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)

<table>
<thead>
<tr>
<th></th>
<th>Sanctioned</th>
<th>Filled</th>
<th>Actual (Including CAS &amp; MPS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Associate Professor</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Asst. Professor</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Assistant Professor</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Qualification</th>
<th>Designation</th>
<th>Specialization</th>
<th>No. of Years of Experience</th>
<th>No. Of Ph.D/ M.phil students guided for the last 4 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. P. T. Raveendran</td>
<td>M. Com, MBA, M. Phil. Ph.D.</td>
<td>Professor</td>
<td>HRM &amp; OB</td>
<td>34</td>
<td>12</td>
</tr>
<tr>
<td>Dr. T. Asokan</td>
<td>M.Com, M. Phil, Ph.D.</td>
<td>Professor</td>
<td>Finance &amp; Research Methodology</td>
<td>34</td>
<td>11</td>
</tr>
<tr>
<td>Dr. U. Faisal</td>
<td>M.Sc. MBA M.Phil. Ph.D.</td>
<td>HOD &amp; Associate professor</td>
<td>Management Science &amp; IT</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Dr. Muhammed Razik P.</td>
<td>M.Com, MBA, Ph.D.</td>
<td>Asst. Professor</td>
<td>HRM</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td>Sl.No</td>
<td>Name</td>
<td>Designation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-------------------------------</td>
<td>--------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Prof. Saji Gopinath</td>
<td>Professor, IIMK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Keyoor Purani</td>
<td>Asst. Professor, IIMK</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Dr. B. Rambaliga</td>
<td>Prof. Babcock, Graduate School of Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Prof. T. Mallikarjunappa</td>
<td>Professor, Mangalore University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Prof. Mallika Das</td>
<td>Mount St. Vincent University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Prof. Marcil Fried Rich</td>
<td>Riedlingen University, Germany</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Udo Siewert Fotty</td>
<td>Calw University, Germany</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Mathew John Chemmanam</td>
<td>Cipla, Sr. Manager</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Ramakrishnan U.K.</td>
<td>IRE limited, Kochi</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Dr. Johnny Johnson</td>
<td>Asst. Professor SMBS MG University</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Sri. K. G. Nair</td>
<td>Advisor, Pavilion and interiors Group of Companies.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Dr. T. P. Shashikumar</td>
<td>Senior Scientist, ADRIN, DOS, Govt. of India</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Smt. Preetha Chathoth</td>
<td>Executive, World Bank</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Dr. C.V. Raveendranath</td>
<td>Managing Director, Krishna Jewels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Mr. Sunil K. Zachariah</td>
<td>MD, Futuristic Consultancies, Cochin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Sri. K. P. Kamaluddin</td>
<td>GM, Western India Plywoods Ltd., Cochin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Dr. N. Shankaran</td>
<td>MIICHE</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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.

<table>
<thead>
<tr>
<th>Name of Funding Agency</th>
<th>Whether Minor/Major Project</th>
<th>Name of Principal Investigator</th>
<th>Amount Sanctioned</th>
<th>Completed /ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>UGC</td>
<td>Major</td>
<td>Dr. P.T. Raveendran, Professor</td>
<td>4,98,000</td>
<td>Completed</td>
</tr>
<tr>
<td>KSHEC</td>
<td>Major</td>
<td>Dr. P.T. Raveendran, Professor</td>
<td>10,00,000</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

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
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)
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)


25. ‘Medical Tourism in Kerala: Opportunities, Challenges and Concerns’ Management Researcher, Vol.XVI, No.3, Jan-March 2010
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
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
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

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

Publications by Dr. T. Asakan since 2008
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


Contribution to Edited Volume

Dr. U. Faisal

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

Edited Chapter:

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
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.


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).


