

Dr G R D INSTITUTE OF MANAGEMENT
Mandatory Disclosure – 2021- 2022

Mandatory Disclosure updated on	:	
1. AICTE File No.	:	431/45-34/MCP(M)/94
Date & Period of Last approval	:	30.04.2021
MBA (Full Time)	:	30.04.2021
MBA (Part Time)	:	
2. Name of the Institution	:	Dr G R Damodaran Institute of Management
Address of the Institution	:	Civil Aerodrome Post Avanashi Road, Coimbatore – 641 014 Tamilnadu, India
City & Pin Code	:	Coimbatore 641 014
State / UT	:	Tamil Nadu
Longitude & Latitude	:	77 Degree East & 11 Degree North
Phone Number with STD Code	:	0422 – 2572719, 2591863-64 Mobile No.98422-21162.
FAX number with STD Code	:	0422-2591865
Office hours at the institution	:	9.00 am to 5.00 pm
Academic hours at the institution	:	9.35 am to 4.15 pm
Email	:	grdcs@grd.org
Website	:	www.grd.org
Nearest Railway station (dist. In Km):	:	Coimbatore – 10 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	:	Public Charitable Trust
Address of the Organisation	:	Kalaikathir Buildings 963, Avanashi Road Coimbatore 641 037 Tamilnadu.
Registered with	:	Coimbatore District Registrar D.No.173/1999/1.9.1999 & D.No.1625/2004, Dt.25.10.2004
Registration date	:	1.9.1999 & 25.10.2004 (Codicil)
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 (w.e.f. 2002)
6. **Name of the Principal/ Director** : Dr K K Ramachandran
Exact Designation : Director
Phone No. with STD Code : 0422-2572719
Fax No. with STD Code : 0422-2591865
Email : grdcs@grd.org
Highest Degree : MBA, Ph.D
Field of Specialisation : Marketing
7. **Governing Council Members** :

❖ **Members of the Board and their brief background.**

Sl. No.	Name and Address of the Members	Designation	Academic Background
1	Dr D Padmanaban Managing Trustee G R D Educational Institutions Kalaikathir Buildings Avanashi Road COIMBATORE 641 037.	Managing Trustee/Chairman	Academician B.Com, MBA, Ph.D, FCMI(UK) , Mem, AMA(USA) Positions held : Asst. Professor, Principal, Director, etc.
2	Mrs Geetha Padmanaban Secretary Dr G R Damodaran College of Science, Civil Aerodrome Post Avanashi Road COIMBATORE 641 014.	Member	Joint Managing Trustee/Vice Chairman
3	Nominee of the University Grants Commission	Member	Vacant
4	Dr.K.Sankaran (Professor –Eminence) National Networking Consultant – NHHD. Anna University,Chennai - 25	Nominee of the Bharathiar University	
5	Sri Vishnu Nischal	Alumuns	
6	Dr.K.K.Ramachandran (Vice Principal) Dr.G.R.Damodaran College of Science Coimbatore 641 014.	Member (Representing the faculty)	Educationist B.Com, M.Com, MIB, MBA,Ph.D Director, School of

			Commerce & International Business, Vice Principal
7	Dr.T.Santha Principal Dr G.R.Damodaran College of Science Civil Aerodrome Post Coimbatore 641014	Member/Conve ner	Educationist MSc,M.Phil,M.Phil(CS)Ph.D(CS) ..
8	Dr.KA.Gugaselvi (Principal) GRD Academy of Management	Member	Educationist

