



BHARATHIAR UNIVERSITY COIMBATORE – 641 046

WEB FORMAT



**Format for 28th Annual Report Data for University Departments for the year 2009
(from 01.01.2009 to 31.12.2009)**

1. Department Details:

Name of the School	Bharathiar School of Management and Entrepreneur Development			
Name of the Department	MBA			
Name of the HOD, Phone No. and E-mail ID	Prof.R. Venkatapathy, 0422-2428261, rvenkatapathy@rediffmail.com			
Year of Establishment	1984			
Telephone Number	0422 – 2428275			
Website / E mail	www.bsmed.net , bsmed999@yahoo.com .			
Special Status	SAP	FIST	DST	Others (pl. specify)

2. Details of Faculty and Staff Members:

Sl. No.	Name of the Faculty	Qualification	Designation	Specialization	Experience in years Teaching / Research	E-mail ID & Phonoeno.
1	Prof.R. Venkatapathy	M.A., M.Phil., Ph.D., FDPM., B.L.,	Director	Human Resource, Entrepreneurship, Marketing	23 / 28	rvenkatapathy@rediffmail.com 9363104907
2	Dr.R. Shanmugham	M.Com. Ph.D.,B.L.,	Professor	Finance & Investment	34 / 15	Shanmugham_r@yahoo.in 9344834771
3	Dr.P. Thirumalvalavan	M.Com. M.B.A, Ph.D. B.L.,	Professor (on deputation as Registrar)		32 / 30	thirumal@yahoosmail.com 9443752498
4	Dr.K. Vivekanadanan	Ph.D.	Professor	Information System & Data Mining	23 / 14	vivekbsmed@gmail.com 9843249890
5	Dr.V. Kubendran	Ph.D.	Professor	Marketing/ HRM	16 / 5	
6	Dr. Ajoy Mathew	M.A.,Ph.D.	Associate Professor	Economics & Business Environment	24 / 24	ajoymathew@yahoo.com 9843070778
7	Dr.S. Sankaranarayanan	M.B.A., M.Phil.,Ph.D.	Associate Professor	Services Marketing., Advertising, Retail, Logistics, Management	22 / 18	drsankarbsmed@yahoo.com 0422-2423187
8	Dr. Rupa Gunaseelan	Ph.D.	Reader	Human Resource	11 / 9	rupaguna@yahoo.com 9944938293
9	Dr. S. Mahalingam	M.A., M.B.A., Ph.D.	Reader	Marketing / Human Resource Management	20 / 10	vesmelingam@rediffmail.com 9751071189
10	Dr.K. Malar Mathi	Ph.D.	Reader	Marketing Organisations Management	11 / 9	mathijj@yahoo.com 9486801597
11	Dr.G. Sridharan	Ph.D.	Assistant Professor	Production & Operations, Finance	16 / 8	gs_fin@yahoo.co.in 9894247055
12	Dr.V. Ramanujam	M.F.C. M.Phil. M.B.A. M.Phil., Ph.D.	Assistant Professor	Finance, Entrepreneurship	5 / 3	drvramanujam07@gmail.com 9865659293

13	Mrs. N. Umadevi	M.com., B.Ed, M.Phil, M.B.A.	Assistant Professor	Quantitative Techniques & Finance	12 / 2	vignesuma@gmail.com 9942893521
14	Mr.S. Elangovan	M.Sc., M.B.A	Placement Officer	Strategic Management, General Management, HRM & HRD.	20 / 20	elangov56@yahoo.co.in Cell :9443146589

3. Research Schemes/Projects undertaken:

Sl. No.	Funding Agency	Name of the Principal Investigator	Title of the Project	Amount(Rs)	Duration	
					From	To
	Nil					

