

G R DAMODARAN ACADEMY OF MANAGEMENT

Mandatory Disclosure

Mandatory Disclosure updated on	:	8.3.2010
1. AICTE File No.	:	PG/TN/MBA/2005/016
Date & Period of Last approval	:	2.6.2009 & 2009-2010
2. Name of the Institution	:	G R Damodaran Academy of Management
Address of the Institution	:	Neelambur, Civil Aerodrome Post Avanashi Road, Neelambur, Coimbatore – 641 062 Tamilnadu, India
City & Pin Code	:	Coimbatore 641 062
State / UT	:	Tamil Nadu
Longitude & Latitude	:	77 Degree East & 11 Degree North
Phone Number with STD Code	:	0422 – 2626206, 2626207
FAX number with STD Code	:	0422-2625188, Mobile : 98422 21142
Office hours at the institution	:	9.15 am to 5.00 pm
Academic hours at the institution	:	9.30 a.m to 4.40 p.m
Email	:	grdam@grd.edu.in
Website	:	www.grd.org
Nearest Railway station (dist. In Km):	:	Coimbatore – 13 Kms
Nearest Airport (dist.in Km)	:	Coimbatore – 5 Kms
3. Type of Institution	:	Private-Self Financing
Category (1) of the Institution	:	Non Minority
Category (2) of the Institution	:	Co-Ed
4. Name of the Organisation running the institution	:	The G R D Trust
Type of the Organisation	:	Trust
Address of the Organisation	:	Kalaikathir Buildings 963, Avanashi Road Coimbatore 641 037

- Registered with** : Coimbatore District Registrar
D.No.173/1999/1.9.1999
- Registration date** : 1.9.1999
- Website of the organization** : Nil
5. **Name of the affiliating University** : Bharathiar University
Address : Marudhamalai Road
Coimbatore – 641 046.
Website : www.b-u.ac.in
- Latest affiliation Period** : Permanent Affiliation
6. **Name of the Principal/ Director** : Dr R Gopanasamy
Exact Designation : Director
Phone No. with STD Code : 0422-2626206
Fax No. with STD Code : 0422-2625188
Email : grdam@grd.edu.in
Highest Degree : M.Com, Ph.D
Field of Specialisation : Operations Management

7. **Governing Board Members** :

Sl.No	Name and Address of the Members	Designation	Academic Background
1	Dr D Padmanaban Chairman & Correspondent GRD Institutions Civil Aerodrome Post Avanashi Road, Coimbatore -641 014	Chairman	Educationist
2	Mrs Geetha Padmanaban Secretary GRD Institutions Civil Aerodrome Post Avanashi Road, Coimbatore -641 014	Member	Educationist
3	Mr.R Varun Karthikeyan Director Roots Industries Ltd. Ganapathy, Coimbatore – 641 006.	Member	Industrialist
4	Mr.E.Sathyanarayana AB 94, Anna Nagar Chennai – 600 040.	Member	Industrialist
5	Prof.A.N.Lakshmanan Adviser Dr G R D College of Science Civil Aerodrome Post COIMBATORE 641 014	Member	Educationist
6	Dr A Ponnusamy Principal	Member	Educationist

	Dr G R D College of Science Civil Aerodrome Post COIMBATORE 641 014		
7	Dr.K.K.Ramachandran Vice Principal Dr G R D College of Science Civil Aerodrome Post COIMBATORE 641 014	Member	Educationist
8	Dr L Robert Reader in Computer Science & Syndicate Member Government Arts & Science College Coimbatore – 641 018.	Nominee of the Bharathiar University, the affiliating Body	Educationist
9	Dr M Gopanasamy Director GRD Academy of Management Civil Aerodrome Post, Neelambur Avanashi Road, COIMBATORE 641 062	Member	Educationist

