

3.5

Department of Management Studies

1. Name of the Department : Department of Management Studies
2. Year of establishment : 2000
3. Is the Department part of a School/Faculty of the university? Yes
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D. Sc., D.Litt., etc.) PG(MBA- Four Semester) & Ph. D
5. Interdisciplinary programmes and departments involved :
6. Courses in collaboration with other universities, industries, foreign institutions, etc. : Faculty Student Exchange Programmes with Calw & Riedlingen Universities, Germany.
7. Details of programmes discontinued, if any, with reasons : Nil
8. Examination System: Choice Based Credit System (Four Semesters)
9. Participation of the department in the courses offered by other departments : Nil
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (Including CAS & MPS)
Professor	1	1	1
Associate Professor	2	2	2
Asst .Professor	4	1	1
Assistant Professor (on Contract)	4	4	4

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. Of Ph.D/ M.phil students guided for the last 4 Years
Dr. P. T. Raveendran	M. Com, MBA, M. Phil. Ph.D.	Professor	HRM & OB	34	12
Dr. T. Asokan	M.Com, M. Phil, Ph.D.	Professor	Finance & Research Methodology	34	11
Dr. U. Faisal	M.Sc. MBA M.Phil. Ph.D.	HOD & Associate professor	Management Science & IT	12	7
Dr. Muhammed Razik P.	M.Com, MBA, Ph.D.	Asst. Professor	HRM	10	-

Muneer T.K.	B.Sc. MBA, NET	Asst. Professor on contract	Marketing	3	-
Shameena M.	M. Com., NET & JRF	Asst. Professor on contract	Finance	3	-
Dr. Rehin K.R.	MBA, Ph.D., NET	Asst. Professor on contract	HRM	1	-
Sivaprasad K.I.	MBA, NET	Asst. Professor on contract	HRM	1	-

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors

Sl.No	Name	Designation
1	Prof. Saji Gopinath	Pofessor, IIMK
2.	Keyoor Purani	Asst. Professor, IIMK
3	Dr. B. Rambaliga	Prof. Babcock, Graduate School of Management
4	Prof. T. Mallikarjunappa	Professor, Mangalore University
5	Prof. Mallika Das	Mount St. Vincent University
6	Prof. Marcil Fried Rich	Riedlingen University, Germany
7	Udo Siewert Fotty	Calw University, Germany
8	Mathew John Chemmanam	Cipla, Sr. Manager
9	Ramakrishnan U.K.	IRE limited, Kochi
10	Dr. Johnny Johnson	Asst. Professor SMBS MG University
11	Sri. K. G. Nair	Advisor, Pavilion and interiors Group of Companies.
12	Dr. T. P. Shashikumar	Senior Scientist , ADRIN , DOS, Govt. of India
13	Smt. Preetha Chathoth	Executive, World Bank
14	Dr. C.V. Raveendranath	Managing Director, Krishna Jewels
15	Mr. Sunil K. Zachariah	MD, Futuristic Consultancies, Cochin
16	Sri. K. P. Kamaluddin	GM, Western India Plywoods Ltd. , Cochin
17	Dr. N. Shankaran	MIICHE

13. Percentage of classes taken by temporary faculty – programme-wise information
MBA : 50 to 60%

14. Programme-wise Student Teacher Ratio :

MBA : 1:15

Ph. D. : 1:8

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual : 1(One) Administrative Staff

16. Research thrust areas as recognized by major funding agencies : Higher Education

17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies,

project title and grants received project-wise.

Details of Research Projects / Collaborative Projects completed /ongoing.

