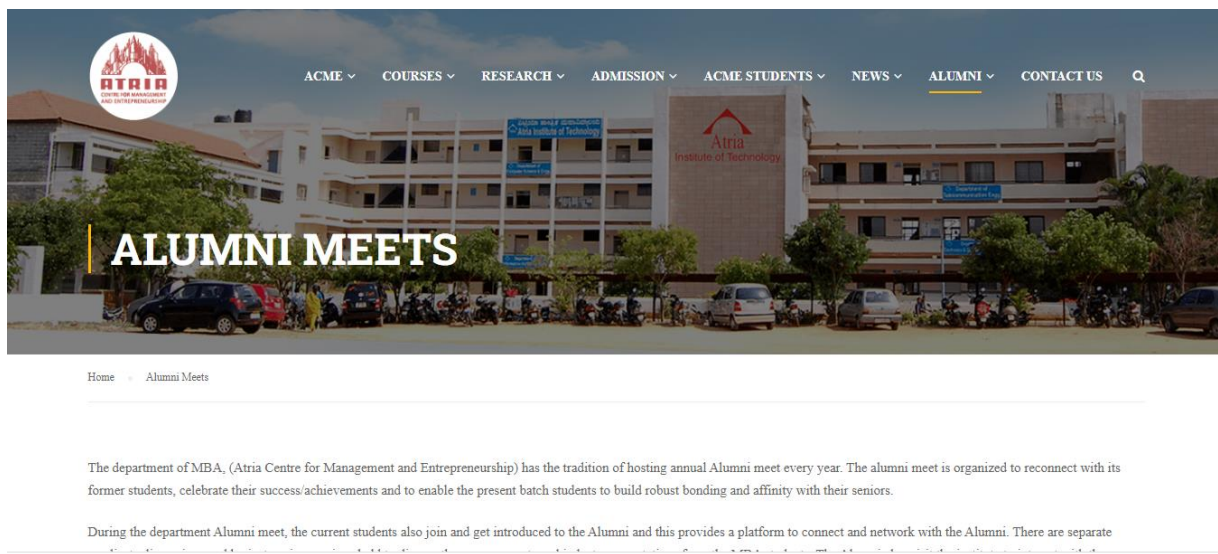


Fig 9.3.2: Screenshot of Alumni page on ACME website

B. **Alumni Database:** Through the portal, the institute connects with the Alumni and is able to maintain the database of all the registered Alumni

















| Name | Date modified | Type | Size |
|--|------------------|----------------------|-------|
|  Student Data base of 2004-06 Batch | 09-02-2022 15:34 | Microsoft Excel W... | 15 KB |
|  Student Data base of 2005-07 Batch | 09-02-2022 15:35 | Microsoft Excel W... | 15 KB |
|  Student Data base of 2006-08 Batch | 09-02-2022 15:36 | Microsoft Excel W... | 17 KB |
|  Student Data base of 2007-09 Batch | 09-02-2022 15:36 | Microsoft Excel W... | 17 KB |
|  Student Data base of 2008-10 Batch | 09-02-2022 16:07 | Microsoft Excel W... | 15 KB |
|  Student Data base of 2009-11 Batch | 09-02-2022 16:07 | Microsoft Excel W... | 14 KB |
|  Student Data base of 2010-12 Batch | 09-02-2022 16:06 | Microsoft Excel W... | 14 KB |
|  Student Data base of 2011-13 Batch | 09-02-2022 16:04 | Microsoft Excel W... | 14 KB |
|  Student Data base of 2012-14 Batch | 09-02-2022 15:56 | Microsoft Excel W... | 13 KB |
|  Student Data base of 2013-15 Batch | 09-02-2022 15:56 | Microsoft Excel W... | 13 KB |
|  Student Data base of 2014-16 Batch | 09-02-2022 15:55 | Microsoft Excel W... | 16 KB |
|  Student Data base of 2015-17 Batch | 09-02-2022 15:54 | Microsoft Excel W... | 15 KB |
|  Student Data base of 2016-18 Batch | 09-02-2022 15:54 | Microsoft Excel W... | 14 KB |
|  Student Data base of 2017-19 Batch | 09-02-2022 15:54 | Microsoft Excel W... | 12 KB |
|  Student Data base of 2018-20 Batch | 09-02-2022 15:52 | Microsoft Excel W... | 12 KB |
|  Student Data base of 2019-21 Batch | 09-02-2022 15:51 | Microsoft Excel W... | 12 KB |

Fig 9.3.2: Screenshot of Alumni database in excel sheets

WhatsApp Groups: There are separate WhatsApp groups in our MBA department. One group is the overall Alumni group where the Alumni from the first batch to the latest batch are there and any important achievements of the Alumni and the institute is shared in that group. This helps the alumni to network with the institute and among themselves.

