

**Annual Quality Assurance Report (AQAR)
For**

Academic year 2014-2015

Submitted by

Internal Quality Assurance Cell (IQAC)

Of



***The Oxford College of Business Management
Bangalore***

Submitted to



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद्

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, Bangalore - 560 072, Karnataka, India



CHILDREN'S EDUCATION SOCIETY (Regd.)
THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
(Permanently affiliated to Bangalore University & Recognized by the Government of Karnataka,
Approved by A.I.C.T.E., New Delhi)
Accredited by NAAC with "A" Grade and Certified by IAO

REF: TOCBM/IQAC-AQAR/2015-2016

10/07/2015

Sub: Submission of IQAC-AQAR/2014-2015 OF THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

Sir,

The IQAC of The Oxford College of Business Management, Bangalore is happy to submit the Third Quality Assurance report for the academic year 2014-2015 in soft copy by email to naac.aqar@gmail.com

The NAAC Track ID for the College is: CRIEQA 13412 and NAAC Executive Committee No. & Date is: EC/50/A&A/06 dated: 21 April 2012

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Kindly Acknowledge

Regards

Institutional Coordinator- IQAC
The Oxford College of Business Management

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Part – A

AQAR for the year

2014-2015

1. Details of the Institution

1.1 Name of the Institution

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

1.2 Address Line 1

No,32, 19th main, 17th 'B' Cross,

Address Line 2

HSR Layout, Sector IV, Bengaluru,
Karnataka

City/Town

Bengaluru

State

Karnataka

Pin Code

560102

Institution e-mail address

principalbmgmt@theoxford.edu

Contact Nos.

080-30266353, 080-30266301, 080-30266351

Name of the Head of the Institution:

Dr. Tapal Dulababu

Tel. No. with STD Code:

080-30266353

Mobile:

+91-789927731

Name of the IQAC Co-ordinator:

Dr. Chitradevi S

Mobile:

+91-9902015854

IQAC e-mail address:

iqacbmgt@theoxford.edu

1.3 NAAC Track ID

CRIEQA 13412

OR

1.4 NAAC Executive Committee No. & Date:

EC/50/A&A/ 06 dated: 21 April 2012

1.5 Website address:

www.theoxford.edu/business_management/index.htm

Web-link of the AQAR:

http://www.theoxford.edu/businessmanagement/iqac.ht

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	A	3.10	2012	2012-2016
2	2 nd Cycle				
3	3 rd Cycle				
4	4 th Cycle				

1.7 Date of Establishment of IQAC: DD/MM/YYYY

01/10/2011

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC

- i. AQAR 2012-2013 submitted to NAAC on 04/04/2013
- ii. AQAR 2013-2014 submitted to NAAC on 26/05/2014

1.9 Institutional Status (**Private unaided Institutions, Affiliated to Bangalore University**)

University State Central Deemed Private

Affiliated College Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(APPROVED BY AICTE, DELHI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financing

1.10 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.11 Name of the Affiliating University (*for the Colleges*)

Bangalore University

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

(Accredited by NAAC with 'A' Grade, UGC 2 (f) and 12 (b) Approved)

Autonomy by State/Central Govt. / University NA

University with Potential for Excellence UGC-CPE

DST Star Scheme UGC-CE

UGC-Special Assistance Programme DST-FIST

UGC-Innovative PG programmes

Any other (*Specify*)

UGC-COP Programmes

2. IQAC Composition and Activities

2.1 No. of Teachers

11

2.2 No. of Administrative/Technical staff

03

2.3 No. of students

03

2.4 No. of Management representatives

03

2.5 No. of Alumni

02

2.6 No. of any other stakeholder and

01

Community representatives

2.7 No. of Employers/ Industrialists

02

2.8 No. of other External Experts

02

2.9 Total No. of members

27

2.10 No. of IQAC meetings held

19

2.11 No. of meetings with various stakeholders: No. Faculty

Non-Teaching Staff Students Alumni Others

2.12 Has IQAC received any funding from UGC during the year? Yes No

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. International National State Institution Level

(ii) Themes

1. Tax Planning	19. Group discussions and Interview Skills
2. Accounting Standard and IFRS	20. Research Methodology
3. Cost Audit	21. Environmental Conservations
4. Derivatives	22. Consumer Rights and Protection Act
5. Ratio Analysis	23. Entrepreneurship Development and Business Planning
6. Demand Forecasting	
7. Recruitment Trends and how to Attend Interviews	
8. International Finance	
9. Diversity Management	
10. The Need for Investing in Financial Market and Functioning of Stock Market with Live Demo	
11. Current Account Convertibility	
12. Quality Circles	
13. Indian GAAP and IFRS	
14. Corporate Governance	
15. Logistics and Channel Management	
16. Employability Skills	
17. Proposal Development and Pre-sales	
18. Communication Skills	

2.14 Significant Activities and contributions made by IQAC

1. Online attendance and assessment and information system operational (PUPIL POD)
2. Online admissions, fees payments and University approvals systems operational.
3. Quality enhancement academic content and delivery system including customisation of lesson plans, Regular internal evaluation, Paper Presentations, etc.
4. Entrepreneurship fest
5. Business Analytic Workshop
6. Mock Stock simulation exercise
7. Movie Based case studies.

2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality Enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
1. Motivating faculty to undertake quality research activities through paper presentation and publications.	Faculty participated in Seminars and Conferences by Presenting papers. Faculty have also successfully published Books with ISSN numbers Faculty attended conferences at top business schools Faculty chaired conference session at top Business Schools including IIM Bangalore
2.To sustain quality of education through effective teaching – learning practices	Lesson Plans prepared and executed for all courses. Case study/ caselet discussions in all subjects. Workshops/ Seminars in all subjects in all terms. Regular assignments, assessments and simulation, etc. Management Games, Movie based case studies through experiential learning. Simulation exercises on stock market.
3.To enhance infrastructural facilities	Upgradations of Computer systems, Printers, Scanners, LCDs and Audio Visual system, New class rooms Constructed.
4. To continue the usage of feedback- student feedback, Alumni feedback and parents feedback.	Feedback conducted. Details as in Criterion – PTA conducted on regular basis
5.To achieve academic excellence by improving results for BBA, B Com, MBA and M Com.	Details for results as in Criterion –II Remedial class for slow learners. Tutorials for difficult topics
6.To promote innovation, creativity and team-building by establishing an entrepreneurial culture in the campus	Set up Entrepreneurship Development Cell in collaboration with National Entrepreneurship Network (NEN), Organized entrepreneurship fests, Business plan competitions and Symposia.
7.To build a culture of social responsibility through extension and humanitarian activities by students for social upliftment in coordination with NGOs	Details as in Criterion – III
8. To conduct training and development programs towards continuous improvement in teaching and Learning	FDPs for faculty and Skills development sessions, workshops and orientation programmes were conducted
9.To motivate faculty and enhance the academic culture	Cash rewards for research paper and book publications were given. Sabbatical and paid leaves, OODs for faculty doing Research studies were given
10. To encourage student-centric use of technology for Teaching and learning.	Details as in criteria II & V
11. To groom students for career and enhance their employability skills, communication skills	Pre-placement training and orientation programs, in campus interviews and off

and social skills	campus written tests, group discussions and mock interviews were conducted.
12. To increase Intellectual capital and continuous improvement in all activities through refresher courses, seminars, experience sharing workshops- national, international and regional & also to present research papers	Details given as in Criterion II Certificate programmes on business analytics, communication skill were conducted to enhance the employability skills.
13. To encourage progress in studies and all round development among students specially the weaker and economically backward students through scholarships, remedial and tutorial classes	Scholarships awarded to UG and PG students Library access until 6 PM Book bank facility for underprivileged.
14. To encourage and motivate students to participate in various competitions intra & inter college/ university	Details given in Criterion V
15. To conduct awareness of Entrepreneurship through Entrepreneurship development programmes for the students	Organized Entrepreneurship Melas, celebrated Entrepreneurship week in collaboration with NEN, held business plan exercises. Incubation facility for budding entrepreneurs.
16. To encourage and promote experiential learning among Students through field visits, Industrial visits, surveys, case studies, paper presentations business plan exercises, etc.	Organized Industrial Visits, several case study discussions, paper presentations, etc.
18. To enhance and upgrade feedback mechanisms, an external consultant to be entrusted with the responsibility of seeking students opinion on academic activities. This is over and above the general feedback which is conducted.	Student opinion survey on academic activities was conducted every semester to ascertain effectiveness and academic review meeting were conducted with faculty where suggestions for improvements were discussed.

* Attach the Academic Calendar of the year as Annexure.

2.15 Whether the AQAR was placed in statutory body Yes No

Management Syndicate Any other body (IQAC)

Provide the details of the action taken

Changes were made to AQAR as per suggestions from IQAC and AQAR was approved

Part – B

Criterion – I

1. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	1	1		
PG	2		02	08
UG	2		02	02
PG Diploma	01			
Advanced Diploma				
Diploma				
Certificate				
Others				
Total	05		04	10
Interdisciplinary				
Innovative	04			

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	4
Trimester	-
Annual	-

1.3 Feedback from stakeholders*

(On all aspects)

Alumni Parents Employers Students

Mode of feedback : Online Manual Co-operating schools (for PEI)

**Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

1. Three Functional and 3 Sectoral specialisation
(Marketing, Finance and HR)
(Health Care Management, Banking, Finance and Insurance Services Management, Start ups and SMEs Management)
2. Open elective in third semester
3. Project work on (Problems, Challenges, Industry specific, MSMES, NGOs, Govt. Institution and Case Studies)

1.5 Any new Department/Centre introduced during the year. If yes, give details.

Yes, Research and Development Centre

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty	Total	Asst. Professors	Associate Professors	Professors	Others
	38	26	06	06	-

2.2 No. of permanent faculty with Ph.D.

06

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
05									

2.4 No. of Guest and Visiting faculty and Temporary faculty

	09	
--	----	--

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	12	31	-
Presented papers	12	31	-
Resource Persons	-	07	-

2.6 Innovative processes adopted by the institution in Teaching and Learning:

1. Activity Based learning
2. Students Presentations
3. Movie Based case study
4. Workshops, Quizzing, Language lab
5. Content based Power Point Presentations, Demonstrative teaching.
6. Project based experiential learning, Hands on experience
7. Seminars/Guest lectures
8. Experiential learning-Fields Visits /Industrial Visits
9. Hands- on experience- Internships, Projects,
10. Creative assignments- Business Planning, Campus ventures, Exhibition
11. Entrepreneurial campus ventures, Entrepreneurship Exhibitions
12. Activity based teaching - Management games, Role-Plays, Case studies, Surveys, Discussions, Debates and Business Quiz.