Name of Funding Agency	Whether Minor/Major Project	Name of Principal Investigator	Amount Sanctioned	Completed /ongoing
UGC	Major	Dr. P.T. Raveendran, Professor	4,98,000	Completed
KSHEC	Major	Dr. P.T. Raveendran, Professor	10,00,000	Ongoing

18. Inter-institutional collaborative projects and associated grants received
 - a) National collaboration
 - b) International collaboration
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received.
20. Research facility / centre with
 - ✓ state recognition
 - national recognition
 - international recognition
21. Special research laboratories sponsored by / created by industry or corporate bodies -Nil
22. Publications:
 - Number of papers published in peer reviewed journals (national / international)

Publications by Dr. P. T. Raveendran

Articles Published In National/International Journals

1. 'Role of Empathy in Ensuring Patient satisfaction at Government hospitals in Kerala : An Investigation', Asian Journal of Management, 5(1), (ISSN:0976-495X), January- March 2014
- 2.'The Fifth 'P' that sells -Examining consumer Behaviour towards Visual and Informational Elements of Product Packages', Asian Journal of Management, 5(1),(ISSN:0976-495X), January- March 2014
3. 'An exploration into Indian's perception on food products nutritional labeling', Management Research and Practice, Vol.6,Issue 1, (ISSN:2067 2462),March 2014 (Romania)
- 4.'The power of sensation transference: Chocolate packages and Impulse purchases',The Indore Management Journal,Indian Institute of Management, Indore Special issue,CERE 2014,(ISSN:0975-1653), 2014
- 5.'Tangibility and satisfaction at government hospitals in Kerala: Analyzing the patients perspective', Management in Health, Vol.11,Issue 4,(ISSN:2067 7561),Dec.2013 (Romania)
- 6.'Nutrition and Health: An Investigation into Nutritional Risk of Echo Boomers', Asian Journal of Research in Social Sciences and Humanities,Vol.3,Issue 12,(ISSN: 2249 7315),Dec.2013
7. 'Does nutritional labeling increase healthy eating fallacy? An exploration into young Indian's purchase behavior', Management Science Letters, Vol. 2, Issue 9, (ISSN: 1923 9343) (online), Nov. 2013.(Canada)

8. 'Demographic Variables & Nutritional Risk: The Predictive Power Using Binary Logit Model', Indian Journal of Applied Research, Vol. 3, No.11, (ISSN: 2249 555X), Nov.2013
9. 'Eat healthy! Stay healthy! Parent's perception of nutrition fact label towards Informed purchase decisions for their children', Asian Journal of Research in Business Economics and Management, Vol. 3, Issue 11,(ISSN: 2249 7307), Oct.2013
10. 'Baby foods and nutritional labeling: Do Indian mothers' care?', Indian Journal of Management Science, Vol. 3, Issue 4,(ISSN: 2231 279X), Oct.2013
11. 'An Empirical Investigation on Doctors' Perception of HR Planning Practices at Government Hospitals in Kerala', International Journal of Innovative Research & Development, Vol 2, Issue 9,(ISSN:2278-0211) (online), Sept.2013.
12. 'Team work in Patient Care: Exploring the case of Government Hospitals in Kerala', International Journal of Business and Management Invention, Vol.II, Issue IX, (ISSN: 2319-8028 (online), 2319801X (Print), Sept.2013
13. 'Antecedents of Patients' Satisfaction at Government Hospitals in Kerala: An Exploration', Commerce Spectrum,[ISSN 2321-371X], Vol. I No.I , June 2013.
14. 'Chocolate packaging and purchase behaviour: A cluster analysis approach', Indian Journal of Marketing ,[ISSN 0973-8703], Vol. 43, No.6, June 2013.
15. 'Chocolate packaging cues and first moment of truth: An exploratory study on young consumers' mind', Management Science Letters , [ISSN 1923-9343], Vol.3, No.7, International Journal (Canada), May 2013.
16. 'Impact of job satisfaction and organizational commitment on intentions to leave- An empirical study of employees in the IT-ITES industry in Bangalore', International Journal of Marketing , Financial Services & Management Research,[ISSN 2277-6788], Vol.2, No 1, Jan-March 2013
17. 'Role of packaging cues on consumer buying behaviour', International Journal of Engineering and Management Sciences , [ISSN 2229-6425], Vol. 4, No.1, Jan-April 2013.
18. 'Product packaging and child -parent purchase behaviour: An Elaboration Likelihood Model approach', IQRA International Management Journal, [ISSN 2277-4211], Vo.1, No.1, Jan-Dec 2012
19. 'An Elaboration Likelihood Model approach to packaging and child-parent interaction', International Journal of Research in Computer Application and Management , [ISSN 2231-1009] , Vol.2, No.12, Dec 2012
20. 'Employee job satisfaction in software and ITES units in Bangalore- An empirical study', Business Management Dynamics, [ISSN 2047-7031], Vol.2, No.6., International Journal (Britain) Dec 2012
21. 'Leadership Style of School Headmasters and it's influence on the Organizational Commitment of Subordinate Teachers: A Study among School Teachers in Kerala', GBAMS-VIDHUSHI, (ISSN 0974-6374), Vol.3, No.2, July-Dec 2011
22. 'Does Credit Card Usage Enhance Defaults among Compulsive Buyers', Indian Journal of Marketing, (ISSN 0973-8703), Vol.41, No.6, June 2011.
23. 'Employee Binding-The Essence of Employee- Employment Configurability', Management Innovator (ISSN 0974-6749), Vol.3, No.2, July-December 2010
24. 'Road Accidents in Kerala', Witness, The Analytical Journal of India, Vol.10, No.02, February 2010
25. 'Medical Tourism in Kerala: Opportunities, Challenges and Concerns' Management Researcher, Vol.XVI, No.3, Jan-March 2010

