

**MANDATORY DISCLOSURE FOR MBA PROGRAM**  
**Manonmaniam Sundaranar University, Tirunelveli – 627 012**

**DEPARTMENT OF MANAGEMENT STUDIES**  
**Manonmaniam Sundaranar University**

State University

Reaccredited with 'A' Grade by NAAC (CGPA - 3.13 out of 4 - 3<sup>rd</sup> Cycle)

Abishekapatti, Tirunelveli – 627 012

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URL: <https://www.msuniv.ac.in/Academic/Department/ManagementStudies/Overview>

**Vice Chancellor, Manonmaniam Sundaranar University**

Prof. K. Pitchumani

Phone: 0462 2337231, Fax; 0462 2322973

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**Members of the Syndicate**

Prof. K. Pitchumani, Vice-Chancellor, Manonmaniam Sundaranar University, Tirunelveli

The Principal Secretary, Higher Education Department, Government of Tamilnadu

The Secretary, Health and Family Welfare Department, Government of Tamilnadu

The Secretary, Law Department, Government of Tamilnadu

The Director of Collegiate Education, Government of Tamilnadu

The Director of Technical Education, Government of Tamilnadu

The Director of Medical Education, Government of Tamilnadu

The Director of Legal Studies, Government of Tamilnadu

Dr. T. Chithambarathanu, Principal, S.T. Hindu College, Nagercoil

Dr. C. Veerabahu, Principal, V. O. Chidambaram College, Thoothukudi

Prof. K. Murugan, Professor and Head, Department of Bio Technology  
Manonmaniam Sundaranar University, Tirunelveli

Prof. G. Balasubramania Raja, Professor and Head, Department of Communication  
Manonmaniam Sundaranar University, Tirunelveli

Dr. G. Murugeswari, Associate Professor, Department of CSE  
Manonmaniam Sundaranar University, Tirunelveli

Dr. G. Muthulakshmi, Assistant Professor, Department of Computer Science &  
Engineering, Manonmaniam Sundaranar University, Tirunelveli

Dr. S. Subramania Pillai, Principal, Aringnar Anna College, Aralvoymozhi

Dr. B. Maheswari, Assistant Professor, Department of Business Administration, Ayya  
NadarJanaki Ammal College, Sivakasi

Dr. Hema Achyuthan, Professor, CSIR emeritus Scientist, Institute for Ocean  
Management Anna University, Chennai- 600 025.

### **Members of Academic Advisory Body**

The Board of Studies with the Faculty Members, External Academic Experts,  
Industry Experts, Alumnus and Students is constituted for academic advisory for the  
department which meets whenever required.

Prof. N. Rajalingam, (Chairman), Professor & Head, Dept. of Management Studies, MSU

Prof. S. Madhavan, (Member), Professor, Dept. of Management Studies, MSU

Prof. P. Ravi, (Member), Professor, Dept. of Management Studies, MSU

Dr. T. Helan, (Member), Asst. Professor, Dept. of Management Studies, MSU

Dr. G. Magesh Kuttalam, (Member), Asst. Professor, Dept. of Management Studies, MSU

Dr. M. Bhoopal, (Member), Asst. Professor, Dept. of Management Studies, MSU

Dr. K. N. Marimuthu, (Member), Asst. Professor, Dept. of Management Studies, MSU

Dr. B. Revathy, Dean, Faculty of Arts, MSU

Dr. V. Sivakumar, (External Expert), Professor and Head  
Department of Logistics Management, Alagappa University, Karaikudi

Dr. R. Venkatesakumar, (External Expert), Professor, Dept. of Management Studies  
Pondicherry University, Puducherry.

