SELF STUDY REPORT

FOR

4th CYCLE OF ACCREDITATION

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALORE

SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS
MANAGEMENT, MG ROAD, KODIALBAIL POST, MANGALURU-575003
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Submitted To

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BANGALORE

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1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

Established in 1978 Shri Dharmasthala Manjunatheshwara College of Business Management, Mangaluru is managed by Sri Dharmasthala Manjunatheshwara Educational (SDME) Society (R) Ujire. The society has a rich and diverse experience of managing more than 50 professional and general education institutions. It is headed by Rajaysabha Member Padma Vibhushana awardee Dr. D.Veerendra Heggade, Dharmadhikari of Sri Kshethra Dharmasthala who is an educationist and a social reformer. Under his visionary leadership, and able guidance, the institution has been playing a leading role in imparting education by offering four programmes BBM/ BBA, BCOM, BA(HRD), and BCA all of which have high demand.

NAAC accredited the college with 'B+' grade in the First cycle (2005), 'A' grade (C.G.P.A. of 3.16 out of 4) in Second cycle (2010) and 'A' grade (C.G.P.A. of 3.30 out of 4) in Third cycle.

The college is located at the heart of the city which has the campus area of 1.30 acres. It has a governing body, IQAC, many statutory and core comities to ensure appropriating planning, policy formulation, implementation, enhancement and sustenance of quality and periodic review.

As an exclusive and pioneering institution in the field of Business Management for 23 years, the vision of the founder was to make the students self reliant and become job providers rather than job seekers. Accordingly, lot of emphasis is given to develop leadership and entrepreneurship among the students through a healthy blend of curricular and co-curricular activities.

Internalization of many best practices has spread the quality culture amongst all the stake holders. Innovations in various aspects of academics are encouraged and supported, as a result of which many novel methods are incorporated in the system. Several post-NAAC innovative initiatives have enabled the institution to reinforce and sustains distinctive environment of excellence in education. During the pandemic, the college made a seamless transition to online mode and successfully conducted both curricular and co-curricular activities by using ICT tools.

A proactive management, motivated and enthusiastic staff, dynamic students, supportive parents, enthusiastic alumni and responsive local community have enabled the institution to keep pace with developmental needs to meet the challenges of higher education.

Vision

The vision of the institution is: "Develop competencies, empower with requisite skills, provide world class professional management education at the reasonable cost and spread Indian ethos".

- The institution envisions to enrich the quality of life of the students through character building by creating and sustaining the urge to learn for life.
- To foster the development of Professional Management which is the backbone of the Industry and service sector.
- To empower the students to become honest and optimistic entrepreneurs who will uphold right social

values and prosper in the society.

- To impart basic knowledge of functional aspects of Management namely Finance, Marketing, Human Resource Management to make them employable.
- To develop self-confidence to lead and motivate through practical training and exposure to Business and Industry.
- To prepare young men and women with a sense of patriotism and modern outlook.

Mission

The mission of the institution is: "Enrich the quality of life by creating and sustaining the urge to continuous learning by developing leadership, entrepreneurship, patriotism, and positive attitude towards life through practical training which gives exposure to global business and industry".

Vision and mission reflect the institutional goals, based on the expectations and aspirations of our management. Our management headed by great visionary, Padma Vibhushan awardee, Dr. D. Veerendra Heggade visualized the need for developing management education at undergraduate level when it was still at an infancy stage and was even unheard of in this part of the state. Thus, more than three and a half decades back the institution could foresee the need for professionally trained manpower required to lead the corporate business world, the dearth of which is felt now. Our institutional vision and mission are based on the firm belief that the students who graduate from the college should be able to stand on their own feet through entrepreneurial ventures incorporating business ethics. In keeping with this, our vision and mission statement mentioned below stresses on the following:

- **Addressing the needs of the society:** Society today requires business leaders with entrepreneurial skill. Institution thus addresses the needs of community by developing competencies of people to meet the challenges of business, industry and service sector and also by developing leadership, entrepreneurial skill among the people with patriotism, modern outlook and positive attitude towards life.
- **Reflect the needs of the student's:** Students who are seeking management education today expect the institution to provide world class training at a reasonable cost to empower them and institution strives to provide this.
- **Institution's traditions and value orientations** are reflected by stressing on the need for enhancing the quality of life of individual by encouraging to believe in personal integrity, hard work and honesty in public life.
- **Vision for the future** is to develop globally accepted business leaders.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

- Widely acclaimed SDM brand due to the commitment of the management to social service.
- Long standing reputation gained by being a unique single faculty management college for more than 20 years.
- Location at the heart of the city with good infrastructural facilities.
- High demand for the courses.
- Meritorious Students.
- Opted by students from business families with practical knowledge.

- Preferred by students who want to pursue professional courses.
- Offers wide range of short term courses to supplement the university syllabus.
- Innovative Teaching pedagogy.
- Skill enhancement activities, organization of management and IT fests.
- Industry institution interaction.
- Use of ICT tools.
- Wide range of extension activities.
- Collaboration with professional organization.
- Programmes to inculcate values and ethics.
- Mentoring and counselling by class advisors.
- Supportive environment to the students to participate in inter-collegiate events.
- Campus placement.
- Experienced and qualified staff who are dedicated and committed.
- FDP for staff empowerment.
- Good alumni network who are the ambassadors of the institution.
- E-Governance – EERPMS, an in-house developed management integrated system to meet all academic and administrative needs.
- Wi-Fi 150 Mbps speed.
- Publication of IQAC bulletin.

Institutional Weakness

- Government policy of not extending grant-in-aid.
- Limited scope for curriculum improvement in the affiliation system.
- Lesser connectivity and fewer local placement opportunities in a tire II city like Mangaluru.
- Limited opportunity for Internship and on the job training.
- Reduced research funding.

Institutional Opportunity

- Placements due to upcoming SEZ.
- Scope to conduct wide range of certificate courses.
- Opportunities to use the support of alumni for placement.
- Greater scope for self-development for staff and students.

Institutional Challenge

- Multiple regulatory authorities governing the administration.
- Competition from new generation institutions with better infrastructure.
- Competition from government colleges institutions with lesser fees.
- Retention of high-profile faculty.
- Getting right resource persons
- Difficulty of updating syllabus according to corporate expectations under affiliation system.

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

- Curricular objectives are aligned with the institutional goals of developing competencies of the students to meet the challenges of business, industry and service sector and also spread Indian ethos and spirituality.
- In keeping with its objective of providing the trained the man power for corporate world, the institution offers four programmes – BBM / BBA, BCOM, BA(HRD) and BCA.
- There is high demand for the courses offered and the actual intake exceeds the intake granted, especially for BBA.
- 100% of the courses offered have the focus on employability, entrepreneurship, and skill development.
- In order to integrate institutional goals with academic programme, the college offers wide range of short term courses like Tally, Research Methodology, Income Tax, Marketing Skills, Basics of Management, Personality Development, Journalism, Tourism, Consumer Protection, Web Designing, Cyber Law, Value Education etc.
- Sensitization programmes are conducted to create awareness about issues such as human rights, environment, and gender.
- Academic calendar containing the teaching, learning and evaluation schedules is prepared well in advance. Along with the academic activities, the co-curricular and extracurricular activities are also planned and scheduled so that the curricular programmes are given prime time and priority.
- For conducting continuous internal evaluation, teachers prepare their schedule of teaching, class test, assignments and viva-voce in accordance with their allotted timetable keeping the academic calendar and co-curricular activities planned in the college.
- Structured feedback on curriculum is gathered from students, alumni, teachers, and industry.
- Cross cutting issues like professional ethics, gender, human values, environment and sustainability are integrated successfully through short term courses, Value Education programme and Awareness programme.
- Field work is assigned to all the students to get more practical exposure.

Teaching-learning and Evaluation

- The admission process is well-structured and transparent, inclusive and promotes equity by strictly adhering to the admission guidelines issued by the government.
- Seats are reserved for SC, ST, OBC Divyangjan and minority according to the government norms. 100% of the students applying from reserved categories are admitted.
- The student–teacher ratio is 37:1. Students strength is 1422 and full-time faculty strength is 38.
- In addition to the conventional lecture method the interactive methodologies like experiential learning, participative learning, problem solving and ICT enabled teaching/learning have been used.
- Student centric learning methods like case study, role play and brainstorming and such other simulation exercise are used to enables students to get practical exposure.
- In order to streamline the curriculum delivery, the faculties maintain lesson plans consisting of teaching methodology, activities and learning outcomes.
- Faculties are encouraged to participate in workshops and seminars to keep themselves abreast of the latest developments in their subjects.
- During the pandemic as online teaching was the only option, all the teachers were empowered to use various ICT enabled tools. Google Classroom was used to conduct regular classes. Student assignments,

paper presentations, quiz and other enriching activities were held through online mode.
- OBS studio, WebEx, Zoom and other such online platforms were used to conduct the classes as well as to organise webinars on emerging issues.
- Summative assessment is done as per university norms. Formative assessment done by the institution consists of:
    - **Viva-voce**
    - **Assignments**
    - **Seminars and presentations**
    - **Practical tests.**
- Class participation is given a weightage in internal assessment in which interest in academics, skill learning, quality and quantity of work; qualities like problem solving, team work, dependability, reflection, resourcefulness, writing and oratory skills are evaluated.
- Program outcomes and course outcomes for all programs offered by the institution are stated and displayed in website of the institution.
- Every programme specifies the learning outcome in terms of theoretical and practical knowledge expected from the students who complete the programme.

Research, Innovations and Extension

The college has given equal importance to research, innovation and extension along with curriculum, teaching and learning.

- 4 faculties have Ph.D. degree and 3 are pursuing Ph.D.
- 1 minor research project is sanctioned by the UGC, during the year 2018.
- The active Entrepreneurship Development Cell (EDP) of the college motivates the students for innovation.
- **Synergy** (National level management Fest), **Sygma** (State level IT Fest), **Genesis** (University level Management Fest - exclusively for 1st year Degree students), **Inspire** (IT Fest) are the initiatives for the creation of knowledge and innovation.
- One conference on social entrepreneurship, one seminar on Augmenting employability skill, 3 workshop on Entrepreneurship development and corporate social responsibility, 1 workshop on Intellectual property Rights, 2 workshop on Research Publication were organized in the college.
- Faculty has published two papers in the UGC Care List Journal and 67 papers in the peer reviewed journal with ISSN Number.
- The faculty of the college has authored two books with ISBN
- The college has Research Cell which promotes student's research.
- The College has organized plethora of extension activities through NSS, YRC, Rovers and rangers and various associations and departments on awareness on Covid- 19 vaccination, awareness on Yoga, awareness on Financial Literacy, Health Camp, Blood Donation Camp etc., and received a lot of appreciation from the neighborhood community.
- Student of the college has been selected to participate in the RD parade held in New Delhi and in Karnataka state RD parade held in Bangalore. One student of the college has been selected to participate in 7 days National Integration Camp in Dharwad.
- The College has 7 functional MOUs with reputed institutions and 9 linkage programmes for factory visit and internship.

Infrastructure and Learning Resources

- The college is located at the heart of the city on a 1.30-acre campus, which facilitates ease of access to both the students and faculty.
- Management takes the decision of providing infrastructure according to the requirements.
- The college has 24 class rooms all of which are equipped with LCD facility.
- Entire campus has Wi-Fi / LAN facilities with a speed of 150 mbps.
- 18 CCTV cameras are installed in the campus.
- There are 3 airconditioned computer laboratories.
- The college computer lab has 137 computers and the student computer ratio is 10.3.
- The college has well equipped air-conditioned conference hall which is used for conferences, seminars, guest lectures, workshops extra and co-curricular activities.
- EERMPS software is used by administrative staffs, faculties and library.
- The College Library has total area of 390.33 sq. mtr with 175 seating capacity.
- The library is fully automated with EERPMS software.
- The library provides remote access to e-resources through N-List, NDLI, SAGE which gives access to 6000+ e-journals and 1,99,500+ e-books
- Nearly Rs.2,00,000/- is spent annually for the purchase of books, journals and periodicals.
- The college Digital Repository DSpace software provides student and faculty access to question papers, Syllabus, College Magazines, Students Project report etc.
- Library books are barcoded.
- OPAC (Online Public Access Catalogue) facility is also made available for the library users.
- Public Address System, Mikes, amplifier and other sound systems are used for various programmes of the college.
- During corona pandemic IT infrastructure is upgraded to facilitate online teaching. Institute has upgraded the 37 Mbps Internet connectivity to 150 Mbps. Library provided DSpace facility and also pdf drive e-books link and NDLI, KDPL links to faculty and student to support online teaching and learning.
- Using upgraded IT facility students are provided with official email-id through college portal, through which regular online classes, orientation are conducted for the students. Online Short Term Courses were held for the students of different colleges and webinars are organised for the public by using these facilities.