26. 'The Essence of Employer Employee Configurability', Rajagiri Management Journal (ISSN 0972-9968), Vol.5, No.2, December 2009
27. 'Retail Patronage Behaviour and Shopper Segmentation: A Study among Shoppers of Organized Retailers', Vilakshan - XIMB Journal of Management (ISSN 0973-1954), Volume VI, Issue No.2, September, 2009.
28. 'Are Shoppers Compulsive Buyers?', Erudition- The Albertian Journal of Management (ISSN 0973-7839), Vol.3, Issue 2: July 2009.
29. 'Value Added Services for Cellular Mobile Customers: Challenges and Opportunities for Indian Telcom Industries', Management Researcher, Vol.XVI, and No.1 July-September 2009
30. 'Consumer Behaviour and Promotional Strategies in the Small Car Market – An Investigation', Man-age: DCMS Journal for Management, Vol.4, Issue 1-2, Jan-Dec 2009
31. 'HR Accounting –A Mammoth Myth', Journal on Management, (ISSN 0973-5054), Volume 3, No.3, (*International Journal*), Feb 2009.
32. 'Impact of Advertising Media on Cellular Mobile Customers in Kerala', Management Researcher, Vol.XV, No.3, January – March 2009
33. 'Does Compulsive Buying affect Credit Card Defaults?', Vision :The Journal of Business Perspective, (ISSN 0972-2629), Volume 12, Number 4, Oct-Dec 2008
34. 'Malabar: A Highly Diversified Tourism Destination: But, still a Lame Duck in Foreign Tourism' Management Researcher, Vol.XIV, No.4, April-June 2008

Chapters Contributed in International/National Books

1. "Does sensation transference dictate sales? An exploratory study on chocolate based on its package' .Paper in the Edited book , "Managing Services in Competitive Environment", published by AIMS International & IIM B (ISBN :978-81-924713-3-4), Jan, 2014
2. "Role of Transformational Leadership and Organizational Commitment and their Variability in Different School Settings" . Chapter in the Edited Book (2014), "Educational Leadership and Leadership Education in Asia" published by the University of Philippines Press (UPP), Baguio, Philippines. March 2013.
3. 'India at a Glance', Wachstumsmarkt Indien, (ISBN 978-3-486-58573-5), Chapter in the edited book, Oldenburg Scientific Publishers, Munich, Germany, 2008
4. 'Indien auf einen Blick-mit vielen Facetten' , Wachstumsmarkt Indien, (ISBN 978-3-486- 58573-5), Chapter in the edited book, Oldenburg Scientific Publishers, Munich, Germany, 2008
5. 'Repositioning North Malabar as a Investor Friendly Region, What needs to be Done?' North Malabar on the wings of Development, published by Deshabhimani, January, 2010