Frequency of meetings and date last meeting : once in a year – 21.3.2009

8. Members of the Academic Advisory Board:

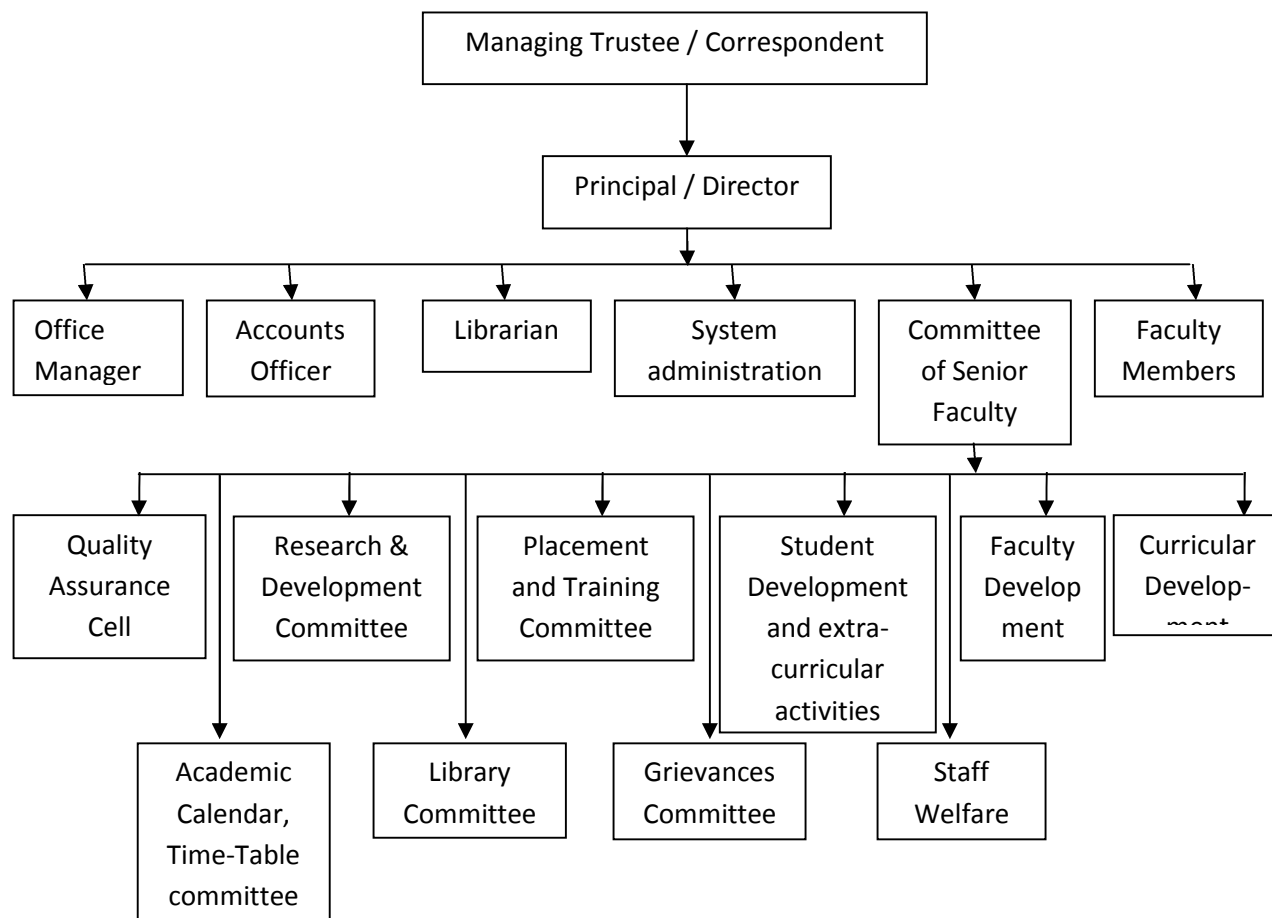
1	Dr.K.Venkatraman Retd.Principal, PSG College Of Technology Coimbatore – 641 014	Chairman
2	Dr.D.Padmanaban Managing Trustee The G.R.D.Trust,Coimbatore	Convener
3	Mr.R Varun Karthikeyan Director Roots Industries Ltd. Ganapathy, Coimbatore – 641 006.	Industrialist
4	Mrs.Jayashree S.Mani Managing Director	Industry Representative

	<p>Guindy Machine Tools Ltd 154, Velachery – Tambaram Main Road, Pallikaranai, Chennai-601 302</p>	
5	<p>Prof.A.N.Lakshmanan Retd. HOD, PSG College of Technology and Adviser, Dr G R D College of Science, Coimbatore– 641 014</p>	Member
6	<p>Sri A.Ramakrishna, Adviser Larsen & Toubro Limited Chennai</p>	Corporate Executive
7	<p>Dr D.Balasundaram Managing Director Coimbatore Premier Corpn. Limited, Coimbatore-641 014.</p>	Industrialist
8	<p>Dr.K.K.Ramachandran Vice Principal Dr G R D College of Science Coimbatore-641 014.</p>	Member
9	<p>Dr.A.Ponnusamy Principal Dr.G.R.D.College of Science Coimbatore – 641 014</p>	Member
10	<p>Dr.M.Gopanasamy Principal G R D Academy of Management,</p>	Member - Convener