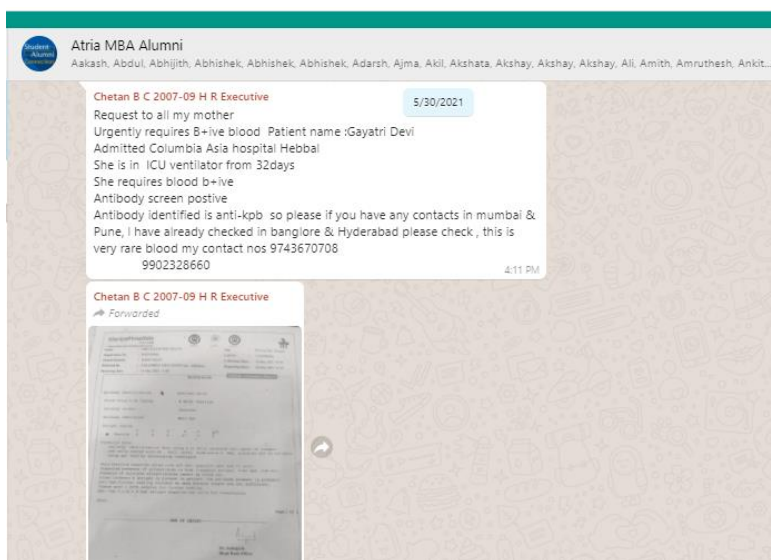


Fig 9.3.3 Screenshot of Alumni WhatsApp group

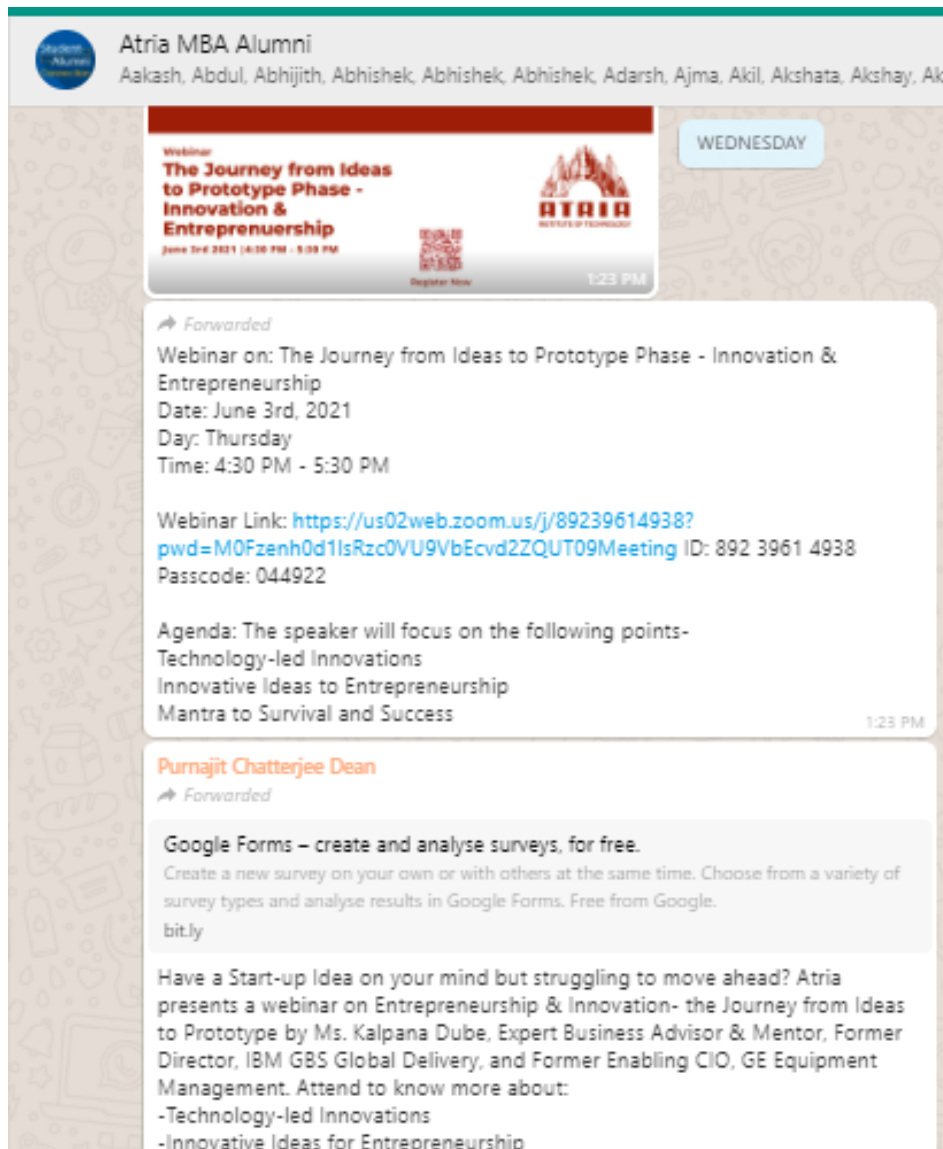


Fig 9.3.4: Screenshot of Alumni WhatsApp group

Facebook page: There is a separate Facebook page of our department called Atria Centre for management and Entrepreneurship through which important announcements and any achievements of the Alumni and the institute are shared for the benefit of all. This is a good medium to connect with the alumni spread across the national boundaries.



Fig 9.3.5: Screenshot of ACME Facebook Page

C. **Alumni Meet:** The Alumni meet twice a year in the institute during the Annual Alumni meet of the institution as well as once separately it is held only for the MBA department. During the department Alumni meet, the current students also join and get introduced to the Alumni and this provides a platform to connect and network with the Alumni. There are separate syndicate discussions and brainstorming sessions held in order to discuss the career aspects and industry expectations from the MBA students. The Alumni also visit the institute to interact with the students on various aspects like mentoring them on career aspects, Internship selection and selection of the organisations for undertaking project

work. The Alumni also assist the students with preparation for interviews. Sometimes they have come forward to conduct skill enhancement workshop specially in Excel training. These mechanisms help in building a close bond with the Alumni and having a good rapport with the Alumni.



Fig 9.3.6: Syndicate discussion in Marketing Domain during the Alumni meet

Criterion 10

Continuous Improvement

DEPARTMENT OF MBA
ATRIA INSTITUTE OF TECHNOLOGY
BANGALORE

Criterion 10: Continuous Improvement

The key aspects of Criterion 10 are Continuous Improvement which describe the steps taken by the institution to provide necessary assistance to the students in terms of academics such as providing meaningful experiences for learning at the campus, facilitating holistic development and their continuous improvement. The improvement of the Department performance is assessed through the attainment of POs, Academic Audit, Improvement in Placement, and the quality of the students. Department has attained the Program Outcomes and improved the performance of the students by using innovative teaching learning process and identifying weak and bright students. Remedial coaching is provided for academically weak students so that they can improve in their academics. The consistent academic and other support rendered, has resulted in increased net selections in placements and gradual improvement in average pay package. Academic Audit is conducted by the Institute regularly to assess the quality of Teaching learning process and to enhance the overall development of the department.

Institute has a rigorous admission process to admit the talent and provide them training as suitable to the demand of the industry.

10.1. Actions taken based on the results of evaluation of each of the POs.

The target values are set in consultation with the members of Department Advisory Board along with the faculty members of the program. The Target level is set as 2.1 in all courses. If there are any deviations from the set target, action plan is prepared and implemented. The following table shows the PO attainment for the 3 batches.

Table 10.1.1: PO attainment for 3 Batches.

| POs | PO1 | PO2 | PO3 | PO4 | PO5 | PSO 1 | PSO 2 | PSO 3 |
|---------|------|------|------|------|------|-------|-------|-------|
| 2017-19 | 2.39 | 2.13 | 2.19 | 2.1 | 2.24 | 2.16 | 2.15 | 1.82 |
| 2018-20 | 2.48 | 2.2 | 2.31 | 2.21 | 2.35 | 2.2 | 2.21 | 2.16 |
| 2019-21 | 2.52 | 2.21 | 2.31 | 2.22 | 2.37 | 2.22 | 2.24 | 2.23 |

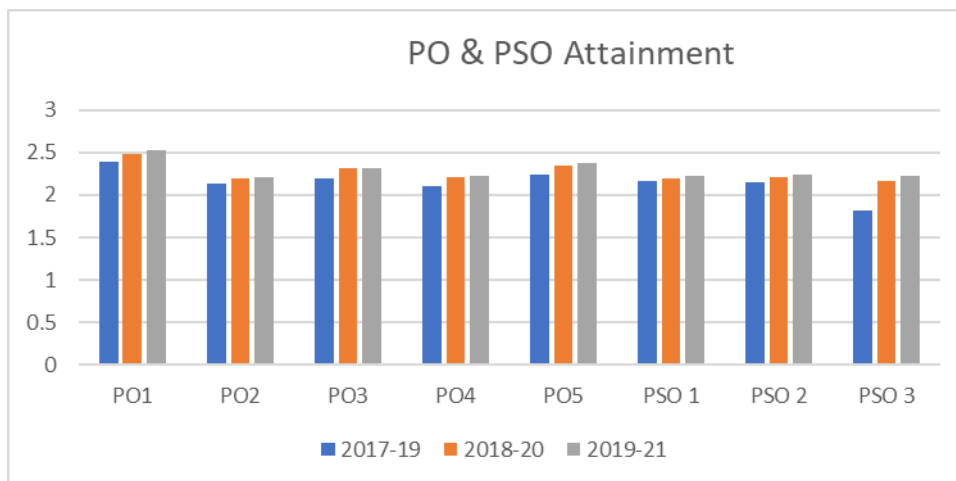


Fig. 10.1.1: Shows the PO & PSO attainment for 3 Batch.

POs Attainment Levels and Actions for Improvement

Table 10.1.2: PO Attainment Levels for 2019-21 Batch and Action for Improvement for the coming year.

| | | | |
|--|--------|------------|-------------|
| PO 1: Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance. | | | |
| PO | Target | Attainment | Observation |
| | 2.2 | 2.52 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> • Enhance the usage of Learning Management System • More case-based delivery and learning is reinforced. • More group and individual assignments/projects are given to Students to work on them. • Solve more number of numerical problems to improvise the problem solving and analyzing skills. | | | |
| PO 2: Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | | | |
| PO | Target | Attainment | Observation |
| | 2.2 | 2.21 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> • More readings with specific follow up questions helps to increase their understanding, ultimately leading the students to be better able to achieve the desired learning outcome. • Role play based learning motivates the students to engage and learn skills used in realworld situations and provides opportunities for critical thinking. • Develop interactive sessions to improve communication skills of the students | | | |

PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

| PO | Target | Attainment | Observation |
|----|--------|------------|-------------|
| | 2.2 | 2.31 | Attained |

Action Taken to maintain the improvement

- Organizing fests in the College.
- More leadership games are organized by experienced faculties.
- Rigorous testing and performance feedback is provided to Students in their group - based performances.
- Increasing the component of self-directed learning

PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

| PO | Target | Attainment | Observation |
|----|--------|------------|-------------|
| | 2.2 | 2.22 | Attained |

Action Taken to maintain the improvement

- Helps students to understand the impact of business practices on society and environment thorough discussions.
- Organized Current affairs Classes to make the students updated, organize developments on issue , understand deeper and analyses what is happening in the business world.

PO 5: Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

| PO | Target | Attainment | Observation |
|----|--------|------------|-------------|
| | 2.2 | 2.37 | Attained |

Action Taken to maintain the improvement

- More activities to develop entrepreneurial qualities among students.