Book Review (2007-2011)

1. 'Corporate Governance', The Management Scientist, Vol.9, No.1, Jan-Mar 2010

Publications by Dr. T. Asokan since 2008

1. Consumer Buying Behaviour in Rural Markets- A study with special reference to Soaps and Detergents in Malappuram District – Kerala. p 30 SNS Journal of Marketing Volume 1, issue 1 January-June 2010. ISSN No. 0975-7627

2. Entrepreneurial Priorities of Women SHG Members from Kerala- The North South Paradox Micro Finance – Enabling Empowerment: Pondicherry University, Puducherry, 2010
3. Risk Reporting and Management Practices in India. Risk management and Corporate Governance in Germany and India: SRH Riedlingen University, Riedlingen Germany – 2010
4. Changing Paradigm of Product and Service Marketing in India SNES JOMAR Volume 2. Issue 1 Jan 2013- ISSN 2278-6716
5. Corporate Governance and Risk Disclosure in India: An appraisal. Souvenir of the one day International Conference on Financial Services- Issues and Challenges: P.K.R. Arts College for Women, Gobichettipalayam, Tamil Nadu. August 2013
6. The Changing Face of Indian Insurance Industry. Souvenir of two day national level seminar. Government First Grade College Bettampady. Karnataka. September 2014

Contribution to Edited Volume

1. Entrepreneurial Priorities of Women SHG Members from Kerala- The North South Paradox Micro Finance – Enabling Empowerment: Pondicherry University, Puducherry, 2010. ISBN:978-81-8209-265-5

Dr. U. Faisal

a) Book Published : 1

1. “Solution to Convex and Non Convex Programming Problems” Published by Lap Lambert Publications, Germany.

Edited Chapter:

“A Study on the Perception of Suppliers and Transporters on Corporate Retailers in Kerala” □ was reprinted by the editors (K. M. George, Anil Kumar *and* Anand Kumar) as a chapter in the book, “Contemporary Issues of Finance and Business Management “(ISBN: 978-93-81212-39-4) published by Bharti Publications, Delhi

b) JOURNALS : RESEARCH PAPERS PUBLISHED: 18

1. “A Study on Application of Knowledge Management in the Supply Chain of Auto Component Industry in India” □ Published in International Journal of Marketing and Technology (ISSN: 2249-1058) ,July 2013, Volume 3, Issue 7
2. “A Study on the Effect of Layout on the Sale of Fresh Fruits and Vegetables at Corporate Retail Outlets in Kerala” □ Published in International Journal of Marketing, Financial Services and Management Research (ISSN: 2277 3622),April-June 2013, Volume 2, No. 2
3. “A Study on Customer Preferences at Shopping Malls in Kerala” Published in Zenith International Journal of Business Economics and Management Research (ISSN: 2249-8826) in June 2013, Volume 3 (6) □ The same paper was reprinted by the editors (K. M. George, Anil Kumar *and* Anand Kumar) as a chapter in the book, Contemporary Issues of Finance and Business Management (ISBN: 978-93-81212-39-4) published by Bharti Publications, Delhi
4. “A Study on Collabouration within the Supply Chains of Corporate Retailers in Kerala” □ Published in Academia – International Multidisciplinary Research Journal (ISSN: 2249-7137) , May 2013 in Volume 3, Issue 5
5. “Opinions among Supply Chain Partners in Kerala – A Study on Ayurvedic Products” □ Published in Spectrum : A Journal of Multidisciplinary Research (ISSN: 2278-0637) April 2013, Volume 2, Issue 4.

