



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:2024-2025



NAME OF THE INSTITUTION:

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

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

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

NAME & ADDRESS OF THE DIRECTOR/PRINCIPAL:

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

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

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

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

Academic Advisory Board:

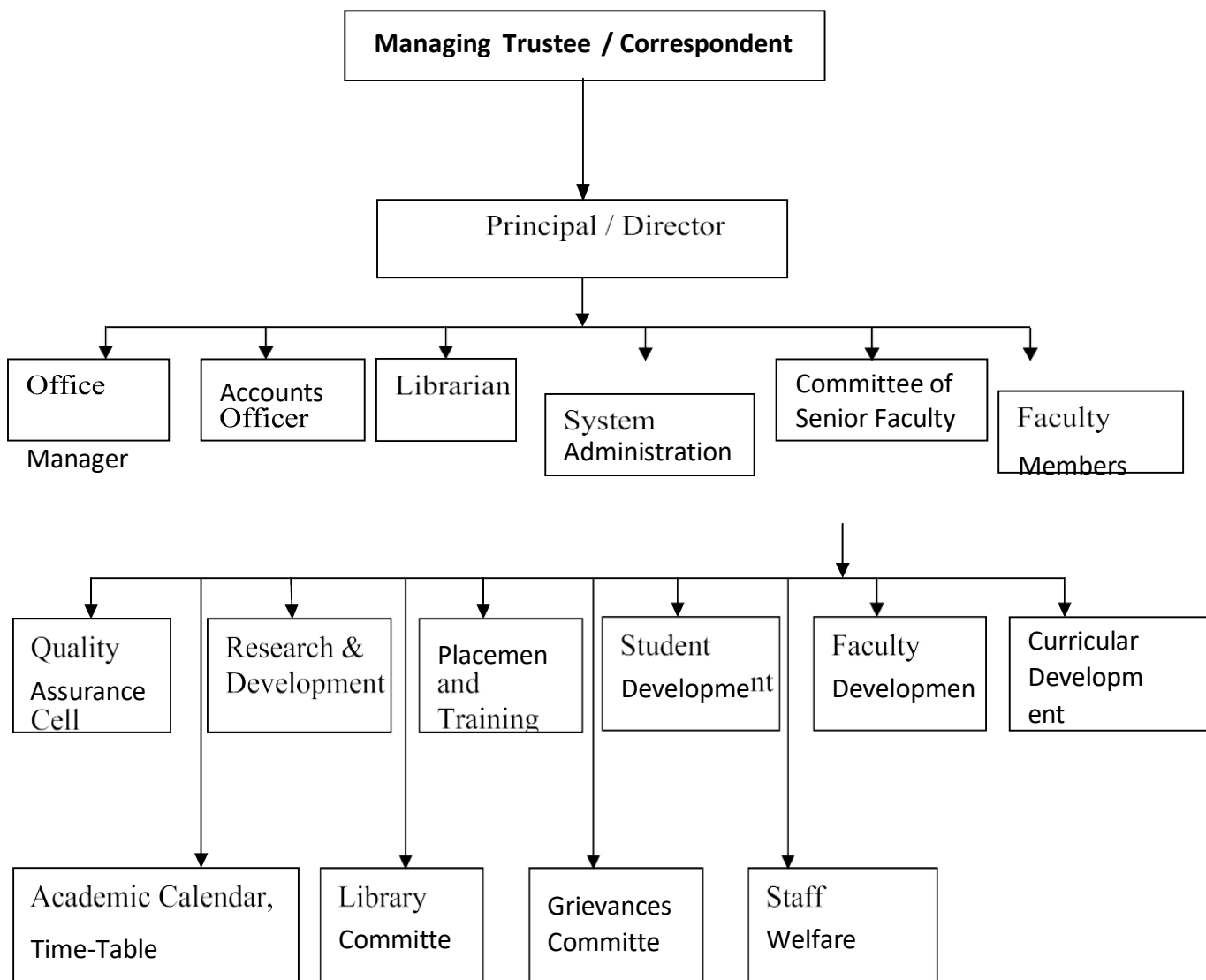
| S.No | Name | Designation |
|-------------|---|----------------------------|
| 1 | Dr.M.J. Xavier,Pro Vice Chancellor, Karunya University, Coimbatore. | Chairman |
| 2 | Dr.D.Padmanaban Managing Trustee The G.R.D.Trust,Coimbatore | Convener |
| 3 | Sri. R.VarunKarthikeyan Director, Roots Industries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

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

Frequency of Meetings:

| S.No | Name of the Body | Frequency |
|-------------|--------------------------------|--------------------|
| 1 | Governing Council | Once a Year |
| 2 | Academic Advisory Board | Once a Year |

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 or 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 | 2021-2023 | | 2022-2024 | | 2023-2025 | |
|--------|------------------------|-------------------|------------------|-----------|-----|-----------|----|-----------|----|
| | | | | | | | | | |
| MBA | 2 years | 120 | | 120 | 120 | 120 | | | |
| | | | Cut off Marks | 40 | 55 | 25 | 76 | 28 | 79 |

| | | | | | | | | | |
|------------------------------|---------|----|------------------|-----------|----|-----------|----|-----------|----|
| MBA - International Business | 2 years | 60 | Year-wise Intake | 2021-2023 | | 2022-2024 | | 2023-2025 | |
| | | | Cut off Marks | 32 | 92 | 42 | 68 | 38 | 64 |