Frequency of meetings and date last meeting: Once in a year

Last Meeting held: 6.10.2021

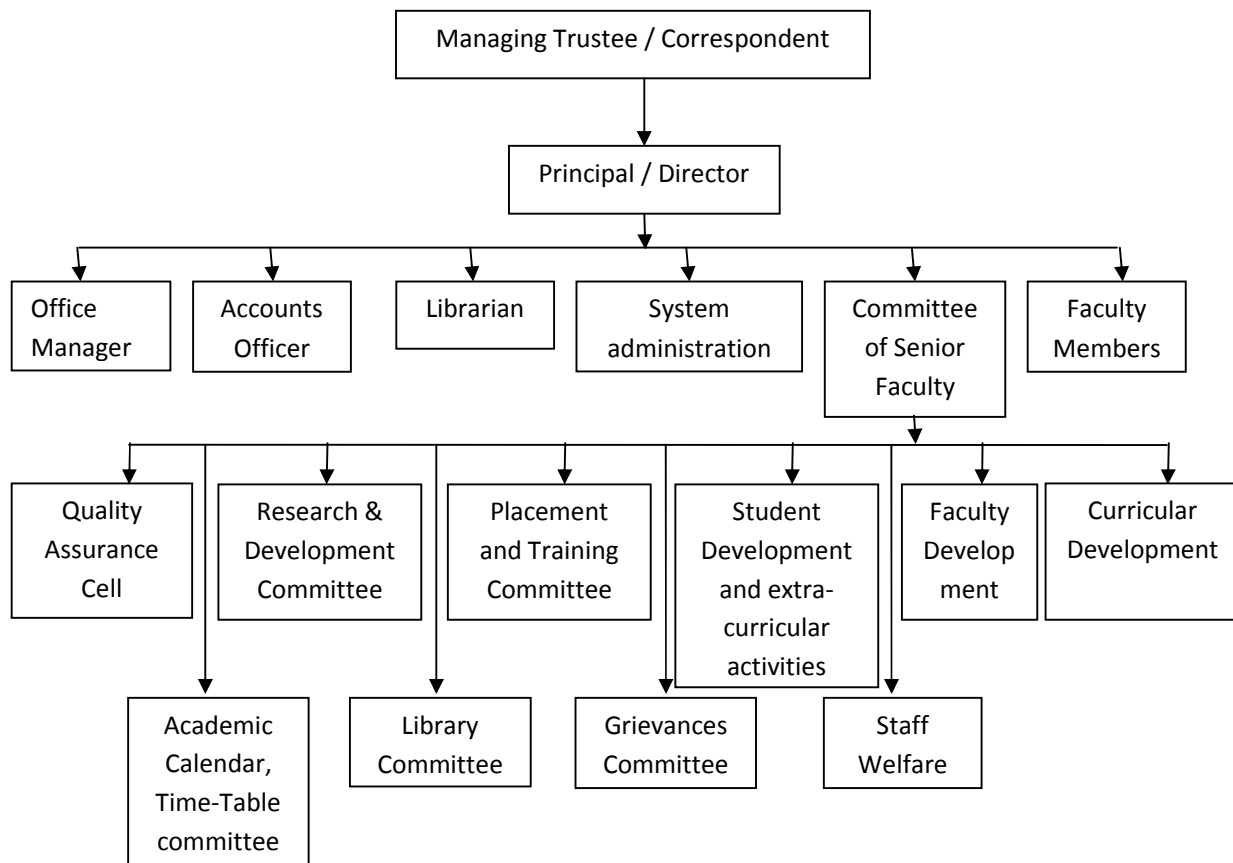
Frequency of meetings and date last meeting: Once in a year

8. Academic Advisory Board.

1	Dr D Padmanaban Managing Trustee The GRD Trust Coimbatore-641 037	Chairman
2	Dr.G.Bharani Associate Professor BSMED Bharathiar University Coimbatore -641 046	Educationist and Computer Technologist
3	Sri S.V.Subramanian General Manager -SCM T.Stanes Company Pvt Ltd Race Course Coimbatore -641 018.	Industry Representative
4	Mr. E Sathyanarayana AB 94, Anna Nagar Chennai -600 040.	Industry Representative
5	Dr K K Ramachandran Director Dr G R Damodaran Institute of Management Civil Aerodrome Post, Avanashi Road Coimbatore – 641 014.	Member
6	Dr G Radhamani Director Department of Computer Science Dr G R Damodaran College of Science Coimbatore 641 014	Member
7	Dr T Santha Principal Dr G R Damodaran College of Science Coimbatore -641 014.	Member -Convener