6. “A Study on the Perception of Suppliers and Retailers on Transporters in the Corporate Retail Chains in Kerala” □ Published in International Journal of Management and Social Sciences Research (ISSN: 2319-4421), April 2013, Volume 2, No. 4.
 7. “A Study on the Application of New Tools of Supply Chain Management among Suppliers and Transporters of Corporate Retailers in Kerala” Published in International Journal of Advanced Research in Management and Social Sciences (ISSN: 2278-6236) in March 2013, Volume 2, Issue 3
 8. “A Study on Employee Adequacy Using Erlang’s Queuing Theory in Health Care” Published in the Asia Pacific Journal of Research in Business Management (ISSN 2229-4104) , March 2011 (Volume 2, Issue 3
 9. “Convergence of Supply Chain Management, ERP and CRM” □ Published in M E S Journal of Technology & Management (MESJTM) – ISSN: 0976-3724, Vol. 1, No. 1, January – June 2010
 10. “Managing religious philanthropy for socio-economic development” published in International journal of research in commerce, economics and management , (Vol-1, Issue-IV August 2011, ISSN 2231-4245)
 11. “Managing third sector for socio- economic development” Journal of Management vision by Rizvi Institute of management , Mumbai (ISSN No-0975-7813)
 12. “The role of third sector organisations in managing the change in the socio-economic development is accepted for publication in the journal of Change by Allana Institute of management , Mumbai (ISSN No-0976-2507)
 13. “Third sector organisation in India – An Introduction” Journal of Management and technology. (ISSN No-0975-6167)
 14. “An Algorithm for Solving Stochastic Fractional Transportation Problem”, published in Pacific-Asian Journal of Mathematics, Volume 4, No1, January-June 2010. [ISSN 0973-5240]
 15. “Vendor Managed Inventory - A paradigm Shift in Inventory Management” , published in ICFAI READER, as Cover Story , The ICFAI University Press, October 2009.
 16. “Solution to a Class of Non-Linear Integer Models, Pure and Applied Mathematika Sciences, Vol LXX, No 1,2 September 2009, [ISSN 0379-3168]
 17. “A Study on Customer Perception on Corporate Retail Outlets in Kerala” IIMS Journal of Management Science (Bi-annual) with ISSN (Print): 0976- 030X, ISSN (Online): 0976-173X.
 18. “A Study on Supplier Relations and Cross Docking in the Supply Chains of Corporate Retailers in Kerala” “Anvesha” (Quarterly)
- c) Seminar/Conference Proceedings
1. “A Study on the Perception of Suppliers and Transporters on Corporate Retailers in Kerala” □ Presented at 4th International Conference on Finance and Business Management (ICFBM-13) June 15-16, 2013 at Haridwar, Uttarakhand (India) organized by Society of Technical and Management Professionals (STMP).
- Monographs
 - Chapters in books
 - Edited Books
 - Books with ISBN with details of publishers
 - Number listed in International Database (For e.g. Web of Science, Scopus,

- Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)
- Citation Index – range / average
 - SNIP
 - SJR
 - Impact Factor – range / average
 - h-index
23. Details of patents and income generated : Nil
 24. Areas of consultancy and income generated :
 1. Conducting MBA Courses through sub-centres of University Campus. – Income generated: appx. 1,00,00,000/ year.
 2. Consultancy Work - Income generated -19,000
 25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad
 1. Dr. P. T. Raveendran
 2. Dr. T. Asokan
 3. Dr. U. Faisal
 26. Faculty serving in
 - a) National committees b) International committees c) Editorial Boards d) any other (please specify)
 1. Dr. P. T. Raveendran
 2. Dr. T. Asokan
 3. Dr. U. Faisal
 27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).
 1. Dr. P. T. Raveendran
 28. Student projects
 - percentage of students who have done in-house projects including inter-departmental projects – 20%
 - percentage of students doing projects in collaboration with other universities / industry / institute – 80%
 29. Awards / recognitions received at the national and international level by
 - Faculty
 - Dr. T Asokan : UGC DAAD Fellowship
 - Doctoral / post doctoral fellows
 - Students
 30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Year	Name Seminar / Conference
2009	1. International Conference on Health Care Management in India and Germany, DMS Kannur University November 2009 2. A.K. Kaderkutty Memorial Oration-
2010	1. International Conference on Risk Analysis and & Disclosure by Corporates in India and Germany 2. A.K. Kaderkutty Memorial Oration-