Dr. S. Subramanian, Associate Professor, IIM, Kozhikode

Dr. M. Thenmozhi, Professor, IIT, Madras

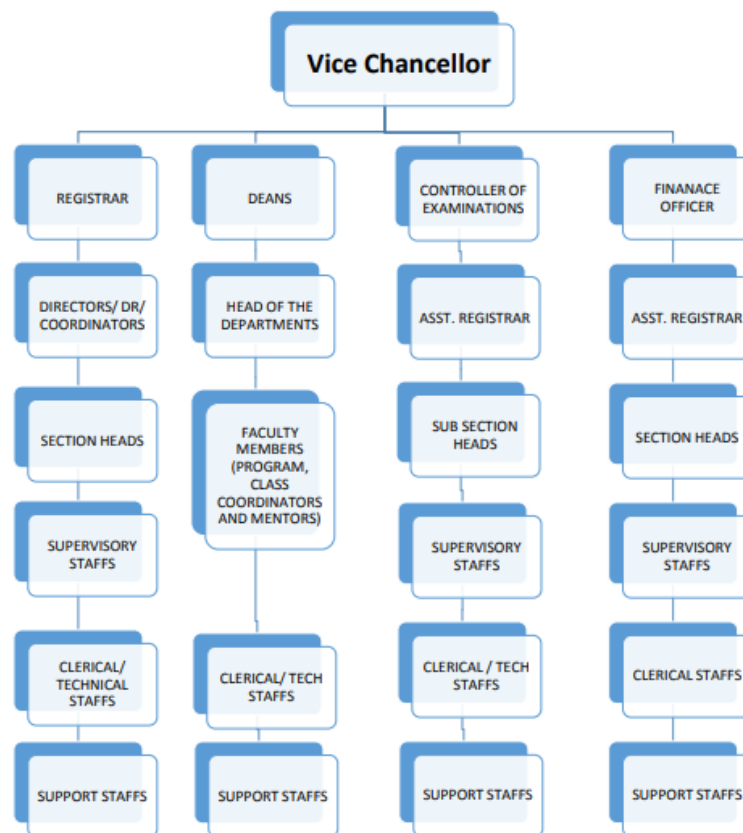
Dr. R. Magesh, Professor and Head, Anna University, Chennai

Mr. D. Senthil Kannan, (Industrial Expert)  
Director PALMS, Thoothukudi

Mr. B. Heerajan, (Alumnus), Managing Director, Cognax Automation (P) Ltd, Thoothukudi

Ms. J. Bence, (Student), Dept. of Management Studies, MSU

### Organizational chart and processes



### NAAC Status

**Accredited with A Grade (3.13) – Third Cycle**

## **NBA Status**

**Not Accredited and Not Applied**

## **Nature and Extent of Involvement of Faculty and Students in Academic Affairs / Improvements**

The faculty members are actively involved in the conceptualization of emerging areas in Management through their interactions in various academic forums and bring their rich experience into the classrooms for active discussions with the students in the form of Case Discussions and such others.

This is reflected in the framing of the syllabus for the MBA program. This is evident from the **20** Core Courses, **two** Supportive Courses, throughout the MBA program, **58** different electives offered in **six** specializations namely, Entrepreneurship, Finance, Human Resource Management, Marketing, Production and Logistics Management and Systems Management, in the third and fourth semesters of the MBA program.

The Board of Studies consists of all the Faculty members of the department, Academic Experts from various other Universities, Industrialists, Meritorious Student of the Department (Final Year Student) and a successful Alumnus.

The students are encouraged to give feedback about the academic input they received after they are placed in the corporate and express their views on the gaps, if any, between theory and practice.

Hence, the curriculum of the MBA program offered by the Department of Management Studies, Manonmaniam Sundaranar University is up to date and meets the expectation of the industry and also make the outgoing students as successful Entrepreneurs.

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

There is a Students Council in the University. The duly elected class representatives of all the classes of the University Departments elect their Student

Council consisting Chairperson, Vice Chairman, Secretary, Joint Secretary, Treasurer and Executive Committee Members, every year.

The Student Council Chairperson is also a member of the Internal Quality Assurance Cell (IQAC).

The Faculty members have their Association namely, Manonmaniam Sundaranar University Faculty Association (MSUFA), while the Administrative Staff have their association namely, Manonmaniam Sundaranar University All Administrative Staff Association (MSUAASA).

The Faculty Members and the Administrative Staff belonging to the Scheduled Castes and Scheduled Tribes are having their association namely MSU SC / ST Staff Welfare Association.

The Syndicate has two members elected by the Principals of the Affiliated Colleges, Two Faculty Members of the Affiliated Colleges, one member elected from the Senate.

The duly elected Faculty Members from the Affiliated Colleges are the representatives of Teachers in the Senate of the University.

All the Heads of the University Departments and the Chairpersons of the various Boards of Studies are members of the Standing Committee on Academic Affairs (SCAA) of the University.

Thus, all the stakeholders of the University are in one way or the other associated with the Governance of the University by duly adopting a democratic process, periodically.

