



# G R DAMODARAN ACADEMY OF MANAGEMENT

(Approved by the All India Council for Technical Education, Affiliated to the Bharathiar University and Recognized by the UGC)

An ISO 9001:2015 Certified Institution. Avinashi Road, Neelambur, Coimbatore -641062, Tamil Nadu, India.

## Mandatory Disclosure 2022-2023



**NAME OF THE INSTITUTION:**

<b>Name:</b>	G R Damodaran Academy of Management		
<b>Address(as approved by AICTE):</b>	Avinashi Road		
<b>Village:</b>	Neelambur		
<b>Taluk:</b>	Sulur		
<b>District/State:</b>	Coimbatore Tamilnadu		
<b>Pin Code:</b>	641062		
<b>Phone Number:</b>	0422-2626206, 2626207	<b>Fax Number:</b>	0422-2625188
<b>E-Mail:</b>	<a href="mailto:grdam@grd.edu.in">grdam@grd.edu.in</a>	<b>Website Address:</b>	<a href="http://www.grd.org/grdam">www.grd.org/grdam</a>
<b>Longitude &amp; Latitude:</b>	77 Degree East & 11 Degree North		
<b>Name of the Affiliating University:</b>	Bharathiar University		
<b>Address of the Affiliating University:</b>	Marudhamalai Road, Coimbatore – 641 046.		
<b>Latest affiliation Period:</b>	Permanent Affiliation		

**NAME & ADDRESS OF THE TRUST/ SOCIETY/COMPANY AND THE TRUSTEES:**

<b>Name:</b>	<b>THE GRD TRUST</b>
<b>Address(as approved by AICTE):</b>	Kalaikathir Buildings: 963, Avinashi Road
<b>District/State:</b>	<b>Coimbatore</b>
<b>Pin Code:</b>	641 037
<b>Registered With:</b>	Coimbatore District registrar D.No.173/1999/1.9.1999
<b>Registration Date:</b>	01.09.1999

**NAME & ADDRESS OF THE DIRECTOR/PRINCIPAL:**

<b>Name:</b>	<b>Dr.K.A.Guhaselvi</b>
<b>Address:</b>	G R Damodaran Academy of Management, Neelambur Post, Avinashi Road, Coimbatore 641062
<b>Hand Phone:</b>	9842221409
<b>Phone Number:</b>	0422 - 2626206, 2626207
<b>Fax Number:</b>	0422-2625188
<b>E-Mail:</b>	Principal.am@grd.edu.in
<b>Profile:</b>	<a href="https://vidwan.inflibnet.ac.in/profile/357707">https://vidwan.inflibnet.ac.in/profile/357707</a>

**NAME OF THE AFFILIATING UNIVERSITY: Bharathiar University****GOVERNANCE:****Governing Council Members:**

<b>S.No</b>	<b>Name &amp; Address of the Members</b>	<b>Designation</b>	<b>Academic Background</b>
<b>1</b>	<b>Dr D Padmanaban Chairman &amp; Correspondent, GRD Institutions, Civil Aerodrome Post, Avinashi Road, Coimbatore -641 014</b>	<b>Chairman</b>	<b>Educationist</b>
<b>2</b>	<b>Smt. Geetha Padmanaban, Secretary, GRD Institutions Civil Aerodrome Post Avinashi Road, Coimbatore -641 014</b>	<b>Member</b>	<b>Educationist</b>
<b>3</b>	<b>Sri.Rishi Alapati 204, North BlockJayabheri Whistling Court Jayabheri Pine Valley, GachiBowli, Hyderabad – 500 032.</b>	<b>Member</b>	<b>Industrialist</b>

4	<b>Ms.SahityaAnumolu</b> No: 8-2-321/2, Road No: 14, BanjaraHills, Hyderabad – 500034.	<b>Member</b>	<b>Industrialist</b>
5	<b>Dr.T.Santha</b> Principal Dr G R D College of Science Civil Aerodrome Post, Coimbatore - 641 014	<b>Member</b>	<b>Educationist</b>
6	<b>Dr.K.K.Ramachandran,</b> Director, Dr G R D Institute of Management Civil Aerodrome Post, Coimbatore- 641 014	<b>Member</b>	<b>Educationist</b>
7	<b>Dr.K.A.Guhaselvi</b> Principal, GRD Academy of Management, Neelambur Post, Avinashi Road, Coimbatore 641 062	<b>Member</b>	<b>Educationist</b>