2011	1. Two Day International Conference on Emerging Delivery Mechanisms of Management Education. DMS, Kannur University. 31 st October & 1 st November 2011 2. A.K. Kaderkutty Memorial Oration
2012	1. A.K. Kaderkutty Memorial Oration
2013	1. One day International Seminar on marketing and Innovation 2. A.K. Kaderkutty Memorial Oration+

31. Code of ethics for research followed by the departments:
As per the decision of the competent authority.

32. Student profile programme-wise: MBA

	2009	2010	2011	2012	2013
Number of Seats (a)	45	50	52	53	51
Number of Applications (b)	604	680	741	814	459

Name of the Programme (refer to question no. 4)	Applications Received	Selected		Pass percentage	
		Male	Female	Male	Female
MBA (2013-15 batch)	459	20	31	95	96.77
Ph.D.					
Dr. U. Faisal		8	2	75	25
Dr. T. Asokan		6	6	50	66.67
Dr. P. T. Raveendran		12	3	91.67	33.33

33. Diversity of students

Name of the Programme (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
MBA	73	20	7	-

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

Number of students passed in NET/SLET etc. (last 5 years) :

NET-JRF – 6

NET - 19

35. Student progression

Student Progression	Number/Percentage against enrolled
UG to PG	---
PG to M.Phil.	---
PG to Ph.D.	3 Nos
Ph.D. to Post-Doctoral	
Employed	
▪ Campus Selection	30
▪ Other than campus recruitment	132
Entrepreneurs	12

36. Diversity of Staff:

Percentage of faculty who are graduates of the same university	25
from other universities within the State	50
from universities from other States	25
From universities outside the country	-

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period : 22

38. Present details of departmental infrastructural facilities with regard to

a) Library

- i. No. of books in the Library : 6808
- ii. No. of new books added : 284
- iii. No. of journals subscribed by the library: 50
- iv. Facility of E-Journal : Yes
- v. Separate section for Research : Yes

b) Internet facilities for staff and students

- i. Common Computer or Internet Facility : Yes (WIFI & Dial up)
- ii. Internet facility for Teachers : Yes
- iii. No. Of computers /internet facility for research scholars: 5
- iv. No. Of Computers for Students : 20

c) Total number of class rooms : 5 (2 Computer Lab)

d) Class rooms with ICT facility : Yes

e) Students' laboratories : Computer Lab Facility

f) Research laboratories : Nil

39. List of doctoral, post-doctoral students and Research Associates

a) from the host institution/university :

Sl. No.	Name of the Research Guide	Details of Scholars	Whether PT/FT	Whether JRF/Uty JRF
1	Dr. P.T. Raveendran	Sreya R.	FT	JRF
2	Dr. P.T. Raveendran	Prajith P.K.	PT	-
3.	Dr. T. Asokan	Siji Cyriac	PT	

4.	Dr.T. Asokan	Shino P Jose	PT	
5	Dr. U. Faisal	Ziliya K.P.	FT	JRF
6	Dr. U. Faisal	Rinoj P.K.	PT	

b) from other institutions/universities :

Sl. No.	Name of the Research Guide	Details of Scholars	Whether PT/FT	Whether JRF/Uty JRF
1	Dr. P.T. Raveendran	SM Unnikrishnan	PT	-
2	Dr. P.T. Raveendran	Shibina M	FT	JRF
3	Dr. U. Faisal	Hyderali	PT	-
4	Dr. U. Faisal	Prasanna Byhatti	PT	-
5	Dr. U. Faisal	Muneer T K	PT	-
6	Dr. U. Faisal	Girija	PT	-

