



## ACADEMIC AUDIT REPORT

**ACADEMIC YEAR (SESSION): 2023 -2024**

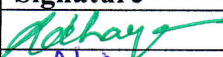

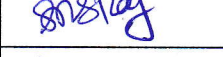
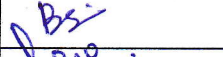



### 1. Programme Details

Name of the Programme	MBA,MSc,M.Com,BBA
Batch	July 2023,Jan 2024

### 2. Name of the Academic Audit Committee Members

S. No	Name	Designation	Signature
1.	Dr.M.Ganesan	JR-CDC Cell/OBE	
2.	Dr. N.Kanya	Additional Dean E&T	

### 3. Members who interacted with the committee during audit

S. No	Name	Designation	Signature
1	Dr.P.Udhayakala	Director CIQA-Dean Chemistry	
2	Dr.S.Kasthuri	Dean-COP	
3	Dr.S.Nirmala Sugirtha Rajini	Project officer	
4	Dr.M.Bhuvaneshwari	Deputy Head-COP	
5	Dr.N.Keerthana	Deputy Head-COP	
6	Ms.S.Sinduja	Deputy Head-COP	
7	Ms.A.V.MeenaKumari	Chief Coordinator Online Programs	

### 4. Date of Audit: 23-10-2024

### 5. Student information (as per demographic data)

SPECILIZATION	BATCH JULY 23			BATCH FEB 24			National	
	STRENGTH	MALE	FEMALE	STRENGTH	MALE	FEMALE	Jul-23	Feb-24
MBA-MARKETING	39	25	14	16	10	6	39	16
MBA-FINANCE	71	45	26	12	6	6	71	12
MBA-INFORMATION	75	55	20	8	5	3	75	8
MBA-OPERATION	97	89	8	45	38	7	97	45
MBA-HRM	115	48	67	26	11	15	115	26

MBA-HHM	320	121	199	126	46	80	320	126
TOTAL	717	383	334	233	116	117	717	233
BBA	11	9	2	Nil	Nil	Nil	11	Nil
M.Com	7	4	3	Nil	Nil	Nil	7	Nil
M.Sc Statistics	107	66	41	38	26	12	107	38

### 6. Course wise faculty information-(Sample)

S. No	Name of the Program	Course Name	Name of Faculty	Syllabus Covered	Remarks
1	MBA	BUSINESS LEGISLATION(MMBA22004)	MR. SENTHIL KUMAR	YES	Yes
2	M.COM	ADVANCE CORPORATE ACCOUNTING (HMCO18G01)	MS. REVATHI	YES	Yes
3	BBA	FINANCIAL ACCOUNTING (MBBA22002)	MS. GAYATHRI	YES	Yes
4	MBA	MANAGEMENT ACCOUNTING (MMBA22012)	MS. BHAVANI	YES	Yes

### 7. Content Delivery and Digital Learning Resources-(Sample)

Name of the Student	Program/ Sem	Four Quadrant Approach	Observation	Utilization of learning resources by student (%)	Comments
Ananthanarayan BJ	MBA-III	E-tutorial	Live Classes and recorded videos were maintained	70%	LMS may be enriched to identify the proper utilization
		E-content	e-Pathsala	83%	
		Discussion Forum	Available	09%	
		Self Assessment	Practice Assignment given for all units	89%	



<b>Hymavatthy M</b>	<b>M.Com-III</b>	<b>E-tutorial</b>	Live Classes and recorded videos were maintained	<b>65%</b>
		<b>E-content</b>	e-Pathsala	<b>83%</b>
		<b>Discussion Forum</b>	Available	<b>72%</b>
		<b>Self Assessment</b>	Practice Assignment given for all units	<b>60%</b>
<b>Saravanan B</b>	<b>BBA-III</b>	<b>E-tutorial</b>	Live Classes and recorded videos were maintained	<b>42%</b>
		<b>E-content</b>	e-Pathsala	<b>83%</b>
		<b>Discussion Forum</b>	Available	<b>94%</b>
		<b>Self Assessment</b>	Practice Assignment given for all units	<b>62%</b>
<b>Feza Naaz A</b>	<b>MBA-II</b>	<b>E-tutorial</b>	Live Classes and recorded videos were maintained	<b>73%</b>
		<b>E-content</b>	e-Pathsala	<b>62%</b>
		<b>Discussion Forum</b>	Available	<b>74%</b>
		<b>Self Assessment</b>	Practice Assignment given for all units	<b>89%</b>

### 8. Outcome of Teaching Learning (Result Analysis)

Examination	Parameter	Number of students				Suggestions
		BUSINESS LEGISLATION (MMBA22004) JULY-2023	SAMPLING TECHNIQUES (HMMS18003) JULY-2023	ADVANCE CORPORATE (HMCO18G01) JULY-2023	FINANCIAL ACCOUNTING (MBBA22002) JULY-2023	
Internal	H (90-100)	140	7	3	-	Internal Assessment by the faculty should be monitored to avoid discrepancy in the grade
	S – (80 – 89)	207	16	4	8	
	A – (70 – 79)	118	1	-	3	
	B – (60-69)	85	3	-	-	
	C – (50 – 59)	65	16	-	-	
	Fail	-	-	-	-	
External	H (90-100)	4	9	3	-	
	S – (80 – 89)	263	41	-	1	
	A – (70 – 79)	173	11	-	3	
	B – (60-69)	111	-	-	4	
	C – (50 – 59)	24	-	2	2	
	Fail	3	-	-	-	