**Academic Advisory Board:**

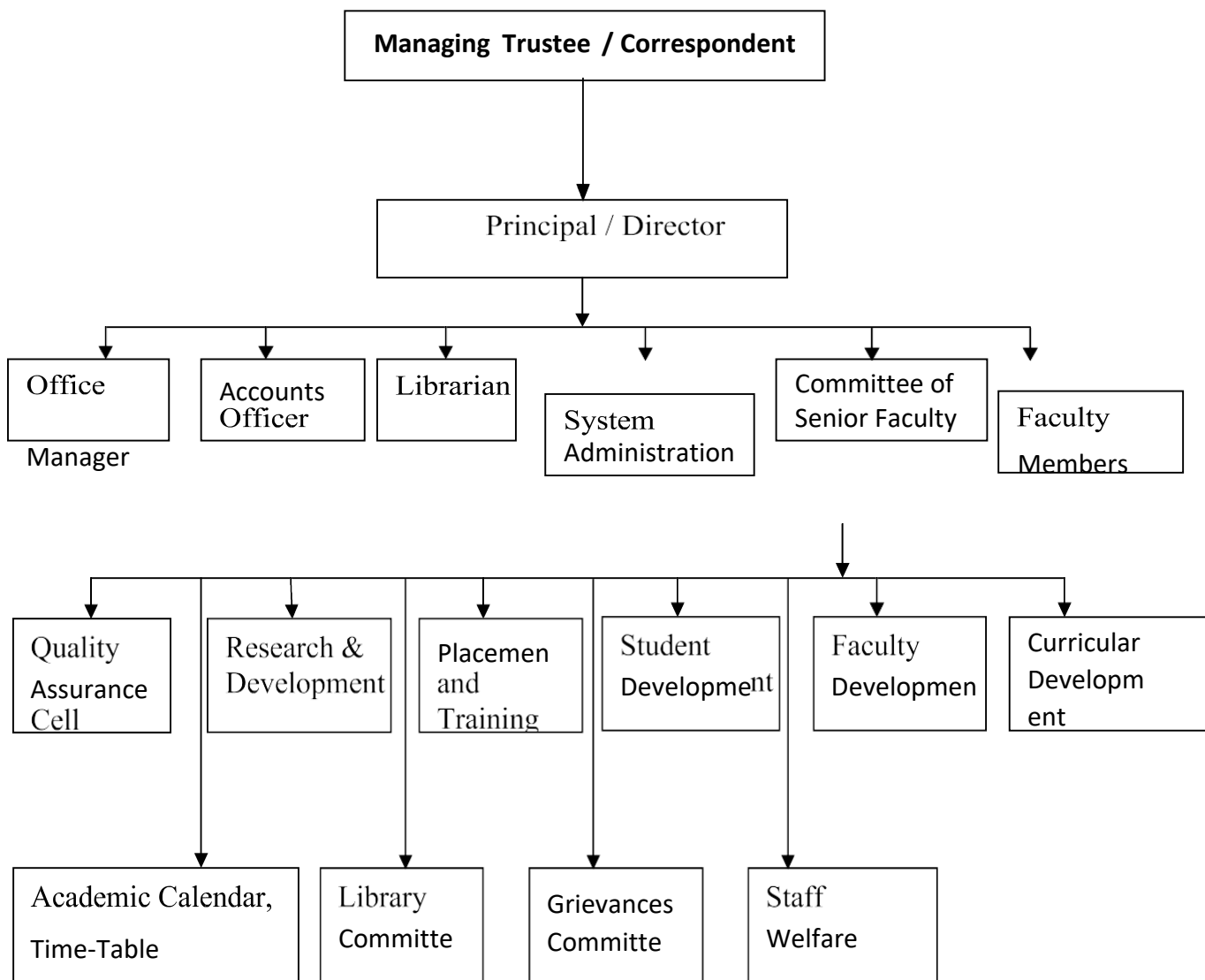
<b>S.No</b>	<b>Name</b>	<b>Designation</b>
1	<b>Dr.M.J. Xavier,Pro Vice Chancellor, Karunya University, Coimbatore.</b>	<b>Chairman</b>
2	<b>Dr.D.Padmanaban</b> Managing Trustee The G.R.D.Trust,Coimbatore	<b>Convener</b>
3	<b>Sri. R.VarunKarthikeyan Director,</b> Roots Industries Ltd. Ganapathy, Coimbatore – 641 006.	<b>Member</b>
4	<b>Dr. Gibson Vedamani,</b> Chief Executive officer, DIMEXON Ltd. Mumbai.	<b>Corporate Executive</b>

