

**BHARATHIAR UNIVERSITY: COIMBATORE-641046**

**DEPARTMENT ACADEMIC AUDIT [2020-2021]**

**Name of the Department: Bharathiar School of Management and Entrepreneur Development (BSMED)**

**Date : 24.09.2022**

**Name, Designation and Address of Academic Audit Experts:**

**Dr. U. Jerinabi, Professor, Commerce,**  
Avinashilingam Institute for Home Science  
and Higher Education for Women, Coimbatore  
External Subject Expert.

**Dr. K. Preethi, Assistant Professor,**  
Department of Microbial - Biotechnology  
IQAC Team Member.

**Faculty Members Present:**

1. **Dr. Rupa Gunaseelan, Director i/c, BSMED, Bharathiar University.**
2. **Dr. K. Malar Mathi, Professor, BSMED, Bharathiar University.**
3. **Dr. G. Sridharan, Associate Professor, BSMED, Bharathiar University.**
4. **Dr. G. Barani, Associate Professor, BSMED, Bharathiar University.**
5. **Dr. V. Ramanujam, Associate Professor, BSMED, Bharathiar University.**
6. **Dr. N. Uma Devi, Assistant Professor, BSMED, Bharathiar University.**



Criterion	Items	Verification Yes / No	Comments	Suggestions for improvement
<b>I. Curriculum</b>	Steps followed in the designing of syllabus & Curriculum	Yes	<b>Excellent</b>  Faculty attended curriculum meeting organized by the University The department conducted a workshop on curriculum evaluation and invited many experts from Industry and Academic Institution. Programme Specific outcomes were developed to match with Programme Outcomes. Based on this, Outcome Based Curriculum has been designed	Appropriate Evidences needed
	Contents of the Curriculum	Yes	<b>Excellent</b>  Latest Technology related Courses have been offered through MoUs with different Institutes and Industries as certificate courses. Managerial Skill Development Employability Skill Development Exposure to the latest trends and technologies Inculcating Social Awareness and Responsibilities	Soft and hard copies materials shall be attached
	Validation done	Yes	<b>Excellent</b>  Curriculum is validated through discussions with Alumni, Industry experts, Subject experts and other Board of Studies	Evidences may be produced



			members. OBE curriculum has been developed	
	Credits allotted / distribution – logic	Yes	<b>Excellent</b>  Equal distribution of credits of 4 is given to all the courses offered. For Job Oriented 9 credits, Value Added Courses 4 credits and SWAYAM courses 2 credits (4 Weeks)	-
<b>Curriculum Transaction</b>	Teaching Methods & Teaching aids	Yes	<b>Excellent</b>  Learner Centered Teaching Content Focused Methods and Interactive and Participative Methods Audio-Video aids, Case Analysis, Assignments and Seminar Presentations	Photos to be inserted
	E-Learning Modules [Give details including MOOC courses]	Yes	<b>Good</b>  MOOC modules Entrepreneurship Development	e-Modules to be included
	Project Work UG/PG	Yes	<b>Excellent</b>  List of projects enclosed	-



	Internal Assessment - Components – Uniqueness	Yes	<b>Excellent</b>  Test, Case Study based Assignments and Seminars Uniqueness of the assessments are Activity Based Learning through various clubs, Industrial Visits, Summer Placement Projects, Case Analysis and Seminar Presentations.	-
	Student Support – remedial coaching	Yes	<b>Excellent</b>  Tutorial sessions Mentoring Counselling Competitive exams	Awareness on scholarships and fellowships Career counselling
	Feedback from students	Yes	<b>Excellent</b>  Semester wise and faculty wise Feedback is collected from students	Content and Teaching aids oriented feedbacks can be collected
	Steps taken on the feedback	Yes	<b>Excellent</b>  Feedback reviews sessions are conducted in the subsequent Faculty meetings and necessary changes are incorporated in the curriculum by the respective faculty.	-
<b>Infrastructure in the department</b>	No. of classrooms	Yes	<b>Excellent</b>  5 with ICT facility	2 more digital classrooms can be added
	No of laboratories	Yes	<b>Excellent</b>  1	Another 1 macro laboratory can be created