Student Support and Progression

- On an average 30% of the students get scholarships and free ships from the government and 9% from non-government agencies.
- Career-guidance cell routinely conducts workshops and career-advancement trainings to help students develop valuable entrepreneurial and employability skills. Appropriate training is also provided to the students to appear for competitive examinations.
- Active Grievance redressal cell, anti-ragging committee and committee against sexual harassment are setup. Institution has adopted a policy of zero tolerance to ragging.
- Student mentoring is provided by the class advisors.
- 20 associations has been formed in the student council like finance, marketing, HR, commerce, SCAN, HRD, literary, fine arts, sports, NSS, Rovers & Rangers and Youth Red Cross.
- Fest forum trains the students and equips them with necessary skills required to take part in the inter collegiate management and IT fest.

- More than 300 activities are organized which provide ample opportunity to promote holistic development of the students.
- Yoga, meditation and physical fitness training are conducted.
- The following inter collegiate fests empower the students in terms of organization and leadership skill
    - **Synergy** national level inter collegiate management fest
    - **Sygma** state level IT fest
    - **Genesis** university level inter collegiate management fest
- The college has a wide and diverse Alumni-Base. Many of the Alumni are holding important positions across the globe and some are entrepreneurs. Alumni maintain a sense of belongingness to their Alma-Mater through regular liaisons and assistance.
- Institutional closures related to the current COVID-19 pandemic mean that students from diverse backgrounds who are more at risk of increased vulnerability are less likely to receive the support and extra services they need but the institution provided a virtual platform to showcase the talents through various skill-based activities and personality development programmes.
- Various services needed by alumni are promptly provided by the administrative staffs.

Governance, Leadership and Management

- Principle of decentralization and participative management are followed in administration.
- Apart from a principal and vice principal, four deans and ten HOD's ensure smooth functioning through participatory decision making.
- The Governing Body of the college, headed by the President fosters the spirit of participative management. The Governing Body is constituted as per the norms of SDME Society.
- The inclusive and participatory approach is evident through the various statutory and non-statutory committees such as SC/SC Cell, OBC Cell, Minority, Internal Complaint Committee, Grievance Redressal Committee, Anti-Ragging Committee, etc.
- The institution has adopted proper governance and administrative strategies as well as a well-defined appointment and service rules, procedures, and policies for a smooth functioning.
- The institution has an in-house E-governance software system EERPMS
- The management has various welfare measures for the staff in the form of timely financial assistance and loan facility from EPF and staff cooperative society.
- Financial support to participate in various enrichment programs for staff, recognition for professional achievements, extension of health care facilities, fee concession for the children of the employees studying in the institution including the sister concerns, are some of the staff welfare measures.
- A well-defined financial management mechanism ensures transparency and accountability. The institution arranges for internal and external statutory audits on a regular basis for all financial dealings and promptly undertakes necessary rectifications whenever needed.
- The IQAC has been continuously monitoring and designing effective policy strategies for the quality improvement in terms of Academic Planning and Execution, use of ICT in Education, adoption of e-Governance, Green Audit, Performance Based Appraisal, participation in NIRF, Academic and Administrative Audit, Infrastructure Augmentation, Development of Learning Resources, Social Responsibility Initiatives.
- A well-established feedback mechanism is administered by IQAC. The IQAC of the institute has made 40 quality initiatives on an average annually and 42 professional development programmes for staff have been organized in the last 5 years. The effective functioning and quality initiatives of the IQAC has sustained the growth of institution.

Institutional Values and Best Practices

- Institutional distinctiveness lies in promoting leadership and entrepreneurship among the students as per the vision of our founder. The founder of the institution Rajyasabha member, Padma Vibhushana Awarding, Dr. D. Veerendra Heggde visualised that the students who pass out from this institution should be job providers and not job seekers. Hence the college provides an appropriate eco-system to promote entrepreneurship among the students by giving a lot of practical exposure to the students and also through industry institution interaction programmes.
- Best practices are institutionalized and two of the best practices that highlighted are

1. **Competency enhancement through promotion of skills:** Generic skills and domain specific skills required for corporate world are developed through various subject associations by conducting simulation exercises and skill enhancement activities. Observation reveals that students who actively take part in these activities have been able to perform well in their career

2. **Community service through extension and outreach activities:** Wide range of extension and outreach activities are organized for the benefit of the community through which students also get opportunity to develop their personality.

- Gender equity is promoted to sensitization of students through co-curricular and extracurricular activities.
- In compliance with national missions like Swachhta Movement, and Digital India Initiative, the college has institutionalised its community participation programmes, environment and cleanliness initiatives, and technology-based learning practises.
- The college complies with all the requirements of the Rights of Persons with Disabilities Act by offering ramps, accessible classrooms, and other accessories to make the campus accessible to people with disabilities.
- The College actively promotes and preserves diverse local cultures and traditions.
- The college celebrates national and international commemorative days.
- Green campus initiatives are under taken.
- Conservation of energy is promoted through the use of LED's.
- E-waste management system is implemented.

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College	
Name	SHRI DHARMASTHALA MANJUNATHESHWARA COLLEGE OF BUSINESS MANAGEMENT, MANGALORE
Address	Shri Dharmasthala Manjunatheshwara College of Business Management, MG Road, Kodialbail Post, Mangaluru-575003
City	Mangaluru
State	Karnataka
Pin	575003
Website	www.sdm.ac.in

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Principal	Aruna P. Kamath	0824-2496980	9964142796	0824-2496980	sdmcbm@sdmcbm.ac.in
IQAC / CIQA coordinator	Arun Francis Sequeira	0824-2494186	7204650146	0824-2496980	arun_sequeira@sdmcbm.ac.in

Status of the Institution	
Institution Status	Private , Grant-in-aid and Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular Day

Recognized Minority institution	
If it is a recognized minroity institution	Yes Minority Order-SDMCBM.pdf
If Yes, Specify minority status	
Religious	
Linguistic	Linguistic minority
Any Other	

Establishment Details

State	University name	Document
Karnataka	Mangalore University	View Document

Details of UGC recognition		
Under Section	Date	View Document
2f of UGC	23-08-2002	View Document
12B of UGC	23-08-2002	View Document

Details of recognition/approval by stationary/regulatory bodies like AICTE,NCTE,MCI,DCI,PCI,RCI etc(other than UGC)				
Statutory Regulatory Authority	Recognition/Approval details Institution/Department programme	Day,Month and year(dd-mm-yyyy)	Validity in months	Remarks
No contents				

Recognitions	
Is the College recognized by UGC as a College with Potential for Excellence(CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No

Location and Area of Campus				
Campus Type	Address	Location*	Campus Area in Acres	Built up Area in sq.mts.
Main campus area	Shri Dharmasthala Manjunatheshwara College of Business Management, MG Road, Kodialbail Post, Mangaluru-575003	Urban	1.3	2348.84

2.2 ACADEMIC INFORMATION

Details of Programmes Offered by the College (Give Data for Current Academic year)						
Programme Level	Name of Programme/Course	Duration in Months	Entry Qualification	Medium of Instruction	Sanctioned Strength	No.of Students Admitted
UG	BCA,Computer Application	36	PUC	English	120	120
UG	BA,Human Resource Development	36	PUC	English	60	50
UG	BCom,Commerce	36	PUC	English	84	84
UG	BBA,Management	36	PUC	English	230	230

Position Details of Faculty & Staff in the College

Teaching Faculty												
	Professor				Associate Professor				Assistant Professor			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				0				5				0
Recruited	0	0	0	0	0	1	0	1	0	0	0	0
Yet to Recruit				0				4				0
Sanctioned by the Management/Society or Other Authorized Bodies				0				0				37
Recruited	0	0	0	0	0	0	0	0	8	29	0	37
Yet to Recruit				0				0				0

Non-Teaching Staff				
	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				15
Recruited	2	0	0	2
Yet to Recruit				13
Sanctioned by the Management/Society or Other Authorized Bodies				19
Recruited	10	9	0	19
Yet to Recruit				0

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Technical Staff				
	Male	**Female**	**Others**	**Total**
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				2
Recruited	0	2	0	2
Yet to Recruit				0

Qualification Details of the Teaching Staff

Permanent Teachers										
Highest Qualification	**Professor**			**Associate Professor**			**Assistant Professor**			
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
D.sc/D.Litt/ LLD/DM/M CH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	2	2	0	4
M.Phil.	0	0	0	0	0	0	2	7	0	9
PG	0	0	0	0	0	0	4	21	0	25
UG	0	0	0	0	0	0	0	0	0	0

Temporary Teachers									
Highest Qualificatio n	**Professor**			**Associate Professor**			**Assistant Professor**		
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
D.sc/D.Litt/ LLD/DM/M CH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

Part Time Teachers									
Highest Qualificatio n	**Professor**			**Associate Professor**			**Assistant Professor**		
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
D.sc/D.Litt/ LLD/DM/M CH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	3	0	3
UG	0	0	0	0	0	0	0	0	0	0

Details of Visting/Guest Faculties				
Number of Visiting/Guest Faculty engaged with the college?	**Male**	**Female**	**Others**	**Total**
	0	0	0	0

Provide the Following Details of Students Enrolled in the College During the Current Academic Year

Programme		From the State Where College is Located	From Other States of India	NRI Students	Foreign Students	Total
UG	Male	229	27	3	0	259
	Female	215	9	1	0	225
	Others	0	0	0	0	0

Provide the Following Details of Students admitted to the College During the last four Academic Years					
Category		Year 1	Year 2	Year 3	Year 4
SC	Male	7	6	7	7
	Female	7	5	7	7
	Others	0	0	0	0
ST	Male	5	3	2	2
	Female	3	2	4	2
	Others	0	0	0	0
OBC	Male	120	109	99	122
	Female	105	121	119	108
	Others	0	0	0	0
General	Male	127	108	128	129
	Female	110	134	126	117
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
Total		484	488	492	494

Institutional preparedness for NEP

1. Multidisciplinary/interdisciplinary:	Affiliating university has implemented NEP from 2021-22. Prior to the implementation, Deans and senior faculties have attended seminars and workshops organized by the university. College

	management had also organized workshop to create awareness about the vision of NEP and to gear up the institutional preparedness to implement NEP. The curriculum under NEP has Discipline Specific Core Courses, Discipline Specific Electives, Open Electives, Ability Enhancement Courses, Skill Enhancement Courses; Value based Courses, Yoga, Health & Wellness, sports, physical Fitness, Co-Curricular & Extra-curricular Courses. Modules on service to humanity, volunteering, human rights and gender equity are introduced to drive the vision and mission of the institution. Students are encouraged to take add on certificate programmes offered by other departments.
2. Academic bank of credits (ABC):	In line with the new National Education Policy, the University Grants Commission (UGC) has officially notified the Academic Bank of Credits (ABC) that would help students build their degrees as per their choice. The flexibility in academic programmes will enable students to seek employment after any level of ward and join as and when feasible to upgrade qualification. The college realises the necessity to register for the UGC proposed ABC in order to promote learner-centric and interdisciplinary approach. Awareness is created among the students about this innovative idea to earn and deposit credit.
3. Skill development:	The Vision of the NEP regarding the inclusion of skill components in the curriculum has been implemented by the institution even prior to the introduction of NEP. The same policy of inculcating generic skills and domains specific skills in different functional areas of management and IT has been continued. Guidelines of NEP regarding inculcation of life skills through Yoga, Health and Wellness, Sports, Physical Fitness, Curricular and Co-Curricular activity has been implemented systematically.
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	Students are given freedom to study any one Indian language of their choice. In a mega flagship event of the college, organized every year on the occasion of independence day, each class is given a themes related to Indian cultural and heritage in which student perform skits, dance, songs, mime show which instils a sense of nationalistic and cultural pride among the students. Students are also provided platforms to perform traditional art like Yakshagana,

	Bharatanatyam and other forms of Indian culture. Yoga and Pranayama training is also important to the students through online and offline mode.
5. Focus on Outcome based education (OBE):	All programmes have been assigned clearly stated POs, PSOs and COs. Teaching pedagogy, curricular and co-curricular activities are designed in such a way that expectations in terms of programme objectives, programme specific objectives and course objectives are clearly met. Skill enhancement activity by various subject association, management and IT fest, training by the fest forum wide range of extension activity, field study etc..are the different means through which the college focuses on outcome based education.
6. Distance education/online education:	During the pandemic most of the classes are conducted through online mode. Short term courses were also offered through online mode. Even post pandemic, College Email Id, through college web portal has been created for all the students so that hybrid mode can be used at times of necessity. Faculties also create awareness among the students about MOOC courses.