- Focus on Sessions on Entrepreneurship to foster entrepreneurial qualities among students

Table 10.1.3: PO Attainment Levels for 2018-20 Batch and Action for Improvement for the coming years.

| PO 1: Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance. | | | |
|--|--------|------------|-------------|
| PO | Target | Attainment | Observation |
| | 2.1 | 2.48 | Attained |
| The attainment level of PO1 is found satisfactory. | | | |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> • To improve the understanding level of the concepts, more number of numerical problems will be given for practice and remedial classes will be conducted. • Helps students to develop independent thinking and engage in acquisition of knowledge to enhance their domain and managerial competencies through casestudies, assignments, projects etc. | | | |
| PO 2: Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable. | | | |
| PO | Target | Attainment | Observation |
| | 2.1 | 2.20 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> • Focus on Group Discussions, Role Plays and Discussions on Case to improve the communication skills and better understanding of the concepts. • Role play based learning motivates the students to engage and learn skills used in realworld situations and provides opportunities for critical thinking. • Focus on slow learners for better academic results. • Develop interactive sessions to improve communication skills of the students | | | |

PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

| PO | Target | Attainment | Observation |
|--|--------|------------|-------------|
| | 2.1 | 2.31 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> Organizing more Management events. Rigorous testing and performance feedback is provided to Students in their group - based performances. Increasing the component of self-directed learning | | | |

PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

| PO | Target | Attainment | Observation |
|--|--------|------------|-------------|
| | 2.1 | 2.21 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> Helps students to understand the impact of business practices on society and environment through discussions. Organized Current affairs Classes to make the students updated, organize developments on issue, understand deeper and analyses what is happening in the business world. | | | |

PO 5: Possess self-sustaining entrepreneurship qualities that encourages calculated risk taking.

| PO | Target | Attainment | Observation |
|--|--------|------------|-------------|
| | 2.1 | 2.35 | Attained |
| Action Taken to maintain the improvement | | | |
| <ul style="list-style-type: none"> More activities to develop entrepreneurial qualities among students. | | | |

10.2. Academic Audit and actions taken thereof during the period of Assessment.

The purpose of an academic audit is to encourage departments to evaluate their “education quality processes” – the key faculty activities required to produce, assure, and continuously improve the quality of teaching and learning. The Internal Quality Assurance Cell (IQAC) conducts Academic audit to assess the academic performance of both individual faculty and the whole department. The IQAC plans, guides, and monitors quality enhancement activities of the department. The Institute has regular interactions with Dean to ensure that the policies and procedures are followed and there is reasonable participation of all faculty members in decision making processes intended to improve academic performance. The policies and plans are reviewed in consultation with faculty members who provide their opinion on the design of the quality policy.

Audit Process

The institution undertakes the academic audit as detailed below.

- The institution undertakes system audit for academic activities through its own trained auditors on a regular basis at least once in a semester.
- Generally, the audit would envelop all the processes and procedures defined in the system and any non-compliance would be identified. The audit would be conducted at the departmental level for all the processes which are within the purview of the departments. Normally the department is audited by the faculty of another department.
- VTU through its Local Inquiry Committee (LIC) audits our academic system once every year and the audit report are provided to us. We initiate corrective actions to overcome the deficiencies indicated in the report.
- AICTE audits our institution for compliance of mandates prescribed to maintain the quality of technical education whenever it deems it fit. Any deficiencies identified in any of the audits conducted would be attended to at the appropriate level. Not only the corrective actions are immediately implemented to overcome the deficiency, but also pro-active preventive actions would be initiated and put in place to overcome repetitions of such deficiencies.

NAAC : 2020 Academic Audit
Academic Quality Process Compliance

ACADEMIC QUALITY ASSURANCE REPORT EVEN 2019 -20

PROCESS AUDIT FOR THE DEPARTMENT BA
DATE AND TIME 29/1/20 10:12 AM

Process Audit Checklist
Academic Process Compliance Auditing

AUDIT SCORING CRITERIA

| Finding | Definition/Impact | Action/Mitigation |
|------------------|--|--|
| COMPLIANT | Compliant means adherence with the requirements of the standard and the QMS. The process is implemented and documented and records exist to verify this. | Continue to monitor trends/indicators. |
| OPI | A low risk issue that offers an opportunity to improve current practice. Processes may be cumbersome or overly complex but meet their targets and objectives. Unresolved OPIs may degrade over time to become non-compliant. | Review and implement actions to improve the process(es). Monitor trends/indicators to determine if improvement was achieved. |

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NAAC : 2020 Academic Audit
Academic Quality Process Compliance Auditing

| SL. NO | AUDIT QUESTIONS | AUDIT FINDINGS (Score '1' per box) | | AUDIT EVIDENCE | OPPORTUNITIES FOR IMPROVEMENT (OPI) |
|--------|---|------------------------------------|-----|--|---|
| | | COMPLIANT | OPI | | |
| 1. | Is the gap analysis document completed? 1. Gaps identified 2. Proof of gap identification and analysis 3. Process details for filling the gaps | Yes | | Gaps not identified by the Dept. staff | Staff of the Dept. should identify the gaps by staff. |
| 2. | Proof of participation in VTU syllabus review, if any? 1. E-mail written to VTU 2. BOS member details 3. Attended meeting from VTU | Yes | | Prof. Anshuman attended as a participant. no proof shown. | to be shown as certificate. |
| 3. | Academic Course file Review? 1. Lesson Plan 2. Lesson Schedule 3. QP scheme and solution 4. Online Class Report | Yes | Yes | not updated, not engaged. | to be updated. |
| 4. | Student feedback and action taken? 1. Formative feedback | Yes | | Formative work has been done. | - |

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| SL. NO | AUDIT QUESTIONS | AUDIT FINDINGS (Score '1' per box) | | AUDIT EVIDENCE | OPPORTUNITIES FOR IMPROVEMENT (OPI) |
|--------|---|------------------------------------|-----|--|-------------------------------------|
| | | COMPLIANT | OPI | | |
| 2. | Action taken report 3. Improvement in summative feedback | | | - | Action to be taken documented. |
| 5. | Parent teacher meeting? 1. PTM circular 2. PTM minutes 3. PTM Attendance | Yes | Yes | odd semester hardcopy shown with minutes of meeting and parent's signature even - No | to conduct docs in a semester. |
| 6. | Alumni activities? 1. Alumni coordinators 2. Alumni meet circular 3. Alumni meet minutes 4. Alumni meet attendance | Yes | | once in a year. | - |
| 7. | Activities conducted - faculty and students? 1. Table filled 2. Approval 3. Schedule 4. Attendance 5. Report and Certificate | No | Yes | workshop conducted in even semester | suggested to document. |
| 8. | Activities attended - faculty and students? 1. Table filled 2. Approval 3. Schedule 4. Attendance 5. Report and | Yes | | Soft copy seen by individuals. | to be documented. |

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| SL. NO | AUDIT QUESTIONS | AUDIT FINDINGS (Score '1' per box) | | AUDIT EVIDENCE | OPPORTUNITIES FOR IMPROVEMENT (OPI) |
|--------|---|------------------------------------|-----|--|--|
| | | COMPLIANT | OPI | | |
| | Certificate | | | | |
| 9. | Active MOUs with activities if any? 1. MOU signed document 2. Activities done if any | Yes | | 2019 MOU signed, activities plan not shown. | to plan and execute. |
| 10. | Internship 1. Internship coordinators 2. Internship circular 3. Internship details 4. Internship certificates | Yes | | been. Certificates seen (soft copies) | - |
| 11. | Industry-Interaction 1. Interaction details 2. Proof | Yes | | Industry interaction is not much. Activities fill. | suggested to file up. not much industry interaction available. |
| 12. | Budget 1. Budget approval | | | document available. | - |
| 13. | Subject allotment 1. Competency matrix 2. Subject allotment details | Yes | | - | - |
| 14. | Result analysis 1. IA result analysis 2. Corrective actions taken | Yes | | analysis | Grouped to be done. Actions taken to be done. |

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| SL. NO | AUDIT QUESTIONS | AUDIT FINDINGS (Score '1' per box) | | AUDIT EVIDENCE | OPPORTUNITIES FOR IMPROVEMENT (OFI) |
|--------|---|---------------------------------------|-----|-----------------------------------|---|
| | | COMPLIANT | OFI | | |
| | 3. Weak students addressed 4. Meritorious students addressed 5. SEE analysis | YES | | - | Sl. No. 3,4 to be planned. Plan for improvement of SEE result. |
| 15. | Student progression 1. Semester wise results of students | Yes | | document seen | format to be shared by us. |
| 16. | Research centre data, if applicable 1. Activities 2. Funding 3. Research lab details | Yes | | VTV document available. | Goal set to be mentioned by the department |
| 17. | Activities under special labs, if any 1. CoE labs identified 2. Activity details | - | - | - | - |
| 18. | Research publications (both conference and journal) 1. Details in the table 2. Certificate | Yes | | staff publications available. | suggestion for students publication. |
| 19. | Project 1. Coordinators list 2. Circulars 3. Presentation details 4. Participation details 5. Funding if any | Yes | | All dept. staff are coordinators. | to document |

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Fig 10.2.1: Sample Audit Report

The following table shows the academic audit suggestions made by IQAC and actions taken by the department.