6.3 Pass Percentage & Placement Details:

| Year | Course | 2021-2023 | 2022-2024 | 2023-2025 (Yet to Complete the course) |
|----------------------------------|--------|------------------|----------------|---|
| Students Passed with distinction | MBA | 10 | 16 | |
| | MBA IB | 6 | 7 | |
| Students passed with First Class | MBA | 28 | 35 | |
| | MBA IB | 24 | 21 | |
| Students placed in % | MBA | | 71 | |
| | MBA IB | | | |
| Avg. Pay package Rs./p.a | MBA | 4.5 Lac/Annum | 8 Lac/Annum | |
| | MBA IB | | | |
| Number turned Entrepreneurs | MBA | 4 | 22 | |
| | MBA IB | 3 | | |

FACULTY:

List of Permanent Faculty:

| S. No. | Name | Qualifications | Designation | Course Area | Experience in Years | | Research Experience | Publication | | No. of PhD Candidates |
|--------|-----------------------|--------------------------------------|--------------------------------|-------------------------------|---------------------|----------|---------------------|-----------------------|---|-----------------------|
| | | | | | Teaching | Industry | | National / Internatio | | |
| 1 | Dr.K.A.Guhaselvi | MA, MBA, M.Phil, Ph.D | Director / Principal | HR , Marketing | 24 | - | 15 | 5 | 4 | 7 |
| 2 | Mr.G.Velu | B.Sc., MLIS., M.Phil. | Librarian | Library & Information Science | 22 | - | - | - | - | NA |
| 3 | Mr.A.Chinnadurai | B.Sc,B.P.Ed., M.P.Ed.,P.G.D.Y.,NIS., | Director of Physical Education | Sports & Handball Coach | 10 | - | - | - | - | NA |
| 4 | Ms.S.Priyadharshini | MBA,M.Phil.(PhD) | Assistant Professor | Finance / Marketing | 9 | 1 | 1 | 4 | - | NA |
| 5 | Dr.K.C.Arunadevi | MBA., M.Phil., Ph.D, NET | Associate Professor | HR / Marketing | 15.5 | - | 5 | 7 | 2 | 6 |
| 6 | Ms.P.Saranya Boopathi | MBA,(PhD) | Assistant Professor | Marketing / Finance | 4 | 3 | - | 8 | 3 | NA |
| 7 | Dr.V.Gowtham Raaj | MBA, Ph.D | Assistant Professor | HR / Marketing | 10 | 1 | 11 | 3 | 6 | 3 |

| | | | | | | | | | | |
|----|-------------------|------------------------------|---------------------|------------------|-----------------|---|--|---|---|----|
| 8 | Ms.T.Kanimozhi | M.B.A,M.Phil | Assistant Professor | HR / Marketing | 7.5 | 1 | | 1 | | NA |
| 9 | Dr.J.Deepa | MBA., M.Phil., Ph.D., DNYS., | Assistant Professor | Finance / HR | 14 | 3 | | 1 | | 1 |
| 10 | Mr.V.Vivek | MBA, NET | Assistant Professor | Finance/ Systems | 10 | 1 | | 1 | 2 | NA |
| 11 | Ms.P.Vinodha devi | B.E, M.B.A, M.Phil | Assistant Professor | HR / Marketing | 2 Yr & 4 Months | - | | 1 | - | NA |
| 12 | Ms.D.Hemalatha | BBA, MBA IB, PGDED | Assistant Professor | HR/ | 1 Yr & 5 Months | - | | - | - | NA |
| 13 | Ms.C.Subashini | BE, MBA IB, PGDED | Assistant Professor | HR/Logistics | 1 Yr & 5 Months | - | | - | - | 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 | |
| 2022-2023 | MBA | - | 108 | |
| | MBA IB | | | |
| 2023-2024 | MBA | - | 162 | |
| | MBA IB | | | |
| 2024-2025 | MBA | - | 209 | |
| | 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 –May 24, 2024**
- **Last date for submission of application –July 30, 2024**
- **Dates for announcing final results – August 12, 2024.** (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) August 14 , 2024** (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) – **August 30, 2024.**
- **Last date for closing of admission** (Time as given by Bharathiar University) –**September 15, 2024.**
- **Starting of the Academic session –September 3rd Week 2024.**

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 | 2024-2026 | 2023-2025 | 2022-2024 |
|---------------|--------|-----------------|------------------|-----------------|
| | | Name of Student | Name of Student | Name of Student |
| TANCET | MBA | B.Hamruthen | Vanithi K | Roshme S |
| | MBA IB | R.Nivethitha | Gowsi G | Nithish K R |
| MAT /CET | MBA | R. Aslamkhan | Subaprabakaran M | Theerthan P R |
| | MBA IB | M.Selvendran | Ragul S | Sathish M |

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 ²) | 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 | | |