2.7 Total No. of actual teaching days

UG - 190 days, PG 162 days

During this academic year

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

Conducting regular class tests, Online multiple choice questions in related areas, Valuation of internal paper and conducting orientations/remedial classes for student improvement.

2.9 No. of faculty members involved in curriculum Restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

02 02 02

2.10 Average percentage of attendance of students

85%

2.11 Course/Programme wise

Distribution of pass percentage:

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
MBA I	114	04	54	17	-	66
MBA II	112	13	55	27	-	94
M.COM I	57	18	26	1	---	78.9
M.Com III	58	-	49	05	-	93.1
M.Com IV	64	02	53	-	-	86
M.Com II	56	-	49	03	-	92.86
B.Com I	175	11	25	1	-	25

B.Com III	178	-	18	16	17	29
B.Com V	162	-	26	34	32	58
BBM I	179	26	33	5	3	39
BBM III	159	-	24	31	11	41
BBM V	142		14	34	24	51

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes:

1. Continuous Review
2. Submission of reports on academics, Research, Extension
3. Result Analysis / Tutorials/ Remedial classes
4. Inspection of attendance/ Academic records
5. FDP's / Workshops/ Case Study discussions

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses (08)	10
UGC – Faculty Improvement Programme (03)	04
HRD Programmes (03)	05
Orientation Programmes (07)	07
Faculty exchange Programme (01)	05
Staff training conducted by the university (02)	25
Staff training conducted by other institutions	20
Summer / Winter schools, Workshops, etc.	70
Others FDP (07)	35

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	20	-	01	-
Technical Staff	02	-	-	-

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Research is one of the identified areas of focus. The institution and IQAC continue to promote the research spirit among the faculty and students through the following initiatives:

1. Research related orientation programme- FDP on research methodology.
2. Motivating the faculty to register for M.Phil / PhD. 1/15 faculty members are currently registered for PhD with different universities.
3. Providing cash awards, paid leaves, and other incentives for research paper writing, Publications, Paper Presentations and PhD research.
4. Research facilities like SPSS (research facilitator software), Free internet, Research Journals.
5. The college has been received approval for centre for research 12 (b). Plans to get minor as well as major project.
6. Usage of computer labs to encourage students towards research.
7. Online research Journal “Vidyaniketan-Journal of Management and Research” ISSN- 2320-3951. Theme based issues of the Journal are planned.
8. Creating a pool of Human Resources for research based activities and initiative.
9. Encouragement and financial assistance to faculty to attend and participate in Seminars, Workshops, Conferences at the local, State and National level.
10. Resource persons with expertise in different domains are invited to conduct Workshops/ Seminars/ Guest lectures on topic of Research interest.
11. Faculty members with doctorate degrees are encouraged to take up guide ship for faculty who are pursuing research and writing research papers for publications.
12. Research culture among the student body is cultivated through academic programmes which promote research aptitude through paper presentations and research assignments.

3.2 Details regarding major projects: **Recently College is recognized under UGC Act 12(b) and Research Proposals are under preparations**

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects: **Recently College is recognized under UGC Act 12(b) and research proposals are under preparations**

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.4 Details on research publications

	International	National	Others
Peer Review Journals	14	23	----
Non-Peer Review Journals	----	----	----
e-Journals	----	1	----
Conference proceedings	----	3	----

3.5 Details on Impact factor of publications: **NIL**

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	NA			
Minor Projects	NA			
Interdisciplinary Projects	NA			
Industry sponsored	1	MAXIMUS Human Resource Pvt. Ltd.	50,000	50,000
	2	D'Gripo Design Automation & Marketing Pvt. Ltd.	75,000	75,000
	3	Milaap Social Ventures Private Limited	50,000	50,000
	4	InforTran Business Solutions Pvt. Ltd.	45,000	45,000
Projects sponsored by the University/ College	NA			
Students research projects <i>(other than compulsory by the University)</i>	NA			
Any other(Specify)	NA			
Total	NA		1,20,000	1,20,000

3.7 No. of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from **(NIL)**

UGC-SAP CAS DST-FIST
DPE DBT Scheme/funds

3.9 For colleges: **(NIL)** Autonomy CPE DBT Star Scheme
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences organized by the Institution

Level	International	National	State	University	College
Number	-	-	-	-	-
Sponsoring agencies	The Oxford College of Business Management	01	01	01	03

3.12 No. of faculty served as experts, chairpersons or resource persons

08

3.13 No. of collaborations

International 01

National 04

Any other 01

3.14 No. of linkages created during this year

03

3.15 Total budget for research for current year in lakhs: 04,31,000/-

From funding agency

From Management of University/College

04,66,000/-

Total

04,66,000/-

3.16 No. of patents received this year {NA}

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. of research awards/ recognitions received by faculty and research fellows Of the institute in the year: (NIL)

Total	International	National	State	University	Dist	College
--	--	--	--	--	--	--

3.18 No. of faculty from the Institution

03

Who are Ph. D. GUIDES?

And students registered under them

08

3.19 No. of Ph.D. awarded by faculty from the Institution

01

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones): **NIL**

JRF SRF Project Fellows Any other

3.21 No. of students Participated in NSS events:

University level State level
National level International level

3.22 No. of students participated in NCC events:

University level State level
National level International level

3.23 No. of Awards won in NSS: **NIL**

University level State level
National level International level

3.24 No. of Awards won in NCC: **NIL**

University level State level
National level International level

3.25 No. of Extension activities organized: **(07)**

University forum College forum
NCC NSS Any other

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

01-07-2014 to 08-07-2014	Vanamahotsava week
06/08/ 2014	Anti Atomic day
17 / 09/2014	Literary Programme at Harohalli, Anekal Taluk, Bengaluru.
09 /10/ 2014	World Mental Health day
17 /10/2014	Swachatha Andolana at Cintala Madival Village, Anakal Taluk, Bengalure Rural District.
13/09/2014	Cleaning of Agara Lake, Bangalore.
29/09/2014	Cleaning of Agara Lake, Bangalore.

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	2 acres	0	Children's education society	02
Class rooms	32	0	The Oxford college of business management, Bangalore	32
Laboratories	05	03 (Business labs)	The Oxford college of business management, Bangalore	08
Seminar Halls	02		The Oxford college of business management, Bangalore	02
No. of important equipments purchased (1-0 lakh) during the current year.	PC 200	PC 50 LCD 6	The Oxford college of business management, Bangalore	
Value of the equipment purchased during the year (Rs. in Lakhs)	22,41,000		The Oxford college of business management, Bangalore	
Others	01+01 Auditorium conference/ Board Room	--	The Oxford college of business management, Bangalore	02

4.2 Computerization of administration and library

1. Yes, fully automated, PUPIL POD software.
2. Administrative procedures including finance are computerised with customised fully automated Software Saral Pay Pack, Reylon Software.
3. Student admissions attendance & evaluation process are customised using PUPIL POD software
4. University approvals and examination applications procedures are computerised
5. Staff attendance management system using Biometrics
6. Resource sharing between faculty & students through management software Pupil Pod.

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	10824	27,83,812	393	99636	11,217	28,83,448
Reference Books	2414		15	-	2429	-
e-Books	-	11500	-	11500	-	-
Journals	36	2,56,150	36	3,00,570	72	5,56,720
e-Journals	4798	2,55,016	3800	1,60,000	8598	4,15,016
Digital Database	EBSCO, JGATE					
CD & Video	502					
Others (specify)	Membership with IIM, Bangalore library, DELNET					

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	200	05	Reliance 4MBPS	258	258	02	25	24
Added	50	00	Reliance 8 MBPS	-	-	-		
Total	250	05		258	258	02	25	24

4.5 Computer, Internet access, training to teachers and students and any other programme for technology Upgradation (Networking, E-Governance etc.)

1. Training given to faculty regarding networking- pupil Pod software for attendance, use of e learning resources, use of PPT and Downloading.
2. Training for office staff MS Excel, use of software for admission, preparations of reports, charts, correspondence, university documentations ,Online Filling up and submissions related to university approvals, examinations, convocation, Mark sheet verification etc.
3. Training for students – MS Excel, Tally, English language improvement software-words worth.

4.6 Amount spent on maintenance in lakhs:

i) ICT	4, 76,000
ii) Campus Infrastructure and facilities	53, 60,160
iii) Equipments	300,000
iv) Others	53, 95,000

Total : 1.15.31.160

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

1. Students' orientation programme during start of new term.
2. Distribution of hand book which contains details of the course and curriculum.
3. Conducting orientation on road safety rules, expected behaviour in college and hostel Premises.
4. Details about scholarship provided by college and government are displayed on notice board.
5. Separate cells for student counselling, mentoring and other activities where students are part of the committee.
6. Anti ragging, prevention of sexual harassment cell are established.
7. College website is updated with placement details & College related information.