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

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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Name Seminar / Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1. International Conference on Health Care Management in India and Germany, DMS Kannur University November 2009</td>
</tr>
<tr>
<td></td>
<td>2. A.K. Kaderkutty Memorial Oration-</td>
</tr>
<tr>
<td>2010</td>
<td>1. International Conference on Risk Analysis and &amp; Disclosure by Corporates in India and Germany</td>
</tr>
<tr>
<td></td>
<td>2. A.K. Kaderkutty Memorial Oration-</td>
</tr>
</tbody>
</table>
31. Code of ethics for research followed by the departments:
As per the decision of the competent authority.

32. Student profile programme-wise: MBA

<table>
<thead>
<tr>
<th>Number of Seats (a)</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA (2013-15 batch)</td>
<td>45</td>
<td>50</td>
<td>52</td>
<td>53</td>
<td>51</td>
</tr>
<tr>
<td>Number of Applications (b)</td>
<td>604</td>
<td>680</td>
<td>741</td>
<td>814</td>
<td>459</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of the Programme</th>
<th>Applications Received</th>
<th>Selected</th>
<th>Pass percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>MBA (2013-15 batch)</td>
<td>459</td>
<td>20</td>
<td>31</td>
</tr>
<tr>
<td>Ph.D.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dr. U. Faisal</td>
<td>8</td>
<td>2</td>
<td>75</td>
</tr>
<tr>
<td>Dr. T. Asokan</td>
<td>6</td>
<td>6</td>
<td>50</td>
</tr>
<tr>
<td>Dr. P. T. Raveeendran</td>
<td>12</td>
<td>3</td>
<td>91.67</td>
</tr>
</tbody>
</table>

33. Diversity of students

<table>
<thead>
<tr>
<th>Name of the Programme (refer to question no. 4)</th>
<th>% of students from the same university</th>
<th>% of students from other universities within the State</th>
<th>% of students from universities outside the State</th>
<th>% of students from other countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>73</td>
<td>20</td>
<td>7</td>
<td>-</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Student Progression</th>
<th>Number/Percentage against enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG to PG</td>
<td>---</td>
</tr>
<tr>
<td>PG to M.Phil.</td>
<td>---</td>
</tr>
<tr>
<td>PG to Ph.D.</td>
<td>3 Nos</td>
</tr>
<tr>
<td>Ph.D. to Post-Doctoral</td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td></td>
</tr>
<tr>
<td>• Campus Selection</td>
<td>30</td>
</tr>
<tr>
<td>• Other than campus recruitment</td>
<td>132</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>12</td>
</tr>
</tbody>
</table>

36. **Diversity of Staff:**

<table>
<thead>
<tr>
<th>Percentage of faculty who are graduates</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>of the same university</td>
<td>25</td>
</tr>
<tr>
<td>from other universities within the State</td>
<td>50</td>
</tr>
<tr>
<td>from universities from other States</td>
<td>25</td>
</tr>
<tr>
<td>From universities outside the country</td>
<td>-</td>
</tr>
</tbody>
</table>

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**:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Research Guide</th>
<th>Details of Scholars</th>
<th>Whether PT/FT</th>
<th>Whether JRF/Uty JRF</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dr. P.T. Raveendran</td>
<td>Sreya R.</td>
<td>FT</td>
<td>JRF</td>
</tr>
<tr>
<td>2</td>
<td>Dr. P.T. Raveendran</td>
<td>Prajith P.K.</td>
<td>PT</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Dr. T. Asokan</td>
<td>Siji Cyriac</td>
<td>PT</td>
<td></td>
</tr>
</tbody>
</table>
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
   a. 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.
   b. 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.
   c. 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):
   1. Anoop P., IBMC Dubai
   2. Nishanth, Honda Dubai
3. Rubeena Ibrahim
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.
   • Workshop 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 September 2013)
   • International Conference on Marketing and Innovation (8th November 2013)
   • Training programme on Soft Skill development (24th 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 Reildingen 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)
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 kinds 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 come to Kannur. The project received whole hearted support from the District Officials, the bus operators and the society at large.

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
• Mushroombing 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.