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

The Students are required to provide feedback on the performance of the Faculty by a centralized process, ensuring complete anonymity. At the end of every semester, the students are assembled at the Auditorium and they are asked to fill in the Feedback Forms for all the courses attended by them in that Semester. The Centre for Data

Processing / Statistical Cell of the University processes the data and provide the reports to the authorities and the Faculty members concerned for follow up action.

Student Satisfaction Survey as a part of the AQAR submitted to NAAC is conducted by IQAC of the University. This gives the authorities of the University a clear picture about the rooms for improvement in the Governance of the University.

### **Establishment of Anti Ragging Committee**

The Assistant Commissioner of Police, Tirunelveli Sub-Division

The Thasildhar, Tirunelveli Taluk Office, Tirunelveli

Mr. S. Muthu Ganesh, Reporter, Daily Thanthi

Prof. S. Uma Maheswari, Professor, Department of Bio-Technology, MSU

Prof. P. Arumugam, Professor, Department of Statistics, MSU

Tmt. S. Vijaya, Assistant Registrar, MSU

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

Prof. Beulah Shekhar, Professor, Department of Criminology and Criminal Justice, MSU  
Chair Person

Prof. T. R. Rajasekaran, Professor, Department of Physics, MSU

Male Teaching Representative

Prof. S. Uma Maheswari, Professor, Department of Bio-Technology, MSU

Female Teaching Representative

Mrs. S. Kaladevi, Assistant Registrar, MSU

Female Administrative Representative

Ms. Nithila Alwin

NGO Representative

Dr. A. Suruliandi, Professor, Dept. of Computer Science and Engg., MSU

SC/ST Representative

### **Establishment of Committee for SC/ST**

Dr. G. Balasubramania Raja, Professor and Head, Department of Communication, MSU

Dr. G. Murugeswari, Associate Professor, Dept. of Computer Science & Engg., MSU

Tmt. S. Kumari, Superintendent, Planning and Development Section, MSU

Thiru. S. Elakumanaperumal, Sl. Gr. Jr. Asst., Finance Payment Section, MSU

Dr. R. Nehru, Spl. Gr. Library Assistant, MSU

### **Grievance Redressal mechanism for Faculty, Staff and students**

The Faculty Members are encouraged to be transparent in their academic and administrative functioning of the University. Monthly meetings of the Heads of the Departments are held in the presence of the Vice Chancellor and others from the Administration. Quarterly Meetings are conducted with all the Faculty members. Inter disciplinary research and Team works are encouraged.

### **Permanent Faculty Members:**

<b>Sl. No</b>	<b>Name of the Faculty and Designation</b>	<b>Date of Birth</b>	<b>Unique ID</b>	<b>Specialization</b>	<b>Further Details</b>
1	Dr. S. Madhavan MBA, Ph D Professor	23.11.1972	1-775506076	Finance	<a href="https://www.msu.niv.ac.in/Academic/Department/ManagementStudies/Faculty">https://www.msu.niv.ac.in/Academic/Department/ManagementStudies/Faculty</a>
2	Dr. P. Ravi BE, MBA, Ph D Professor	15.08.1976	1-775506080	Marketing	
3	Dr. N. Rajalingam BE, MBA, Ph D Professor & Head	06.03.1975	1-775521608	Production & Marketing	
4	Dr. T. Helan MA, M Phil, MBA, Ph D Assistant Professor	25.03.1968	1-775521772	Human Resource Management & Marketing	
5	Dr. G. Magesh Kuttalam B Sc, MBA, Ph D Assistant Professor	01.02.1974	1-775521776	Entrepreneurship & Strategic Management	
6	Dr. M. Bhoopal MBA, Ph D Assistant Professor	06.04.1984	1-3393048584	Finance	
7	Dr. K. N. Marimuthu M Com, M Phil, MBA, Ph D, PGDCA, PGDPM, CGT, Assistant Professor	03.05.1983	1-3394132524	Accounting & Finance	

## ADMISSION TO MBA PROGRAM

Sanctioned Strength – 60

### Criteria and Weightage for Admission

A candidate shall be eligible for admission to Master of Business Administration (MBA) course if he/she has obtained Bachelor's degree at least through 10 + 2 + 3 stream, recognized by our University with a minimum of fifty percent (50%) marks in Major and Allied Courses. For SC / ST candidates a Pass is enough through the same stream of education as mentioned above.

and

Should have taken up the Tamilnadu Common Entrance Test conducted by the Government of Tamilnadu, attended the Personal Interview and participated in the Group Discussion conducted by our University or any other norms prescribed by our University in this regard from time to time.