Table 10.2.1: Academic Audit Suggestions for academic year 2019-2020

| Academic Audit suggestions | Actions taken |
|---|--|
| Steps to be taken to encourage top performing students to further improve their skills and capabilities | Students performing good in academics were encouraged and supported by faculty by providing additional study materials, textbooks etc. |
| Steps to be taken to bring up low performing students | Course specific Tutorials, Special sessions were conducted for academically weak students |
| Identifying curricular gaps and strategy to bridge the gaps | Faculty members conducted special sessions to bridge the gap in their respective subjects. |
| Designing effective teaching and learning processes | All the Faculty Members use Technology interface while handling their sessions. |
| Steps to improve the overall results; Analyze the specific faculty performance where the past percentage is less than 60% | Reallocation of subjects to the faculty |

10.3.Improvement in Placement, Higher Studies and Entrepreneurship

Assessment is based on improvement in:

- Placement: number, quality placement, core industry, pay packages etc.
- Higher studies: admissions for pursuing Ph.D in premier institutions.
- Entrepreneurs

Improvement in Placement

The College has a placement cell with a qualified placement officer who conducts placement events on campus and off campus from many companies. Department conducts placement training and career guidance classes to enhance the employability skills of students. The main aim of these classes is to build confidence in students and develop the right attitude in them and to enhance their communication skills.

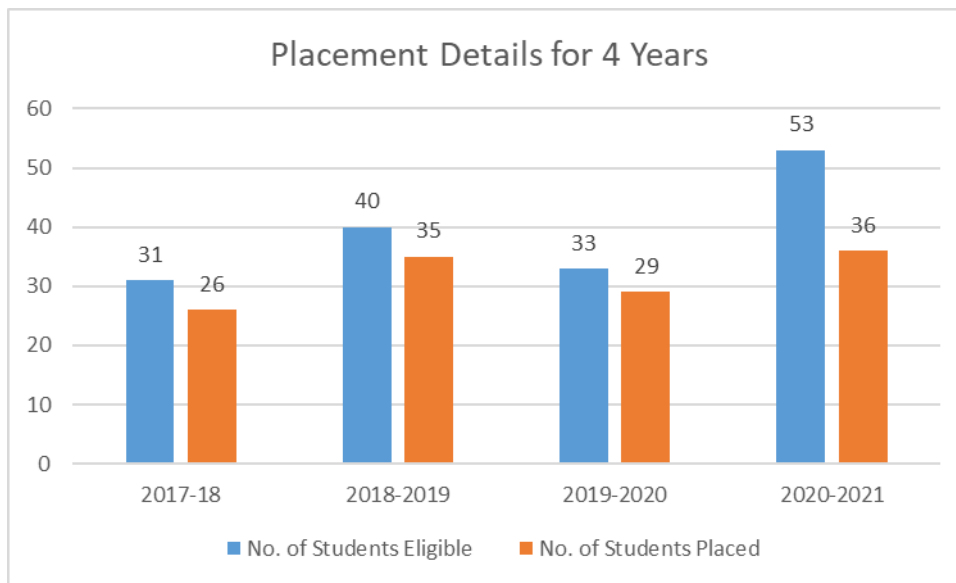
An attempt is made to introduce new topics of industry relevance, exercises for project works, etc. based on external interaction with the industry and academia at seminars or conferences. Some of the improvements that have been carried out in the past are listed below:

- a. New projects/problems are given to students to solve in decision making capabilities and thus, improves in placements.
- b. Over the last years, the industry exposure has been increased to both faculty as well as students.
- c. Feedback is taken from the Placement Cell to understand the weaknesses of students during the interviews/tests and students will be made stronger in those areas.
- d. Arrangements for exposure to talks by industry experts with view to make them aware of the industry environment.
- e. Conducting mock tests and interview sessions to enhance their confidence levels during placement tests.
- f. Placement training sessions were conducted to enhance employability among students.

These all efforts show an improvement in placement ratio over the past 3 years. The placement ratio includes the students pursuing higher studies, Entrepreneurs and students place in companies.

Table 10.3.1: Placement details for 4 years.

| Item | CAYm4 2017-18 | CAYm3 2018-19 | CAYm2 2019-20 | CAYm1 2020-21 |
|---|------------------|------------------|------------------|------------------|
| No. of students placed in companies or Government Sector (x) | 25 | 35 | 28 | 36 |
| No. of students pursuing Ph.D. / Higher Studies (y) | - | - | 1 | - |
| No. of students turned entrepreneur (In the areas related to management discipline) (z) | 1 | - | 0 | - |
| $x + y + z =$ | 26 | 35 | 29 | 36 |
| No. of students appeared in final year examination (N) | 31 | 40 | 33 | 53 |
| Placement Percentage : $(x + y + z) / N * 100$ | 84 | 87 | 88 | 68 |


Fig. 10.3.1: Placement over 3 years

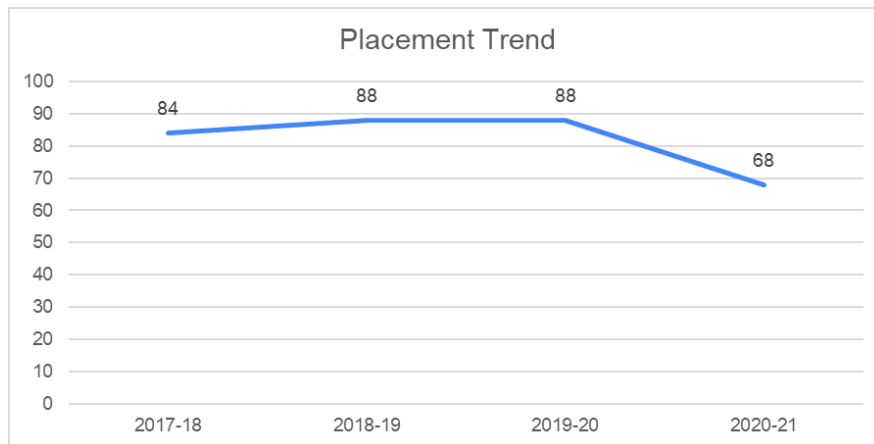


Fig. 10.3.2: Placement trend over 4 years

In the light of rising concerns about the COVID-19 spread, many companies have put hold on their placement process in the Academic Year 2020-21. The coronavirus pandemic has impacted campus placement adversely in the year. The number of students recruited for the current year is low and most of the selected students are doing work from home. At the same time students are also taking up online courses and certifications to upskill themselves. Students are not losing their morale and going virtual for their learning as well as job interviews.

10.4. Improvement in the quality of students admitted to the program.

The department provides widespread publicity to attract talent. It has a rigorous admission process to admit the talent and provide them training as suitable to the demand of the industry. Over the years, the quality of students admitted has improved which is evident from PGCET and pre-qualifying marks.

- Students are admitted after careful and intensive scrutiny of their forms.
- Students with technical/ professional educational background are preferred.
- Soft skills of students are assessed through selection process.

The Institute has predefined and notified admission procedure as per the University norms and follows it in spirit without any discrimination. The transparency has been maintained on the regular basis. Assessment is based on

continuous improvement in terms of ranks/scores in qualifying state level/national level entrances tests, percentage marks obtained by aspiring students. During the selection, the students falling in the lower ranges of qualifying marks are made to face interview/counselling sessions.

There has been tremendous improvement in the quality of students admitted in the institute. The quality of student is measured on the following parameters:

- Marks of admitted students in 10th grade, 12th grade, and Graduation stream of the admitted students.
- Percentile score obtained in management aptitude test score such as in MAT, CAT, PG CET, and other tests.
- Number of applications received in comparison to the number of students admitted.
- Diversity of students admitted in terms of geography, gender, and stream.

Analysis of improvement in the quality of students admitted to the program.