5.2 Efforts made by the institution for tracking the progression

1. Mentoring, Counselling cells.
2. Internal Assessment Test.
3. Remedial classes for weaker students at the end of term.
4. Workshop, Seminar, Case Study analysis.
5. Group Discussion.
6. Tutorial Classes
7. Movie based case studies
8. Learning through Management games
9. Simulation exercise.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1138	366	--	---

(b) No. of students outside the state

550

(c) No. of international students

19

Men	No	%	Women	No	%
	1099	73		405	27

	Last Year 2013-2014						This Year 2014-2015					
	General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OB C	Physically Challenge d	Total
BBA	193	03	--		--	198	188	10	02	02	--	202
B.Com	174	12	02		--	192	166	14	03	05	--	188
M.COM	31	11	--		--	60	36	10	01	13	--	60
MBA	103	01	02		--	121	106	12	02	06	--	126

Demand ratio 1:7

Dropout %

UG : B.Com :1% BBA: 0.99%

PG: M. Com :3% MBA: 5%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

1. Coaching support for CA- CPT Examinations is provided to all B Com and BBM students inclusive of over 100 hours of class Sessions which are taken up by in-house as well as external faculty and Chartered Accountants
2. Conducting classes for competitive exams like Banking, Groups etc and also giving career awareness classes for their future studies.
3. Providing coaching classes for NET and JRF.

No. of Student's beneficiaries

PG: 360 Students

UG: 600 Students

5.5 No. of students qualified in these examinations

NET	<input type="text" value="01"/>	SET/SLET	<input type="text" value="--"/>	GATE	<input type="text" value="--"/>	CAT	<input type="text" value="--"/>	
IAS/IPS etc &Stock)	<input type="text" value="--"/>	State PSC	<input type="text" value="--"/>	UPSC	<input type="text" value="--"/>	Others	<input type="text" value="05"/>	(Banking

5.6 Details of student counselling and career guidance

1. Communication workshop organized for MBA first year students.
2. Workshop on – Balance Score Card, Stock Market Analysis.
3. Certification program on Business Analytics.
4. Entrepreneurship and business Plan certificate program.
5. Certification program in Ms-Excel.
6. Orientation program on Basic Accounting in Finance.
7. Certification program on Accounting Software by Artha Vidya.
8. Training session on Interview skills, Resume preparation and Group Discussions.
9. Training program on Communication skills and Time Management.
10. Certification programme on Payroll Management.

No. of students benefitted

5.7 Details of campus placement

Number of Organizations Visited	<i>On campus</i>		<i>Off Campus</i>
	Number of Students Participated	Number of Students Placed	Number of Students Placed
45	200	125	46

5.8 Details of gender sensitization programmes

1. Seminars on Women’s Empowerment
2. Guest session on women related issues
3. Creating awareness on Micro finance to start a new micro business.

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events-- 65

State/ University level National level International level

No. of students participated in cultural events 80

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports: State/ University level	01	National level	--	International level	--
Cultural: State/ University level	10	National level	--	International level	--

5.10 Scholarships and Financial Support

Scholar Ship and Financial Support	Number of students	Amount
Financial support from institution	04	Varies for 50% to 100% waiver in tuition fees
Financial support from government	51	17,74,216
Financial support from other sources (Educational Loans)	69	Equivalent to tuition fees
Number of students who received International/ National recognitions	-	-

5.11 Student organised / initiatives

Fairs : State/ University level	---	National level	---	International level	---
Exhibition: State/ University level	02	National level	---	International level	---

5.12 No. of social initiatives undertaken by the students

07

1. Vanamahotsava week
2. Anti Atomic day
3. Literary Programme at Harohalli, Anekal Taluk, Bengaluru
4. Cleaning of Agara Lake, Bangalore.
5. World Mental Health day
6. Swachatha Andolana at Cintala Madival Village, Anakal Taluk, Bengalure Rural District.
7. Cleaning of Agara Lake, Bangalore.

5.13 Major grievances of students (if any) redressed: _____

- | |
|--|
| <ol style="list-style-type: none"> 1. Canteen facility upgraded and renovated 2. Class furniture repaired 3. Drinking water facility upgraded. 4. Floor wise Dust bin arranged in a systematic process. 5. Audio system has been serviced in both Seminar hall and Auditorium |
|--|

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

VISION

‘To provide global standard educational opportunities for ethical and competitive professional management and unparalleled range of expertise across the field of business education and to achieve the status of a world class educator’

MISSION

‘Developing global knowledge leaders in the field of management through high quality business education programmes’

6.2 Does the Institution has a management Information System

Yes, The Institution has an effective MIS. Details are as follows:

1. Administrative processes including financial operations are computerized.
2. Student admissions and admissions approvals by University are carried out through Internal MIS and University MIS.
3. Student Attendance and Internal Assessments as well as communications are maintained through MIS software – PUPILPOD.
4. Syllabus coverage all courses, assignments and communications with parents and guardians are processed through Internal MIS.
5. Staff Attendance and timings is managed through MIS – Biometrics system.
6. Library processes managed by Library Management system

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

1. Senior faculty have been involved in syllabus session for MBA, M.com, BBA, B.Com Programme
2. Curriculum development is undertaken by University; however the Institution also takes the initiative to incorporate value added programs to enhance Curriculum development.
3. Curriculum quality improvement measures through strict adherence to lesson plans, seminars and workshops on critical topics and themes.
4. Student paper presentations, Case study discussions, Projects as per university regulations, research based assignments are also emphasized for curriculum development.
5. Faculty are encouraged to design and implement value added programs in such areas as entrepreneurship, finance, HRM, marketing, Advertising and Research methodology.
6. Industry visits, Business plan exercises and training programs are also implemented.

6.3.2 Teaching and Learning

1. Remedial and tutorial courses in subjects such as Accounts, Business mathematics, Research methodology.
2. Case studies, Business plan exercises, Entrepreneurship events, Strategy games, presentations.
3. Lesson plan based teaching and learning processes.
4. Excellent infrastructure and learning resources create conducive environment for learning.
5. Experiential learning methods through Industrial visits, Project activity, Management games, Campus ventures.
6. Continuous feedback mechanisms enable real time improvements, corrections in teaching and learning methods.
7. Class tests, student paper presentations, regular Q&A sessions also contribute to quality enhancements in teaching and learning.

6.3.3 Examination and Evaluation

1. Regular Internal assessments for UG and PG courses
2. Nodal Centre for University examinations for UG and PG courses.
3. Assignments, Class tests, Presentations, Case study exercises for UG and PG courses.
4. Internal assessment evaluations sent to parents.
5. Examination results determine remedial and tutorial sessions.

6.3.4 Research and Development

1. The College runs an online research journal which encourages contribution from students, faculty in all areas of business management.
2. Faculty are encouraged to do research by registering for MPhil/PhD programs and also through research articles and book publications.
3. Students are encouraged to write research papers on relevant topics and to participate in Seminars/Conferences, workshops.
4. Faculty development programs on research topics.
5. Faculty recruitment processes emphasize research aptitude and research qualifications.
6. Students and faculty are sponsored by the Institution to participate in seminars, conferences and workshops and to present papers.
7. Book and research paper publications by faculty are rewarded with cash awards.

6.3.5 Library, ICT and physical infrastructure / instrumentation

1. Library resources are updated every year through the budgetary recommendations of the Library committee.
2. Library is well stocked with current titles, journals, e- journals, current affairs magazines and newspapers, learning software, videos, internet facility, reading facilities.
3. The institution has modern computer labs, updated software and hardware, Wi-Fi facilities, LCDs, smart boards and audio video transmission facilities.
4. The institution has a dedicated recording and editing studio for learning and its own media purposes.
5. The institution has set up two fully equipped air-conditioned seminar halls and two business labs

6.3.6 Human Resource Management

1. Fee waiver for students participating in national sports and games events.
2. Welfare measures for staff and students – food, transportation facility, medicals, dental treatment at concessionary rates, accommodation, and regular checkups.
3. Training and development programs for staff and students through practical sessions, workshops, seminars, FDPs and skills development sessions.
4. Research related incentives for paper publications, book publications, participation in national and international seminars, conferences.
5. Transparent recruitment and selection policies.
6. Independent workstations, staff rooms for staff, boys and girls rooms for students.
7. Industry best pay packages for staff and substantial annual increments.

6.3.7 Faculty and Staff recruitment

1. Recruitment and selection of faculty and staff is planned and executed by the constituent selection committee which includes Chairman of The Oxford Educational Institutions, Vice Chairman of The Oxford Educational Institutions, Principal, HODs, Senior Faculty, Subject Experts, and Administrative Heads.
2. Vacant positions as per requirements are advertised through institutional website and print media.
3. Shortlisted candidates undergo various processes including demo class, technical and HR interviews.
4. Final interviews with Chairman and Vice Chairman of the Oxford Institutions.
5. Vacancies are determined on the basis of workload, university allocated class hours for the subjects concerned.

6.3.8 Industry Interaction / Collaboration

1. The Institution has ongoing collaboration with University of Malta for Faculty and exchange programs and conferences, seminars and symposiums.
2. The institution also collaborates with national Entrepreneurship Network (NEN) on projects, entrepreneurship training, and mentoring activities.
3. Industry experts are invited to take guest sessions in such areas as Business dynamics, marketing, finance, HRM, services management, Business strategy, Entrepreneurship, Creativity, Innovation, IT and as expert speakers for conferences, Seminars and Workshops.
4. The Institution also collaborates with industry for university stipulated projects and also for placements.