Institutional Initiatives for Electoral Literacy

1. Whether Electoral Literacy Club (ELC) has been set up in the College?	The Electoral Literacy Club has been set up in the college.
2. Whether students' co-ordinator and co-ordinating faculty members are appointed by the College and whether the ELCs are functional? Whether the ELCs are representative in character?	Student's co-ordinators and co-ordinating faculty members are appointed by the College. Faculty coordinator: Mr. Praveena D. Student coordinators are: Mr. Manish Shetty-III B.COM Ms. Panchami Shet-III B.COM The ELC is functional. It engages students interesting activities and hands on experience to sensitise them on their electoral rights and familiarise them with the electoral process of registration and voting. It also aims to promote participation in the electoral process and make them responsible voters.
3. What innovative programmes and initiatives undertaken by the ELCs? These may include voluntary contribution by the students in electoral processes-participation in voter registration of students and communities where they come from,	The ELC has been organising programmes for creation of awareness among the students and society. Observation of National Voters Day, debate and discussion programme on the topic "Measures to improve electoral process", several awareness

assisting district election administration in conduct of poll, voter awareness campaigns, promotion of ethical voting, enhancing participation of the under privileged sections of society especially transgender, commercial sex workers, disabled persons, senior citizens, etc.	programmes on Voters rights and duties, helping senior citizens and disabled persons during election are some of the programmes conducted.
4. Any socially relevant projects/initiatives taken by College in electoral related issues especially research projects, surveys, awareness drives, creating content, publications highlighting their contribution to advancing democratic values and participation in electoral processes, etc.	The college has conducted several initiatives to contribute to advance democratic participation in electoral processes. The ELC members have conducted street plays in Mangalore, awareness drives for maximum voter registration, contributing our ideas by participating in the competitions held on the occasion of national voters day on the topic "Strategies for conducting safe elections during pandemic time" etc.
5. Extent of students above 18 years who are yet to be enrolled as voters in the electoral roll and efforts by ELCs as well as efforts by the College to institutionalize mechanisms to register eligible students as voters.	513 students are yet to be enrolled as voters. ELC has been conducting awareness programmes on 'Rights, Duties and Powers of a voter' ,conducting training sessions to use 'Voter helpline' app, Coordinating with SVEEP activities etc. to encourage students to take greater participation in the electoral system to build stronger democracy.

Extended Profile

1 Students

1.1

Number of students year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
1422	1433	1423	1377	1344

File Description	Document
Upload supporting document	[View Document]()
Institutional data in the prescribed format	[View Document]()

2 Teachers

2.1

Number of teaching staff / full time teachers during the last five years (Without repeat count):

Response: 38

File Description	Document
Upload supporting document	[View Document]()
Institutional data in the prescribed format	[View Document]()

2.2

Number of teaching staff / full time teachers year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
38	38	37	37	35

3 Institution

3.1

Expenditure excluding salary component year wise during the last five years (INR in lakhs)

2021-22	2020-21	2019-20	2018-19	2017-18
35.9662925	41.20511	63.20276	80.82937	54.86437

4. Quality Indicator Framework(QIF)

Criterion 1 - Curricular Aspects

1.1 Curricular Planning and Implementation

1.1.1 The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

Response:

With the institutional motto of **"Learning for Life"** the college strives hard to transform students into lifelong learners by developing a systematic mechanism for delivering curriculum through a well-planned and documented process.

Regulations regarding curriculum and syllabus:

Choice based system has been implemented since 2019-2020 batch and NEP syllabus has been implemented since 2020-2021.

Curriculum Planning and Delivery

Based on the university calendar, college prepares it calendar in the beginning of the academic year. A departmental plan of action is prepared for the effective implementation of the curriculum. The action plan consists of the following:

- Maintenance of work dairy and review of the same by the HOD's and Principal: Each faculty maintains work diaries of their subjects regularly which is reviewed by the HOD's weekly.
- Assignments: Students are given assignments on various topics related to subjects and current affairs.
- Presentations by students: Advance learners are given topics related to areas in the subjects which are presented in the class.
- Internal Test and Viva-Voce: Each semester two internal tests are conducted. At the end of the semester viva-voce is conducted for BBA, BAHRD and BCOM students.
- Case studies: Case studies on subject related topics or on current issues are given to students as a part of skill enhancement activities.
- Mini projects: Mini projects (software applications) are developed by BCA students to improve their skills in programming.
- Field visits: Faculties arrange field visits to factories, commercial establishment etc.
- Skill enhancement activities: Skill enhancement activities are conducted by each association to develop the respective domain specific skills and generic soft skills.
- Student faculty programmes: Senior students are given subject related topic on which they conduct classes to the juniors in the presence of faculty.
- Extension and outreach activities: Each faculty conducts extension activities under their association banner.
- Short term courses: Interdisciplinary short-term courses are conducted to impart knowledge beyond the syllabus and certificates are awarded.
- The internal examination is scheduled and mentioned in the college calendar.

- The principal also conducts meetings with faculties and administrative staffs to ensure effective implementation of the activities as scheduled.
- For conducting continuous internal evaluation, teachers prepare their schedule of teaching, class test, assignments and viva-voce in accordance with their allotted time table, keeping the academic calendar and co-curricular activities planned in the college.
- The students are informed well in advance about the deadline for assignment submissions, dates for class tests and presentations. Final internal assessment marks are displayed on the notice board for student verification. Criteria for assessment is also shared with the students.
- Results of internal test subjects are announced within two weeks after the test.
- Internal marks of various subjects are computerized and are sent to the parents through SMS.

Systematic and well documented process of curriculum planning in detail is done with utmost care.

File Description	Document
Upload Additional information	View Document

1.2 Academic Flexibility

1.2.1 Number of Add on /Certificate/Value added programs offered during the last five years

Response: 55

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

1.2.2 Percentage of students enrolled in Certificate/ Add-on/Value added programs as against the total number of students during the last five years

Response: 92.16

1.2.2.1 **Number of students enrolled in subject related Certificate/ Add-on/Value added programs year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
01422	884	01423	01377	01344

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

1.3 Curriculum Enrichment

1.3.1 Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability into the Curriculum

Response:

Affiliating university offers two compulsory papers in the first year namely: Indian constitution · Human Rights, Gender Equity and Environmental Studies. Besides, the value education classes have also given sufficient exposure to the students in these relevant areas. The theoretical knowledge thus gained has motivated the students to plan out wide range of activities in each of these areas. Issues related to gender, environment and human rights are given as themes for the mega event interclass variety entertainment programme which is held every year on the Independence Day. Following are a few examples of the activities which show the effort made by the institution to integrate cross cutting issues in the curriculum.

Professional Ethics

Apart from university curriculum, short term course on professional ethics is conducted and various guest lectures are organized on related topics. In course of their lectures in various subjects like finance, marketing and human resource development teachers create awareness about professional ethics among the students.

Gender sensitization

The institution has a Women's Cell – SURAKSHA that creates awareness about various issues related to gender. The cell organizes awareness programmes such as women's health and happiness, resilience of women, overcoming hardships and discrimination.

Guest lectures are organized on self-defense for girls and women empowerment.

Climate Change and Environmental Education

Environmental science classes help to sensitize the students to environmental issues such as global warming and the protection and preservation of the environment.

To sensitize the students about this issue debates, collages and other forms of presentation are given to the

students. Many burning issues on environment such as global warming, deforestation, destruction of natural resources etc. are highlighted in English classes as a part of the curriculum. The theme for the inter class 'Variety competitions' include "nurture the nature", GO Green etc.

Faculties and students are encouraged to use electric vehicle.

Students are encouraged to use public transport rather personal vehicles to reduce carbon footprint.

To promote effective solid waste management, College has installed waste segregation bins.

Human Rights

'The Indian constitution'- A subject which is part of the curriculum, also sensitizes students about their constitutional rights. Experts and professionals like doctors, advocates, officers and officials from the police department are invited to addresses the students. Resource persons from NGO's (Non Govt. Organization) are invited to enlighten the students on social responsibility and duties such as blood donation, anti-dowry issues and traffic rules.

Academically, General Electives, Skill Enhancement Courses and Ability Enhancement Compulsory Courses are offered within and across departments, to help students critically examine issues related to gender, environment and ethics.

File Description	Document
Upload Additional information	[View Document](#)

1.3.2 Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)

Response: 90.08

1.3.2.1 **Number of students undertaking project work/field work / internships**

Response: 1281

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

1.4 Feedback System

1.4.1 Institution obtains feedback on the academic performance and ambience of the institution from various stakeholders, such as Students, Teachers, Employers, Alumni etc. and action taken report on

the feedback is made available on institutional website (Yes or No)

Response: Yes

File Description	Document
Upload supporting document	View Document

Criterion 2 - Teaching-learning and Evaluation

2.1 Student Enrollment and Profile

2.1.1 Enrolment percentage

Response: 99.06

2.1.1.1 **Number of students admitted year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
484	488	492	494	466

2.1.1.2 **Number of sanctioned seats year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
494	492	496	495	470

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

2.1.2 Percentage of seats filled against seats reserved for various categories (SC, ST, OBC, Divyangjan, etc. as per applicable reservation policy) during the last five years (Exclusive of supernumerary seats)

Response: 71.14

2.1.2.1 *Number of actual students admitted from the reserved categories year - wise during the last five years*

2021-22	2020-21	2019-20	2018-19	2017-18
179	173	178	176	164

2.1.2.2 **Number of seats earmarked for reserved category as per GOI/ State Govt rule year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
247	246	248	248	234

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

2.2 Student Teacher Ratio

2.2.1 Student – Full time Teacher Ratio
(Data for the latest completed academic year)

Response: 37.42

2.3 Teaching- Learning Process

2.3.1 Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences using ICT tools

Response:

With the college motto of "Learning for Life", the institution believes that making space for students to take control of their responsibilities for learning can enhance the ability to be lifelong learners and innovators. Hence institution ensures to enhance learning experiences through various student centric activities like experiential learning, participative learning and problem solving methodologies in both classroom setting and beyond. The learning objectives are met through a healthy blend of curricular and co-curricular activities.

Experiential learning:

- Organising factory and field visits.
- Internship for students.
- BCA practical laboratory sessions.
- Simulation activities like business plan presentation.
- Experience sharing by entrepreneurs and corporate leaders who serve as mentors to the students.
- Practical learning experiences through Activities organized by associations like NSS, Youth Red Cross and Rovers and Rangers.
- Organizing Management fest which provides practical exposure in designing the fests. Following are some of the fests organized through which students get experiential learning.
- Genesis
- Inspire
- Synergy
- Sygma

- Progenitor

Participative learnings:

Role-play, Group discussions, paper presentations, case analyses, and other teaching techniques are combined with ICT tools like PowerPoint presentations and Microsoft Word to provide students a hands-on learning experience. The following activities encourage pupils to use ICT resources.

- Student faculty programmes to provide opportunities for senior students to share their knowledge.
- Student seminars and presentations.
- Participation in Seminar, Conferences, Workshops and intercollegiate fests
- Training new entrants to participate in various management and IT events.

Problem solving methodologies:

- Various management games designed to develop logical and critical thinking.
- Use of google forms to create questionnaires, Microsoft excel for analysis and presenting data, Microsoft word for project work.
- Peer group discussions and interactions are encouraged to develop problem solving methodologies.

Book reviews: To promotes critical thinking.

ICT tools usages in college

- The entire college campus has Wi-Fi facility with the speed of 150 mbps.
- Every classroom is enabled with ICT tool and Projectors which helps in the e-learning process.
- Teachers are empowered to use various ICT enabled tools. Google Classrooms and Google meet were used to conduct regular classes. Student assignments, presentations, quiz and other enriching activities were held through online mode.
- OBS studio, WebEx, Zoom and other such online platforms were used to prepare for the classes and organize webinars on emerging issues.
- Faculties continue to use the Google classroom as a platform to reach out students during post pandemic era.
- G-Suite email ID for teachers and students under institutional domain to ensure secure online teaching class room.
- Recorded video lectures to the students.
- Links of educational video related to various topics in the syllabus are provided.
- Online platforms like Google classroom to provide learning materials.
- Automated Library provides accessibility to e-resources vide INFLIBNET to teachers and students promoting research culture. DSpace provides details of syllabus and previous question papers of university.
- The college has three well equipped Computer Labs.

File Description	Document
Upload Additional information	View Document

2.4 Teacher Profile and Quality

2.4.1 Percentage of full-time teachers against sanctioned posts during the last five years

Response: 100

2.4.1.1 **Number of Sanctioned posts / required positions for teaching staff/ full time teachers year wise during the last five years:**

2021-22	2020-21	2019-20	2018-19	2017-18
38	38	37	37	35

File Description	Document
Upload supporting document	[View Document](#)

2.4.2 Percentage of full time teachers with NET/SET/SLET/ Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. during the last five years (consider only highest degree for count)

Response: 39.46

2.4.2.1 **Number of full time teachers with NET/SET/SLET/Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
19	18	12	12	12

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

2.5 Evaluation Process and Reforms

2.5.1 Mechanism of internal/ external assessment is transparent and the grievance redressal system is time- bound and efficient

Response:

Based on the University calendar, Academic Calendar is prepared by the IQAC members of the institute

and provided to all the faculties and students at the beginning of the academic year. An Internal test committee is constituted every year to coordinate the internal test procedure.