Frequency of meetings and date last meeting : Twice in a year

9. Organizational Chart :



10. Student feedback mechanism on Institutional Governance/faculty performance

The department has the practice of each faculty obtaining the student opinion questionnaire filled up by the students at the end of the semester. The faculty themselves analyses the opinions and identify aspects for improvement. The feedback relating to actions needed and support to be given comes from the Head and the Principal.

11. Grievance redressal mechanism for faculty, staff and student

Faculty, staff and student complaints are attended to at the incipient stage itself, thanks to the open door policy of the Head and Principal. Class Committee facilitates voicing of complaints of a general nature which are dealt with appropriately at the department level and by the Principal. Nevertheless a suggestion box / representation box has been kept to voice their complaints. These complaints or grievances raised are attended to periodically by the Principal through appropriate committees.

12. **Name of the Department** : Management Science
Course : MBA (Full Time and Part Time)
Level : PG
1st year of approval by the council : 1991 MBA (Full Time and Part Time)

Year wise sanctioned intake :

MBA (Full Time)

2021-2022	2020-2021	2019-2020	2018-2019	2017-2018	2016-2017	2015-16	2014-15
60	60	60	60	60	60	60	60

MBA (Part Time)

2021 - 2022	2020-2021	2019 - 2020	2018-2019	2017-2018	2016-2017	2015-16	2014-15
40	40	40	40	40	40	40	40

Year wise Actual Admissions :

MBA (Full Time)

2021 - 2022	2020-2021	2019 - 2020	2018-2019	2017-2018	2016-2017	2015-16	2014-15
60	60	60	60	60	60	60	60

MBA (Part Time)

2021 - 2022	2020-2021	2019 - 2020	2017-2018	2016 -2017	2015-16	2014-15
NIL	NIL	NIL	NIL	Nil	N	8

Cut off Marks – General quota:

MBA (Full time)

2021 - 2022	2020-2021	2019 - 2020	2017-2018	2016-2017	2015-16	2014-15
50 %	50%	50%	50 %	50 %	50%	50%

MBA (Part time)

2021 - 2022	2020-2021	2019 - 2020	2017 - 2018	2016-2017	2015-16	2014-15
50	50%	50%	50	50%	50%	50%

% students passed with Distinction :**MBA (Full Time)**

2013-2015	2014-2016	2015-17	2016 - 2017	2017 - 2018	2018-2019	2019 - 2020
31%	25%	35%	40%	33%	26%	60%

MBA (Part Time)

2009 -12	2012 -15	2013 -16	2014 -2017	2017- 2020	2018-2021	2019-2022
NA	NIL	100	100	NA	NA	NA

% students passed with first class :**MBA (Full Time)**

2012 – 14	2013 -15	2014 -16	2015 -2017	2017 -2019	2018-2020	2019 -2021
67%	54%	55%	65%	65%	68%	75%

MBA (Part Time)

2011 -14	2012 -15	2013 -16	2014- 2017	2015- 2018	2016- 2019	2017- 2020
NA	67%	NIL	NIL	NIL	NIL	NIL

Students placed :**MBA (Full Time)**

2012 – 14	2013 -15	2014 -16	2015 -2017	2017 - 2019	2018-2020	2019 - 2021
44	42	40	45	48	50	46

MBA (Part Time)

2010-13	2011 -14	2012 -15	2013 -16	2014- 17	2017- 2020	2018- 2021	2019 - 2022
NA	NA	NA	NA	NA	NA	NA	NA

Average pay packages, Rs. /Year :

MBA (Full Time)