1. The number of students admitted against sanctioned seats:

Table below presents the data for last five-year admission scenario in terms of number of sanctioned seats and actual admissions. It is evident that the institute can fill its sectioned seats in MBA program. The enrolment ratios are showing an improvement. The enrolment ratio declines in the current year due to Covid-19 pandemic.

Table 10.4.1: Admission Overview for past 5 years

| Year | Sanctioned Intake | Admission | % |
|-------------|--------------------------|------------------|----------|
| 2021-22 | 60 | 58 | 96.67 |
| 2020-21 | 60 | 43 | 71.67 |
| 2019-20 | 60 | 53 | 88.33 |
| 2018-19 | 60 | 42 | 70 |
| 2017-18 | 60 | 44 | 73.33 |
| 2016-17 | 60 | 35 | 58.33 |

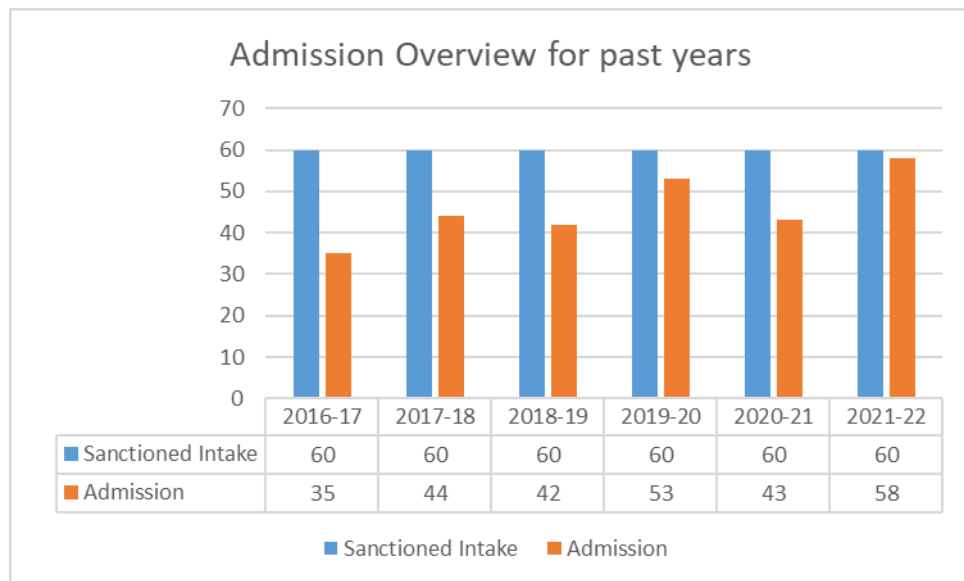


Fig. 10.4.1: Admission Overview for past 5 years.

2. The number of students admitted through Management Stream

The Department have sanctioned intake of 60 out of which Management admission are 30 and remaining from PG CET. The students volunteer to join MBA program in various specializations, offered by Department under management quota, have to pass through the selection process. The Dean and departmental faculties are invited to be a part of interview panel. The below table shows the details about students admitted through Management Stream for the past 3 years. The admission through management stream has shown an improvement over a period of time.

Table 10.4.2: Number of students admitted through Management Seats

| Year | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|--|---------|---------|---------|---------|
| Management Stream | 25 | 28 | 28 | 31 |
| Total No.of Management Admission | 30 | 30 | 30 | 30 |
| Percentage of Management Admission against Total | 83 | 93 | 93 | 103 |

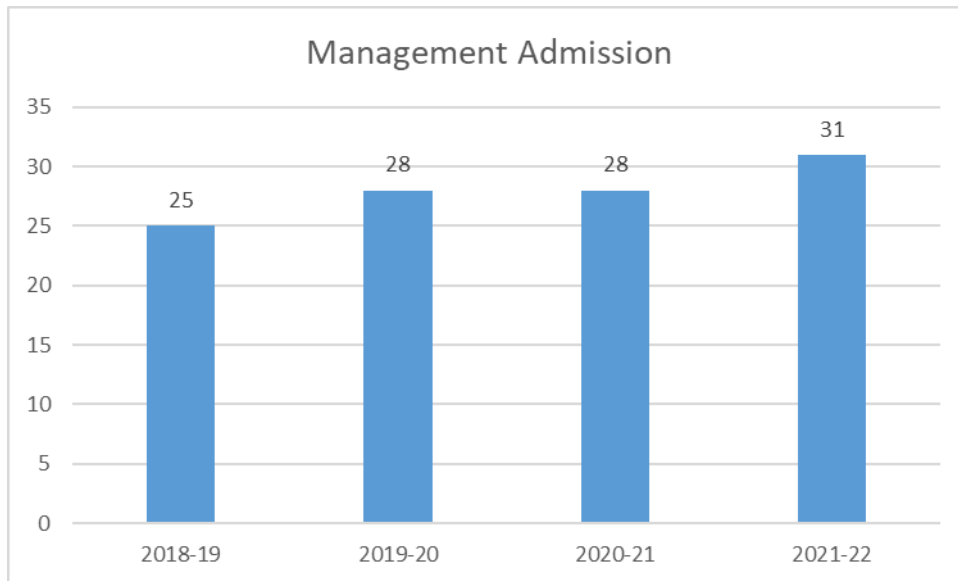


Fig 10.4.2: Students admitted through Management Seats

3. PGCET Ranks

The students have to appear in Karnataka PGCET (Post Graduate Common Entrance Test) to be the part of MBA program. The Department have sanctioned intake of 60 out of which PGCET admission are 50%. The Department maintain the quality from the initial or admission stage of students. The below table shows that there is an improvement in the quality of students admitted based on their ranks.

Table 10.4.3: PGCET Ranks

| Compe titive Exam | 2018-19 | | 2019-20 | | 2020-21 | | 2021-22 | |
|-------------------------|---------------|-------------|---------------|-------------|---------------|-------------|---------------|-------------|
| | Starting Rank | Ending Rank | Starting Rank | Ending Rank | Starting Rank | Ending Rank | Starting Rank | Ending Rank |
| PGCET | 1485 | 22215 | 4061 | 21064 | 1867 | 20141 | 1983 | 23807 |

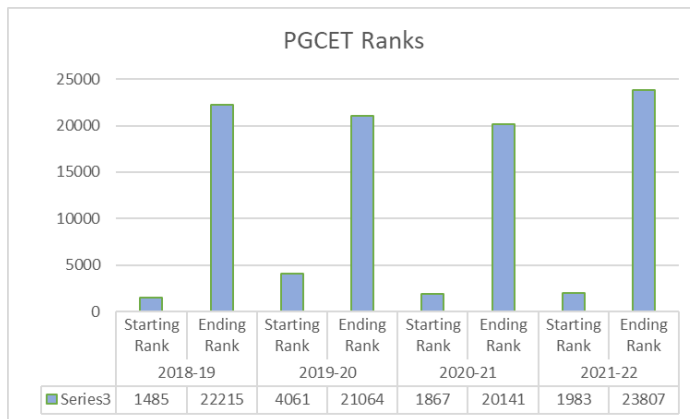


Fig 10.4.3: PGCET Ranks

4. **Average marks of admitted students** There has been an improvement in the average marks in graduation of all the admitted students in last three years. It is evident from the below table that the quality of students who are admitted in MBA has improved in the last three years.

Table 10.4.4: Average Academic marks of Admitted Students

| Academic | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|--|---------|---------|---------|---------|
| Average Graduation Marks in Percentage | 67.25 | 68.67 | 69.28 | 70.29 |

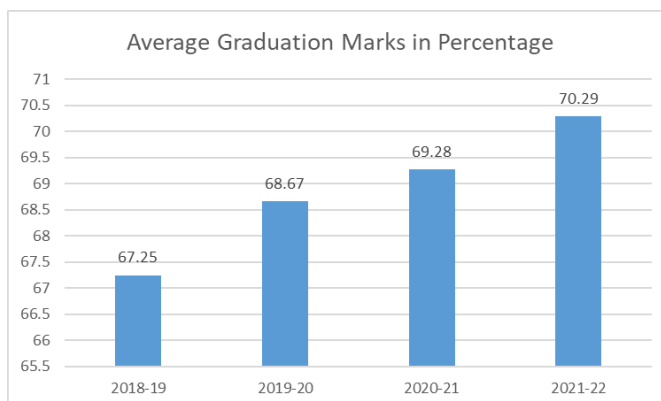


Fig 10.4.4: Average Academic marks

5. **Student Diversity:** The institute has good amount of diversity among students. In terms of academic background, a good combination of different streams is being represented in the class. The institute has majority of students with B.Com and BBA background, however, there is a considerable increase

in BBA/BBM and Engineering students over a period of time.