The schedules of internal assessments are communicated to students and faculty in the beginning of the semester through academic calendar of the college which is based on the University calendar of events.

The internal assessment evaluation process is communicated to students by the respective faculty and also during orientation programme for first year students. Two internal tests are held per semester. Internal test time table for each test is prepared and displayed on the notice board at least 15 days prior to the commencement of the internal test. Internal test schedule is displayed on notice board in advance.

Changes in schedules, patterns, methods if any, are immediately notified to the students through notice boards and also through classroom briefing by the concerned subject teachers.

Syllabus for internal assessment is communicated to students well in advance.

Scheme of evaluation are prepared by the faculty for valuing the answer scripts. The Examiner/ the subject teacher has to collect the Answer scripts on the same day of the test for evaluation. After conducting each internal test, the evaluation should be completed within 15 days. Circular regarding the submission of internal marks to the respective Deans is given to all the faculties.

Papers valued on the basis of scheme of valuation are distributed to students for verification of the marks. Answers are also discussed with the students. The internal marks and evaluated answer papers are verified by the students. Students are free to interact with the teacher to resolve grievances if any, regarding the assessment. Internal marks entry is done by every subject teacher and handed over to the Class Advisor. Class Advisor in turn submits the consolidated internal marks to the respective Deans for Approval by the Principal.

There is complete transparency in the internal assessment for each assessment method. The internal assessment mark lists are displayed on the notice boards.

Theory subjects are assessed through:

- Two internal tests
- University external test
- Assignments
- Seminars

Practical subjects are assessed through:

- Two internal tests
- University external lab exam

Project-work:

The project work is offered during sixth semester. The project assessment is done through:

- Two internal tests

- University external lab exam

Schedule for end semester examinations is communicated during the semester as and when schedule is released by the University.

Students are given general instructions regarding the evaluation methods of university answer scripts. The periodic instructions issued by the university are promptly communicated to the students. Such instructions are read in the classrooms and the copy of the same is displayed on the students notice board.

File Description	Document
Upload Additional information	[View Document](#)

2.6 Student Performance and Learning Outcomes

2.6.1 Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website and attainment of POs and COs are evaluated

Response:

- The institution follows the curriculum framed by affiliating university.
- The respective links of the syllabi with POs, PSOs and COs are made available on the website of the college.
- The programme and course outcomes are also discussed at the staff meeting conducted at the beginning of every academic year and later it is further discussed in detail in the department meetings.
- In addition to that, affiliating university conducts syllabus revision workshop and teachers participate and prepare detailed blown-up syllabus which helps in fulfilling course and programme outcomes. This helps all the departments to put effort accordingly so that the students can attain maximum benefit out of each programme and course.
- The students are briefed about programme outcomes and course outcomes during the admission and orientation programme conducted for them before the commencement of the course.
- Students are made aware of the course specific outcomes through orientation programme, classroom discussion, expert lectures and practicals.
- The class advisors and each subject teachers discuss and then inform the students about the scope and extent of future opportunities available from time to time.
- Successful alumni are also invited to interact with both students and teachers at specific events and meetings where they share how their individual course shaped their career thus helping existing students align better with the specified course outcomes.
- It is also communicated to the students athrough the college website.
- The attainment of POs and COs of the courses are evaluated through different methods.
- The internal test, VIVA and assignments are used as the parameters to assess course outcome. Internal test questions are designed in such a way that, the response given will enable the teacher to assess the extent to which the students is able to attain the outcome. Thus, the course outcomes are kept as the core based on which the questions for the internal examinations and topics for assignments are framed, and the attainment is assessed from the performance. The complete Course

Outcome is assessed through Internal marks which is based on the overall performance of the students.

- Feedback collected from passing out students is also a parameter for assessing the attainment of PO. Since the students are passing out from the college, the feedbacks collected are usually genuine and can be referred for analysing the PO attainment.

File Description	Document
Upload Additional information	View Document

2.6.2 Pass percentage of Students during last five years

Response: 90.68

2.6.2.1 **Number of final year students who passed the university examination year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
440	458	406	347	353

2.6.2.2 **Number of final year students who appeared for the university examination year-wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
449	474	444	421	422

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

2.7 Student Satisfaction Survey

2.7.1 Online student satisfaction survey regarding teaching learning process

Response: 3.8

File Description	Document
Upload database of all students on roll	View Document

Criterion 3 - Research, Innovations and Extension

3.1 Resource Mobilization for Research

3.1.1 *Grants received from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)*

Response: 0

3.1.1.1 **Total Grants from Government and non-governmental agencies for research projects , endowments, Chairs in the institution during the last five years (INR in Lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

3.2 Innovation Ecosystem

3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

Response:

An academic atmosphere that is encouraging, creative, innovative and progressive is created to encourage students. Formation of an 'ecosystem for innovation' that focuses on 'knowledge creation and transfer' for the benefits of its students, teachers and stakeholders at large has resulted in several initiatives taken towards creating, developing and promoting the same is described as below:

Ecosystem for innovations:

The most popular annual flagship events of the Institution viz.,

- SYNERGY-National Level Inter-Collegiate Management Fest
- SYGMA-State Level Inter-collegiate IT Fest
- GENESIS-University level Management fest
- Inspir-Institutional level IT Fest motivate the organisers and participants to be innovative.
- YASHA-Industry Institution Collaboration

This can be reflected through innovative and relevant themes chosen every year, inclusion of relevant creative events and rounds, etc.

- Course related innovative assignments/projects given also bring about the novel ideas and creativity of the students.

Creation and transfer of knowledge

- College provides platform to excelle in Academic, Innovation and Research.
- College takes initiative to create environment of continuous industry academia interface by conducting conclaves and inviting corporative leaders start-up entrepreneurs, established entrepreneurs, family business owners to transfer knowledge to the students to widen their horizon.
- The Entrepreneurship Development Cell (EDP) of institution organize programmes to instil the culture of entrepreneurship among the students.
- Transfer of knowledge is fostered through participation in workshops/guest lecturers/seminars/conferences which are organized both within and other Institutes; thereby ensuring the advancement of young minds and teachers.
- College supports the departments to organize workshop/seminars/conferences in the college.
- Online webinars are organised in the college during the covid pandemic to transfer the knowledge.
- Online Certificate Course is organised for students of other colleges to transfer the knowledge.
- FDPs are organized from time-to-time for enhancement in the existing knowledge and skills. Teachers and students are encouraged to attend FDPs at other institutes and MOOCs through Swayam/NPTEL and other platforms.
- Faculty members have to their credit research paper publications, presentations and authored some books too.
- Students have presented research papers in various conference and seminars.
- The institution encourages internship programmes for students to enable hands-on exposure and knowledge enhancement.
- Every year students visit various industries as a part of industry/factory visits.
- BCA students of the college design web pages cover pages for the website and are evolved in software preparation for various business undertakings.

File Description	Document
Upload Additional information	View Document

3.2.2 *Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years*

Response: 10

3.2.2.1 **Total number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
1	1	4	1	3

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

3.3 Research Publications and Awards

3.3.1 *Number of research papers published per teacher in the Journals notified on UGC care list during the last five years*

Response: 0.05

3.3.1.1 **Number of research papers in the Journals notified on UGC CARE list year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
0	2	0	0	0

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years

Response: 0.5

3.3.2.1 **Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
01	01	09	01	07

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

3.4 Extension Activities

3.4.1 Extension activities are carried out in the neighborhood community, sensitizing students to social issues, for their holistic development, and impact thereof during the last five years.

Response:

The president of the society which manages the college, PadmaVibhushana Dr. D Veerendra Heggade has always gone beyond his scope of responsibilities and this is because of his relentless drive to redefine Dharma and Dhanas namely Annadana, Aushadha dana, Abhayadana and Vidhyadana. This has inspired our institution to follow his footstep to render community services.

The vision and mission of the college has been to mould the students to be morally upright responsible citizen who can lead and motivate and to create social consciousness among the students. Institutional policy on extension activity aims to sensitize the students about socio- economic realities.

Extension activities are a regular feature of the college activities. The college with its motto of developing better citizenship among the students believes that holistic development of the students may be achieved by combining the classroom education with extension activities. Hence the students are encouraged for participation in extension activities through the collaboration with various Government and Non -Government organizations.

The student council, NSS, Rovers and rangers, Youth Red cross, and various departments and associations of the college undertake wide range of extension activities and outreach programmes. Through the extension activities the students are sensitized on their social responsibilities, environmental awareness and citizenship roles, gender sensitizing, educating about recent technology and its uses, community development, AIDS awareness, medical and blood donation camps, health and hygiene awareness programmes, Visits to Orphanages, mentally and physically challenged schools, First Aid programmes, Swatch Bharath, Swatch Gelathi programmes, Rallies for creating awareness, Mega Vaccination drive, Beach Cleaning, Online yoga training and Meditation programme, Fit India Campaign, Digital India campaigns, awareness programs about HIV, Malaria, Dengue and Covid-19 to make them social response.

Extension activities have sensitized the students on societal issues and problems and to look for solution through active engagement. It has developed a passion and brotherhood towards community, affected people, animals and destitute. Besides, working with the community, it has enabled the students to develop various skills like problem solving skill, communication skill, presentation skill, leadership skill, aptitude for crisis management, analytical skills and moreover empathy. Participation in extension activities have made the students more humane and empathic and transformed themselves into responsible citizen of the country. It has developed a sense of social responsibility, sensitized the students on several issues and has molded them to be a responsible citizen of the country.

File Description	Document
Upload Additional information	[View Document](#)

3.4.2 Awards and recognitions received for extension activities from government / government recognised bodies

Response:

- Mr. Adithya a student of II BCA was awarded as best NSS volunteer by Mangalore University for the year 2018 -2019.
- Mr. Adithya participated in RD parade held in New Delhi on 26 January 2018.
- Mr. Rithesh Shetty student of II B.com has been selected and participated in Karnataka state RD parade held in Bangalore 26 January 2022.
- Ms. Shreya Rao participated in the state and National Pre-RD Parade Selection camp held at Karnataka University, Dharwad from 9 to 12 November 2020.
- Mr. Pratham N Shetty participated in 7 days "National Integration Camp" held at Karnataka University, Dharwad from 21 to 27 November 2022.
- NSS volunteers' participation during the Seven-day NSS camp was appreciated by the locals and neighborhood community.
- NSS volunteers' have worked as covid warriors and their service has been acknowledged by the society.
- Volunteers of the Red Cross unit of the college have rendered their services through: blood donation camp, medical camp, donation notebooks to the school children, donation of sports equipment to the government school, helping during Covid 19 vaccine drive etc.

Written and oral appreciation has been received for the services rendered by many associations. As our college management has a Trust which initiates and implements wide range of service activities, our students are always welcomed everywhere and also receive appreciation as they are a part of service minded management which operates educational institution. Thus, the good will of the management has enabled the institution to get wide acceptance and appreciation as far as extension activities are concerned.

File Description	Document
Upload Additional information	View Document

3.4.3 Number of extension and outreach programs conducted by the institution through NSS/NCC/Red cross/YRC etc., (including the programmes such as Swachh Bharat, AIDS awareness, Gender issues etc. and/or those organised in collaboration with industry, community and NGOs) during the last five years

Response: 34

3.4.3.1 **Number of extension and outreach Programs conducted in collaboration with industry, community, and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
06	06	07	09	06

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

3.5 Collaboration

3.5.1 Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.

Response: 07

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

04-03-2023 12:27:00

Criterion 4 - Infrastructure and Learning Resources

4.1 Physical Facilities

4.1.1 Availability of adequate infrastructure and physical facilities viz., classrooms, laboratories, ICT facilities, cultural activities, gymnasium, yoga centre etc. in the institution

Response:

The College campus is spread over an area of 1.30 acres which includes 2348.84 sq. built up area. The college has 24 classrooms which are equipped with LCD facility for effective teaching-learning process. All the classrooms are well-ventilated, spacious and provided with green/black boards, adequate furniture and public address system. There are 04 Staff rooms, 03 Computer Science laboratories with modern equipment to enhance students' ability. The Staff rooms are equipped with desktops and printers and are also provided with high-speed internet facilities. To facilitate effective teaching-learning process, the college has a multipurpose airconditioned and ICT enabled Conference Hall with a seating capacity of 150. It is used for hosting seminars, co-curricular and extra-curricular activities of the college. Regular meetings of the staff are being held in the Conference Hall. The Chamber of the Principal, The President, The IQAC and Discussion room are also used for conducting their respective meetings. The resources are shared across the departments whenever needed. Computer laboratories are used to conduct IT based FDPs.