<b>5</b>	<b>DrD.Balasundaram ManagingDirector, Coimbatore Premier Corporation Ltd., Coimbatore-641 014.</b>	<b>Industrialist</b>
<b>6</b>	<b>Dr.T. Santha , Principal , Dr G R D college of science, Coimbatore-641 014</b>	<b>Member</b>
<b>7</b>	<b>Dr.K.K.Ramachandran Director , Dr G R D Institute of Management, Coimbatore-641 014.</b>	<b>Member</b>
<b>8</b>	<b>Dr.K.A.Guhaselvi Director/Principal, G R D Academy of Management, Coimbatore- 641 062.</b>	<b>Member</b>

**Frequency of Meetings:**

<b>S.No</b>	<b>Name of the Body</b>	<b>Frequency</b>
<b>1</b>	<b>Governing Council</b>	<b>Once a Year</b>
<b>2</b>	<b>Academic Advisory Board</b>	<b>Once a Year</b>

## 5.4.Organizational Chart & Processes



### **Nature and Extent of involvement of Faculty and students in academicaffairs / improvements**

Faculty participation in development is ensured through formation faculty committees for various purposes. Academic governance is totally faculty managed and is oriented to excellence, relevance and multi dimensional quality. There are a number of faculty committees (Library, Research, etc.), a number of academic bodies (Academic Council, Examination Committee) besides the Governing Council, IIC, IQAC and the ISO team. These committees meet based on the requirement attending to planning the future course of activities and also to review the activities carried out in their respective domains. Apart from the above, the faculty members are also involved in inviting experts from reputed institutions, encouraging their colleagues to submit research proposals, motivating the students to take part in activities, extending support to research scholars in publications.

## **Mechanism/ Norms and Procedure for democratic/ good Governance**

The Correspondent, the Secretary and the Director/Principal provide the leadership, in an informal, participatory and consultative governance style. The goal commitment and unstinted resource support of the management has been a key element in the institutional development and eminence in quality. The Correspondent and the Secretary extend their cooperation and contributions to all the activities and are accessible at all times. Decision-making and implementation are quite fast. The Institution enjoys considerable flexibility as well as financial and management support, to develop their facilities, implement innovations and improvements and to start new activities (curricular, co curricular, research oriented etc).

The Academic Bodies of the College are not just formal approving mechanisms or authorities, but have been shaping up as instrumentalities for constructive change, innovation and progress in education.

The implementation of ISO 9001:2015 quality definition and maintenance system with it's audits, evaluation and documentation has institutionalized certain aspects of institutional quality assurance. Staff recruitment is purely on merit. Faculty are supported for self-upgradation efforts, and encouraged to attend refresher, orientation and other short-term programmes. Performance assessment of teachers on various aspects of their work, achievement, contributions and self development carries weightages in the annual increments. Technology infusion in the administration, and openness in communication and access, reduce hierarchical delays and frustrations.

### **Student Feedback on Institutional Governance/Faculty performance:**

Structured Feedback forms are 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 is circulated among all the faculty members and corrective action is taken, if necessary.

### **Grievance Redressal mechanism for Faculty, staff and students:**

Staff and Student Grievance of any individual (Faculty, Staff and Student) will be retrieved immediately by their immediate superior. Student's 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. A Grievance box is also maintained in the Academy and is checked periodically to identify the grievances and redressed within a day or two.

### Establishment of Anti Ragging Committee:

<https://www.grd.org/grdam/anti-ragging-committee/>

### Establishment of Online Grievance Redressal Mechanism:

<https://www.grd.org/grdam/grievance-redressal-committee/>

### Establishment of Internal Complaint Committee(ICC):

The department level grievances are attended by concerned class tutors and a senior faculty of the department. Unsolved grievances at the department level are referred to Grievance Cell of Institution. Suggestion box is also provided in the academic block for the students to represent their grievances. Complaints regarding Sexual Harassment against woman can be made either in paper form or by sending email to [grdam@grd.edu.in](mailto:grdam@grd.edu.in) or [grdamicc@grd.edu.in](mailto:grdamicc@grd.edu.in).