Table 10.4.5: Student Academic Background

| Stream | 2018-19 | 2019-20 | 2020-21 | 2021-22 |
|------------------|---------|---------|---------|---------|
| BBA/BBM | 8 | 8 | 5 | 4 |
| B Com | 27 | 37 | 36 | 47 |
| BE/B Tech/B.Arch | 0 | 2 | 5 | 0 |
| BA/BSc/BCA | 1 | 6 | 3 | 7 |

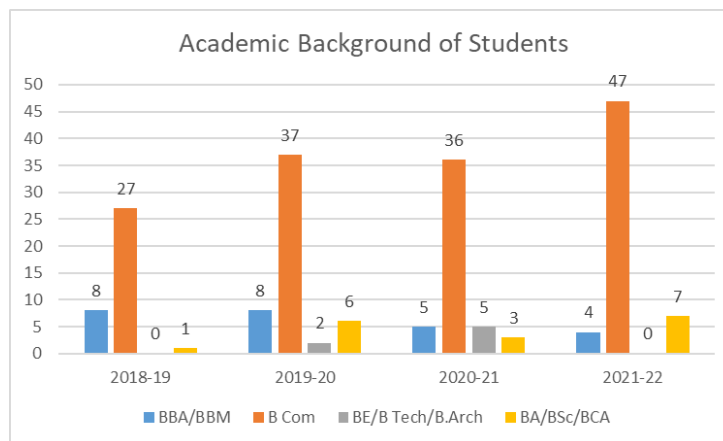


Fig. 10.4.5: Student Academic Background

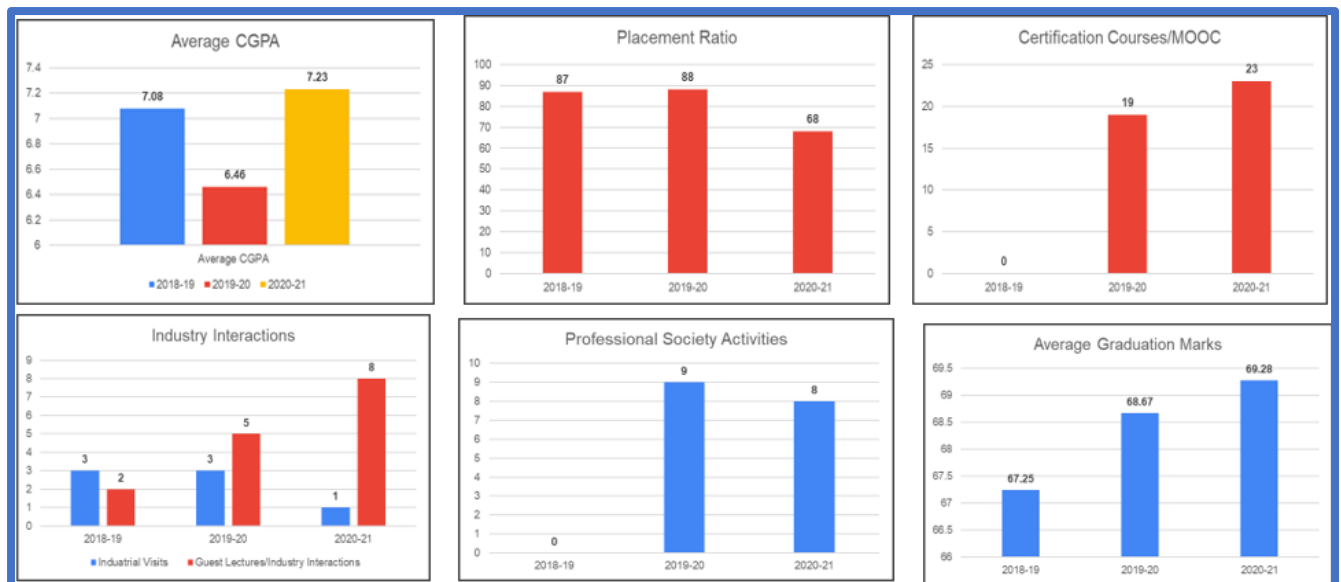


Fig. 10.4.6: Impact Summary of Program Improvements



Atria Institute of Technology

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Anandnagar, Bengaluru - 560 0024.

Office: 080 23631298 | Direct: 080 23530108

principal@atria.edu | www.atria.edu

Declaration

(The head of the Institution needs to make a declaration as per the format given)

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 of accreditation.

Date: 18/02/2022

Place: Bangalore

Signature & Name

(Dr. T. N. Sreenivasa)

Head of the Institution with seal
Principal

Atria Institute of Technology
Anandanagar, Bengaluru-24



Affiliated to Visvesvaraya Technological University, Belagavi.
Recognised by Govt. of Karnataka. Approved by AICTE, New Delhi.
Accredited by NAAC, Ministry of HRD, New Delhi.

Annexure I: Program Outcomes and Program Specific Outcomes

a) Program Outcomes (POs)

Program Outcome Statements help us to assess what students have learnt at the time of program completion. The University has established 5 POs as mentioned below:

PO 1: Acquire Sufficient theoretical knowledge and are enabled to apply them to solve practical problems in business and other organizations / institutions of importance.

PO 2: Apply Effective communication skills with a high degree of lateral and critical thinking that enhances learn ability, developed for being continuously employable.

PO 3: Demonstrate leadership qualities, ethically sound, enabled with decision making skills that reflect a high degree of social consciousness.

PO 4: Recognize the need for sustained research orientation to comprehend a growingly complex, economic, legal, and ethical environment.

PO 5: Possess self-sustaining entrepreneurship qualities that encourage calculated risk taking.

b) Program Specific Outcomes (PSOs)

The department offers Marketing, Finance, & Human Resource specialisation. PSOs designed for each specialisation are listed below:

PSO 1: *Marketing*: The students should be able to develop a brand and position it in the market through appropriate marketing communications to generate sales and achieve revenue target.

PSO 2: *Finance*: The students can plan and analyse the financial needs of an organization and drive towards profit maximization while minimizing financial exposure.

PSO 3: *Human Resource*: The Students should be able to build and develop organisation culture, perform manpower planning, and implement compensation system.

Annexure II: Details of Faculty Members of Department



Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2021-22

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|-------------------------|--------------|--------------------|--------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 1 | Dr. Purnajit Chatterjee | AAJPC2128C | D.Litt., MSc, PGDM | Operations Research, Marketing | Dean & Professor | 16-07-2018 | 16-07-2018 | Y | Regular | NA | NA |
| 2 | Dr. Perini Praveena Sri | AKVPP3381L | Post-Doctoral PhD, | Economics | Professor | 10-04-2019 | 31-12-2020 | Y | Regular | NA | NA |
| 3 | Dr. H R Ananth | AAKPH6066R | PhD, MBA | Human Resource Management | Associate Professor | 02-02-2020 | NA | Y | Regular | NA | NA |
| 4 | Dr. Rashmi Singh Roy | BMV PS21 63Q | PhD, PGDM, | Human Resource Management | Associate Professor | 08-02-2018 | NA | Y | Regular | NA | NA |
| 5 | Dr. Richa Das | BPMPR3315H | PhD, MBA | Human Resource Management | Associate Professor | 16-08-2018 | 31-12-2020 | Y | Regular | NA | NA |

P. V. V. V.
Signature of HOD

Signature of HOD

DEAN

Atria Centre for Management & Entrepreneurship
Atria Institute of Technology
Hebbal, Bangalore - 560 024

T. V. V. V.
Signature of Principal

Signature of Principal

Principal

Atria Institute of Technology
Anandanagar, Bengaluru-24



Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2021-22

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|--------------------------|------------|---------------|-------------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 6 | Mrs. Archana R Motta | ALEPM1930E | MPhil, MBA | Marketing | Assistant Professor | 16-08-2004 | NA | Y | Regular | NA | NA |
| 7 | Mrs. Rajimol K P | AXQPK9716L | MBA | Finance & Human Resource Management | Assistant Professor | 15-10-2019 | NA | Y | Regular | NA | NA |
| 8 | Mrs. Panchali Chatterjee | AJKPC2576N | MA | Operation Research | Assistant Professor | 01-04-2020 | NA | Y | Regular | NA | NA |
| 9 | Mrs. Madhu Shree P R | BPOPS6361L | MBA | Finance | Assistant Professor | 03-08-2015 | NA | Y | Regular | NA | NA |
| 10 | Ms. Devaki S | CBIPD8084Q | MBA | Human Resource Management | Assistant Professor | 21-03-2018 | NA | Y | Regular | NA | NA |
| 11 | Dr. Kamala Suganthi | BCJPS4475B | PhD MBA | Human Resource Management | Research Guide | | NA | Y | Contract | PT | NA |