Exclusive rooms for Examination Control, NSS, Counselling and Girl students are provided. The institution holds a separate space for transformer, automatic generator and a power control room for uninterrupted power supply on the campus. Reprography, Lift and canteen facilities function within the campus for the convenience of the staff and students. Purified drinking water facility is made available. CCTV cameras are installed for safety and security. Auditorium in the college is used for cultural and Indoor sports events. Separate washroom facilities are provided for both staff and students. Infrastructural facilities of the institution are used for Placement drives, Central Evaluation of the affiliated University Examination, BoS/BoE meetings.

The college provides adequate space for sports, games, Yoga and cultural activities and prepares students for various levels of intercollegiate events. The physical infrastructure facilities for Games like table tennis, chess and carom are available. College ground is used for outdoor games such as Ball Badminton, Volley Ball, Throw Ball, Kabaddi, and Tug of War. Practice for athletics and the Annual Sports Meet of the College is held at Mangala Stadium, which is an athletic and sports stadium, managed by Karnataka State Department of Youth Affairs and Sports, located at the heart of Mangaluru city, at a distance of 1.5 kms from the College.

The available physical infrastructure facilities have also been utilised for various cultural activities like College Day, Management - IT Fests, Traditional Day, Variety entertainment day and large numbers of skill enhancement activities which provides opportunities for the students to excel in their fields of interest. The Conference Hall is Air Conditioned and ICT enabled. Conference Hall and classrooms are utilised for cultural activities.

File Description	Document
Upload Additional information	[View Document](#)

4.1.2 Percentage of expenditure, excluding salary for infrastructure augmentation during last five years (INR in Lakhs)

Response: 15.54

4.1.2.1 **Expenditure for infrastructure augmentation, excluding salary during the last five years (INR in lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
4.22	0	16.97	18.77	2.93

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

4.2 Library as a Learning Resource

4.2.1 Library is automated using Integrated Library Management System (ILMS), subscription to e-resources, amount spent on purchase of books, journals and per day usage of library

Response:

College library is located in the ground floor with an area of 390.33 Square meters, spacious with a total seating capacity of 175. It has a collection of more than 26000 books.

The library is fully automated with in house developed integrated software Educational Enterprise Resource Planning Management System (EERPMS)is an improvised version of ILMS. It consists various modules such as Masters, Transactions, Acquisitions, circulations, OPAC, Library user's attendance, Report generation on various functions and other related functions.

Name of the Software: **EERPMS**

Nature of Automation**: Fully Automated**

Version: **EERPV3.0**

Year of Automation**: 2012**

Apart from books, library subscribes to various journals, magazines, Newspapers and e-resources related to management and other subjects. More than 6000+ e-journals and 1,99,500+ e-books can be accessed under the project entitled "National Library and Information Services Infrastructure for Scholarly Content (N-List)" of Inflibnet centre Ahmedabad.

Students and faculty members are provided barcoded library card for registering IN/Out and lending documents. Library is utilizing Dewey decimal classification for books and arranged open shelves for easy access and quick retrieval. OPAC (Online Public Access Catalogue) facility is also made available for the library users. Library is enabled with Wi-Fi facilities and under CCTV surveillance.

LIBRARY SERVICES

- **Circulation / Lending Service:** All books are barcoded , issue, retun and renewal of books are electronically maintained with the help of EERPMS software.
- **Book Bank Services** : Each students will be eligible to borrow 1 book from the library with the special card given to them.
- **Reference service**: Library has huge reference collections like Encyclopedia, Dictionaries, Year Books, Biographies, Handbooks, General Studies, Competitive Study books etc. in reference section.
- **Online catalogue**: OPAC is an online public accessing catalogue. Through OPAC one can access availability of library books, journals and magazines by author, title, subject , publisher, accession number and Call no.

OPAC URL :

- **Reprographic Services**: Photocopy facility is provided at concessional rate
- **New Arrivals**: Provision is made to display new arrivals in a separate rack.
- **Current Awareness Service**: Important local and National news papers are clipped, and maintained. The library notice board is updated on a daily basis with information on movement of Sensex, current news items.
- **Current Content of Journals**: A scanned copy of the content pages from management journals is sent to all faculties via mail.
- **Institutional repository:** D-Space is institutional repository software where in students can access Project reports, College Magazines, syllabus, previous question papers at any point in time.
- Space URL: https://sdm.ac.in/elibrary/
- **Learning Resource Center:** The users of the library can make use of learning resource centre which has 10 computers for access to e-resources.

Online Journals:

- **N-List** 6000+ e-journals and 1,99,500+ e-books
- **SAGE** 10 e-Journals
- **NDLI**

Amount spent on purchase of books and journals (for 5 years) = Rs. 8,22,592

Per day usage of library (2021-22) = Total Number of visits/ No of working days = 27,590 / 269 = 102.56

File Description	Document
Upload Additional information	[View Document](#)

4.3 IT Infrastructure

4.3.1 Institution frequently updates its IT facilities and provides sufficient bandwidth for internet connection

Response:

The college has developed IT facilities to meet the learning requirements of students and faculty.

The computer lab consists of 137 Dell computers with Windows 10 OS and MS Office 16/19 and Internet connectivity, 2 laser printers and 1 Canon printer with Xerox and scanner. All the required software as per the curriculum are installed and updated as and when required. The maintenance of the computers is done by the technicians as and when required. The software's like C, C++, Java, MySQL, Python, Oracle 11, Visual Studio, Tally etc. are installed in computer labs.

EERMPS software is used by administrative staffs, faculties and library. It is used for the admission of students, fee collection, account maintenance, Bulk SMS services, Students E-Attendance Monitoring System, Library hours, Lesson plan, Student's activities, Employee profile, Student's feedback and many more to ease and to be perfect in its operation.

The college library is fully automated with upgraded IT facilities. The library uses EERPMS software. All classrooms and Computer Labs are enabled with ICT facilities like LCD projectors. In addition, the conference hall is equipped with LCD projector, mike, speakers and internet connection. The whole campus of the college has Wi-Fi facility with a speed of 150 mbps. The college office has 10 computers and 3 laser printers and 1 Canon printer with Xerox and scanner. All computers of the lab, library and office are connected through LAN. The college has 2 multipurpose photocopy machines. There are 18 CCTV cameras installed in the entire campus area of the college to provide additional safety security to the students and the staff, for the prevention of untoward incidents in the campus. All the departments have computers with Internet facility via Wi-Fi. 3 Staff rooms are provided with Desktop and laser printers.

Public Address System is used regularly by the Principal and the faculty to make announcements. Mikes, amplifier and other sound systems are used for various programmes of the college.

Institute has upgraded the 37 Mbps Internet connectivity to 150 Mbps with the Internet Service Provider (ISP) Yours Network connectivity.

Using upgraded IT facility all the students and faculty are provided with official email id through college portal. Google classrooms are created for every subject by the teacher and teachers uploaded sufficient study materials in the google classroom which is available to the students as and when required. Students are provided proper orientation to use the same and regular online classes and online examination are held through google meet platform especially during corona pandemic.

File Description	Document
Upload Additional information	[View Document](#)

4.3.2 Student – Computer ratio (Data for the latest completed academic year)

Response: 10.38

4.3.2.1 **Number of computers available for students usage during the latest completed academic year:**

Response: 137

File Description	Document
Upload supporting document	View Document

4.4 Maintenance of Campus Infrastructure

4.4.1 Percentage of expenditure incurred on maintenance of infrastructure (physical and academic support facilities) excluding salary component during the last five years (INR in Lakhs)

Response: 5.33

4.4.1.1 **Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year wise during the last five years (INR in lakhs)**

2021-22	2020-21	2019-20	2018-19	2017-18
0.93	1.02	10.26	1.29	1.21

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

Criterion 5 - Student Support and Progression

5.1 Student Support

5.1.1 Percentage of students benefited by scholarships and freeships provided by the Government and Non-Government agencies during last five years

Response: 22.02

5.1.1.1 Number of students benefited by scholarships and freeships provided by the Government and Non-Government agencies year wise during last five years

2021-22	2020-21	2019-20	2018-19	2017-18
335	313	287	342	264

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.1.2 *Capacity building and skills enhancement initiatives taken by the institution include the following*

> 1. *Soft skills*
> 2. *Language and communication skills*
> 3. *Life skills (Yoga, physical fitness, health and hygiene)*
> 4. *ICT/computing skills*

Response: A. All of the above

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.1.3 Percentage of students benefitted by guidance for competitive examinations and career counseling offered by the Institution during the last five years

Response: 69.42

5.1.3.1 **Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
930	784	1205	1038	902

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.1.4 The Institution has a transparent mechanism for timely redressal of student grievances including sexual harassment and ragging cases

1. Implementation of guidelines of statutory/regulatory bodies
2. Organisation wide awareness and undertakings on policies with zero tolerance
3. Mechanisms for submission of online/offline students' grievances
4. Timely redressal of the grievances through appropriate committees

Response: B. Any 3 of the above

File Description	Document
Upload supporting document	[View Document](#)

5.2 Student Progression

5.2.1 Percentage of placement of outgoing students and students progressing to higher education during the last five years

Response: 17.1

5.2.1.1 **Number of outgoing students placed and / or progressed to higher education year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
40	85	56	86	111

5.2.1.2 **Number of outgoing students year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
449	474	444	421	422

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.2.2 Percentage of students qualifying in state/national/ international level examinations during the last five years (eg: JAM/CLAT/GATE/ GMAT/ CAT/ GRE/ TOEFL/ Civil Services/State government examinations)

Response: 0

5.2.2.1 *Number of students qualifying in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/ Judicial Services/Public Prosecution services/All India Bar Exams/State government examinations) year wise during last five years*

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

5.2.2.2 **Number of students appearing in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT,GRE/ TOFEL/ Civil Services/ State government examinations) year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
66	74	0	0	0

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.3 Student Participation and Activities

5.3.1 Number of awards/medals for outstanding performance in sports/ cultural activities at University / state/ national / international level (award for a team event should be counted as one) during the last five years

Response: 140

5.3.1.1 *Number of awards/medals for outstanding performance in sports/cultural activities at*

national/international level (award for a team event should be counted as one) year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
27	0	69	35	9

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.3.2 Average number of sports and cultural programs in which students of the Institution participated during last five years (organised by the institution/other institutions)

Response: 40.2

5.3.2.1 **Number of sports and cultural programs in which students of the Institution participated year wise during last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
10	22	39	52	78

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

5.4 Alumni Engagement

5.4.1 There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services

Response:

The Alumni Association provides an interface for establishing a link between the alumni, staff, and students of the institute. Alumni who occupy key positions are invited to share their experiences and to give motivational talks to the students. They are invited as guests of honour for important functions like Student Council inaugural, Inauguration of various associations, for management and IT Fests like Genesis, Synergy and Sygma, college day celebration, Views and suggestions of alumni are taken during the syllabus revision. Their contacts are also used for placement. They keep the faculties and the placement

officer abreast about the available job opportunities. Some of our Alumni who have established start-ups in different sectors, are invited to guide and motivate the students. The illustrious alumni of the institutions, who are spread across the world, make it a point to visit the institution whenever they come to home town. Several Alumni have participated and shared their thoughts, expertise and experience to support the current students to undergo good internships during graduation. Alumni placed in various organization guide and mentor students. Alumni also contact the institution whenever there are job opportunities in their organization. Working in organizations at various capacities. Alumni provide innumerable opportunities in various companies to the students. They assist and guide the students to crack the interviews. They also share their experience with the students and motivate them for their career development in various domains.

Alumni inspire the students with their success stories and serve as role models for students through distinguished services in different fields of service. Social networking tools are also used to keep active contact with the alumni. At this institution Alumni meet is not an onetime affair, in fact every academic year series of activities are conducted in which Alumni are invited as guests on various occasions to ensure that the Alumni connect is seamless.

As our institution is under the aegis of Shree Kshetra Dharamshala, known for vidyadhana alumni who received education from the institution, consider it as their bounden duty to give back to the institution in the form of offerings to the temple as devotees.

File Description	Document
Upload Additional information	[View Document](#)

Criterion 6 - Governance, Leadership and Management

6.1 Institutional Vision and Leadership

6.1.1 The governance and leadership is in accordance with vision and mission of the institution and it is visible in various institutional practices such as decentralization and participation in the institutional governance

Response:

Vision and mission reflect the institutional goals, based on the expectations and aspirations of our management. More than four decades back the institution could foresee the need for professionally trained manpower required to lead the corporate business world, the dearth of which is felt now. Our institutional vision and mission are based on the firm belief that the students who graduate from the college should be able to stand on their own feet through entrepreneurial ventures incorporating business ethics. In keeping with this, our vision and mission statement mentioned below stresses on the following:

- Addressing the needs of the society
- Reflect the needs of the students
- Institution's traditions and value orientations
- Vision for the future

Ever since its inception in 1978, SDM College of Business Management has been a renowned institution that has nurtured talents of thousands of people who later became great and value-oriented leaders in various walks of life. They contributed to the growth and development of the nation. Thus, the vision and mission are developed by incorporating the needs of the students, society, institutional traditions and vision for the future.