4. Deputation of Faculty to present papers in Congresses/Conferences/Seminars/Workshops, Symposia, etc.

Sl. No.	Name of the Faculty	Congress/Conference/Seminar /Workshop and Venue	Period	Title of the paper
1	Dr.K. Malar Mathi	International conference on Indigenous Management Practices, Annamalai University.	July 16- 18	“Attrition rate in IT Industry.”
		International conference on Indigenous Management Practices, Annamalai University	July 16-18.	“Rural Marketing”
	Dr.G. Sridharan	“Present Scenario in the Indian stock market” organized by the Department of commerce, Aditanar college of Arts and Science, Tirchendur on 14.03.2009	14.03.2009	Indian Stock Market
	Mrs. N. Uma Devi	An International Conference on “Corporate Social Responsibility in the Globalised Scenario”, Holy Cross College, Tiruchirappally.	22 nd to 24 th January, 2009,	‘CSR in India’
		A National Seminar on “Enhancing Quality in Higher Education”, Fatima College, Madurai.	27 th February, 2009,	‘Quality Assurance in Higher Education’
		International Seminar on ‘Managing Global Recession Opportunities & Challenges’, KSR College of Technology, Tiruchengode	March 25 th , 2009	‘Challenges in Banking Sector’
		A National Seminar on ‘Contribution of Alumni towards Quality Improvement in Higher Education’ Sree Saraswathi Thyagaraja College, Pollachi.	21 st and 22 nd July, 2009	‘Role of Alumni in Quality Improvement in Higher Education’
	International Conference on ‘Innovations in Business Horizons’ Karpagam University, Coimbatore.	24 th and 25 th September, 2009 by	‘Derivatives and the various types’	

4 (b). Faculty having acted as chief guest, key note speakers, resource person, chair person, external

experts, etc.,

Sl. No.	Faculty	Role	Event	Venue & Date	Title
1	Dr.R. Venkatapathy	Keynote Address	National Seminar	18 th Feb 2009, Bharathiar University	Business Ethics
2	Dr.R. Venkatapathy	Presidential address	National Seminar	Feb26 th 2009 Bharathiar University	Future Perspectives and Directions
3	Dr.R. Venkatapathy	Presidential address	National Seminar	Bharathiar University, Feb 26 th 2009.	Emerging domains and Innovative clusters
4	Dr.R. Venkatapathy	Presidential address	UGC	Bharathiar University on the Mar 18 th 2009	Effective preparation of the question bank in Commerce and Management
5	Dr.R. Venkatapathy	Key note address	Faculty Development Programme	MahatmaGandhi University, 1 st Dec 2009	Effective usage in Management Education
6	Dr.R. Venkatapathy	Key note address	Seminar	Bharathiar University 16 th December 2009	The Role of NGOs
7	Dr.R. Venkatapathy	Key note address	Seminar	Govt. Arts & Science College, Kozhinjampara,	Global perspectives in Management

5. Seminars and Conferences Organized:

Sl. No.	Name of the Faculty	Congress/Conference/Seminar/ Workshop/Symposia, etc. Organized	State/National/ International Level	Period
1	Dr.R.Venkatapathy	Online Trading : Pedagogical issues at the Higher education level Training programme	National	3 rd and 4 th December 2010
2	Dr.V.Kubendran	Creativity and Innovation for Organisational Excellence	National	13.10.2009
3	Dr.V.Ramanujam & Dr.Sankaranaryanan	Management Education : The Emerging Domains and Innovation Clusters	State Level	26 th Feb 2009
4	Dr.Rupa Gunaseelan & Dr.K.Malarmathi	Business Ethics : Future Perspectives and Directions	National Level	18 th Feb 2009
5	Dr.Ajoy Mathew	Question Bank in Management		18 th March 2009

6. Publication of Research Papers in the National/International Level:

Sl. No	Title of the paper	Author(s)	Journal	Volume No, Issue No.	Year of Publicat	Page (pp)
1	Quality of work life in textile industry	Dr.V. Kubendran	Management	Vol.3 issue 3	May 2009	40-47
2	A Unique destination for inbound Tourism	Dr.V. Kubendran	Management	Vol.5 issue. 2	Dec 2009	269-285
3	Perception on soft skills of the new generation	Dr. Rupa Gunaseelan	Management	Vol 2 issue 1	Jan 2009	
4	A study on the perception and attitude of entrepreneurs	Dr.K. Malar Mathi	Management	Vol 1 issue1	2009	42-47