2012-14	2013 -15	2014 -16	2015 -17	2017 -2019	2018-2020	2019 -2021
Rs. 2,90,000	Rs. 3,30,000	Rs. 3,40,000	3,80,000	3,90,000	4,00,000	4,00,000

MBA (Part Time)

2011 -14	2012 -15	2013 -16	2014 -17	2017 - 2020	2018-2021	2019 - 2021
NA	NA	NA	NA	NA	NA	NA

Students opted for Higher Studies :

MBA (Full Time)

2012-14	2013 -15	2014 -16	2014-17	2017 - 2020	2018 - 2020	2019 - 2022
2	2	1	2	1	2	1

MBA (Part Time)

2011 -14	2012 -15	2013 -16	2014 -17	2017 - 2020	2018-2021	2019 - 2022
NA	NA	NA	NA	NA	NA	NA

Accreditation status of the course : Re-accredited at the 'A' Grade Level by the NAAC

Doctoral Courses : M.Phil and Ph.D Programmes are offered

Foreign Collaborations, if any : Nil

Professional Society memberships : Member of the Coimbatore Management Association

Professional activities : Numerous Seminars / Guest Lectures / CEO Words series / Boot Camps arranged.

Consultancy activities : Free Consultancy for MSME's
Research For Companies

Grants fetched : Entrepreneurship Development Cell approved by the DST, Government of India, New Delhi - 110 016.

Departmental Achievements : MOU's with leading companies, Focus On

Promoting Entrepreneurship Development, special attention and assistance given to SME's, etc

Distinguished Alumni

: The department's Board of Studies has its Alumnus as an active member. This interface supports in framing out the syllabi in line with the present day scenario. Placements are also supported by the indepth contribution and involvement of well-placed alumni. The following are some of the distinguished alumni of our Institute.

1. Mr.C.R.Vimlesh
Kleindienst Group,1601,Concord Tower,Dubai
Media City,Dubai,UAE.
2. Mr. N Siva Shankaran
Professor - IIM
Shillong
3. Mrs.Deepthi Nair
Citi Bank
Bangalore.
4. Ms. Viveka Priyadarshini S
ELGI equipments ltd,
Trichy Road, Singanallur, Coimbatore, Tamil
Nadu 641005
5. Mrs.Bhavishya Lakshmi R
112,S1(third floor)
7th,Main Road,4TH Cross,
Jayanagar II Block,
Bangaluru – 560011.

13. Director Details : -

Name of the Teaching Staff : Dr K K Ramachandran
Designation : Director
Department : Management Science (MBA)
Date of Joining the Institution : 18.02.2010



Qualification with Class / Grade :

UG : B.Com Class : I
PG : M.Com, MBA, MFT Class : I
Ph.D : Ph.D (Commerce) - Highly commended
Ph.D (Management) -Highly commended

Total Experience in years	: Teaching 28.6	Industry ---	Research 22.6
Paper Published	: National 16	International 90	
Ph.D Guide? Give Field / University	: Field Yes. Management & Marketing	University Bharathiar University	
PhDs / Projects Guided	: Ph.Ds 20	Projects at Masters Level 680	

Books Published

- “A Career Expectations of Millennial’s and their Impact on Employee Engagement in Banks”, Harshwardhan Publication Pvt. Ltd - Authored (ISBN: 978-81-945173-9-9) 2020
- A Silver Chapter Coffee Table Book – Authored (ISBN: 978-93-5406-427-2) - 2020
- Store Image and Story Loyalty, Harshwardhan Publication Pvt.Ltd, (ISBN: 978-93-89003-93-2), 2019
- Mapping Coimbatore - Volume II (ISBN 978-93-5346-778-4) – 2019
- Mapping Coimbatore – Volume I (ISBN 978-93-5346-381-6) – 2018