The college promotes a culture of participative management to ensure the contribution of all. The day-to-day administration and academic functions are decentralized to a greater extent by a delegation of responsibilities with Vice-principal, Deans, Head of the Departments and Coordinators. To ensure this, IQAC meetings are conducted in the beginning of the academic year to plan, execute, monitor and evaluate the intended activities for the academic year. Thus, all are involved in planning, decision-making and implementation through a transparent approach. The bench mark is set for every activity to ensure quality administration through concerted efforts of all stakeholders.

All Deans look after the functions of their respective department. They hold the responsibility of motivating and mobilizing the opinion, suggestion and feedback from the staff members in all aspect of administration and academics. Deans pass it on to the principal and in turn the Principal to the Management at the appropriate forum facilitating the smooth process of decision making. Office manager supervises the administrative office. An activity which specifically needs the administrative approval of the principal is clearly defined.

The Deans are given sufficient liberty and authority to make and implement decisions for the betterment of

departmental performance. The same is communicated to the principal for approval. The college has formed various committees for carrying out the regular activities. The Deans have an autonomy in the following:

- Subject allocation and time table finalization
- Inviting experts for guest lectures
- Organizing student presentation/seminars
- Organizing extension activities of the department.
- Introducing various teaching methodologies

File Description	Document
Upload Additional information	[View Document](#)

6.2 Strategy Development and Deployment

6.2.1 The functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment and service rules, procedures, deployment of institutional Strategic/ perspective/development plan etc

Response:

Institution functions under the top management through a well-defined structure. The institution is headed by Principal, who is responsible for articulating the mission for attainment of the management's vision.

The perspective plans focus upon matters like infrastructural development for teaching and learning, introduction of new value addition courses and short-term courses on current issues, enhancement of quality in teaching-learning process, promotion of research, healthy practices, etc. Accordingly, after the previous accreditation by NAAC in September 2017, the next perspective plan for the period 2017-2022 had been prepared by the IQAC by taking into consideration the recommendations of the NAAC Peer Team and the institute's vision, mission, objectives, core values, SWOC, and also other thrust areas. The plan had been presented before and approved by the Management. Development or up gradation of computer laboratories and ICT facilities to all the classrooms, had also a top priority. Items like getting listed in NIRF, introducing LMS in teaching and evaluation, conducting more add-on / skill-based courses, widening the base of extension activities, excelling in university exams as well as in research, sports and cultural activities, campus waste management, ramps and lift facility for the differently abled, etc. were the other important items of the perspective plan. Most of the projects listed in the perspective plan have been successfully implemented in last four years and the work on the rest is in progress. The deployment documents in this regard are available in the institution.

The administrative functions of the institution are performed smoothly with the collective efforts of all administrative staff under the guidance of the principal. All administrative procedures have been defined and each person responsible has been given a time-frame for task completion. Majority of the administrative functions are performed through management developed inhouse software –EERPMS which has facilitated transparency in operation and led us to reducing usage of paper. Monitoring of attendance is done through Biometric system and library usage is monitored through electronic system. Usage of online

money transfer and internet banking facilities has made administration function less laborious. The SDME society has a drafted service rule book which outlays the service rules, procedures, recruitment, and promotional policies among others.

Recruitment Process: The recruitment process has been carried out by the management as per the guidelines of UGC, Mangalore University, Government of Karnataka and management policies.

Recruitment and Service Rules: All employees of the institution are governed by the service and recruitment rules of SDME Society.

Grievance Redressal Mechanism: The institution has in place a grievance redressal mechanism.

File Description	Document
Upload Additional information	[View Document](#)

6.2.2 Implementation of e-governance in areas of operation

1. **Administration**
2. **Finance and Accounts**
3. **Student Admission and Support**
4. **Examination**

Response: A. All of the above

File Description	Document
Upload supporting document	[View Document](#)

6.3 Faculty Empowerment Strategies

6.3.1 The institution has effective welfare measures and Performance Appraisal System for teaching and non-teaching staff

Response:

The college has undertaken effective welfare measures for the teaching and administrative staff. Financial support and reimbursement of registration fees for participation in Seminars/Conferences/Workshops, etc. is given. The staff who contributed significantly in research, paper presentation and conference are duly acknowledged by the college. Various achievements of staff in academics and research are recognized with special awards during the college day.

The pay scale for staff is periodically revised as per government norms with provision of gratuity and PF. All staffs are given free Wi-Fi facility on the campus and they can access email using institutes domain name. Maintenance and cleaning staff are provided to all the departments. Separate parking facility is provided for the staff for their convenience. Retired staffs are felicitated on their superannuation day and

invitations are sent to retired staff for all the common celebrations and programmes of the college. Following are some of the welfare measures.

- Group Insurance scheme "Sampoorna Suraksha Yojane" is offered to the

employees in which 50% of the premium is paid by the management.

- The spouse and parents of staff members can avail benefits towards medical expenses.
- Maternity benefit of Rs. 5000 is given by the management.
- Staff members can also avail loan facilities from SDM employee's cooperative society on easy installments.
- Children of staff are given fee concessions in other institutions run by the management.
- Other benefits like Provident Fund, ESI, Gratuity, Leave Encashment, Casual Leave, Earned Leave, On Official Duty facility, Extended Leave without Pay are granted as per Employees Service Rules of the SDME Society, Special Permission to appear for Exams, Maternity leave and travel grants for attending academic programmes are given.

A Performance Based Self Appraisal (PBSA) format has been formed by the management in consultation with the principal. The various parameters for appraisal are as follows:

- The student's feedback
- Academics' criteria
- Institutional initiatives
- Research criteria
- Student Support Criteria
- Individual faculty score

There is a self- appraisal system for non- teaching staff too. Questionnaire framed by management in English and Kannada are used to assess the administrative staff in terms of work efficiency and productivity. After the self-appraisal is completed HOI evaluates the employee and a copy of the same is forwarded to the management.

This system helps in understanding their current position and the area in which they need to improve. At the end of the year all the faculty members submit PBSA to the staff coordinator. The staff coordinator in consultation with the principal compiles the data and sends it to management.

The PBSA committee at the level of the management will analyze these forms on individual basis and send a detailed feedback report to the Principal which is subsequently forwarded to individual staff members.

File Description	Document
Upload Additional information	[View Document](#)

6.3.2 Percentage of teachers provided with financial support to attend conferences/workshops and

towards membership fee of professional bodies during the last five years

Response: 51.35

6.3.2.1 **Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
14	03	36	29	13

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

6.3.3 Percentage of teaching and non-teaching staff participating in Faculty development Programmes (FDP), professional development /administrative training programs during the last five years

Response: 98.04

6.3.3.1 **Total number of teaching and non-teaching staff participating in Faculty development Programmes (FDP), professional development /administrative training programs during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
46	56	104	47	47

6.3.3.2 **Number of non-teaching staff year wise during the last five years**

2021-22	2020-21	2019-20	2018-19	2017-18
23	23	26	26	23

File Description	Document
Upload supporting document	[View Document](#)
Institutional data in the prescribed format	[View Document](#)

6.4 Financial Management and Resource Mobilization

6.4.1 Institution has strategies for mobilization and optimal utilization of resources and funds from various sources (government/ nongovernment organizations) and it conducts financial audits regularly (internal and external)

Response:

As an aided institution, The College receives only salary grant for few aided staff. Major part of the expenditure is financed by the college management through the fee collected from the students. Tuition fee collected is optimally utilized for:

- Providing best academic and infrastructure facilities.
- Organizing various curricular, co-curricular and extra-curricular activities.
- Providing student support facilities.

The institution follows a professional financial management technique to manage the financial resources efficiently. Annual budget is prepared based on the steps mentioned below:

- A detailed estimate of expenses to be incurred is collected from all the departments.
- The accounts department compiles the data and prepares the budget proposal.
- Evaluation of proposed budget is done by the management.
- After the final approval of the budget by the management, funds are allocated to various activities.
- The expenses incurred are certified by the competent authority.
- As per the policy of the management, for any expenses incurred above rupees Five thousand, prior permission of the management has to be taken. Care is taken to ensure that fund flow of the organization is as per the sanctioned budget.
- Books of Accounts are maintained according to the Accounting Standards.
- Periodic review of accounts is done by internal auditors yearly.
- Annual auditing is undertaken by Registered Chartered Accountant.

Thus, the approved budget is strictly followed and monitored by the finance department. The entire purchase requirement is processed by the finance department and after its clearance, procurement action is initiated. The payments of bills are also monitored by the finance department to ensure that all the expenses are within the sanctioned budget.

Statutory Audit (by Chartered Accountant)

Statutory audit of all the accounts maintained by the college is done by a Chartered accountant every year. All financial accounts/matters of the college are audited. The Head Accountant maintains the accounts of the government funds. Statutory audit also includes the auditing of all the Non-government funds including the management funds, fees from self-financing courses, salary of management staff etc., the records/accounts of which is maintained in the e-format.

External Financial Audit by Joint Directorate of Collegiate Education, Mangalore, Government of Karnataka

The Regional Joint Director is authorized to audit the amount collected and received in the college related

to general revenue of Govt., Utilization/Non-Utilization details of such amount, its registers/accounts etc. The Joint Directorate of Collegiate Education, Mangalore, Government of Karnataka conducts financial audit every year and analyses all the registers and accounts of the college. The audit team verifies the financial utilization of the public funds. They scrutinize and verify Cash Book, acquittance of teaching and non-teaching staff, SC/ST/OEC acquittance, E-grants Account and Fee receipts.

File Description	Document
Upload Additional information	[View Document](#)

6.5 Internal Quality Assurance System

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

Response:

The Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. Action Plan is drawn at the beginning of the academic year to identify curricular, extra-curricular, co-curricular and exam schedule month-wise/semester-wise to be conducted by the college/departments/ cells/committees. The objective of preparing a plan, well in advance before the beginning of the academic year is to give a direction and guidance for the institution to accomplish the strategic plan of the institution. The plan is consolidated by the IQAC and approved by the principal for implementation

The following are the major incremental improvements and quality initiatives taken up by the IQAC:NAAC Re-Accreditation Process

- Academic & Administrative Audits
- AQAR Reports
- AISHE & NIRF report submission
- Coordinating Statutory Body Meetings and General Staff Meetings
- Preparing Annual plan of action
- Conduct of IQAC Meeting
- Administering and Monitoring Feedback analysis collected from various stakeholders
- Organizing workshops and seminars related to quality enhancement
- Participation in Surveys and Rankings
- Faculty and Student Orientation Programmes
- Department-wise Faculty Development Programmes

The college has continued to move towards excellence also in its 4th cycle of accreditation by working upon the recommendations of the peer team of the 3rd cycle. College has well-equipped computer labs and good ICT facilities. It has introduced few more Add-on courses totaling up to 24 from 13 in the previous cycle to help students corporate ready and employable. Large number of students have been benefited by

curriculum enrichment through field visits, skill enhancement activities, factory visits, extension activities, internships etc.

The feedback mechanism has been strengthened by collecting feedback of various stakeholders and the feedback is analyzed and appropriate action is taken upon it. The number of teachers with NET and SLET qualification has increased from 5 to 15 compared to previous cycle and the percentage of teachers having research publications has raised from 12 to 26**.** All the teachers have made use of ICT resources in their teaching learning process including their self-generated resources. With the advent of technology, the college has been provided with 28 LCD projectors which are well maintained. The total number of computers in the college are 152 out of which the 90 computers have been replaced post NAAC. All the computers are upgraded to the latest versions of the software with high-speed internet connection increased to 150 MBPS from 37 MBPS in the previous cycle. There is regular updating of OPAC for better maintenance of the library. The community outreach programmes such as planting saplings through Vanamahothsava programme, awareness programme to general public like e-transactions, digital pay, covid awareness programme, waste management, vaccination drive, blood donation camps, Beach cleaning through 'Swachh Bharat Abhiyan' etc. taken up with student participation have been more result oriented.

Academic Audit/Dry Run Inspection

Academic Audit is held every semester to verify important records and documents maintained by the faculties.

File Description	Document
Upload Additional information	View Document

6.5.2 Quality assurance initiatives of the institution include:

1. **Regular meeting of Internal Quality Assurance Cell (IQAC); Feedback collected, analysed and used for improvements**
2. **Collaborative quality initiatives with other institution(s)/ membership of international networks**
3. **Participation in NIRF**
4. **any other quality audit/accreditation recognized by state, national or international agencies such as NAAC, NBA, ISO Certification etc**

Response: A. All of the above

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

Criterion 7 - Institutional Values and Best Practices

7.1 Institutional Values and Social Responsibilities

7.1.1 Measures initiated by the Institution for the promotion of gender equity and Institutional initiatives to celebrate / organize national and international commemorative days, events and festivals during the last five years

Response:

The institution has strived to create gender sensitivity among students through talks, workshops and class activities. College is a co-education institution so Gender equity and sensitization is made an integral part of the educational process. It believes in promoting inclusive atmosphere and accordingly large number of female students, are encouraged to freely participate in all the activities without inhibitions. Awareness is created for Gender equality as the vital human right and proactive measures have been taken to ensure gender equality in the campus.