6.3.9 Admission of Students

1. 50% of sanctioned seats for PG course are allotted through University Govt administered entrance examination.
2. The Admissions Committee is responsible for policies and practices concerning admissions to PG and UG courses.
3. The Admissions committee formulates its admission plans as per Bangalore University rules and regulations which include qualifying criteria, minimum percentage requirements, reservation quota, etc.
4. Prospective candidates are counseled by the faculty and taken around the campus to help them decide. For UG programs students are put through intensive GD and Interview processes while PG students have to show good results in the various entrance examinations
5. Seats for various courses are sanctioned by the University as per rules and these are filled according to University guidelines

6.4 Welfare schemes for Teaching , Non teaching Staff and Students

1. Sponsorship to staff for participating in seminars, workshops, symposiums, paper presentations and refresher courses.
2. Employee Provident Fund (EPF)
3. Attractive and best salary packages for well qualified and competent faculty.
4. Salaries are paid on time.
5. Transportation and accommodation facilities for teaching and non teaching staff.
6. Maternity leave for women employees
7. Fees waiver for students participating at national Sports and games events
8. Students are provided with transportation and Hostel accommodation and Food
9. Children of College staff are given admission to schools in the Oxford Group and fee concessions.
10. ESI for eligible staff.
11. 50% fee concession for toppers in Academics.

6.5 Total corpus fund generated

41,00,000

(Oxford Endowment Fund)

6.6 Whether annual financial audit has been done

Yes

No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	AICTE/ University	Yes	IQAC
Administrative	Yes	AICTE/ University	Yes	IQAC

6.8 Does the University/ Autonomous College declare results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

1. Surprise Assessment/ Evaluation/Test
2. Question paper pattern for PG courses now include analysis, situation based evaluative questions and case studies.
3. The College is affiliated to Bangalore University and follows university prescribed Syllabus for all courses.
4. Faculty contributes to reforms by recommending inclusion of new topics and/or also suggests addition/ amendments.
5. Faculty is also serving as valuation board members for university examinations.
6. The Institution is a nodal centre for university examinations. Other affiliated colleges send their students to this Institution to write their examinations.
7. Senior faculty of the Institution is appointed as Chief Superintendent and Deputy Chief Superintendents for University examinations by University.
8. Faculty members also serve as Members of University examinations flying squads to prevent malpractice/cheating issues.
9. The College faculty also contributes to examination reforms by recommending question paper pattern changes whenever required.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

1. The university has involved our college in the framing of the curriculum and the design of project activities.
2. Bangalore University has encouraged the Oxford College of Business management to continually enhance quality in teaching, learning, evaluation, Curricular and Extracurricular activities, infrastructure and governance, student and staff welfare measures, placements, examinations and results.
3. The University conducts annual inspections in order to ensure adherence to best practices.
4. The University encourages our institution to incorporate good and effective steps to Continually enhance quality in all aspects.

6.11 Activities and support from the Alumni Association

1. Alumni support the institutions through guest sessions, conducting orientations programmes, assist students with project/ internship permission and guidance with choice of specialisation.
2. A vibrant Alumni Association exists for both UG and PG students, through which the Institution regularly interacts with its alumni and the Alumni also keep in touch with their Alma-mater.
3. Alumni meets are conducted annually and the Alumni database is regularly updated.
4. The Institution has achieved quite a few placement successes through the goodwill and recommendations of our Alumni.

6.12 Activities and support from the Parent – Teacher Association

1. Parents support the institutions by proving permissions to students for projects with the organizations they work for and by interacting with students on industry related themes
2. The Institution has proactive Parents – Teachers’ Association which meets annually to review past results and activities and also to initiate new processes to benefit students.
3. Parents are regularly kept informed about their ward’s progress, attendance and internal assessments and also remedial measures undertaken to improve students’ performance.
4. Parents’ consent is mandatory for industrial trips, projects, competitions etc.
5. Parents Teachers meetings are held regularly.

6.13 Development programmes for support staff

1. Training support for student’s management software, accounting and general administration software package. (ORACLE DATA BASE10g, MS OFFICE, DATA BASE ACCESS, SPSS TOOLS, TALLY ERP 9)
2. Free medical checkups
3. ESI benefits
4. Training programs for clerical staff

6.14 Initiatives taken by the institution to make the campus eco-friendly

1. Regular sensitisation and awareness programme for students and faculty on such areas like, cleanliness, hygiene and eco friendly practices.
2. The campus is designed and built in a way that ensures airy, bright and well ventilated classrooms.
3. Hygienic environment and strict adherence to effective waste management methods.
4. Insistence on effective usage of waste bins and economical
5. Water usage and minimum wastage.

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the

Functioning of the institution. Give details	<p>Curriculum Aspects:</p> <ol style="list-style-type: none"> 1. Various certification and value added Programs in the areas of Business Analytics, Communication, Payroll Management, Innovation Management, Advanced Excel, Accounting Standard and IFRS conducted to enhance to employability and Analytical skills of the students. 2. Simulation exercise on stock Market and movie based case studies like Chakede India, Swedes and Agarbathi a Kerala based entrepreneurship Case Study 3. Certification- Balanced score card, Entrepreneurship, Business Plan, CPT Excel 4. Internal Assessments, class test, Student Presentations, campus venture creation and execution are some other innovative initiated and carried forward this year. <p>Teaching –Learning and evaluation</p> <ol style="list-style-type: none"> 1. Activity based learning, Management games, Role Play, debates, Quizzing, movie based case studies , project and research based assignments and simulation exercise 2. Creative Assignments – Business Planning, Campus Ventures and exhibitions. 3. Content Based Power point Presentations and demonstrative teaching <p>Research, Consultancy and Extension</p> <ol style="list-style-type: none"> 1. Research efforts are encouraged by recognizing those who have completed or registered for M Phil/PhD. 2. Grade enhancement, salary revision and upgrading designations are some of the incentives provided to faculty 3. Participation fee and travel and accommodation expenses are provided by the Institution to faculty who wish to participate in Seminars, workshops and paper presentations. 4. Faculty who have published research in refereed journals are given cash incentives. 5. Online national research journal launched to promote research spirit in the business management and entrepreneurship domain. 6. Innovative Extension activities – adoption of villages in and around Bangalore <p>Infrastructure and Learning resources</p> <ol style="list-style-type: none"> 1. Student admissions attendance and evaluation process are customised using PUPIL POD software. 2. Administrative procedures including finance are computerised with customised fully automated software Saral Pay Pack, Rylon software. 3. University approvals and examination applications procedures are computerise. <p>Student Support and Progression</p> <ol style="list-style-type: none"> 1. Cultural meets to encourage talent and skills development among students. 2. Separate cells for student counselling, mentoring and other activities where students are part of the committee. 3. Tutorial classes, Movie based case studies, learning through management games, simulation exercise
--	--

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Plan of Action	Achievements
1. Motivating faculty to undertake quality research activities through paper presentation and publications.	Faculty participated in Seminars and Conferences by Presenting papers. Faculty have also successfully published Books with ISSN numbers

	Faculty attended conferences at top business schools Faculty chaired conference session at top Business Schools including IIM Bangalore
2.To sustain quality of education through effective teaching – learning practices	Lesson Plans prepared and executed for all courses. Case study/ caselet discussions in all subjects. Workshops/ Seminars in all subjects in all terms Regular assignments, assessments and simulation extra. Management Games, Movie based case studies through experiential learning. Simulation exercises on stock market.
3.To enhance infrastructural facilities	Upgradations of Computer systems, Printers, Scanners, and LCDs. Audio Visual system, New class rooms Constructed
4. To continue the usage of feedback- student feedback, Alumni feedback and parents feedback.	Feedback conducted. Details as in Criterion – PTA conducted on regular basis
5.To achieve academic excellence by improving results for BBA, B Com, MBA and M Com.	Details for results as in Criterion –II Remedial class for slow learners. Tutorials for difficult topics
6.To promote innovation, creativity and team-building by establishing an entrepreneurial culture in the campus	Set up Entrepreneurship Cells in collaboration with National Entrepreneurship Network (NEN), Organized entrepreneurship fests, Business plan competitions and Symposiums.
7.To build a culture of social responsibility through extension and humanitarian activities by students for social upliftment in coordination with NGOs	Details as in Criterion – III
8. To conduct training and development programs towards continuous improvement in teaching and Learning	FDPs for faculty and Skills development sessions, workshops and orientation programmes were conducted
9.To motivate faculty and enhance the academic culture	Cash rewards for research paper and book publications Were given. Paid leaves and OODs for faculty doing Research studies were given
10. To encourage student-centric use of technology for Teaching and learning.	Details as in criterion II & V
11. To groom students for career and enhance their job skills, communication skills and social skills	Pre-placement training and orientation programs, in campus interviews and off campus written tests, group discussions and interviews were conducted.
12. To increase Intellectual capital and continuous improvement in all activities through refresher courses, seminars, experience sharing workshops- national, international and regional & also to present research papers	Details given as in Criterion II Certificate programme were conducted to enhance employability of skills and analytical skills on business analytics , communications etc.
13. To encourage progress in studies and all round development among students specially the weaker and economically backward students through scholarships, remedial and tutorial classes	Scholarships awarded to UG and PG students Library access until 6 PM Book bank facility for underprivileged.

14.To encourage and motivate students to participate in various competitions intra & inter college/ university	Details given in Criterion V
15.To conduct awareness of Entrepreneurship through Entrepreneurship development programmes for the students	Organized entrepreneurship Melas, celebrated entrepreneurship week in collaboration with NEN, held business plan exercises. Incubation facility for budding entrepreneurs.
16.To encourage and promote experiential learning among Students through field visits, Industrial visits, surveys, case studies, paper presentations business plan exercises, etc.	Organized Industrial Visits, several case study discussions, paper presentations, etc.
18.To enhance and upgrade feedback mechanisms, an external consultant to be entrusted with the responsibility of seeking students opinion on academic activities. This is over and above the general feedback which is conducted.	Student opinion survey on academic activities was conducted every semester to ascertain effectiveness and academic review meeting were conducted with faculty where suggestions for improvements were discussed.