### 9. Technology Interface

S. No.	Description	Observation	Remarks
1	Quality of LMS	LMS is maintained with Sufficient Constituent of all the Quadrants	
2	Website reference	Provided	
3	Ease of using Technology	User interface is Good	
4	e-Library	E- Pathsala is Included	
5	Self-paced learning	Videos and recorded lectures allow learners to learn in their own pace	
6	Assessment	Secured technical intervention is maintained in assessment	

### 10. Student support and progression

S. No.	Description	Observation	Suggestions for improvement
1	Feedback Mechanism	Feedback collected using proper format through Google form and analyzed	External expert feedback may be collected
2	Corrective action taken	Available	
3	Evaluation effectiveness	Self-Assessment and Assignment given	Internal Assessment may be monitored effectively

<b>4</b>	<b>Teacher Quality</b>	Feedback indicated good teacher quality.	Advisory Committee meetings may be organized		
<b>5</b>	<b>Counseling pattern and mentorship</b>	Done Effectively			
<b>6</b>	<b>Placement / Training</b>	Training given for promotion			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;"><b>No. of students Trained/appeared</b></td> <td style="text-align: center;"><b>Number Placed</b></td> </tr> <tr> <td style="height: 20px;"></td> <td style="height: 20px;"></td> </tr> </table>			<b>No. of students Trained/appeared</b>	<b>Number Placed</b>
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**11. Activities and Events Conducted**

Description	Verification	Comments	Suggestions for improvement
<ul style="list-style-type: none"> <li>• Student Induction Program from 29.9.23 to 7.10.23</li> <li>• Deeksharambh on 30.3.2024</li> </ul>	Report Verified		F2 Format to be maintained
<ul style="list-style-type: none"> <li>• Expert talk on AI in Healthcare Sector on 3.11.2023</li> <li>• Expert talk on Leveraging Higher Education for Career Growth on 9.3.2024</li> <li>• Expert on Motivational Strategies on 13.10.2023</li> </ul>			
<ul style="list-style-type: none"> <li>• Webinar on Energy Conservation on 2.3.2024</li> <li>• Webinar on Leadership on 19.4.2024</li> </ul>			
<ul style="list-style-type: none"> <li>• Three days workshop</li> </ul>			

<p>on Entrepreneurial Discovery within You from 15.12.23 to 17.12. 2023</p> <ul style="list-style-type: none"> <li>• Three days workshop on SPSS from 26.6.2024 to 28.6.2024</li> </ul>			
<ul style="list-style-type: none"> <li>• FDP on ICT tools 14<sup>th</sup>, 15<sup>th</sup> &amp; 21.06.2024</li> </ul>			
<ul style="list-style-type: none"> <li>• Career Guidance by Industrial Expert on 01.04.2024</li> </ul>			
<ul style="list-style-type: none"> <li>• ISR Activity As part of "Each one Teach one for employees of Lanson Toyota on 26.09.2023</li> </ul>			

## 12. CURRICULUM TRANSACTION

Description	Observation	Suggestions for improvement
<b>Lesson Delivery Plan</b>	LDP prepared by mentioning the four quadrants as recommended by UGC	LDP of each staff should be approved by self, Programme Coordinator and Dean.
<b>Curriculum and Syllabus content</b>	On par with conventional curriculum & Syllabus	Internal Assessment may be monitored.
<b>Teaching methods &amp; teaching aids</b>	Followed as per the norms of UGC guidelines	
<b>Preparation of E-Learning modules</b>	Satisfactory	
<b>Project work UG/PG</b>	Project report sample available and verified	
<b>Internal assessment – components Uniqueness</b>	Continuous Assessments include Discussion Form	

Quality of Live Sessions	Good	
Quality of audio and Video	Good	

### 13. Programme Project Report

Effectiveness	Observation	Suggestions for improvement
Prepared effectively as per the UGC guidelines	Prepared as per UGC norms	. -----

### 14. SWOT ANALYSIS

S. No.	Description	Comments
1	Strengths	<ul style="list-style-type: none"> <li>• Four Quadrants of UGC effectively deployed in the teaching –learning process.</li> <li>• Qualified and experienced faculty members</li> <li>• New programs in emerging areas are introduced</li> </ul>
2	Weakness	<ul style="list-style-type: none"> <li>• Students attendance is a challenge as most of them are working professionals with work commitments &amp; different working hours</li> <li>• Failure of technology support at times due to poor network in remote areas</li> </ul>
3	Opportunities	<ul style="list-style-type: none"> <li>• Skill based Certificate Courses can be introduced in collaboration with industry.</li> <li>• Internship and NPTEL/SWAYAM course can be introduced to PG students.</li> </ul>
4	Threat/Challenges	<ul style="list-style-type: none"> <li>• Threat of fierce competition due to fast growing Ed-tech space in India &amp; across the globe</li> <li>• Need to focus on continuous quality improvement &amp; good branding for staying relevant in the market</li> </ul>





### 15. Innovation and Best Practices adopted


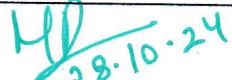
The LMS is synced to a Mobile App Dr.MGR COP making the learning platform easier to use anywhere anytime.

### 16. Future Plan

- Increase the number of international students through better marketing and improved delivery
- Develop good assessment mechanism by creating question papers aligned with Blooms Taxonomy to ensure effective evaluation of student's critical thinking and application skills.
- Implement Faculty course file and Log book similar to the conventional programs
- Introduce foreign language courses to provide students with a well-rounded education and enhance global opportunities for employment

### Signature of the Committee members

1.  (Dr. M. GANESAN)
2.  (Dr. N. Kanya)

Director -CIQA	Director – Centre for Online Programs
 28/10/24	 28.10.24