	Coimbatore- 641 062.	
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Frequency of meetings and date last meeting : Once in a year – 6.6.2009

9. Organisational Chart :



10. Student feedback mechanism on Institutional Governance/faculty performance

Structured Feed back forms have been distributed to the students at the end of every semester to get their opinion of the faculty members who handle the subjects during that particular semester. Copy of Consolidated analysis on student’s feedback has been circulated among all the faculties and corrective action will be taken.

11. Grievance redressal mechanism for faculty, staff and student

Grievance of any individual (Faculty, Staff and Student) will be retrieved immediately by their immediate superior. Students grievances are understood retrieved by the Principal himself in consultation with top management, or else will be operated with a team of faculty members to discuss and help the students to overcome the grievances. Grievance box is maintained in Academy and is checked periodically to identify the grievances and redressed within a day or two.

12. Name of the Department	:	Management		
Course	:	MBA		
Level	:	PG		
1st year of approval by the council	:	2005		
Year wise sanctioned intake	:	2009-10	2008-09	2007-08
		60	60	60
Year wise Actual Admissions	:	2009-10	2008-09	2007-08
		60	60	60
Cut of marks – General quota	:	2009-10	2008-09	2007-08
		45%	45%	45%
% students passed with Distinction	:	2005-07	2006-08	2007-09
		--	--	--
% students passed with first class	:	2005-07	2006-08	2007-09
		84.4	94.73	88.33
Students placed	:	2005-07	2006-08	2007-09
		12	36	20
Average pay packages, Rs./Year	:	2005-07	2006-08	2007-09
		Rs.156,000/-	Rs.1,68,000/-	Rs.1,56,000/-
Students opted for Higher Studies	:	2005-07	2006-08	2007-09
		2	3	5
Accreditation status of the course	:	Not Eligible yet.		
Doctoral Courses	:	M.Phil in Management is offered (Affiliated to the University)		

Foreign Collaborations, if any	:	Nil
Professional Society memberships	:	Member of the Coimbatore Management Association
Professional activities	:	Numerous Seminars / Guest Lectures arranged
Consultancy activities	:	Free consultancy for MSME's
Grants fetched	:	Nil
Departmental Achievements	:	<p>The academy has fina MoU with industries like SNQS International Socks Private Limited, Coimbatore and Jegannath Textiles Co. Ltd,. Coimbatore</p> <p>Our students have gone to National Level Finals in Students Management Games (SMG) 2007.</p>
Distinguished Alumni	:	<p>Organised alumni meetings / family get-togethers to bring about exchange of information.</p> <p>The following are some of the distinguished alumni of our Academy.</p> <ol style="list-style-type: none"> 1. Mr.Alaguvinayak.A Managing Partner and Marketing Head Agni Vasthraa Private Limited Pollachi. 2. Mr T Saravanavel Sourcing Director Stylewiz-Inc Tirupur.

13. Staff Details

Name of the Teaching Staff : Dr M Gopanasamy



Designation : Director

Department : Management

Date of Joining the Institution : 19.1.2010

Qualification with Class / Grade :

UG : B.Com Class - I
PG : M.Com Class - I
Ph.D : Highly Commended

Total Experience in years : **Teaching** 18 Years and 6 Months **Industry** -- **Research** 10 Years

Paper Published : **National** -- **International** --

Paper published in Conferences : **National** 10 **International** 01

Ph.D Guide? Give Field University : **Field** Nil **University** Nil

PhDs / Projects Guided : **Ph.Ds** -- **Projects at Masters level** --

Books Published / IPRs/Patents : Nil

Professional Memberships : Nil

Consultancy Activities : Nil

Awards : Nil

Grants fetched : Nil

Interaction with Professional Institutions : Confederation of Indian Industry, Coimbatore

Name of the Teaching Staff : T Sundareswaran

Designation : Professor

Department : Management

Date of Joining the Institution : 8.7.2009



Qualification with Class / Grade :

UG : B.E Class - I

PG : MBA Class - I

Ph.D : Pursuing

Total Experience in years : **Teaching** 14 Yrs **Industry** 3.6 yrs **Research** --