### Establishment of Committee for SC/ST:

To Counsel and guide SC/ST students and help the, to manage academic and personal issues(If any), ensure provisions of an environment where all such students feel safe, secure, empower and motivated. Provide prompt counselling for any emotional emergencies arising on account of any event at the campus and the mechanism to redress the grievance of SC/ST Students(If any).Ensure protection and reservation as provided in the Constitution of India. To arrange for special opportunities to enhance the career growth and inform the students regarding various scholarships program of State Govt. and UGC.

### PROGRAMMES:

#### Name of Programmes approved by the AICTE & Accreditations by NBA

PROGRAMMES	COURSES	ACCREDITATION STATUS
MBA	MBA	-
	MBA(IB)	-

#### Programme Details:

Course	Duration of the Course	Sanctioned Intake	Year-wise Intake	2019-2021		2020-2022		2021-2023	
MBA	2 years	120		120	120	120			
			Cut off Marks	35	88	22	62	40	55



MBA - International Business	2 years	60	Year-wise Intake	2019-2021		2020-2022		2021-2023	
			Cut off Marks	42	87	33	82	35	78

### 6.3 Pass Percentage & Placement Details:

Year	Course	2018-2020	2019-2021	2020-2022	2021-2023
Students Passed with distinction	MBA	13	12	14	10
	MBA IB	-	5	13	6
Students passed with First Class	MBA	35	30	7	28
	MBA IB	-	10	8	24
Students placed in %	MBA	60	64	39	
	MBA IB	-	20	69	
Avg. Pay package Rs./p.a	MBA	4 Lac/Annum	4.5 Lac/Annum	4.5 Lac/Annum	4.5 Lac/Annum
	MBA IB	-			
Number turned Entrepreneurs	MBA	12	6	-	4
	MBA IB		4	6	3

### FACULTY:

#### List of Permanent Faculty:

S. No.	Name	Qualifications	Designation	Course Area	Experience in Years		Research Experience	Publication		No. of PhD Candidates registered
					Teaching	Industry		National / International		
1	Dr.K.A.Guhaselvi	MA, MBA, M.Phil, Ph.D	Director / Principal	HR , Marketing	23	-	20	5	4	7
2	Mr.G.Velu	B.Sc., MLIS., M.Phil.	Librarian	Library & Information Science	21					
3	Mr.A.Chinnadurai	B.SC.,B.P.Ed., M.P.Ed.,P.G. D.Y.,NIS.,	Director of Physical Education	Sports & Handball Coach	9	-	-	-	-	NA
4	Ms.S.Priyadharshini	MBA,M.Phil.(PhD)	Assistant Professor	Finance / Marketing	8	1		4	-	NA
5	Dr.K.C.Arunadevi	MBA., M.Phil., Ph.D, NET	Associate Professor	HR / Marketing	14	-	8	4	5	6
6	Dr.R. Madhu Malar	MBA, Ph.D	Assistant Professor	Marketing	3	-	-	-	-	NA
7	Ms.P.Saranya Boopathi	MBA,(PhD)	Assistant Professor	Marketing / Finance	3	3		4	-	NA

8	Dr.S.Lara Priyadharshini	MBA., M.Phil., Ph.D, PGDCA	Assistant Professor	HRM	10	1	7	12	10	4
9	Dr.V.Gowtham Raaj	MBA, Ph.D	Assistant Professor	HR / Marketing	6	1				
10	Ms.T.Kanimozhi	M.B.A,M.Phil	Assistant Professor	HR / Marketing	5	2		1		NA
11	Dr.J.Deepa	MBA., M.Phil., Ph.D., DNYS.,	Assistant Professor	Finance / HR	12	5		4	2	NA
12	Mr.V.Vivek	MBA, NET	Assistant Professor	Finance/ Systems	8	1		2	8	NA
13	Ms.P.Vinodha devi	B.E, M.B.A, M.Phil	Assistant Professor	HR / Marketing	7 Months	NA		2	NA	NA

## Fee

In respect of MBA, the fee structure for the Management quota students is decided by the College. However, fee structure for the TANCET (Govt. quota) MBA students is stipulated by the State Government. Students are intimated about the status of admission, fee details and the further process through the mail. They will be given 10 days of time for payment of their fees.