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

<p>The Institution has the following best practices:</p> <ol style="list-style-type: none"> 1. Experiential Learning and Innovative Pedagogy. 2. Quality skills and knowledge enrichment programs for students and faculty
--

****Provide the details in annexure (annexure need to be numbered as i, ii, iii)***

7.4 Contribution to environmental awareness / protection

<ol style="list-style-type: none"> 1. The Institution is conscious about its responsibilities towards environmental awareness and conservation benefits. 2. The College continues to conduct camps and awareness programs on environmental awareness and protection through NSS. 3. The institution encourages students, faculty and staff to minimize usage of paper by emphasizing use of IT in conduct of their responsibilities. 4. Awareness about importance of protecting & conserving environment was created among students by organising various programs on the occasion of Earth day
--

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (For example SWOT Analysis)

SWOC/T ANALYSIS FOR THE OXFORD COLLEGE OF BUSINESS MANAGEMENT:

Strengths:

1. Highly qualified and experienced teaching fraternity.
2. Campus located in one of the well-known and developed areas in Bengaluru, close to electronic city.
3. Airy Campus with excellent infrastructure – air-conditioned smart classrooms, seminar halls, 600 seater air-conditioned auditorium
4. The institution is well-known in south India and enjoys an excellent reputation for quality education.
5. Innovative teaching in experiential learning methods are unique contributions to the academic system in Bangalore
6. Continuous innovation in teaching methodology in the form of Movie based case studies, case studies, paper presentations and business plan exercises.
7. Popular Inter – collegiate student focused events- cultural and academic themes.
8. Recognized community engagement programmes
9. Exclusive placement division
10. Strong Alumni and Parent- Teacher associations
11. Recognized for quality Seminars, conferences, FDPs and symposiums.
12. Strong Entrepreneurial culture and entrepreneurship development focus on the campus
13. The approval of the Research Centre has given impetus to the research activities of the institutions.

Weakness:

1. Mismatch between student competencies and industry requirements.
2. Limited linkages with International institutions currently
3. Limited opportunities for research linkages and projects

Opportunities:

1. Collaboration opportunities with Foreign Universities / Exchange opportunities for students/ Faculty/ Research scholar
2. Consultancy opportunities with Industry and other research focused bodies.
3. Opportunities for introduction of vocational, industry and market relevant courses.
4. Opportunities for creation of new ventures, new jobs and wealth creation through entrepreneurship development.
5. Opportunities for revolutionizing teaching and learning methods using new technology.

Challenges:

1. Experiential learning initiatives need to be strengthened.
2. Sustaining motivation of faculty and students.
3. Matching industry requirements and student competencies.
4. Developing and sustaining research and consultancy activities.
5. Mushrooming of Autonomous, Private Universities and schools has posed lot of challenges for management and Education

8. Plans of institution for next year

1. Improve research related activities through projects, publications.
2. Data analytics related projects are being explored.
3. Value added programs, FDPs, Workshops, Seminars and Certificate Programme
4. Entrepreneurial activities and campus ventures.
5. Interview, Training and Development activities for student
6. Improve industry institution linkages through Research analytics.
7. Extension activities especially in social upliftment and environmental conservation areas.
8. Improve student focused academic and skills development activities.
9. MDPs and industry related Research activities are being explored.
10. Collaboration with University on MBA education related survey in March 2015, preparation of Questionnaire and analysis processes.

Dr. Chitradevi S



*Signature of the Coordinator, IQAC
The Oxford College of Business Management*

Dr. Tapal Dulababu



*Signature of the Chairperson, IQAC
The Oxford College of Business Management*

Abbreviations:

CAS	-	Career Advanced Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission

ANNEXURE

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ANNEXURE I

BEST PRACTICE

1. Titles of the Practice

I. Experiential Learning

II. Transformational Pedagogy

2. Objectives of the Practices

- To expose students to events, situations and experiences in the business domain in order to enhance and improve business management skills in students.
- To improve effectiveness of teaching and learning methods and processes.
- To enhance learning experiences and results.

3. Underlying principles or concepts of these practices:

- Learning by doing enhances quality of outcomes.
- Increasing interaction and collaboration between teacher, student and event improves strategic and decision making skills.

4. The Context

- In contemporary times, the critical challenge facing education and industry is the widening mismatch between skills imparted or developed and skills required among students.
- In this context, it has become imperative on the part of educational institutions to bring events into the classroom and to stimulate experiential learning among students.
- Further, there is urgent need to transform behavior through innovative pedagogy since industry expects its new breed of employees to transform organizations they work for.

5. The Practice

- The Oxford College of Business Management, Bangalore as strategically implemented a carefully planned, teaching, learning and assessment portfolio which includes, effective lesson plans, case study and discussions, workshops, surveys, projects, presentations, certifications, training programs, classroom tests, assignments, skills enrichment programs, research orientation programs, entrepreneurship development programs and feedback mechanisms.

6. Evidence of Success

- Success is evident in better placements, improved academic performances, and recognition of Institution among its peers as a quality centre in the educational sphere and enhanced degree of influence with students and faculty.

7. Problems Encountered and Resources Required

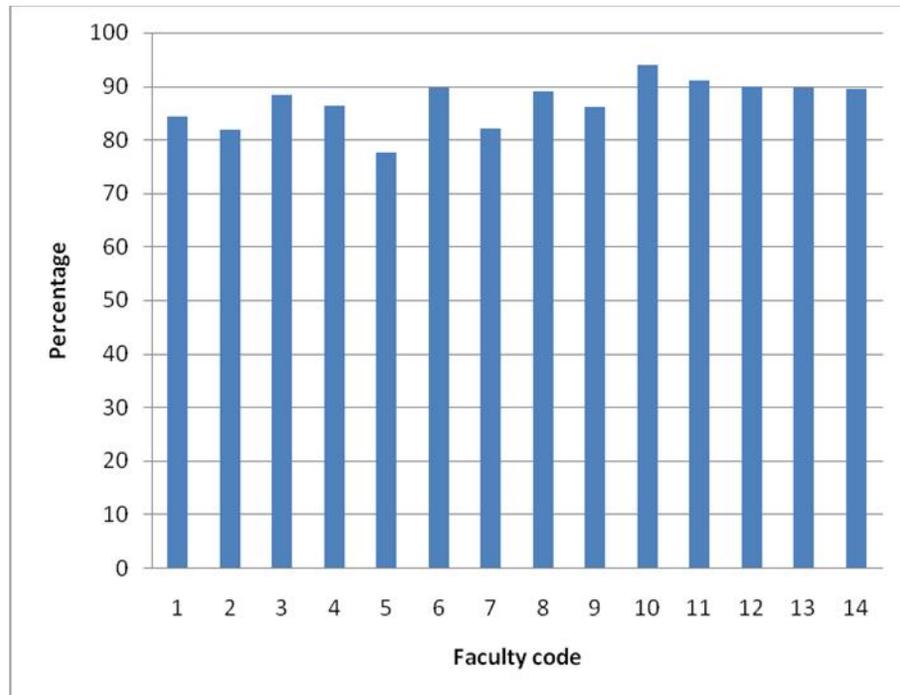
- Being a self aided higher degree institution, financial resources remain a challenge and a constraint.
- The absence of effective monitoring mechanisms for experiential learning and teaching processes also pose challenges in determining effectiveness and impact of such processes.

ANNEXURE II

FEED BACK ANALYSIS SAMPLE

The Oxford College of Business Management
Department of MBA

Feedback Analysis of faculty by Students- 2014-2015



Faculty performance is evaluated by administering a feedback questionnaire on various performance parameters to students. The parameters are- subject knowledge, feedback, integrity and accountability, interpersonal skills, Communication, Adaptability and flexibility, punctuality, initiative, quality of work and productivity and leadership and governance.

ANNEXURE III

PUBLICATIONS AND PAPER PRESENTATIONS

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
4TH SECTOR, HSR LAYOUT, BANGALORE-560102
RESEARCH PAPER PUBLICATIONS & PAPER PRESENTATIONS
(April 2014 to March 2015)

Dr. R.L. Nandeshwar, Professor and Director

Publications:

- Choosing the Right MBA-Management House Journal of BA
- Principles of Audit, Leasing Institute of HRD July 2005
- Interpersonal Sensitivity as Managerial Competency – National HRD Journal Jan. 2004
- Managing Information Technology Professionals in overseas projects – National HRD Journal Nov. 2003
- What APMCS can do to motivate farmers of Karnataka to market their agricultural produce at APMC yards?
- An empirical study – RVIM Journal of Management Research Jul.-Dec. 2010

Paper Presentations:

- “Disclosure and Transparency – the key pillars of Corporate Governance Frame work for Banks”, National Conference at Institute of Public and Enterprises Sep. 2011, Hyderabad.
- “The Role of leadership in Strategic Management” National conference on Strategic Management, Institute of public Enterprises, 24-25 Jun.2010, Hyderabad, INDIA.
- “Emergizing Entrepreneurship in Rural Communities” in National Seminar Harihar, 20th Mar. 2010.
- “Impact of WTO on selected APMC’s in Karnataka State” at IIM-Bangalore, May 2009.
- “Customer Service in Banks” held at Institute of Management studies, Kuvempu University, Davangere, Dec. 2008.
- “Challenges APMC’s face in Karnataka in the advent of WTO” held at BAMR Davangere, Nov. 2008.
- “Social Security to Women and a Profile on Gender Differences” held at Osmania University at Hyderabad, Jul. 2007.
- The role of different constituents towards Human Resource Development held at NITTE, Karnataka, Dec. 2010.
- Business environment with specific reference to Agri-Sector in Karnataka held at PESIT Bangalore, Jan. 2009.