Paper Published : **National** 1 **International** --

Paper published in Conferences : **National** 5 **International** 2

Ph.D Guide? Give Field University : **Field** -- **University** --

PhDs / Projects Guided : **Ph.Ds** -- **Projects at Masters level** 15

Books Published / IPRs/Patents : Nil

Professional Memberships : Nil

Consultancy Activities : Nil

Awards : Nil

Grants fetched : Nil

Interaction with Professional Institutions : Nil

Name of the Teaching Staff : N Nirmala Devi
 Designation : Associate Professor
 Department : Management
 Date of Joining the Institution : 20.2.2006



Qualification with Class / Grade :

UG : B.A (Eco) Class - I
 PG : MA Class - I
 PG : MBA Class - I
 Ph.D : Pursuing

Total Experience in years	:	Teaching 9.9 Years	Industry 1.6 years	Research 3 Yrs
Paper Published	:	National --	International 2	
Paper published in Conferences	:	National 5	International 3	
Ph.D Guide? Give Field University	:	Field --	University --	
PhDs / Projects Guided	:	Ph.Ds --	Projects at Masters level 75	
Books Published / IPRs/Patents	:	Nil		
Professional Memberships	:	Member of Coimbatore Management Association		
Consultancy Activities	:	Nil		
Awards	:	Nil		
Grants fetched	:	Nil		
Interaction with Professional Institutions	:	Conducted training programs for postal department group employees. Entrepreneurship Awareness Programs conducted at Various institutions.		

Name of the Teaching Staff : J Ragnatha Raghavan
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 30.4.2007



Qualification with Class / Grade :

UG : B.E Class - I
 PG : MBA Class - I
 PG : M.Phil Class - I
 Ph.D : Pursuing

Total Experience in years	:	Teaching 2.10 Years	Industry 27 years	Research --
Paper Published	:	National 10	International --	
Paper published in Conferences	:	National 10	International --	
Ph.D Guide? Give Field University	:	Field --	University --	
PhDs / Projects Guided	:	Ph.Ds --	Projects at Masters level 7	
Books Published / IPRs/Patents	:	Writing one on Entrepreneurship		
Professional Memberships	:	1. Member of the Institution of Engineers (India) 2. Member of the Indian Institute of Welding 3. Member of the Indian Welding Society		
Consultancy Activities	:	Offering consultancy to several welding SSI units free of cost.		
Awards	:	Nil		
Grants fetched	:	Nil		
Interaction with Professional Institutions	:	Nil		

Name of the Teaching Staff : B Prasanna Soundari
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 4.6.2007



Qualification with Class / Grade :

UG : B.E Class - I
 PG : MBA Class - I
 Ph.D : Pursuing

Total Experience in years : **Teaching** 9.5 Yrs **Industry** -- **Research** 1 Year

Paper Published : **National** -- **International** --

Paper published in Conferences : **National** 4 **International** 2

Ph.D Guide? Give Field University : **Field** -- **University** --

PhDs / Projects Guided : **Ph.Ds** -- **Projects at Masters level** 50

Books Published / IPRs/Patents : Nil

Professional Memberships : Nil

Consultancy Activities : Nil

Awards : Nil

Grants fetched : Nil

Interaction with Professional Institutions : Nil

Name of the Teaching Staff : A Latha
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 18.6.2007



Qualification with Class / Grade :

UG : BSc Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : --

	Teaching	Industry	Research
Total Experience in years :	5.9 Yrs	2 Yrs	--
	National	International	
Paper Published :	3	--	
	National	International	
Paper published in Conferences :	4	--	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	20	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Nil		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

Name of the Teaching Staff : V Chitra
 Designation : Associate Professor
 Department : Management
 Date of Joining the Institution : 4.6.2008



Qualification with Class / Grade :

UG : BCom Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : Pursuing

Total Experience in years	:	Teaching 11.2 Yrs	Industry --	Research 3 Yrs
Paper Published	:	National 1	International 1	
Paper published in Conferences	:	National 15	International 3	
Ph.D Guide? Give Field University	:	Field --	University --	
PhDs / Projects Guided	:	Ph.Ds --	Projects at Masters level 75	
Books Published / IPRs/Patents	:	Nil		
Professional Memberships	:	Nil		
Consultancy Activities	:	Research Consultant for M.Phil scholars		
Awards	:	Nil		
Grants fetched	:	Nil		
Interaction with Professional Institutions	:	Nil		

Name of the Teaching Staff : K A Guhaselvi
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 9.6.2008