The Estimated cost of Lodging and Boarding in hostels is Rs 45,000/- p.a. and Rs.6,500/-p.m

## Admissions

PROGRAMMES	COURSES	SANCTIONED INTAKE
MBA	MBA	120
	MBA(IB)	60

Number of Students admitted under various categories each year in the last three years

CATEGORY	COURSE	2022-2024	2021-2023	2020-2022	2019-2021
GENERAL	MBA	6	2	6	6
	MBA IB	2	4	5	6
OBC	MBA	37	23	15	35
	MBA IB	27	31	17	9
SC/ST	MBA	2	3	2	1
	MBA IB	-	1	-	1

Number of applications received during last two years for admission under Management Quota and number admitted

Year	Courses	Number of applications Management Quota		Number of Admitted
		Online Applications	Offline Applications	
2021-2022	MBA	-	102	
	MBA IB			
2022-2023	MBA	-	108	
	MBA IB			
2023-2024	MBA	-	162	
	MBA IB			

### Admission Procedure

For selection under management quota, the scores in MAT / CET were considered. The number of seats in Management Quota depends on the decision of the State authorities. There is also a state quota filled up through State Government Entrance Test ( TANCET). For the college Management quota the test scores in a popular common entrance test like MAT as well as the UG academic record are considered along with performance in an interview and a peer group discussion.

As per the guidelines, 30 seats are allotted for students under Management quota and remaining 30 seats for State Government quota. The unfilled seats under TANCET, will be admitted through the Management quota.

### Calendar for admission against Management / vacant seats:

- **Last date for request of applications – June 05 , 2022**
- **Last date for submission of application – August 17, 2022**
- **Dates for announcing final results - August 31, 2022.** (Subject to State Government list being made available in time.)
- **Release of admission list (main list and waiting list should be announced on the same day) September 19, 2022** (Subject to State Government list being made available in time.)
- **Date for acceptance by the candidate** (time given should in no case be less than 15 days) - **September 20, 2022.**
- **Last date for closing of admission – October 15, 2022.**
- **Starting of the Academic session – October 3<sup>rd</sup> Week 2022.**

## Criteria and Weightage for Admission

### Admission Criteria

MAT/CET Score weightage	:50%
U.G., Academic Performance	:25%
Interview	:25%

Cut off (for the year 2022-2023 and 2020-2021, 2021-2022): Average - 690

Cut off / last candidate admitted

Exam/ Year	Course	2023-2025	2022-2024	2021-2023
		Name of Student	Name of Student	Name of Student
TANCET	MBA	Vanithi K	Roshme S	Dineshkumaran N
	MBA IB	Gowsi G	Nithish K R	Prasanth S
MAT /CET	MBA	Subaprabakaran M	Theerthan P R	Ansar Ali
	MBA IB	Ragul S	Sathish M	Divyanath

### List of Applicants

Management Quota seats are filled on the basis of MAT and CET conducted by Consortium of Self Financing Colleges in Tamil Nadu

### Results of Admission

The selection team for admission under Management Quota comprises of

Dr K.A.Guhaselvi, Director, GRDAM  
Dr K.C.Arunadevi, Associate Professor, GRDAM &  
Dr.V.Gowtham Raaj, Assistant Professor, GRDAM

The students applying for Management Quota are selected based on their CGPA, interview performance and the score obtained in MAT/CET. The students who have been offered admission are informed about the selection through mail along with the guidelines for payment of fees and admission procedure.

The State government quota seats are filled through TANCET Counseling, where the students opt the Institution based on their State Entrance score. Following are the number of seats allotted under each category as per the State Government regulation.

Course	OC	BC	BC M	SC	SCA	ST
MBA	20	15	2	09	07	01
MBA IB	09	08	1	05	01	-

The vacancies that arise in the above category are filled under Management Quota.