- Career Planning and Development Programs for Attracting and Retaining High- Quality Employees in “Globalised Environment”, Coimbatore, Aug. 2007.
- “WTO-The challenges India Faces with specific reference to Agri-Sector” held at Punjab college of Education, Ludhiana Mar. 2007.
- “Social Security: The Reality and the Legislations” at Punjab college of Education, Ludhiana Mar. 2007.

Dr. K. Aparna Rao, Professor

PUBLICATIONS:

- “Talent retention management: An empirical study of educational Institutions”, conference proceedings of International Conference on Arts, Economics, and Management (ICAEM 14), Dubai, UAE. ISBN:978-93-82242-82-6.
- “Challenges and opportunities of Business process outsourcing in India”, Journal of labor Research, Volume 27, Issue 3, (2006), pp.323-338.
- “Business Process Outsourcing (BPO): Emerging Scenario and Strategic Options for IT-enabled services”, Asia Pacific Business Review.Vol29, Issue 1, (2007) pp. 49-62.
- “Why Do Employees Seek Alternative Employment: The Case of Indian IT and ITES Industry”, Asia Pacific Business Review, Volume 8, Number 2, 2008, pp. 63-72.
- “Managing Employee Retention as a Strategy for Increasing Organizational Competitiveness” Applied H.R.M. Research , Volume 8 ,Number 2,(2009),pp. 63-72.
- “Talent Magnet: How to Attract and Retain Star Employees”, HRM Review ,Volume 12, Issue 2, (2009), pp. 11-13
- “An empirical Analysis of Employee Turnover in a software Organization”, Indian journal of Industrial relations, Vol. 35, No. 1 (2009), pp.55-73
- “Retention Strategies in the Indian Software Industry”, Indian journal of Economics and Business, Vol 15 No 3, (2010), pp. 38-45.
- “Retention Policy: Indian Experience”, Indian Journal of Industrial Relations, Vol.32, No.2, (October 2011), pp. 223-232.
- “Employee Retention-A Real Time Challenges in Global Work Environment”, Abhinav International Monthly Refereed Journal of Research in Commerce and Management with ISSN 2277-1166 for the month of November 2012, Volume: I Issue: XI.
- “New Avenue to Human Resource Management: Go Green”, Abhinav International Monthly Refereed Journal of Research in Management and Technology with ISSN 2320-0073 for the month of December 2012, Volume: I Issue: I.
- Ph.D Guideship: Tirunalveli University, Bharathiar University, Bharathiar University – GU3006.

PAPER PRESENTATIONS:

- Attended and presented a research paper at International Conference on Arts, Economics, and Management (ICAEM 14), conducted by International Centre for Economics, Humanities and Management during 22nd and 23rd March 2014 at Dubai, UAE.
- Co-author – “Personnel Management”, ISBN: 978-93-5051-006-3, Himalaya Publications.

- Co-author – “Personnel Management and HRM”, ISBN: 978-93-5051-008-4, Himalaya Publications.
- “Role of Personal Change, Change Management and Intervention Strategies of Change Management in Developing a Learning Organization” in International Conference held at Adarsh Group of Institutions.
- Author – “Human Resource Development” – Complete course material for BU, Distance Education
- “Retention Management” - in National conference held at Karpagam College of Engineering, Coimbatore.
- “Strategies in Retention Management”-in national conference held at Mangalore University, Mangalore.
- “Women in IT” – in Matru Chaya, an NGO, Bangalore.
- ‘Green HRM’ Practices in HR in national conference held at IPE Osmania campus Hyderabad. Presented paper.
- “People Capability Maturity Model (PCMM) Revolution in Creating a Quality and Competent Workforce” in International Conference held at The Oxford College of Business Management, Bangalore.
- “Influence of Employer Branding on Employee Attraction and Retention” in International Conference held at The Oxford College of Business Management, Bangalore.
- “Knowledge Management and Inventive HRM” in International Conference held at The Oxford College of Business Management, Bangalore.

BOOKS PUBLISHED:

- Co-authored a book titled “Human Resource Management” Himalaya Publications ISBN – 978-93-5051-006-3.
- Co-authored a book titled "Personnel Management and HRM" Himalaya Publications, ISBN: 978-93-5051-008-4.
- Authored a book titled "Human Resource Development" Complete course material for BU, Distance Education.
- Co-authored a book titled "Human Resource Management" Himalaya Publications, ISBN-978-93-5097-773-6.

DR. TAPAL DULABABU, Professor & Principal

Case Studies developed, presented and published

1. “A Case Study on ITC’s Social Philanthropy: A Strategic Business Model” developed and presented in 2nd Renvoi, an international case study contest held on Sep. 23rd and 24th 2005 at Amity University, Noida and the same is published in their proceedings (case study book) Pp. 208-216.
2. “The Need of revival of Lacquered Bangle Industry: A Case Study on M/S Akther Bangle Works” developed and presented in 2nd Renvoi, an international case study

contest held on Sep. 23rd and 24th 2010 at Amity University, Noida and the same is published in their proceedings (case study book) Pp. 260-216.

3. “Bull-whip Effect – A Case study on GOCL’, developed and presented in 4th Renvoi, an international case study contest held on Sep. 26th and 27th 2007 at Amity University, Noida and the same is published in their proceedings (case study CD Form).
4. ‘Corporate Social Responsibility – A Case study on Infosys Technologies Ltd’, developed and presented in 4th Renvoi, an international case study contest held on September 26th and 27th 2007 at Amity University, Noida and the same is published in their proceedings (case study CD Form).
5. ‘Medical Tourism- Growths, Challenges, Opportunities: A Case Study on AIIMS’, developed and presented in 5th Renvoi, an international case study contest held on September 25th 2008 at Amity University, Noida and the same is published in their proceedings (case study CD Form).
6. “Investment Strategy: A Case Study on Span Diagnostics Ltd” developed and published in JS International Journal of Accounting”, volume no. 1, Issue No 1, Pp. 49-51.

Book Reviews made and published

7. “The Soul of the Corporation: How to Manage the Identity of Your Company” Written by Hamid Bouchikhi, John Kimberly, Publisher: Pearson Education Inc., the review is published in an indexed magazine, “ Best Books”, published by Icfai University Press, Hyderabad, October 2009 Pp. 23-26.
8. “Designing Matrix Organizations that Actually Work: How IBM, Proctor & Gamble and Others Design for Success”, By Jay R. Galbraith, Published by Jossey-Bass, The review is published in an indexed magazine, “ Best Books”, from Icfai University Press, Hyderabad, December 2009 Pp. 21-24.
9. Review (second) on “The Soul of the Corporation: How to Manage the Identity of Your Company” Written by Hamid Bouchikhi, John Kimberly, Publisher: Pearson Education Inc., the review is published in an indexed magazine, “ Global CEO”, published by Icfai University Press, Hyderabad, December 2009 Pp. 59-62.
10. “In Search of the Obvious: The Antidote for Today's Marketing Mess” Written by Jack Trout, Publisher: Wiley Bookseller Services (USA), the review is published in an indexed magazine, “Best Books”, published by Icfai University Press, Hyderabad, January 2010.
11. Review (second) on “Designing Matrix Organizations that Actually Work: How IBM, Proctor & Gamble and Others Design for Success”, By Jay R. Galbraith, Published by Jossey-Bass, The review is published in Consulting Ahead (The Journal of Consultancy Development Centre)- Vol. 4 - Issue 2, from Consultancy Development Centre, New Delhi, July 2010 Pp. 71-74.

Research papers

1. International Conference on Marketing & Business Strategy organized by Icfai Business School Hyderabad, on 5-6th January 2009. My paper was on “*Advertisement Claims that Draw Acclaims: Insights for Advertisers and Consumers*”
2. International Conference on Strategic Human Resource Management & Entrepreneurship In The Changing Business Scenario By Nirma University Ahmedabad

on 8-10th January 2009. My paper was on “*The Need of Social Entrepreneurship in Business Education*”

National and international Seminars / Workshops Organized

1. “*Dhristi – 2008*” a one day case study contest was organized on 15-03-2008 for which a good participation from management students and teachers from various B-Schools and 57 cases were selected for presentation and prizes for best two cases, best innovative case and best presented case were distributed
2. **International Conference on “*Managerial Challenges in Contemporary Business*”** was organized on 29-30th September 2011 for which a good participation from management students, teachers and Corporate executives from various B-Schools of India and abroad was seen.

National and international seminars attended/participated

1. Faculty Development Program (FDP) on “*Using Simulations as a Pedagogical Tool in Marketing/ Strategy*” for marketing faculty at National Level organized by ICFAI Business School of ICFAI Foundation of Higher Education, a Deemed to be University, Hyderabad for 3 days from 17th to 19th Feb. 2010 at their University Campus, RR District Hyderabad.
2. MDP on *Leadership Renewal* organized by The Oxford Group of Institutions on 28th March 2011 at the Oxford College of Business Management, HSR Layout, Bangalore.

PhD Guideship

1. Registered and recognized PhD Guide at JJT University, Jagdishprasad Jhabarmal Tibrewala University, Jhunjhunu - Churu - Bishau Road Chudella, Dist. Jhunjhunu Rajasthan – 333001 Registration No. JJT/2K9/CMG/0142
2. Registered and recognized PhD Guide at PRIST University, Thanjavur, Tamil Nadu Registration No. PRIST/CRD/RS/Management/2012
3. Registered and recognized PhD Guide at Sun Rise University, Alwar, Rajasthan

Member of Board of Examiners for PhD thesis Evaluation

1. Evaluated one thesis for PhD degree award under Faculty of Management, Alagappa University, Karaikudi, TN
2. Evaluated one thesis for PhD degree award under Faculty of Management, Mother Teresa women’s University, Kodaikanal, TN

External Examiner to conduct Viva-voce examination for PhD thesis

1. I am appointed as External Examiner to conduct Viva-voce examination for PhD thesis under the faculty of Management at Alagappa University, Karaikudi, on 19-07-2012 and the assignment was done.