Qualification with Class / Grade :

UG : BA Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : Pursuing

	Teaching	Industry	Research
Total Experience in years :	9.6 yrs	--	1
	National	International	
Paper Published :	--	--	
	National	International	
Paper published in Conferences :	5	4	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	56	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Nil		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

Name of the Teaching Staff : R Sunitha Shree
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 9.6.2008



Qualification with Class / Grade :

UG : BCom CA Class - I with Distinction
 PG : MBA Class - I with Distinction
 PG : MPhil Class - I
 Ph.D : Pursuing

	Teaching	Industry	Research
Total Experience in years :	3.9 Yrs	--	--
	National	International	
Paper Published :	--	--	
	National	International	
Paper published in Conferences :	--	--	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	18	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Nil		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

Name of the Teaching Staff : M A Vijaya
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 29.1.2009



Qualification with Class / Grade :

UG : BA Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : Pursuing

	Teaching	Industry	Research
Total Experience in years :	6 Yrs	--	--
	National	International	
Paper Published :	2	1	
	National	International	
Paper published in Conferences : --	--	--	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	35	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Secured III rank in Bharathiar University– BA(Eco)		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

Name of the Teaching Staff : P Kavitha
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 3.7.2009



Qualification with Class / Grade :

UG : BBM Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : --

	Teaching	Industry	Research
Total Experience in years :	7 months	--	--
	National	International	
Paper Published :	--	--	
	National	International	
Paper published in Conferences :	1	1	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	5	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Nil		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

Name of the Teaching Staff : P G Suraj
 Designation : Assistant Professor
 Department : Management
 Date of Joining the Institution : 2.7.2009



Qualification with Class / Grade :

UG : BSc Class - I
 PG : MBA Class - I
 PG : MPhil Class - I
 Ph.D : --

	Teaching	Industry	Research
Total Experience in years :	9 months	3	--
	National	International	
Paper Published :	--	--	
	National	International	
Paper published in Conferences :	--	--	
	Field	University	
Ph.D Guide? Give Field University :	--	--	
	Ph.Ds	Projects at Masters level	
PhDs / Projects Guided :	--	5	
Books Published / IPRs/Patents :	Nil		
Professional Memberships :	Nil		
Consultancy Activities :	Nil		
Awards :	Nil		
Grants fetched :	Nil		
Interaction with Professional Institutions :	Nil		

14. Admission Quota

Entrance test (2007-08, 2008-09 and 2009-10)

For management quota, scores in MAT / CET will be followed. The number of seats in Management Quota will depend on the decision of the authorities. If the number of MAT qualified candidates is not sufficient, other applicants will be selected as per their undergraduate aggregate percentage.

Admission Criteria (2007-08, 2008-09 and 2009-10) :

Admission Test – 100%	
Mat Score weightage	: 50%
Academic Performance	: 25%
Interview	: 25%

Cut off (for the year 2007, 2008 and 2009) :

400

Last candidate admitted (2009-10 Batch)	CAY S.Umayal	CAY1 NA	CAY2 NA
Fees in rupees (PER SEMESTER)	CAY 84000	CAY1 NA	CAY2 NA
Number of Fee Waivers offered	CAY	CAY1	CAY2

Nil

Admission Calendar (Tentative) :

Last date for request for applications	February 16, 2010
Last date for submission of application	February 16, 2010
Dates for Group Discussion () / Interviews	May 6, 2010
Dates for announcing final results	June 15, 2010*
Release of admission list (main list and waiting list should be announced On the same day)	June 19, 2010* * Subject to State Government list being made available earlier.
Date for acceptance by the candidate (time given should in no case be less than 15 days)	July 10, 2010
Last date for closing of admission.	August 30, 2010*
Starting of the Academic session	End of July or I st week of August, 2010

PIO Quota No. : Nil

15. Infrastructural Information

Classroom / Tutorial Room facilities	:	Photo1 , Photo2 , Photo3 , Photo4 , Photo5 , Photo6 , Photo7 , Photo8	
Laboratory details	:	NA	NA
Computer centre facilities	:	Photo	
Library facility	:	Photo	
Auditorium / seminar halls / amphi	:	Photo1 , Photo2	
Cafeteria	:	Photo	
Indoor sports facilities	:	NA	
Outdoor sports facilities	:	Photo	
Gymnasium facilities	:	Photo	
Facilities for disabled	:	NA	
Any other facilities	:	NA	

16. Boys hostel : [Photo](#)

Girls Hostel : [Photo](#)

Medical and other facilities at hostel : [Photo](#)

17. Academic Sessions

Examination system, year / sem : Semester

Period of declaration of results : December / May

18. Counseling / Mentoring :

Besides the academic teaching and training provided in GRDAM, the counseling of students was also taken up earnestly since the inception of the institution, based on the values imbibed in the GRD culture and the mission formulated by the institution.