### Reservation of seats as per Tamil Nadu State Government Rervation Policy

OC – 31 % BC – 30 %( Including BCM) MBC – 20 % SC/SCA – 18 % ST – 01 %

### Fee Structure (in INR)

Course Fee	July	December	July	December
	I Semester	II Semester	III Semester	IV Semester
For Others	12,525	9,125	9,525	9,125
SC/ST	10,150	6,750	7,150	6,750

### Hostel Fee

Rent per year – Rs. 7,800/-

Caution Deposit – Rs. 5,000/-

Average Mess Bill per month – Rs. 2,700/-

### Placement Facilities

Placement training is given for all students from the first semester onwards. The students are placed through on-campus interviews, off-campus interviews and through Alumni support.

Average Annual Salary – Class of 2020 – Rs. 2, 28, 000/-



### Information of Infrastructure and Other Resources Available

Room No.	Room type (mention Class Room/Lab/Toilet, etc.)	Carpet area (m <sup>2</sup> )
1	Board Room	30
2	C & M (Maintenance)	30
3	Principal/ Director Office	30
4	Exam Control Office	50
5	Faculty Rooms	111
6	House Keeping	40
7	Main Office (all Inclusive)	250
8	Department Office	30
9	Pantry for Staff	20
10	Placement Office	50
11	Security Office	20
12	Central Store	50
13	Auditorium	1200
14	Boys Common Room	80
15	Boys' Hostel	600
16	Cafeteria	150
17	Guest House	400
18	Toilets	120
19	First aid cum Sick Room	30
20	Girls' Hostel	1800
21	Girls Common Room	90
22	Stationery Store	15
23	Food Court / Other Common Area	100
24	Seminar Hall (Si. Pa. Aditanar Block)	150
25	Laboratory	50
26	Computer Laboratory	150
27	Post Graduate - Class Room / Tutorial Room	226
28	Computer Center	160
29	Library & Reading Room	1000

## **Best Practices adopted**

1. Students Clubs activities
2. Mentor – Mentee System
3. Project Based Learning
4. Case Based Pedagogy
5. Strong Entrepreneurial Support & Guidance
6. Placement and Internship Support
7. Focus on Emerging Areas in Management
8. Organizing National & International Conferences
9. Teaching and Learning with ICT Tools
10. Online Learning and Teaching

## **Internal Quality Assurance Cell**

The Vice-Chancellor, MSU - **Chairman, IQAC**

The Registrar, MSU

Mr. M. Chidambaram, Deputy Registrar, MSU

Ms. S. Kala Devi, Assistant Registrar, MSU

Prof. R. Kala, Professor & Head, Department of Mathematics, MSU

Prof. V. SamuelGnanaPrakash, Professor & Head, Centre for Marine Sci. & Tech, MSU

Prof. G. Annadurai, Professor & Head, Sri Paramakalyani Cen. for Ex. in Env. Sci.,MSU

Prof. B. Sundarakannan, Professor & Head, Department of Physics, MSU

Prof. V. Balamurugan, Professor, Department of Comp. Sci. and Engg., MSU

Prof. N. Rajalingam, Professor & Head, Department of Management Studies, MSU

Dr. S. Sethu, Assistant Professor, Department of Physical Education and Sports, MSU

Dr. V. Sabarinathan, Assistant Professor, Department of Physics, MSU

Prof. P. Balasubramanian, University Librarian, MSU

Dr. K. Rajendra Retnam, Medical Practitioners, Tirunelveli

Thiru. S. Shangaralingam, Chairman and MD, Menaka Cards (P) Ltd. chennai

Ms. K. Chidambara Priyadarshini, Research Scholar, Dept. of Bio-Technology, MSU

Mr. Suman, Manager, Project Implementation, ICT ACT

Prof. K. Senthamaraiannan, Professor & Head, Dept. of Statistics, MSU

Prof. P. Madhava Soma Sundaram, Professor & Head, Dept. of Criminology & Criminal Justice, MSU

Prof. B. William Dharma Raja, Prof. & Head, Dept. of Education, MSU - **Director, IQAC**