P. Chetty
Signature of HOD

DEAN

Atria Centre for Management & Entrepreneurship
Atria Institute of Technology
Hebbal, Bangalore - 560 024

[Signature]
Signature of Principal

Principal

Atria Institute of Technology
Anandanagar, Bengaluru-24



Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2020-21

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|-------------------------|--------------|--------------------|--------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 1 | Dr. Purnajit Chatterjee | AAJPC2128C | D.Litt., MSc, PGDM | Operations Research, Marketing | Dean & Professor | 16-07-2018 | 16-07-2018 | Y | Regular | NA | NA |
| 2 | Dr. Perini Praveena Sri | AKVPP3381L | Post-Doctoral PhD, | Economics | Professor | 10-04-2019 | 31-12-2020 | Y | Regular | NA | NA |
| 3 | Dr. H R Ananth | AAKPH6066R | PhD, MBA | Human Resource Management | Associate Professor | 02-02-2020 | NA | Y | Regular | NA | NA |
| 4 | Dr. Rashmi Singh Roy | BMV PS21 63Q | PhD, PGDM, | Human Resource Management | Associate Professor | 08-02-2018 | NA | Y | Regular | NA | NA |
| 5 | Dr. Richa Das | BPMPR3315H | PhD, MBA | Human Resource Management | Associate Professor | 16-08-2018 | 31-12-2020 | Y | Regular | NA | NA |

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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2020-21

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|--------------------------|------------|---------------|-------------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 6 | Mrs. Archana R Motta | ALEPM1930E | MPhil, MBA | Marketing | Assistant Professor | 16-08-2004 | NA | Y | Regular | NA | NA |
| 7 | Mrs. Rajimol K P | AXQPK9716L | MBA | Finance & Human Resource Management | Assistant Professor | 15-10-2019 | NA | Y | Regular | NA | NA |
| 8 | Mrs. Panchali Chatterjee | AJKPC2576N | MA | Operation Research | Assistant Professor | 01-04-2020 | NA | Y | Regular | NA | NA |
| 9 | Mrs. Madhu Shree P R | BPOPS6361L | MBA | Finance | Assistant Professor | 03-08-2015 | NA | Y | Regular | NA | NA |
| 10 | Ms. Devaki S | CBIPD8084Q | MBA | Human Resource Management | Assistant Professor | 21-03-2018 | NA | Y | Regular | NA | NA |
| 11 | Dr. Kamala Suganthi | BCJPS4473B | PhD MBA | Human Resource Management | Research Guide | | NA | Y | Contract | PT | NA |

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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2019-20

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|-------------------------|--------------|--------------------|--------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 1 | Mr. Purnajit Chatterjee | AAJPC2128C | MSc, PGDM | Operations Research, Marketing | Dean | 16-07-2018 | 16-07-2018 | Y | Regular | NA | NA |
| 2 | Dr. K. S. Bhat | ACCPB1442P | PhD, BE | Operations Management | Professor | 01-02-2007 | 01-02-2007 | Y | Regular | NA | |
| 3 | Dr. Perini Praveena Sri | ARVPP3381L | Post-Doctoral PhD, | Economics | Associate Professor | 10-04-2019 | 10-04-2019 | Y | Regular | NA | NA |
| 4 | Dr. Rashmi Singh Roy | BMV PS21 63Q | PhD, PGDM, | Human Resource Management | Associate Professor | 08-02-2018 | NA | Y | Regular | NA | NA |
| 5 | Mrs. Archana R Motta | ALEPM1990E | MPhil, MBA | Marketing | Assistant Professor | 16-08-2004 | NA | Y | Regular | NA | NA |

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Faculty List for the year 2019-20

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|----------------------|--------------|---------------|---------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 6 | Dr. Richa Das | BPMPR3315H | PhD, MBA | Human Resource Management | Assistant Professor | 16-08-2018 | NA | Y | Regular | NA | NA |
| 7 | Mrs. Madhu Shree P R | BPOPS6361L | MBA | Finance | Assistant Professor | 03-08-2015 | NA | Y | Regular | NA | NA |
| 8 | Ms. Devaki S | CBIPD8084Q | MBA | Human Resource Management | Assistant Professor | 21-03-2018 | NA | Y | Regular | NA | NA |
| 9 | Mr. Sameer Kakar | AVJP K683 5F | MBA, BTech | Marketing | Assistant Professor | 21-04-2018 | NA | Y | Contract | PT | NA |
| 10 | Dr. Kamala Suganthi | BCJPS4473B | Ph.D MBA | Human Resource Management | Research Guide | | NA | Y | Contract | PT | NA |

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Faculty List for the year 2018-19

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|-------------------------|--------------|---------------|--------------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 1 | Mr. Purnajit Chatterjee | AAJPC2128C | MSc, PGDM | Operations Research, Marketing | Dean | 16-07-2018 | 16-07-2018 | Y | Regular | NA | NA |
| 2 | Dr. K. S. Bhat | ACCPB1442P | PhD, BE | Operations Management | Professor | 01-02-2007 | 01-02-2007 | Y | Regular | NA | NA |
| 3 | Dr. Rashmi Singh Roy | BMV PS21 63Q | PhD, PGDM | Human Resource Management | Associate Professor | 08-02-2018 | NA | Y | Regular | NA | NA |
| 4 | Mrs. Archana R Motta | ALEPM1930E | MPhil, MBA | Marketing | Assistant Professor | 16-08-2004 | NA | Y | Regular | NA | NA |
| 5 | Dr. Richa Das | BPMPR3315H | PhD, MBA | Human Resource Management | Assistant Professor | 16-08-2018 | NA | Y | Regular | NA | NA |

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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

Faculty List for the year 2018-19

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|----------------------|--------------|---------------|---------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 6 | Mrs. Madhu Shree P R | BPOPS 6561L | MBA | Finance | Assistant Professor | 03-08-2015 | NA | Y | Regular | NA | NA |
| 7 | Ms. Devaki S | CBIPD 8081Q | MBA | Human Resource Management | Assistant Professor | 21-03-2018 | NA | Y | Regular | NA | NA |
| 8 | Dr. Avik Sinha | BWX PS54 88L | PhD, PGDM, BE | Economics | Assistant Professor | 28-08-2018 | NA | Y | Regular | NA | 11/09/2019 |

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Faculty List for the year 2018-19

| Sl. No. | Name | PAN No. | Qualification | Area of Specialization | Designation | Date of Joining | Date on which Designated as Professor/ Associate Professor | Currently Associated (Y/N) | Nature of Association (Regular/ Contract/ Adjunct) | If contractual mention Full time or Part time | Date of Leaving (In case Currently Associated is "No") |
|---------|-------------------|--------------|---------------|------------------------|---------------------|-----------------|--|----------------------------|--|---|--|
| 9 | Mr. Sanjay Shukla | ARW PS86 57A | MBA, BE | Finance | Assistant Professor | 21-05-2018 | No | Y | Regular | NA | 31/10/2019 |
| 10 | Mr. Sameer Kakar | AVJP K683 5F | MBA, BTech | Marketing | Assistant Professor | 21-04-2018 | NA | Y | Contract | PT | NA |
| 11 | Mr. Kamal Das | AGO PDO4 30H | MBA, BE | Finance | Assistant Professor | 07-08-2018 | NA | Y | Contract | PT | NA |

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Annexure III: List of Current Students in the MBA Department



**Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)**

List of Students during the Academic Year 2021-22 (1st Year)

| Sl. No. | Admission No. | Student Name |
|---------|---------------|-----------------------------|
| 1 | 7075 | Abhishek |
| 2 | 8502 | Anusha N |
| 3 | 8511 | B R Bhavana |
| 4 | 7062 | Balaji A S |
| 5 | 8529 | Beerendar Rathore R |
| 6 | 8530 | Bharathi U |
| 7 | 8532 | Chethan N S |
| 8 | 7066 | Chethan S |
| 9 | 8528 | Chethan T N |
| 10 | 8504 | Chintakunta Sai Kiran Reddy |
| 11 | 7024 | Devaraja M |
| 12 | 8501 | Dhillon Joseph Rafferty |
| 13 | 8517 | Dilip S |
| 14 | 7021 | Gagana V |
| 15 | 8509 | Geetha T |
| 16 | 8510 | Ghanya Ali Yahya Al Gunaid |
| 17 | 8518 | Gonuguntla Siddhartha |
| 18 | 8512 | Goutham M |
| 19 | 7037 | Gowtham Raj V |
| 20 | 8525 | Greeshma S V |
| 21 | 8533 | Jagadeesha H R |
| 22 | 7031 | Jagadish Kumar R |
| 23 | 7052 | Jayashree D |
| 24 | 7028 | K C Likhitha |
| 25 | 7050 | Karthik N |
| 26 | 8507 | Kaveri C K |
| 27 | 8520 | Kishore S |
| 28 | 7022 | L Ranjith |
| 29 | 7081 | Manjunath T B |

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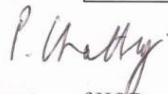
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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

List of Students during the Academic Year 2021-22 (1st Year)

| Sl. No. | Admission No. | Student Name |
|---------|---------------|----------------------------|
| 30 | 7061 | Modhak G C |
| 31 | 7004 | Mohammed Kaif Khatib |
| 32 | 7056 | Nagesha M R |
| 33 | 7019 | Narendra Yadav S N |
| 34 | 8523 | Naresh S |
| 35 | 8521 | Navya |
| 36 | 8513 | Nithin Kumar |
| 37 | 8522 | Pallavi K |
| 38 | 7082 | Pavithra G |
| 39 | 7030 | Pooja V |
| 40 | 7020 | Praveen S |
| 41 | 8516 | Priya Dharshini R |
| 42 | 7054 | Priyanka K T |
| 43 | 7015 | Pruthvi Kumar B T |
| 44 | 8527 | Rakesh S |
| 45 | 7055 | Rakshitha J K |
| 46 | 8508 | Renu Kumari |
| 47 | 8506 | Sakshi Gupta |
| 48 | 7048 | Sanjay Kumar M |
| 49 | 8534 | Santhosh S N |
| 50 | 8519 | Shalini K |
| 51 | 7005 | Srishiti Manoj Bhat |
| 52 | 7065 | Sudhakara P |
| 53 | 8515 | Suhas H A |
| 54 | 8505 | Swapna M |
| 55 | 7074 | Syed Mehtab Ali S Killedar |
| 56 | 8526 | Tarun S |
| 57 | 7002 | Varshitha G |
| 58 | 8514 | V L Hindushekar |


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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

List of Students during the Academic Year 2021-22 (2nd Year)

| Sl. No. | USN | Student Name |
|---------|------------|-----------------------------|
| 1 | 1AT20BA001 | Abhijith A A |
| 2 | 1AT20BA002 | Abhishek G |
| 3 | 1AT20BA003 | Akash S K |
| 4 | 1AT20BA004 | Bulla Yashwanth Kumar Reddy |
| 5 | 1AT20BA005 | Chandan Kumar V |
| 6 | 1AT20BA006 | Dakshayani H A |
| 7 | 1AT20BA007 | Divya R |
| 8 | 1AT20BA008 | Falha Afreen |
| 9 | 1AT20BA009 | Golla Susmitha |
| 10 | 1AT20BA010 | Gopinath V |
| 11 | 1AT20BA011 | Gouthami Bai V |
| 12 | 1AT20BA012 | Ishwarya B S |
| 13 | 1AT20BA013 | Ishwarya K S |
| 14 | 1AT20BA014 | Kakumani Sireesha |
| 15 | 1AT20BA015 | Kavya N |
| 16 | 1AT20BA016 | Keshava M |
| 17 | 1AT20BA017 | Likith M |
| 18 | 1AT20BA018 | Manjunatha S N |
| 19 | 1AT20BA019 | Manohar P L |
| 20 | 1AT20BA020 | Manoj Kumar J |
| 21 | 1AT20BA021 | Mithavachana Hugar |
| 22 | 1AT20BA022 | Monika Sm |
| 23 | 1AT20BA024 | Pavana H M |
| 24 | 1AT20BA025 | Pavitra |
| 25 | 1AT20BA026 | R Vicky Rakesh |
| 26 | 1AT20BA027 | Rakesh H K |
| 27 | 1AT20BA028 | Rakshith Kumar K |
| 28 | 1AT20BA029 | Ravi Kumar R |
| 29 | 1AT20BA030 | Rekha |
| 30 | 1AT20BA031 | Rishiraj Simlai |

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Department of MBA
Atria Centre for Management & Entrepreneurship (ACME)

List of Students during the Academic Year 2021-22 (2nd Year)

| Sl. No. | USN | Student Name |
|---------|------------|-----------------------|
| 31 | 1AT20BA032 | Roma Kumari |
| 32 | 1AT20BA033 | Sahana G C |
| 33 | 1AT20BA034 | Satyajith A A |
| 34 | 1AT20BA035 | Shaik Mohammed Shahid |
| 35 | 1AT20BA036 | Shiva Prasad R |
| 36 | 1AT20BA037 | Shruthi Thambi S |
| 37 | 1AT20BA038 | Sivuni Aruna Kumari |
| 38 | 1AT20BA039 | Sowmya G R |
| 39 | 1AT20BA040 | Swathi R |
| 40 | 1AT20BA041 | Swathi T V |
| 41 | 1AT20BA042 | Sweta |
| 42 | 1AT20BA043 | Syeda Sheeba |

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INSTITUTE VISION

TO BE A PREMIER TECHNICAL AND MANAGEMENT INSTITUTION THAT PROVIDES TRANSFORMATIONAL LEARNING AND MULTI-DISCIPLINARY RESEARCH TO DEVELOP SOCIALLY CONSCIOUS AND COMPETENT PROFESSIONALS.

INSTITUTE MISSION

ATRIA INSTITUTE OF TECHNOLOGY IS COMMITTED TO:

M1 - EFFECTIVELY DISSEMINATE KNOWLEDGE BETWEEN HIGHLY COMPETENT FACULTY AND STUDENT COMMUNITY.

M2- CREATE AN AMBIENCE THAT FOSTERS A PASSION FOR LEARNING AND COLLABORATIVE RESEARCH.

M3- NURTURE PROFESSIONALS WHO CAN ADD VALUE TO ORGANIZATIONS, ENGAGE IN HIGHER STUDIES AND PURSUE INNOVATIVE ENTREPRENEURIAL ACTIVITIES.

M2- PROVIDE BEST IN CLASS INFRASTRUCTURE TO FACILITATE EXPERIENTIAL LEARNING IN CUTTING EDGE TECHNOLOGIES.

M5- DEVELOP LEADERS WHO EXHIBIT ETHICAL BEHAVIOUR IN PROFESSIONAL AND SOCIETAL ACTIVITIES.

Affiliated to



Approved by



Accredited by



DEPARTMENT VISION

TO BE A PROMINENT MANAGEMENT INSTITUTION OFFERING TRANSFORMATIONAL LEARNING AND RESEARCH FOR GROWING HUMAN POTENTIAL BY DEVELOPING SOCIALLY RESPONSIBLE AND EFFECTIVE FUTURE LEADERS.

DEPARTMENT MISSION

DEPARTMENT OF MBA IS COMMITTED TO:

M1: EFFECTIVELY DISSEMINATE BUSINESS KNOWLEDGE BETWEEN INDUSTRY AND ACADEMIC EXPERTS AND STUDENT COMMUNITY.

M2: COLLABORATE WITH LEADING ORGANISATIONS FOR EXPOSURE TO REAL LIFE BUSINESS PROBLEMS AND SOLUTIONS.

M3: CREATE AN AMBIENCE FOR SUPERIOR ACADEMIC AND RESEARCH ENDEAVOURS TO NURTURE ETHICAL FUTURE LEADERS.

M4: FOSTER EMPLOYABILITY, ENTREPRENEURSHIP SKILLS AND SOCIAL RESPONSIBILITY

QUALITY POLICY

- Continuously strive for excellence in technical & management education and focus on providing high quality collaborative learning, research & consultancy.
- To ensure a holistic, multi-disciplinary approach, to disseminate knowledge and be accountable to exceed stakeholder's expectations.