The initial counseling was organized individually for specifically guiding the students to develop and strengthen the managerial skills crucial for their success in their future managerial careers. Subsequently the relevant focus required was provided in the Management Practices sessions conducted in the institution and participation in suitable training programmes, was planned for outside the campus too. In addition to this specific counseling, students are mentored for improving their performance in each subject of study, which is carried out by individual faculty members once in two months.

Career Counseling :

During the MBA tenure, students are counseled in framing suitable career paths at two phases during their MBA Curriculum.

Phase I : During the end of II semester, it is mandatory for every student to undergo summer placement project, for a period of 6 weeks in any of the specialized area. In this regard, each and every individual student is counseled by faculty team to help them and guide them in selecting most suitable elective and their project area.

Phase II : Students are counseled during III and IV semester to equip themselves for the campus interviews. Individual counseling has been done by faculty team and experts in helping the students to know their competencies and accordingly choosing their career path. This is extended by providing placement training programs and skill development programs.

Medical facilities :

Basic medical facilities are being offered to the faculty members and students, in the form of first aids and medical treatments. The NSS unit of the college has a sound database of blood group of all students in the college. The faculty members can avail medical benefits from PSG hospitals, Coimbatore. The faculty members who have 5years of experience are provided with Group Insurance, eligible to claim upto Rs. 50,000 /- under National Insurance co. Ltd.

Student Insurance :

Group Insurance is provided to the students, which can be claimed for accidental injuries and cases

19. Students Activity Body :

GLOBEX Association – is a student activity body constitute of office bearers is the back bone of community life at GRDAM, creating and promoting educational, career, sport

and social opportunities for all MBA students. The Management Association has the following cells and clubs.

Placement cell, Entrepreneurship Cell (E Cell), HR club, Marketing Club & Finance club.

Various activities such as guest lectures, workshops, seminars and conferences have been organized and conducted through GLOBEX association. Every year a seminar at out station in any one of the places such as Chennai, Bangalore, Delhi etc., has been conducted as a part of GLOBEX.

Cultural activity :

To expose the talents of the students every year cultural day has been celebrated. Students exhibit their expertise talents through various events. Hostel day is also celebrated as a part of cultural celebrations.

Sports activities :

GRDAM has a most vibrant sports team to carry out sports activities every year. Both I and II year MBA students are divided into various houses named as blue house, green, yellow and white. Inter house events in a form of indoor activities such as chess and carom and outdoor activities such as relay, volley ball, shuttle cork and cricket have been conducted every year.

Literary activities :

GRDAM focuses on the enriching the communication skills of the students. The students are trained during the management practices hours. It mainly focuses on grooming the students to give presentations, group discussions, extempore speech etc.,

Magazine / newsletter : Academy does not have any Magazine or Newsletter till date. In future, there is a plan to bring in an exclusive magazine or Newsletter.

Technical activities / techfest :

As a B School concentrating holistic, value based and practice oriented management education stressing entrepreneurship and emerging domains, the academy concentrate on developing the technical competencies of the students through programs like

workshops, seminars etc. in the emerging areas. Various Entrepreneurship development activities have been conducted every year in a form of skill development activities, workshops, rally, and intercollegiate events focusing E Quiz and Business plan and so on. Apart from this GRDAM celebrates E Week every second week of February.

Industrial visits / tours :

Every Year students were given practical exposure through industrial visit at least to 8 Industries wide national level.

Students have been taken to educational tours every year comprises of Industrial visits, Seminar, Outbound training and pleasure trip to places like Chennai, Bangalore, Hyderabad, Jaipur and Delhi.

Alumni activities :

Regularly organising alumni meetings / family get-togethers to bring about exchange of information and placement promotion.

The following are some of the distinguished alumni of our Academy.

1. Mr.Alaguinayak.A
Managing Partner and Marketing Head
Agni Vasthraa Private Limited
Pollachi.
2. Mr T Saravanavel
Sourcing Director
Stylewiz-Inc
Tirupur.

Name of the information officer for RTI : Dr M Gopanasamy
Director.