Editorial Board Membership

1. Reviewer, for **SA Human Resource Management (SAHRM)**, Open Journals Publishing, a proud division of AOSIS (Pty) Ltd | Postnet Suite #55, Private Bag X22, Tygervally, 7536 | This work is licensed under a ISSN: 1683-7584 (print) | ISSN: 2071-078X (online)
2. Member, Editorial Board, International Journals of Multidisciplinary Research Academy (IJMRA), **International Journal of Management, IT and Engineering (IJMIE)**, ISSN: 2249 0558.

3. Member, Editorial Board, International Journals of Multidisciplinary Research Academy (IJMRA), **International Journal of Marketing and Technology (IJMT)**, ISSN: 2249 1058.
4. Member, Editorial Board, **JM International Journal of Services Marketing (JMIJSM)**, JM Academy of IT & Management, ISSN: 2229 6131
5. Member, Editorial Board, **International Journal of Multidisciplinary Research**, Published by Zenith International Research & Academic Foundation (ZIRAF), ISSN: 2231-5780
6. Member, Editorial Board, **Indian Journal of Commerce and Management Studies**, Published by scholarshub.net, ISSN: 2249-0310 and EISSN:2229-5674
7. Member, Editorial Board, **International Journal of Management Studies**, Published by Educational Research Multimedia & Publications. Malegaon Nasik MS India, ISSN: 2231- 2528
8. Reviewer, for **RVIM journal of Management Research**, published by RV Institute of Management, Bangalore, ISSN No: 0974-6722(print)

Dr. Bina Pandey, Professor & Vice Principal

International:

- **“A study on work life balance initiatives in IT companies”** in Bangalore published in OORJA- International journal of management & IT, Volume 10/no: 3 September-December 2012, ISSN -0974-7869.
- A study on **"Impact of e-tailers on unorganized & organised retailing with reference to electronic goods"** in international Journal of research in commerce, IT & management on 29th August 2013 ISSN 2231 - 5756..

National:

- Research Paper on **“Child Labour: A sensitive Dimension of globalization volume 9 / number 2”**, ISSN 0974 7869, Oorja, Sep. 2010.
- Research Paper on **“An overview of Child Labour in Karnataka State”** published in Prasara Journal, Mysore University, 2011.
- Research Paper on **“Innovation and Creativity in Rural Marketing”**, ISSN 978-81-923332-2-9, in National Conference – 2013 held by Nagarjuna College of Engineering and Technology, Bangalore on 21st November 2013.

PAPER PRESENTATIONS:

- Presented paper **“Study on Poverty Alleviation”** in International Conference on Global Business Strategy in Competitive Environment at Sri Sai Ram Institute of Management Studies, Chennai 21st & 22nd September 2007.
- Presented paper **“Micro Finance and Inclusive growth”** in National Seminar on Inclusive Growth Dimension and Strategies at Christ University, Bangalore 1-2 Dec. 2008.
- Presented paper titled **“Micro Finance’** in the International Conference Managerial Challenges in Contemporary Management, Bangalore 29-30 Sep. 2011 at The Oxford College of Business Management, Bangalore.
- Presented paper titled **“Electronic Commerce – Strategies for sustaining a competitive edge”** in the National Seminar at Christ University, Bangalore 5-6 Sep. 2013.

BOOKS PUBLISHED:

- Reviewed the Text Book on “Managerial Economics” by Geetika, Piya Ghosh, Tata Mc Graw Hill Education Pvt. Ltd.

Dr. S. Chitradevi, Associate Professor

Publications

- **“Customer Relationship Management in Retail Banking”** Published in the book of International Conference on marketing in Asia Pacific Issues and Challenges, Author name K.K. Ramachandran, pp. 299-307.
- **“A study on Merger and Acquisition of Banking Sector with Special Reference to Standard Chartered Bank”** Published in the book of National level Seminar on A sustainable Development towards Innovative process, Author name Dr. A. Senkottayan, and Dr. G. Palaniappan, pp.125-133.
- **“An Analysis of Causes and Stress Managing ability among Bank Employees In Coimbatore”** Published in the book of National level Seminar on human resource management in Public sector banks, Author name Dr.R. Ganesan, pp.218-229.
- **“A study on customer satisfaction towards low cost airlines in India”** Published in the book of National level Seminar on emerging issues in Indian Economy.
- **“A study on analyst Recommendation and stock Price Performance”** Published in the National Conference on the Financial Inclusion through Mobile Technology.
- **“A study on Domestic Airline Companies in India”** Published in the book of Emerging issues on Service Sector, Pp. 39-41.

International level:

- **“Customer Relationship Management in Retail Banking”** presented paper in the International conference on “International marketing in Asia Pacific: Issues and Challenges” at Dr. G.R.D College, Coimbatore, 2009.
- **“Rebooting Strategies for Global Recession Banking and Finance”** presented paper in the International conference on “Rebooting strategies for global recession” at Tirupurkumaran College of Arts & Science, Tiruppur, August, 2009.
- **“Economic security”** presented paper in the International seminar on “Chilling effects of climate change on life and living” at Kasturba Gandhi Degree PG College Women, Secundrabad, and November, 2009.
- **“Green marketing Challenges and Growth”** Presented paper in the International level Seminar on Global Marketing Strategies & Practices at Nehru Institute of Management Studies, Coimbatore, October 2010.
- **“A Study on Price Movement in Energy Commodities”** Presented paper in the International Conference on Financial Derivatives at Pondicherry University, Pondicherry, and December 2010.

- **“A Study on Impact of Global Financial Crisis in Banking Industry in India”** Presented paper in the International Conference on Innovation and Inclusion in Banking: Issues, strategies and Options at Kannur University, Palayad, Kerala, February 2011.
- **“The impact of climate change on Agricultural production In Tamilnadu”** presented paper in the International Conference on The impact of climate change on Food security organized by the Bishop Moore College, Mavalikara, March 3rd and 5th, 2011.
- **“A study on analyst recommendation and stock price performance”** Presented paper in the International level Seminar on contemporary practices in finance & marketing at Nehru Institute of Management Studies, Coimbatore, 11th and 12th February 2011.

National /State/Regional level:

- **“Foreign Direct Investment in India-An Analysis”** presented paper in the National Seminar on Issues of FDI in India at Bharathidasan University, Tiruchirappalli, and February 2011.
- **“A study on Foreign Direct Investment Inflows in India- Opportunities and Benefits”** Presented paper in the National Conference on the Trends & Research In Management at Oxford Engineering College, Tiruchirappalli, January 2011.
- **A study on analyst Recommendation and stock Price Performance”** Paper Presented in the National Conference on the Financial Inclusion Through Mobile Technology at Vidyasagar College of Arts and Science, Coimbatore, February 2011.
- **“A study on Merger and Acquisition of Banking Sector with Special Reference to Standard Chartered Bank”** Presented paper in the National level Seminar on A sustainable Development towards Innovative process at Kaamadhenu Arts and Science College, Sathyamangalam, February 2011.
- **“A study on Merger and Acquisition of Banking Sector with Special Reference to Standard Chartered Bank”** Presented paper in the National level Seminar on Emerging Trends in Service Sector-2011 at Hindusthan College of Arts and Science , Coimbatore. 27th January 2011.
- **“A study on customer satisfaction towards low cost airlines in India”** Presented paper in the National level Seminar on emerging issues in Indian Economy, at Bharathiar University, February 14th and 15th.
- **“Corporate Environmental Responsibility”** presented paper in the UGC sponsored National level seminar on Corporate Social Responsibility and Sustainable Development. Gandhigram Rual Institute-Deemed University, Gandhigram.
- **“Impact on global warming”** presented paper in the national level seminar on Global Warming: issues and challenges organized by the Department of Economics, Government Arts College, Salem, 7th march 2011.
- **“Women entrepreneurship in Developing Countries”** presented paper in the state level seminar on Women entrepreneurship in Tamilnadu- opportunities and challenges

organized by the Department of Women studies, Bharathiar University, Coimbatore, 4th march 2011.

- **“Profitability Scoring Multiplier Model – A Dimension to Profitability Analysis”** presented paper in the national level seminar on Indian Aviation on Tourism: Opportunities, Challenges & New Directions organized by the Dept. of Tourism Administration Mangalore University, Mangalore, August 20-21, 2011.
- **“Women Empowerment: Challenges & Prospectus”** presented paper in the national level seminar on Importance of Human Rights & Women Empowerment organized by the Dept. of Political Science, Gobi Arts & Science College, Gobi, September 16-17, 2011.
- **“A Study on Impact and Global Financial Crises in Banking Industry in India”** presented paper in the national level seminar on Emerging Dimensions of Globalization in the Indian Economy organized by the Dept of Commerce CA, K.S.G College of Arts & Science, Coimbatore, September 30, 2011.
- **“A study on Domestic Airline Companies in India”** presented paper in the national level seminar on Emerging Issues on Service Sector organized by the Dept of Commerce, AVVM Sri Puspam College (Autonomus), poondi, Tamil Nadu, March 10, 2012.
- **“Agri-Business In India: Some Facts And Emerging Issues”** Presented paper in the national level seminar on Second Green Revolution organized by the department of Economics, AVVM Sri Puspam College (Autonomus), poondi, Tamil Nadu, March 30, 2012.
- **“E-Tourism -An Innovation In Tourism Industry”** Presented paper in the national level seminar on, Emerging trends in Tourism Market organized by the Dept of Commerce, ADM College, Nagapattnam, 28, March 2012.
- **“Microfinance In India - A Tool For Poverty Reduction”** Presented paper in the national level seminar on, Micro finance in India, organized by the Dept of Commerce, ADM College, Nagapattnam, 31, March 2012.