	No of computers – for teachers	Yes	<b>Excellent</b> 1 for each faculty	Product Design lab AR/VR labs MAT lab Simulation Lab
	No of computers – for students	Yes	<b>Excellent</b> 80 (1:3)	Can be enhanced as 1:1
	No of computers – for research scholars	Yes	<b>Excellent</b> 10	Updated versions may be provided
	Details of Servers, Battery Backup System	Yes	<b>Excellent</b> Server 1No. 10 KVA UPS 2 No.	One more server may be added
	Names of Instruments (Only Major)	Yes	<b>Excellent</b> Projectors Laptops Printers Photocopy and Printing Machine Scanner Camera	Four more camera for lecture capturing system Advanced seminar hall Audio surround system Business Lab



<b>Profile of students</b>	Demand Ratio (Applications received Vs Sanctioned Strength)	Yes	General Counselling	
	Students involved in extra-curricular & co-curricular activities	Yes	<b>Excellent</b>  Bharathiar Management Association is the students association which organized all extra and co-curricular activities. AXIS is the flagship event of BSMED organized every year by the students inviting alumni and industry experts in various places in and out of Tamil Nadu.	Student participation in international exposure
	Study tour / industrial visits / exhibitions / internship / Training	Yes	<b>Excellent</b>  Industrial Visits are organised constantly and the details are enclosed.	International tours may be organised



	Achievements of students (Academic, cultural etc)	Yes	<b>Excellent</b> Details enclosed	International exhibition
	Newsletters / Magazines of the Department	Yes	<b>Excellent</b> Enclosed	e- newsletter , Bi-annual magazine
	Placement (Ratio, Salary Level) Mention few companies	Yes	<b>Excellent</b> Details enclosed	Ensure about higher packages in companies for placements
	% of students going for Research	Yes	<b>Excellent</b> 25%	-



<b>Activities of the department</b>	MoUs Signed	Yes	<b>Good</b> 6 Details are enclosed	More MoUs may be signed
	Consultancy [Nature, Amount]	Yes	<b>Excellent</b>  MDPs	More income generations, consultancy project
	Collaborations	Yes	<b>Excellent</b> List of Collaborators is enclosed	—
	Department/Association Meetings	Yes	<b>Excellent</b> BMA, AXIS, BODHI Research Forum and NEXUS meetings are organized by the students and Scholars.	More events may be conducted to develop of the talents of the students
	Guest lectures [Per semester]	Yes	<b>Excellent</b> Organised through Colloquium sessions Details enclosed	—
	Conference / Seminars / Workshop conducted [Per Year]	Yes	<b>Excellent</b> 2 per year	More international conferences can be attended Atleast 1 conference may be attended in foreign country
	Extension Activity	Yes	<b>Good</b>  Extension activities are done through various clubs 10000 saplings were planted by Green and Eco Club Students poster presentations and Case Analysis and Presentation, School visit have been conducted.	Village adoption has to be done and govt. schemes can be implemented in villages. Many research activities can be organized out of extension



	Interaction with Industry / Research Centres / Educational Institutions	Yes	<b>Excellent</b> Invited lectures through Colloquium Research activities through projects obtained by faculty from various funding agencies Faculties have been invited as experts, resource persons and chairpersons for various academic and research programmes.	-
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**Best Practice(s) / Innovations of the Department:**

- Case Study Based Teaching
- AXIS and NEXUS (Academic, Students and Industry Interactions)
- Skill based teaching through Clubs and Eco clubs
- Digital environment for Research
- EBSCO empowered Department
- Bodhi Research Circle meetings

**Suggestions**

- Campus to corporate programme can be initiated



**Future Plans of the Department:**

- Micro College for Managerial Skills upgradation
- Industry Institute Interface Centres
- International Collaborations to invite International students
- Students Exchange Programmes
- Faculty Interactions and Exchange Programmes

Signature of the HoD with Seal and Date

**Dr. RUPA GUNASEELAN**

Director i/c

**BHARATHIAR SCHOOL OF MANAGEMENT  
AND ENTREPRENEUR DEVELOPMENT  
BHARATHIAR UNIVERSITY  
COIMBATORE - 641 046**

Signature of the Academic Audit Expert  
(With Address)

**Dr. Jerinabi,**

Professor,

Avinashilingam Institute for Home Science  
and Higher Education for Women,  
Coimbatore.