### Facilities

Room No.	Room type (mention Class Room/Laboratory/Toilet, etc.)	Carpet area (in m <sup>2</sup> )	Completion of Flooring	Completion of Walls and painting	Completion of Electrification and lighting
101	Principal Directors Office	37	Ready	Ready	Ready
102	Board Room	42	Ready	Ready	Ready
103 A	Cabin for Head of Dept	42	Ready	Ready	Ready
103B	Cabin for Head of Dept	42	Ready	Ready	Ready
109	Office All Inclusive	150	Ready	Ready	Ready
111	Faculty Room	86	Ready	Ready	Ready
114	Maintenance	10	Ready	Ready	Ready
115	Central Store	33	Ready	Ready	Ready
116	Security	10	Ready	Ready	Ready
202	Exam Control Office	44	Ready	Ready	Ready
203	Housekeeping	10	Ready	Ready	Ready
204	Pantry for Staff	10	Ready	Ready	Ready
205	Placement Office	44	Ready	Ready	Ready
105	Auditorium	252	Ready	Ready	Ready
106	Boys Common Room	87	Ready	Ready	Ready
112	Toilet	76	Ready	Ready	Ready
113	Toilet	80	Ready	Ready	Ready
114-A	Stationery Store	10	Ready	Ready	Ready
206	Girls Common Room	87	Ready	Ready	Ready
208	First aid cum Sick Room	22	Ready	Ready	Ready
209 10	Sports Club	150	Ready	Ready	Ready
211	Cafeteria	211	Ready	Ready	Ready
213	Guest House	105	Ready	Ready	Ready
Hos1	Girls' Hostel	1000	Ready	Ready	Ready
Hos2	Boys' Hostel	1000	Ready	Ready	Ready
104	Computer Laboratory	88	Ready	Ready	Ready
107	Classroom	88	Ready	Ready	Ready
108	Classroom	88	Ready	Ready	Ready
110	Tutorial Room	52	Ready	Ready	Ready
201	Library & Reading Room	131	Ready	Ready	Ready
207	Computer Center	154	Ready	Ready	Ready
212	Seminar Hall	135	Ready	Ready	Ready
213-A	Tutorial Room	45	Ready	Ready	Ready
213-B	Tutorial Room	52	Ready	Ready	Ready
213-C	Tutorial Room	52	Ready	Ready	Ready
214	Classroom	88	Ready	Ready	Ready
215	Classroom	88	Ready	Ready	Ready
216	Tutorial Room	52	Ready	Ready	Ready

217	Classroom	88	Ready	Ready	Ready
218	Tutorial Room	52	Ready	Ready	Ready
219	Classroom	88	Ready	Ready	Ready
201	Library&Reading Room	131	Ready	Ready	Ready
207	Computer Center	154	Ready	Ready	Ready

### Computing Facilities:

PCs/Laptop exclusively available to students:	122	PCs/Laptop available in Library:	10
PCs/Laptop available in Administrative Office:	1	PCs/Laptop available to Faculty Members:	14
Number of PCs/Laptop in language lab:	30	Internet Bandwidth in Mbps:	32
Number of Legal Application software:	10	Printers available to student:	12
Number of A1 Size Color Printers:	Data Not Available	Number of Legal System software:	2
Number of Open Source Software	Data Not Available	Number of Proprietary	Data Not Available

### Major software packages available are

Operating Systems : Windows 7 Client

DOS Applications - PC Software, Turbo C , C++, JAVA 1.3

Windows Applications - MS Office 2007 , Microsoft Visual Studio 6.0, Microsoft Visual Studio 2003, Oracle 10G

Accounting Software - Tally 6.3 , SPSS 17.

Multimedia Software's - Adobe Photoshop 7.0, Macromedia Flash 5/8s

Anti Virus Software - Kaspersky Anti-Virus (Client Server)

Special purpose facilities available (Conduct of online Meetings/Webinars/Workshops, etc.) - The students are also engaged in blended learning in which the traditional classroom teaching is combined with online learning and independent study, allowing the student to have more control over the time, pace and style of their learning. Hybrid pattern of engaging students have been a coping pedagogical method during this pandemic time. , Google classroom and Google meet platforms are highly relied upon teaching as well as for assessing the performance of students via the online medium of study. The students are encouraged to take Swayam online courses to enhance their knowledge in their field of interest.

**Facilities for conduct of classes/courses in online mode (Theory & Practical)** - The classrooms of the Department are equipped with Computer Systems and projectors to conduct the classes successfully with visual Aids. In addition to it, the systems are loaded with the required software to enable the faculty to

demonstrate various programs in the class. Internet connectivity is also provided in all classrooms, to enable the faculty to handle both the online and the offline classes in the hybrid mode at the same time. The Audio Visual Hall and the Seminar halls are equipped to handle the Video Conferencing facility so that the students are able to listen to the lectures in the online mode.

**Library Facilities:**

Sr. No.	Programme	MANAGEMENT	Number of Tiles	3746
1	Number of Volumes	6919	Number of Journals published in India	26
	Number of Journals published at Abroad	24	Number of eBook Volumes-UG	0
	Number of eBook Volumes-PG	3135809	Number of eBook Volumes-Diploma	0
	Number of eBook Titles-UG	0	Number of eBook Titles-PG	3135809
	Number of eBook Titles-Diploma	0		