40. Number of post graduate students getting financial assistance from the university. :
18
41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology. – Brainstorming.
42. Does the department obtain feedback from
- faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
Yes. It is very helpful to modify the teaching and learning system, Syllabus revision, CAS, etc.
 - Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
For improving the quality of teaching, delivery of contents and teaching methods.
 - Alumni and employers on the programmes offered and how does the department utilize the feedback?
The department takes feedback from different corporate and our own alumni. This may help the department to evaluate our methods of moulding the students and improving them to reach corporate world. They are also conducting training programmes for the students to equip them to obtain better placement.
43. List the distinguished alumni of the department (maximum 10) :
- Anoop P., IBMC Dubai
 - Nishanth, Honda Dubai

3. Rubeena Ibrahim
 4. Zanim Muhammed Hashim, International Basket Ball referee.
 5. Aiswarya Haridas , Fencing Champion in International and national Games.
 6. Dr. B Rameswaran
 7. Dr. Suraj Kushe shekhar , Asst. Professor in VIT
 8. Dr. Afsal EM (Prince Salman University , KSA)
 9. Abdul Sathar (SI)
 10. Binith (Consultant, Canada)
44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
- Work shop on Stress and Tension Management (19th November 2013)
 - Workshop on spiritual Quotient (23rd October 2013)
 - Meet the Expert with Dr. Afsal(Prince Salman University , KSA) (4th august 2013)
 - Meet the Manager (30th Sepember 2013)
 - International Conference on Marketing and Innovation(8th November 2013)
 - Training programme on Soft Skill development(24 th March 2014)
 - Training programme on computer Repair and maintenance(23 to 28th June 2014)
 - GFMA Star Plus – Security Dealer Level 4 – Conducted by BSE & IBMC-
 - Outdoor Training Programme to Ranipuram, (3rd February 2015)
45. List the teaching methods adopted by the faculty for different programmes.
MBA : Lecturing Method , Presentation , video Conferencing, Case Study method
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
- The department is conducting alumni meet every year and getting the present status of the alumni.
47. Highlight the participation of students and faculty in extension activities.

Academic Collaborations

DMS has to its credit an international faculty student exchange program with two German Universities- Calw and Reidlingen University. This unique exchange program helps in globalizing education. We had the German team who visited India last year. A team of 9 members consisting 6 students and 3 faculties including the Vice chancellor is expected to visit Germany in February 2015.

Industrial Collaboration

DMS in association with the Western India Plywoods Ltd organises the A K Kaderkutty Memorial Oration annually. On 4th March 2014, we had T.P. Srinivasan, Former Ambassador & Vice Chairman-Kerala State Higher Education Council who spoke on "Linking higher education with industry". A K Kaderkutty Endowment Award for academic excellence and the award for the Best Prospective Manager was also distributed.

Skill enhancement schemes

As part of the National Skill development Corporation program, a certificate course on financial education (Equity dealer) in association with IBMC International was imparted

to 42 selected students which was conforming to national skill qualifications framework level 4. All the students successfully qualified the course and were awarded certificates from BSE Institute Limited. This program helped to increase the employability of students to take up emerging jobs in banks and other financial institutions.

Student developmental initiatives

The department also has an active Entrepreneurship Development Club. Regular training programs and workshops are conducted to instill a spirit of Entrepreneurship in the minds of our students. Workshop on Personal Entrepreneurial characteristics was organized in association with RUDSET Institute, Kerala on 19th November 2014.

Business Incubation Centre

A Business Incubation Centre is proposed to be set up under the auspices of the Kannur University with the infrastructural and instructional facilities of the Department of Management Studies by which start ups can be established thus equipping students to be 'job creators' rather than 'job seekers'. Mr. Ajith Balakrishnan, CEO & Founder, Rediff.com is the Chief Mentor of BIC. An interactive session with students and the mentor was conducted on December 31st 2014. The BIC will be officially inaugurated on 19th of January by the Hon'ble Minister for Industries & Information Technology, Sri.P.K.Kunjalikutty. A Memorandum of Understanding (MoU) with the startup village, Kochi will also be exchanged at the official function.