5	Study on organizational Climate of professional and non professional colleges with reference to Bangalore city”	Dr.V.Ramanujam	Management		Sep 2009	
6	“ Creative Leadership”	Dr.V.Ramanujam	Management	Volume.11, No.423	April 2009	
7	“Food Security in India: The Real Story”	Dr.V.Ramanujam	Management	Vol.36, No.12	Dec 2009	27-28
8	“Growth of Entrepreneurship in Theni District”	Dr.V.Ramanujam	Management	Vol.2, Issue 1	Dec 2009	40-47
9	Quality circles in Education’	Mrs. N. Uma Devi Dr. S. Raja	M.B.A. Review	Vol.VIII, Issue X	Oct. 2009.	15-19
10	Quality Assurance in Education through Quality circles’	Mrs. N. Uma Devi Dr. R.S. Mani	Academic Leadership, An	Vol. 7, Issue 3	Dec. 2009	-

6 (b). Abstracts:

Sl.No	Author	Title	Event

7. Publications of Books/Monographs:

Sl. No.	Author	Name of the Book	Publisher/Place	Year
1	Wiley India Pvt.Ltd	Financial Services	Dr.R. Shanmugham, New Delhi	2009
2				
3				

9(a). Enrolment of Overseas Students':

Sl.No.	Degree and Subject	Nationality	Number of Students		Total
			M	F	
1	MBA	Iran	1	1	2

9 (b). Enrolment of Students' from other states

Sl.No.	Degree and Subject	Name	State	Number of Students		Total
				M	F	
1						
2						
3						

10. Research Degrees Awarded:

Sl.No.	Name of the Scholar	Name and Designation of the Supervisor	Title	M.Phil./Ph.D.
1	R. Suyam Praba	Dr.R. Shanmugham		M.Phil
2	A. Vennila	Dr.G. Sridharan		M.Phil
3	P. Vidhya Priya	Dr. R. Shanmugham		Ph.D
4	Assissi Menachery	Dr.R.Venkatapathy		Ph.D
5	Mary Metilda	Dr.K.Vivekanandan		Ph.D
6	S.Prasad	Dr.Ajoy Mathew		Ph.D

11. Fellowships Awarded:

Sl.No.	Agency*	Position (URF/JRF/SRF/RA)	Number of Fellowships		Total
			M	F	
	Nil	Nil			

*(DSC/DRDO/AICTE/Ministry/CSIR, Others...)

12. Scholarships Awarded:

Nature of Scholarship	P.G.		M.Phil.		Ph.D.		Amount Rs.
	M	F	M	F	M	F	
B.C.(State)							
B.C.M.(State)							
M.B.C./D.N.C.(State)							
SC/SCA/ST(National)							
SC/SCA/ST(State)							
First Generation Free Education							
Loan Scholarship							
Others (Specify the name of the scholarship)							
Total							

13. Placement Details:

Name of the Placement Co-ordinator:

Phone No.

Sl.No	Number of Placements & Programme and campus interview	Number of Companies that visited the campus	Number of placements obtained through off campus interviews
1	45	15	10
2			
3			

14. (a) Outstanding achievements by Faculty members':

Sl.No	Name of the Faculty	Achievements	Agency
1	Nil		
2			
2			

14. (b) Outstanding achievements by Students':

Sl.No	Name of the Student	Achievements	Agency
1	Nil		
2			
3			

15. Infrastructure and research facilities available (Please specify equipments more than Rs. One Lakh Only):

Sl.No	Name of the Equipments/Computer/Software/Others	Quantity
1	Projector	2 Nos
2	Laptop	5 Nos
3	Pen Drive	11 Nos