- “A Study on the Influence of Celebrity Endorsement – A Customer Perspective”, Harshwardhan Publication Pvt. Ltd, Authored (ISBN 978-93-89003-81-9), 2018
- Organisational Behaviour and Human Resource Management (Compile) Published by - McGraw Hill Education – (ISBN 978-1-307-30121-2) - 2018
- From Campus to Corporate - Pearson India Education Service Pvt. Ltd Publishing – Authored (ISBN 978 - 93-325-5467-2) (Online & Print) - 2016
- Business Communication - Vikas Publishing House Pvt Ltd - Authored (ISBN 978-93259-8103-4) - 2014
- From Campus to Corporate - Macmillan Publishing - Authored (ISBN 023-033-190-4) - 2010
- Business Communication - Macmillan Publishing - Authored (ISBN 0230-63297-1) - 2007

Book Chapters:

CASE STUDY: Developed a case study titled “Sport in the country of a Billion: A study of the marketing possibilities resulting development of less popular sports in India”, (Published with ELSEVIER PUBLICATIONS, UK, “International cases in the business of sports”, -K K Ramachandran - ISBN 10:0-7506-8543-3, Nov 2008)

Professional Memberships	:	12
Consultancy Activities	:	02
IPR	:	01

Awards

- Award for Best Management Educator - World Management Congress (2009)
- Award for Best Professor in Marketing, Global Awards for Excellence in Education, Leadership & Teaching - World Education Congress (2012)
- Award for Achievement of Trade from the UNITED STATES DEPARTMENT OF COMMERCE in recognition of his services in expanding U.S. India Trade Partnerships (2013)
- Innovative Leader Award at the world Marketing Summit, Malaysia from Golden Star Academic & Educational Excellence Award (2013)
- Award for Teaching Excellence - Indus Foundation, Indo – American Education Summit (2016).

Grants Fetched

- EDII, Ahmedabad - Entrepreneurship Awareness Camp (EAC), DST-NIMAT Project - Nov, 2018-19
- EDII, Ahmedabad - Entrepreneurship Awareness Camp (EAC), DST-NIMAT Project – Sep, 2018-19
- AICTE Sponsored FDP on “SPSS AND ITS APPLICATIONS”, Dr G R Damodaran Institute of Management, Coimbatore – Feb, 2015
- Obtained grants from UGC under the scheme of “Career Oriented Programs” Dec, 2004
- Obtained grants under the scheme of Conference from UGC“E-Commerce and Its impact on Improved Business Productivity”, Jan 2000

Interaction with Professional Institutions : **AMA, AIMA, AIB,CII, Full Bright ,University of Southampton.**

**GRD INSTITUTE OF MANAGEMENT
COIMBATORE – 641014.**

ACITE TEACHING FACULTY NAME LIST

1. Dr K K RAMACHANDRAN
2. Dr.S.BRINDHA
3. Dr.T.SUNDARESWARAN
4. Dr.S.KAVITHA
5. Dr.T.AROCKIA SAGAYARAJ
6. Dr.K.ANISH
7. Dr.S.ILAYA SANKAR
8. Dr.M.N.SASIREKHA
9. Dr.S.ARAVINTH
10. Dr.P.VIJAY
11. Dr.K.MOHANA RANJANI
12. Mr.SINGATHURAI S
13. Dr.T.SATHYA PRIYA
14. Mr.J.RAJESH MAHARAJAN
15. Dr.S.DEEPA

Admission Quota

Entrance test (,2019-2020 and 2020-2021, 2021-2022)

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. If the number of MAT qualified candidates is not sufficient, other applicants are selected as per their undergraduate aggregate percentage.