Research & Development

The Department is also a centre for research in management and commerce leading to the award of doctoral degree. This year 19 researchers have enrolled in the department for Ph.D coursework. The researchers at the Department have presented papers at various national and international conferences and have publications in reputed journals. Faculty members have attended conferences and workshops conducted by various academic and industrial bodies such as IIM's, CII etc.

Student initiatives

UNSBR (Unique Numbering System for Bus Routes) is a flagship initiative of DMS which was successfully implemented in the District. The project is a destination based bus numbering system developed by the students as part of their internship. It is one of its kind in the whole of Kerala, utilizing the alpha numeric codes. UNSBR eliminates the language barriers thus hassle free journey is facilitated to national and international travellers who comes to Kannur. The project received whole hearted support from the District Officials, the bus operators and the society at large.

Alumni Association

The Alumni Association of DMS (AADMS) comes together every year to celebrate Alumni Day- Confluence. Confluence'14 was conducted on September 6th 2014 which serves as a platform for the current students to interact with their alumni which may help them to obtain internships, get referrals etc. The old students also extend their whole hearted support to the various developmental activities at the department.

Placement cell

Placement cell is very dynamic in procuring excellent placements for students in reputed companies, some with even international offers. Students have been recruited by Banking, Telecom, Insurance, Retail and other sectors through the yearly placement drives. Placement cell also conducts regular training sessions, mock interviews, and other personality development programs to make students industry ready.

Other Extension Activities:

As part of the social responsibility programs, various activities were conducted under the scheme 'Parivartana' (Back to nature) which included Training program on Computer

Repair and Maintenance (in association with Keltron IT education centre). Students and faculty members of the department undertook medicine collection and distribution initiative with the noble cause of providing free medical assistance to the poor and needy people of the society. A marathon was conducted on the theme 'bowl out waste'. The students have taken up "organic terrace farming", which will lead to farm friendly academic community.

48. Give details of “beyond syllabus scholarly activities” of the department.
- A Project on UNSBR (Unique Numbering System for Bus Routes) undertaken by the Students of the Department (2011-13 Batch).
 - To Launch Certificate Courses meeting the demand of Industry
 - GFMA Star Plus Security Dealer Level 4 (offered by BSE and conducted by IBMC)
 - Training Programmes (Outdoor and Indoor) to provide real time experience of the theoretical concepts of the department.
 - DMS News Desk(DND)
 - DMS Panel Discussion(DPAD)
 - Sprout Programme
 - Meet the Manager
 - E D Club
 - ICE
 - Brand Quest
 - Industrial Collaboration with Western India Plywoods Pvt. Ltd.

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. – AICTE Permanent Institution ID: 1-501962521

50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

Unique Numbering System for Bus Routes (UNSBR)

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51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strength

- Choice based Credit Semester System which provides flexibility to the students.
- Fully WIFI enabled campus, along with state-of-art infrastructure facilities including smart Class Room , Video Conferencing etc.
- Excellent Library facilities with more than 6000 unique titles.
- Computer Lab with Internet Connectivity.
- International Academic Collaboration with Universities in Germany.
- Successful implementation of Social Commitment Projects.
- First Business Incubation Centre in Kerala (University level)

Weaknesses

- Lack of classrooms for specialisation stream.

- Lack of maintenance of Computer Lab, UPS and other accessories in time.
- Practical oriented workshops / Training Programme are not conducting regularly.

Opportunities

- To become one of the premier B- Schools in North Kerala with a potential to attract the most talented students across Kerala.
- To come up with an executive MBA Programme to suit the requirements of working professionals.
- To become a Research hub in North Kerala.
- To implement new curriculum meeting the industry requirements.

Challenges

- Mushrooming of Private Management Institutions.
- Recruitment and Compensation policies make it difficult to retain competent faculty members.

52. Future plans of the department.

- To implement Trimester System in MBA Course.
- To Launch Executive MBA Programme.
- To take up more Consultancy works.