Women cell:

The Women Empowerment Cell of the College, envisioned to empower women for a life of equality, empowerment, personal enhancement and professional success conducts various awareness camps-health, legal, entrepreneurship, defense techniques, etc

Common rooms:

- Ladies room facility is provided for girls students to relax, study, and carry a productive discussion.
- Rest rooms are available for Girl students with basic amenities.

Counselling:

- Any problem faced by the students can be immediately brought to the notice of class advisors who will try to resolve it.
- In house trained counsellor is also available for the students, to counsel, to make them confident and competent happy individuals.
- Boys and girls are counselled on various psychological issues, including healthy relationships and gender parity.

Institution organizes national and international commemorative days, events and festivals with enthusiasm.

National Important days - Annually, the days of national importance viz., Independence Day, National youth day, are celebrated with great zeal. The galaxy of national leaders and their contributions to the nation are remembered, revered and described vividly to inspire and inculcate their teachings and thoughts.

Swami Vivekanand Jayanti - National Youth Day (Vivekostsava) is celebrated with much vigour to mark the birth anniversary of Swami Vivekananda by organizing programmes to make the youth more vibrant motivated by the teaching of Swami Vivekananda.

Martyr's Day – This day is observed to remember all the martyrs and to awaken a spirit of patriotism

among youth.

International Yoga Day –The institution is committed to the cause of spreading yogic practices for all round development and well-being of the individuals. Yoga exponents are invited and yogic postures and asanas are demonstrated.

Teacher's Day -Teachers Day is celebrated in memory of Dr. Sarvepalli Radhakrishnan by expressing respect, appreciation and gratitude for the contributions made by teachers to the society.

Besides this, Institute also commemorates the birth/death anniversaries of great Indian personality like Mahatma Gandhiji, to pay respectful homage and also to remember their great sacrifices and contributions to the country. Sadbhavana Diwas, NSS Day, International Women's Day, World Environment Day, National Consumers Day, Vanamahotsava, Consumer's Rights Day etc. Hindi Diwas among other historical events are observed with meaningful activities to appreciate the essence and significance of the day. Kargil Vijay Diwas is observed to commemorate the victory of the Indian Army and also to pay homage to the martyrs of Kargil war. Army personnel have been invited to share their experiences with students and staff.

File Description	Document
Upload Additional information	[View Document](#)

7.1.2 The Institution has facilities and initiatives for

1. **Alternate sources of energy and energy conservation measures**
2. **Management of the various types of degradable and nondegradable waste**
3. **Water conservation**
4. **Green campus initiatives**
5. **Disabled-friendly, barrier free environment**

Response: A. 4 or All of the above

File Description	Document
Upload supporting document	[View Document](#)

7.1.3 Quality audits on environment and energy regularly undertaken by the Institution. The institutional environment and energy initiatives are confirmed through the following

1. **Green audit / Environment audit**
2. **Energy audit**
3. **Clean and green campus initiatives**
4. **Beyond the campus environmental promotion activities**

Response: B. Any 3 of the above

File Description	Document
Upload supporting document	[View Document](#)

7.1.4 Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic diversity and Sensitization of students and employees to the constitutional obligations: values, rights, duties and responsibilities of citizens (Within 500 words)

Response:

Our institution firmly believes in its philosophy of imparting quality education for all at affordable cost and embracing cultural, regional, linguistic diversities and in establishing harmony among the students who come from different states, speaking different languages and diverse cultural background. Admission is given to all eligible candidates irrespective of their socioeconomic status as per the regulations. Enough care is taken to fill up specifically ear marked seats of each category. Differently-abled students are also admitted and provision for the use of ramp, elevator is provided. Uniform is made mandatory to promote the feeling of equality.

Celebration of national festivals and commemorative days instil a sense of patriotism and unity amongst all. Every year on 15 August variety programme on different themes related to patriotism is conducted to inculcate patriotism and unity among students. During these festivals and other events, eminent personalities are invited by the Institution to emphasize the significance of tolerance and harmony towards cultural, regional, linguistic, communal, socio economic and other diversities. The multifarious activities of NSS, Youth Red Cross, Rovers Rangers and Student Welfare Council of our Institution, strive to alleviate the socioeconomic diversities and leading to a tolerant and harmonious living. Encouragement to participate in co-curricular and extra-curricular activities both within and outside, the Institution fosters harmonious mingling of the students.

Human Rights cell and Grievance Redressal Cell, disciplinary Committee, Anti-Ragging Cell, Anti-Sexual Harassment Cell among others aim at social protection, ensuring tolerance and harmony, thus reducing vulnerability.

Programmes like Traditional day, Sharada Pooja, and Women's day are cherished. On the linguistic front, the institution has Literary Association that conducts programmes, competitions and workshops. Hindi Diwas is also celebrated. Students are encouraged to participate in essay writing, elocution, and to contribute articles in language of their choice for the college magazine which helps to nurture different languages. Initiatives like outreach programmes are under taken to reach out to social issues, promote communal and socioeconomic harmony. These efforts provide an opportunity for students to understand different cultures; thereby fostering harmony in the society and mutual respect for each other.

Voluntary participation of students in Blood donation camps inculcates humanitarian feelings of being there for those in need. Awareness programmes on Drugs and Substance Abuse, COVID-19 pandemic, Health and wellness to create a positive impact. To create awareness about the constitutional obligations programmes like Guest lectures on Human Rights, Professional Ethics and Values, Special programmes for students, employees and community through NSS, and Youth Red cross are conducted.

File Description	Document
Upload Additional information	[View Document](#)

7.2 Best Practices

7.2.1 Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual

Response:

BEST PRACTICE–1

1) Title of the practice: COMPETENCY ENHANCEMENT THROUGH PROMOTION OF SKILLS.

2) Objectives of the practice:

- To enable the student to identify their core competencies.
- To polish and sharpen the various domain specific skills in different functional areas of management and Information technology.
- To promote experimental learning.

3) The Context:

The remarkable shifts in the job market and National Education Policy have brought pressure and responsibility on to the shoulders of educational institutions. Skill promotion has thus become an inevitable part of any teaching programme. It is the skills that make the students employable, besides the acquisition of the degree. Students should have multiple skills to gain success in the job market.

In spite of all the efforts, practical component is missing in the curriculum. The only means through which practical oriented learning can be promoted is through these skill promotion activities. The need for a shift from classroom-based instruction to experiential learning system is achieved through focus on skill promotion activities.

Critical integrative thinking and problem solving which is required in the practical world can be achieved through skill promotion activities so as to enhance competency.

4) The Practice:

In order to develop and enhance competency and skills in different areas, various departments have formed their own associations with the specific objectives of organizing wide range of activities through which relevant skills can be developed. These activities are organized after the regular class hours. Faculties, who judge the competitive activities, give useful suggestions to the students for improving their skills.

Management and IT fests organized by the college provide team work and managerial skill to the students involved in designing the fests. Both the organizing as well as participating team benefit from this fests in

terms of sharpening their analytical skills.

5) Evidence of Success:

The positive outcome of this practice is felt very much. The practical experience which the students have gained has made them more confident. Observation reveals that students who gained from these activities are doing well in their career. They attribute their success to the training gained in the college. Spill over effect of the programmes is also felt very much. Success stories of the students empowered through skill enhancement and promotion has motivated other students to join the band.

6) Problems Encountered and Resources required:

- Inability to involve all the students in the exercise of skill enhancement especially during Covid-19 pandemic lockdown.
- Non-availability of competent professionals to judge the competitive events.
- Difficulties of creating artificial environment for simulation activities.
- Subjective evaluation as skills can be measured only qualitatively.

BEST PRACTICE-2

1) Title of the Practice: COMMUNITY SERVICE THROUGH EXTENSION AND OUTREACH ACTIVITIES.

2) Objectives of the Practice:

- To cultivate the spirit of active involvement in the service to the community among the students.
- To cultivate social responsibility.
- To sensitize students about burning social issues.
- To learn crisis management.

3) The Context:

Extension activities combine traditional class room interaction with community service to enhance learning and social responsibility. The institution conducts various types of extension activities based on the needs of the community. There are several areas where help and support of institutions for higher education can bring about transformation for the good. Active involvement of the students in catering to community requirements will make them socially responsible citizens. It also gives them an opportunity to develop team spirit which teaches them to work in a group effectively. The need for inculcating dignity of labour among the students can be best achieved through the extension activities. Thus, all the extension activities organized by the institution have created mutual benefit both directly and indirectly for the students, the college, participating institutions and the community in general.

4) The Practice:

The main areas of focus are education, health, environment, cleanliness and social issues. Apart from NSS, Red Cross and Rovers and Rangers, all ssociation/department organizes extension activity. The nature of

their activities varies according to the objectives of the association. These activities mainly aim at organizing awareness programmes through sharing their knowledge. Designing the extension activities is done by interacting with members of public and representatives of various charitable organizations to know their requirements. Based on this, faculty and the students build up a list of areas and organizations where extension activities can be conducted. Requirements such as funds, materials, etc. are considered before the finalization of the activities. The concerned organizations are also contacted to fix the dates and to sort out regulatory requirements. Once the areas and organizations are short listed, the faculty and the students plan out activities that are to be conducted.

Beneficiaries of Extension activities are: School Children, Employees of various organization, College Students, Shopkeepers, Old age homes, Hostel Children, Orphanages, Women, General Public, Stray Animals and so on.

5) Evidence of Success:

- Students have developed greater social sensitivity and self-confidence.
- They have improved their organizational skills.
- They have improved their ability in Group Dynamics skills.
- They have gained practical knowledge in diverse areas.
- They have become effective health and life-skill trainers.
- The entire activities have enabled the students to cultivate qualities of good citizenship.

6) Problems Encountered and Resources required

Problems Encountered

- Lack of motivation among the learners.
- Time constraint.
- Permission for visit is not easily available.
- Financial constraints.
- Lack of rural orientation.

Resources required

- Funds
- Materials and stationery
- Adequate time
- Motivated student volunteers
- ICT tools
- Transport facilities
- Local NGOs.
- Learning material.

File Description	Document
Any other relevant information	[View Document](#)
Best practices as hosted on the Institutional website	[View Document](#)

7.3 Institutional Distinctiveness

7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

Response:

Vision of the founder:

Development of entrepreneurship and leadership is the Institutional Distinctiveness which the college wants to project. The very name of the college indicates that it is a college of business management established to promote entrepreneurship and leadership among the students so that they are provided with much needed initiatives to start and manage business units. Way back in 1978, Mangalore city had several business community running their business with a skill set learnt from their fore fathers as business education was hardly available in the district. Besides there was no succession planning in business and many flourishing businesses not having next generation entrepreneurs to take it forward were getting discontinued. At this juncture, our president Dr. D.Veerendra Heggde felt the need for a professional college meant to train the students in entrepreneurship. His vision was that, "student passing from this institution should be job providers and not job seekers. They should not write somebody else's account but their own account". With this novel idea, the college was established to train budding entrepreneurs.

Creation of eco system for entrepreneurship development:

Developing entrepreneurship mind set among the youth is a challenging task as generally higher education is perceived to be a means of getting highly paid career and hence youth opt for secure and stable career. Despite having a good image of entrepreneur, the risk associated with entrepreneurship makes it a low preferred choice. College has taken this as a challenge to motivate and empower the students with entrepreneurial traits and foster composite skills which include imagination, readiness to take risk, ability to mobilize factors and there by initiate a dynamic process of creation. Entrepreneurship needs passion towards creation and implementation of new ideas and creative solutions. Efforts are made to imbibe the future leaders with ability to solve more complex interlinked and fast changing problems by triggering the entrepreneurial spirit through the following measures.

1) Orientation to new entrants:

As the college of business management, the institution prioritizes on inculcating entrepreneurial skills among all the students irrespective of their branch of studies. When the students join the college, they are given an orientation about the vision and mission of the institution which emphasis on leadership and entrepreneurship

2) Field study of three organization:

This is an important assignment given to all the students in the beginning of their academic journey in the college with the objective of exposing students to the world of entrepreneurship. The students are expected to

- Visit any three organization
- Interact with proprietor/ CEO
- Collect information about various aspects
- Prepare a report by mentioning the objectives and outcome of the study

This exercise gives wide exposure to the students as they are able to come into direct contact with entrepreneur.

3) Teaching Pedagogy:

It is designed in such a way that students can inculcate various traits needed for entrepreneurship. Simulation exercises like role-play case study etc. gives them a real feel of the world of entrepreneurship. Student presentation quiz and such other activities expand their horizons

4) Management and IT Fest:

These fests are designed with objective of replicating the situation in the realistic business world. These fests are conceptualized, planned and executed completely by the students for which they take guidance from various practicianors in the corporate world. This process itself is a learning experience. It also promotes accountability risk taking and owning responsibility for the act which is essential for entrepreneurship. Fest also inculcates a spirit of group dynamism which is the prerequisite for entrepreneurship.