Admission Criteria (2019-2020 and 2020-2021, 2021-2022):

Mat Score weightage	: 50%
U.G., Academic Performance	: 25%
Interview	: 25%

Cut off (for the year 2019-2020 and 2020-2021, 2021-2022): **Average - 690**

Cut off / last candidate admitted	2018 (Tancet)	2019 (Tancet)	2020(Tancet)
(MBA Full Time)	(58) SAHNTHINI.	(53) ARAVINDKUMAR.G	(86)ANUSHA.G
	(MAT)	CET	
	(613) HARISH.P	(49) TRISHA.S	

Fees in rupees
MBA (Full Time)
(PER SEMESTER)
(MBA Part Time)
(PER SEMESTER)

Number of Fee Waivers offered	2018	2019	2020
Nil	-	-	-

Admission Calendar (Tentative):

-) **Last date for request for applications.**
May 31, 2021
-) **Last date for submission of application**
June 18, 2021
-) **Dates for Group Discussion (GD) / Interviews**
July 1, 2021.
-) **Dates for announcing final results**
August 5, 2021.

* 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 18, 2021.

* 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 20, 2021.
-) **Last date for closing of admission.**
August 31, 2021.
-) **Starting of the Academic session.**
December 11, 2020.

PIO Quota No. : Nil

14. Infrastructural Information

Classroom / Tutorial Room facilities	:	Available as per norms
Laboratory details	:	NA
Computer centre facilities	:	Available as per norms
Library facility	:	Available
Auditorium / seminar halls / amphi	:	Available
Cafeteria	:	Available
Indoor sports facilities	:	Available (Indoor Stadium)
Outdoor sports facilities	:	Available
Gymnasium facilities	:	Available
Facilities for disabled	:	Available
Any other facilities	:	NIL

15. **Boys hostel** : Available

Girls Hostel : Available

Medical and other facilities at hostel : Available

16. Academic Sessions

Examination system, year / Sem : Semester

Period of declaration of results : December / May

17. Counseling / Mentoring :

Career Counseling : Students are given Guidance on their career Plans and helped to identify their potentials and competencies and suitable avenues.

Mentoring : The faculty members of the GRD Institute of Management are each assigned a group of students to give personal attention to their growth and development.

Medical facilities	:	Medical facilities are offered to the faculty members and students by utilizing the services of nearby major hospitals. The faculty members can avail concessional medical benefits from PSG Hospitals, Coimbatore. Faculty members with 5years of service are provided with Group Insurance and all 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
18. Students Activity Body	:	Students' activities are designed around Management games and simulations. GRD Institute of Management students association CORPEX conducts a large number of activities like seminars, Industrial visits, Guest Lectures, personality development programmes etc.
Cultural activity	:	GRD Institute of Management organizes MÉLANGE, the annual inter Collegiate national level management meet which provides a platform to the students to exhibit their managerial and cultural talents.
Sports activities	:	GRD Institute of Management encourages students to take part in sports and games events organized at various levels. Students represent the institution at University level and also at State level games / tournaments.
Literary activities	:	Activities like debates, Book reviews, Article reviews etc are regularly organized.
Magazine / newsletter	:	GRD Institute of management brings out the monthly magazine FOOT PRINTS to encourage the writing and researching skills of the students and the faculty members.
Technical activities / tetchiest	:	Involvement in Research and Development, Consultancy and extension is a part of the Mission of the college and various technical activities are regularly planned to fulfill the R&D aspect.
Industrial visits / tours	:	Industrial visits and tours are arranged every Semester to widen Professional perspectives and Industry-awareness. Outstation Seminars, and International visits are also organized.

Alumni activities : GRD Institute of Management has an active Alumni cell which links the corporates and the students. They assist the department in various ways like organizing seminars / workshops, Placements, industrial visits, etc.

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

1. Mr N Sivashankaran
Professor – IIM
Shillong.
2. Waseem J Nawaz
Business/Shop, No. G.8 Zimson, Brooke fields
Mall, Coimbatore – 641002.
3. Mrs. Bhavishya Lakshmi R
112, S1 (third floor)
7th, Main Road, 4th Cross,
Jayanagar II Block,
Bangaluru – 560011.

Name of the information officer for RTI - Dr K K Ramachandran
Director.