16. Extension activities carried out:

Sl.No.	Name of the Activity	Date	Venue	Beneficiaries
1				
2				
3				

17. Library / Learning Resources/ Information and Communication Technology Resources:

Name of the Librarian or Faculty in-charge and qualification : Mr.M. Mari, Technical Officer

S.No.	Particulars	Nos.	S.No.	Particulars	Nos.
1	No. of Books Available	2712	8	No. of CDs and Digital Books	-
2	No. of Titles Available	1907	9	No. of Indian Magazines	4
3	Books Added During the Year 2009	450	10	No. of Foreign Magazines	-
4	No. of Data bases Available	2	11	Average no. of Students Visiting the Library per day	40
5	No. of Online Journals	70	12	Average no. of Books Issued per day	38
6	No. of Indian Journals	-	13	Availability of Internet (Specify the Capacity) (E.g. – 8 Mbps etc.,)	3
7	No. of Foreign Journals	-	14	Availability of Language Lab	Yes / No

18. Department Lab:

Sl.No.	Name of the Lab	Purpose Research/Practical	Equipments	
			No.	Value
1	Computer Lab	Practical and Research		
2				
3				

19. Others (Please Specify):

- a. Collaborative Research
- b. Consultancy
- c. No. of NET/SET/GATE Qualified students

KEY ACADEMIC RATIOS

S.No	Particulars	Formula	Ratio
1	FACULTY RATIOS		
1.1	Non-Teaching staff to Teaching Faculty Members' Ratio	Total No. of Non-Teaching Staff / Total number of Teaching staff	4 / 14
1.2	Ratio of publications per faculty	Total no. of publications / Total no. of Faculty members	10 / 5
1.3	Ratio of Paper presentation to Faculty	Total no. of papers presented/ Total no. of Faculty members'	10 / 5
1.4	Ratio of Workshops, Seminars, Conference organized to Faculty	Total no. of Seminars etc, organised / Total no. of Faculty	6 / 4
1.5	Ratio of participation	No. of Faculty who attended the programmes / Total number of teaching staff	
1.6	Ratio of Projects to Faculty	Total number of Projects /Total no. of Faculty	120 / 13
2	RESOURCE RATIOS		
2.1	Ratio of Computers per student	Total no. of Computers in the Department/ Total No. of Students	120 / 240
2.2	Ratio of Books to students	Total no. of Books / Total no. of Students	2712 / 240
2.3	Hostellers' Ratio	Total hostel inmates / Total students admitted	
2.4	Constructed area per student	Total constructed area / Total number of students	
3	STUDENT RATIOS		
3.1	Demand Ratio	Number of Students Applied / No. of Students Admitted	590 / 120
3.2	Student Faculty Ratio	Total number of Students/Total No. of Faculty members	240 / 13
3.3	Gender Ratio	Total number of female students / Total number of male students	104 / 136
3.4	Percentage of differently abled students admitted	No. of differently abled students admitted / Total no. of students admitted	
3.5	Percentage of students from other state	No. of other state students admitted / Total no. of students admitted	
3.6	Percentage of Foreign students admitted	No. of Foreign students admitted / Total no. of students admitted	2 / 2
3.7	Success Rate of Students	Total number of students passed / Total number of students appeared for final exam	
3.8	Cost of education per student	Total Expenditure / Total no. of Students on roll	
3.9	Amount of scholarship per student	Total amount of scholarships / Total no. of Students getting scholarships	Nil
3.10	Ratio of students given remedial coaching	No. of students given remedial coaching / Total no. of Students	Nil

4	OTHER ACADEMIC RATIO		
4.1	Percentage of student dropouts in the academic year 2008 – 2009	Number of dropouts / Number of students admitted	120 / 120
4.2	Ratio of placements to students	Total no. of Placements / Total no. of out going students	45 / 25
4.3	Ratio of students given competitive / Civil service Examination coaching	No. of students given coaching / Total no. of out going Students	Nil