5) Skill Enhancement activities by association:

Various functional areas of management and IT have their own subject association, the objective of which is to gear up the students to have greater exposure in that particular field.

6) Fest forum:

Forum aims at training the students to participate in various management fest. Management games promoting various Entrepreneurial Skills are demonstrated by actively involving the first-year students which provide the first-hand experience of the fest.

7) Yasha – Industry Institution Interaction Programme:

It is organized to enable the final year students to know the corporate expectation and to build up entrepreneurial community. As, like minded students come together here, their networking with industrialist can be developed to promote budding startups.

8) EDP Cell:

EDP cell educates mentors and provides enterprising resources to budding entrepreneurs. The cell aims to create an enabling eco-system for entrepreurship development. It also organizes interaction programme

with entrepreneurs

8) Short term courses:

Interdisciplinary short-term courses are provided to all the students to hone entrepreneurial skills and encourage the spirit of innovation and creativity.

9) Library:

Library has good collection of books and journals on entrepreneurship related topics which the students can refer to gain immense knowledge.

10) Inviting alumni as guest:

Alumni who are entrepreneurs or having exposure in business are invited as guest to provide the much-needed networking. This relationship which starts with a college programme last longer as mentorship and guide ship for budding entrepreneur and provide open channel of communication and information related to entrepreneurship.

11) Value Education:

College aspires to develop ethical entrepreneurship among the students. Hence it tries to propagate various values among the students so that they understand social responsibility of business by providing fair treatment to all stake holders.

12) Extension Activities:

In order to develop social enterprises, the budding entrepreneurs should be aware of the social problems which can be solved by initiating entrepreneurship. The extension activities conducted have sensitized the budding entrepreneurs. For instance, involvement of service minded students in providing logistic support during covid-19 lockdown, enabled them to see a business prospects in this field which they can initiate with social concern.

13) Collaboration and MOU with chamber of commerce and industry:

Students actively take part in the program organized by chamber of commerce and industry which gives them opportunity to interact with professional and business leaders.

All these efforts to promote entrepreneurship has resulted in large number of students passing out from the institution entering into entrepreneurship. There are ample examples of students from non-business management courses venturing in to entrepreneurship because of the exposure they received in the college.

File Description	Document
Any other relevant information	[View Document](#)
Appropriate web in the Institutional website	[View Document](#)

5. CONCLUSION

Additional Information :

Our college was established to fulfill the objective of serving the society by providing education that is Vidya Dana which is one among the Chathurvida dana's of Shree Kshethra Dharmasthala. It is managed by SDM Educational society®, a premier non-profit educational organization, functioning under the sacred aegis of the temple which operates 40 premier academic and professional institutions spread across Karnataka in the field of Medicine, Engineering, Law, Social Sciences, Management, Naturopathy, Ayurveda and Yoga.

Education is just one among many social services initiated by the temple. The other wide range of services includes:

Self-employment through RUDSTEI: Rural development and self-employment training institute spread across 17 states training nearly 4.5 lakh youth.

Rural development through SKDRDP: Shree Ksthetra Dharmasthala rural development project.

Health care with more than 20 major health care centers including mobile hospitals.

Social upliftment through de-addiction programme, mass marriages etc.

Women empowerment through SIRI gramodyoga, and self-help group of women.

Cultural development through Yakshagana troop (local folklore) and maintenance of museum.

Promotion of healthy society through moral education projects, yoga, gurukul tradition.

These paths breaking contribution to social economic and cultural development of the society has resulted in our president Padmavibhushan Dr. D. Veerendra Heggade receiving accolades including his nomination as Rajyasabha member. Greatness of this religious centre lies in touching the lives of the people and bringing about a transformational change in their lives through the Chathurvida dana's of Shree Kshethra Dharmasthala which includes **Anna dana** to serve food to thousands of devotees who visit temple every day, **Nyaya dana** to dispense justice, **Aushadha dana** provide medical facilities to the needy and **Vidya dana** to impart education.

It is in this context of Vidya dana that SDM College of Business Management was established and the institution continue to follow the footsteps of great visionary leader in imparting education with motto "learning for life". It is making all out efforts to develop youth by imparting value-based quality education through a blend of tradition and modernity by inculcating meta skills, human skills and digital skills so that they can meet the 21st century skill requirements.

Concluding Remarks :

The vision of our founder Rajyasabha member Padma Vibhushana awardee Dr. D. Veerendra Heggde was to make the student self reliant and to be a job giver and not a job seeker. To make his dream a reality, institution

is making all efforts to inculcate the spirit of leadership and entrepreneurship among the students.

Believing that learning is a continuous process, the college had adopted the motto "**Learning for Life**" and strives hard to transform students into lifelong learners. Currently 3-year degree course offered is enriched by add on short term courses, student centric learning, industry institution interaction, skill enhancement activities, Management and IT Fests, wide range of extension activities, value education, exposure in the field of entrepreneurship and the use of state of the art infrastructure to implement innovative teaching pedagogy. As a result of this the college has developed the reputation as pioneer in the field of management education and has attracted students who aspire to be entrepreneurs and corporate business leaders.

The IQAC decides the benchmark and parameters for enhancing and sustaining overall quality through the formulation of appropriate policies. Various functional committees ensure the implementation of the policies. NAAC accredited the college with 'B+' grade in the first phase (2005), subsequently with 'A' grade (C.G.P.A. of 3.16 out of 4) in second phase (2010) and 'A' grade (C.G.P.A. of 3.30) in Third phase (2017). Illustrious alumni who have attained coveted position as corporate leaders and innovative entrepreneurs have been the torch bearers who have enable the institution to realize its mission of promoting business leadership.

A proactive management, motivated and enthusiastic staff, dynamic students, supportive parents, enthusiastic alumni and responsive local community have enabled the institution to keep pace with developmental needs to meet the challenges of higher education.

6.ANNEXURE

1.Metrics Level Deviations

Metric ID	Sub Questions and Answers before and after DVV Verification
1.2.1	**Number of Add on /Certificate/Value added programs offered during the last five years** Answer before DVV Verification : Answer After DVV Verification :55 Remark : Repeat count of the same program in different years cannot be considered. Hence input edited accordingly.
1.2.2	**Percentage of students enrolled in Certificate/ Add-on/Value added programs as against the total number of students during the last five years** 1.2.2.1. **Number of students enrolled in subject related Certificate/ Add-on/Value added programs year wise during last five years** Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
1422	884	1423	1377	1344

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
01422	884	01423	01377	01344

Remark : Input edited with reference to metric 1.1 . |
| 2.1.2 | **Percentage of seats filled against seats reserved for various categories (SC, ST, OBC, Divyangjan, etc. as per applicable reservation policy) during the last five years (Exclusive of supernumerary seats)**

2.1.2.1. *Number of actual students admitted from the reserved categories year - wise during the last five years*
Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
247	246	248	248	234

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
179	173	178	176	164

2.1.2.2. **Number of seats earmarked for reserved category as per GOI/ State Govt rule year wise during the last five years**
Answer before DVV Verification: |

2021-22	2020-21	2019-20	2018-19	2017-18

2.4.2	**Percentage of full time teachers with NET/SET/SLET/ Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. during the last five years (consider only highest degree for count)**

2.4.2.1. Number of full time teachers with NET/SET/SLET/Ph. D. / D.M. / M.Ch. / D.N.B Superspeciality / D.Sc. / D.Litt. year wise during the last five years

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
15	15	11	11	11

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
19	18	12	12	12

Remark : Input edited from provided documents for clarification.

3.1.1	*Grants received from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)*

3.1.1.1. Total Grants from Government and non-governmental agencies for research projects , endowments, Chairs in the institution during the last five years (INR in Lakhs)

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	.9	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

3.3.2	**Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years**

3.3.2.1. Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
12	0	37	22	3

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
01	01	09	01	07

Remark : Books with ISBN number only would be considered. Hence input edited accordingly.

3.4.3	**Number of extension and outreach programs conducted by the institution through NSS/NCC/Red cross/YRC etc., (including the programmes such as Swachh Bharat, AIDS awareness, Gender issues etc. and/or those organised in collaboration with industry, community and NGOs) during the last five years**

3.4.3.1. **Number of extension and outreach Programs conducted in collaboration with industry, community, and Non- Government Organizations through NSS/ NCC/ Red Cross/ YRC etc., year wise during the last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
51	21	56	75	57

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
06	06	07	09	06

Remark : Input edited as per the programs conducted by the institution through NSS/NCC/Red cross/YRC etc.

3.5.1	**Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.**

Answer before DVV Verification :
Answer After DVV Verification :07
Remark : Only the MoUs, collaborations/linkages for Faculty exchange, Student exchange, Internship, Field trip, On-the- job training, research would be considered. Hence input edited accordingly.

4.1.2	**Percentage of expenditure, excluding salary for infrastructure augmentation during last five years (INR in Lakhs)**

4.1.2.1. **Expenditure for infrastructure augmentation, excluding salary during the last five years (INR in lakhs)**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
5.70067	0.32867	18.265	19.77959	19.80849

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
4.22	0	16.97	18.77	2.93

Remark : Input edited from provided documents.

4.4.1	**Percentage of expenditure incurred on maintenance of infrastructure (physical and academic support facilities) excluding salary component during the last five years (INR in Lakhs)**

4.4.1.1. **Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year wise during the last five years (INR in lakhs)**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
35.9662925	41.20512	63.20276	80.82938	54.86437

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
0.93	1.02	10.26	1.29	1.21

5.1.3	**Percentage of students benefitted by guidance for competitive examinations and career counseling offered by the Institution during the last five years**

5.1.3.1. **Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
1390	784	1023	1484	2162

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
930	784	1205	1038	902

Remark : Input edited from the year-wise consolidated list provided by HEI for clarification.

5.1.4	**The Institution has a transparent mechanism for timely redressal of student grievances including sexual harassment and ragging cases**

1. **Implementation of guidelines of statutory/regulatory bodies**
2. **Organisation wide awareness and undertakings on policies with zero tolerance**

3. **Mechanisms for submission of online/offline students' grievances**
4. **Timely redressal of the grievances through appropriate committees**

Answer before DVV Verification : A. All of the above
Answer After DVV Verification: B. Any 3 of the above
Remark : Input edited from provided documents.

5.2.2	**Percentage of students qualifying in state/national/ international level examinations during the last five years (eg: JAM/CLAT/GATE/ GMAT/ CAT/ GRE/ TOEFL/ Civil Services/State government examinations)**

5.2.2.1. *Number of students qualifying in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT/GRE/ TOEFL/ Civil Services/ Judicial Services/Public Prosecution services/All India Bar Exams/State government examinations) year wise during last five years*

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
0	10	0	0	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

5.2.2.2. **Number of students appearing in state/ national/ international level examinations (eg: JAM/CLAT/NET/ SLET/ GATE/ GMAT/CAT,GRE/ TOFEL/ Civil Services/ State government examinations) year wise during last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18

5.3.2	**Average number of sports and cultural programs in which students of the Institution participated during last five years (organised by the institution/other institutions)**

5.3.2.1. **Number of sports and cultural programs in which students of the Institution participated year wise during last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
58	54	41	53	88

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
10	22	39	52	78

Remark : Event can't be split into activities it will considered as only one. Hence input edited

	accordingly.
6.3.2	**Percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years**

6.3.2.1. **Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
14	2	32	33	26

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
14	03	36	29	13

Remark : Input edited as per the documents provided by HEI.

6.3.3	**Percentage of teaching and non-teaching staff participating in Faculty development Programmes (FDP), professional development /administrative training programs during the last five years**

6.3.3.1. **Total number of teaching and non-teaching staff participating in Faculty development Programmes (FDP), professional development /administrative training programs during the last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
61	61	63	63	58

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
46	56	104	47	47

6.3.3.2. **Number of non-teaching staff year wise during the last five years**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
23	23	26	26	23

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
23	23	26	26	23

	Remark : One teacher attending one or more professional development Program in a year to be counted as one only and Programs of duration less than 5 days will not be considered. Hence input edited accordingly.
6.5.2	**Quality assurance initiatives of the institution include:** 1. **Regular meeting of Internal Quality Assurance Cell (IQAC); Feedback collected, analysed and used for improvements** 2. **Collaborative quality initiatives with other institution(s)/ membership of international networks** 3. **Participation in NIRF** 4. **any other quality audit/accreditation recognized by state, national or international agencies such as NAAC, NBA, ISO Certification etc** Answer before DVV Verification : A. All of the above Answer After DVV Verification: A. All of the above

2.Extended Profile Deviations

ID	Extended Questions
1.1	**Number of teaching staff / full time teachers during the last five years (Without repeat count):** Answer before DVV Verification : 185 Answer after DVV Verification : 38