Ms. Kalavathy K.S, Associate Professor

International Research Papers Publications:

- “Presented a paper titled “Impact of social media on consumer behavior: An Exploratory study” in the International Conference on “Innovative Practices in Business and Information Technology” held at Adarsh Institute of Management and Information Technology and Stevenson University, USA on 15th & 16th Dec. 2014.
- “Customer loyalty programs – A study on “Customer awareness in Bangalore City” in Oorja, International journal of management & IT, Vol. 13, No. 3, September – December 2013, ISSN-0974-7869.
- “A study on work life balance initiatives in IT companies” in Bangalore published in OORJA- International journal of management & IT, Volume 10/no: 3 September-December 2012, ISSN -0974-7869.

- A study on "Impact of e - tailers on unorganized & organised retailing with reference to electronic goods" in international Journal of research in commerce, IT & management on 29th August 2013 ISSN 2231 - 5756.

National Research Papers Publications:

- Article on “Innovation in Indian retailing - Beyond the Horizon” the National conference on "Global opportunities & challenges for innovation & creativity by the department of management, Nagarjuna Institute of engineering & Technology on 22nd Nov. 2013

National Research Paper Presentations:

- Presented a paper on “E-Commerce – Strategies for sustaining a competitive edge” in the National Seminar on sustaining a competitive edge in the changing global scenario held by the department of Commerce, Christ University on 5th & 6th Sep, 2013.
- Presented paper on "Innovation in India retailing - Beyond the Horizon" for the National conference on "Global opportunities & challenges for innovation & creativity by the department of management, Nagarjuna Institute of engineering & Technology on 22nd Nov 2013.

Ms. Roshni James, Associate Professor

International Research Papers Publications:

- Job Design: A study on “Customer Care Executives, Researchers World April 2013, Vol. 4, issue 2(i)

International Research Paper Presentations:

- Toxic organizations: features and antidotes, 24/1/2013 Sardar Vallabhai Patel Inst. Of Management, Coimbatore.
- Transcribing a learning organization at SB College, Kerala on Jan. 9th & 10th Jan 2014.

International Research Papers Publications:

- “Synergy of confidence, optimism, hope and resilience” Stanford Journal, ISSN: 2321-1652, Aug. 2014.
- “Entrepreneurial Performance-different prospectus, MHR Journal of Management, ISSN: 2321-7383, Oct. 2014.

Seminar Attended:

Seminar on “Human Resource Management Practices in Higher Educational Institutions- Perspectives and Challenges” St. Joseph College, Sep. 2014.

Book Publication:

- Co-authored a book titled "Fundamentals of HRM" Himalaya Publications, ISBN-978-93-5051-006-3.

Mr. Vijaianand A, Associate Professor

International Research Papers Publications:

- The effect of future trading on price fluctuation in commodity market with respect to agriculture commodities, Elk Asia Pacific journal of Finance and Risk Management, January 2013, ISSN No. 0976-7185
- A study on relationship between Indian Stock market indices with World Stock Indices, Elk Asia Pacific journal of Finance and Risk Management, June 2013, ISSN No. 0976-7185
- A Study On Managing The Risk Associated With Different Investment Avenues For Creating The Optimum Portfolio For Investors, Asian journal of research in banking and Finance –June 2013, ISSN – 22497323

Mr. Monoo John, Associate Professor

International Research Papers Publications:

- John, Monoo, (2014), 'Integrating Innovative competency, entrepreneurial orientation, transformational leadership and quality enhancements – An empirical study of small businesses, international journal of research and business innovation, IJRBI, ISSN 2321-5615, Vol. 2, No. 5, Oct. 2014.
- John, Monoo, (2011), 'The Transformational Teacher through Excellence in teaching - An exploration of visualisation, experiential and active learning strategy approaches in Andragogy', Book of Proceedings, Conference on Excellence in Higher Education organized by IIT Delhi, Department of Management Studies.
- John, Monoo, Banerjee, Pallavi, (2011), 'The role of leadership in innovation', Conference Proceedings, International Conference on 'Managerial challenges in Contemporary Business', The Oxford College of Business Management, Bangalore.
- John, Monoo, (2011), 'The challenge of entrepreneurship – an exploration of the power of ideas, opportunity and strategy linkage for economic development', Conference proceedings, International Conference on 'Managerial challenges in Contemporary Business', The Oxford College of Business Management, Bangalore.
- John, Monoo, et al., (2011), 'Job satisfaction and its relationship with organizational commitment and organizational culture – A conceptual research', Conference proceedings, International Conference on 'Managerial challenges in Contemporary Business', The Oxford College of Business Management, Bangalore.

National Research Papers Publications:

- John, Monoo, (2014), 'The Total Quality Educational Institution – Integrating NAAC Quality guidelines with entrepreneurial orientation and transformational leadership

- elements for quality performance enhancements in structures, systems and processes’, Vidyaniketan Journal of Management and Research, ISSN 2320-3951, Vol. 2, Dec. 2014.
- John, Monoo, Rao, Aparna, (2014), ‘Entrepreneurial Competencies, the Missing Link to Successful Ventures -an Examination of Entrepreneurial Competencies among Aspiring Entrepreneurs and the Mandate for Affirmative Training Interventions’, Vidyaniketan Journal of Management and Research, Volume 2, Issue 1, January-June 2014, pgs.120-136, <http://vjmr.informaticspublishing.com/index.php/Vjmr/issue/view/4413>.
 - John, Monoo, (2014), ‘Perspectives and propositions on the interplay between entrepreneurial orientation and strategy, business dynamics, structure and integrative activities and their impact on growth and performance’, Yashomanthan Journal of Research, Pune, Issue 1, Vol. 1,ISSN NO - 2347-8039.
 - John, Monoo, (2013), ‘Jugaad Innovation - Think Frugal, Be Flexible, Generate Breakthrough Growth’, A Book Review, published in Vidyaniketan Journal of Management Research, Bangalore, Issue 1,Vol.1.
 - John, Monoo, (2011), ‘The Challenge of entrepreneurship – An exploration of the power of ideas, opportunity and strategy linkage for economic development’, National Conference on Management and Information Technology, ‘Restructuring of Global Economy : Challenges Ahead’, Published in Conference Proceedings, International School of Informatics and Management (IIM) & FMS – The IIS University, Jaipur, 2011.
 - John, Monoo, (2009), ‘Mergers and Acquisitions – The Synergy Factor’, Samyoga – An Academic Journal, TJGAJ Vol. 4,No.1.
 - John, Monoo, (1997) ‘Planning: A key to development and effective leadership’, S B Academic Review, Journal of Interdisciplinary studies and research, Vol. VI No. 2, p 77-81.

Books Publications

- **Co- Authored** Prescribed Textbook on ‘**Project Management**’, Vision Book House/Himalaya Publications, ISBN: 978-93-5051-939-4/PCG 504, 2012.
- **Lead Author** for Prescribed Textbook on ‘**International Business**’, Himalaya Publishing House, ISBN: 978-93-5097-290-8/PCI 086, 2013.

Case Writing

Movie based Behavioral Case -‘Chak De- Managing and Predicting Behaviour’.

Movie based Social Entrepreneurship Case – ‘Swades- Reality of Rural India’.

Paper Presentation, Training and Certifications

- **Training Certification:** Faculty Development Program on Skill Development – Corporate – Academia Gap, Dept. of Management Studies, The Oxford College of Engineering, Bangalore, January 2015.

- **Paper Presentation:** John, Monoo, (2014), ‘The Total Quality Educational Institution’, National Conference on Current Research in Emerging Trends in Management, Arts, Science and Technology, SunRise University, Rajasthan, India.
- **Paper Presentation:** John, Monoo, (2014), ‘Integrating Innovative competency, entrepreneurial orientation, transformational leadership and quality enhancements – An empirical study of small businesses’, International Conference on Business Innovation, School of Business Studies, Sun Arts and Science College, Thiruvannamalai, TN, India.
- **Training Certification:** Faculty Development Program on ‘Research Methodology and Management Research Techniques’, The Oxford College of Business Management, Bangalore, 2014.
- **Training Certification:** Faculty Development Program on ‘Techniques in Research Paper Writing’, The Oxford College of Business Management, Bangalore, 2013.
- **Paper Presentation –** John, Monoo, (2013), ‘The relevance of ideation, opportunity recognition and strategic entrepreneurship linkages – A fresh perspective on why new ventures succeed or fail’, National Symposium on Contemporary Management Practices, The Oxford College of Business Management, Bangalore, 2013.
- **Training Certification:** Faculty Development Program on ‘Contemporary HRM practices and Challenges’, The Oxford College of Business Management, Bangalore, 2013.

Research Publications

- John, Monoo, (2014), ‘**The Total Quality Educational Institution – Integrating NAAC Quality guidelines with entrepreneurial orientation and transformational leadership elements for quality performance enhancements in structures, systems and processes**’, Vidyaniketan Journal of Management and Research, ISSN 2320-3951, Vol 2, Issue 2 December 2014.
- John, Monoo, (2014), ‘**Integrating Innovative competency, entrepreneurial orientation, transformational leadership and quality enhancements – An empirical study of small businesses**’, International Journal of Research & Business Innovation, IJRBI, ISSN 2321-5615, Volume 2, No.5, October 2014.

Ms. Roshny Unnikrishnan, Assistant Professor

International Research Papers Publications:

- “Role of Technology in Financial inclusion, with special reference to BRICS countries” published in IIM Shillong journal, May 2015 ; listed in EBSCO
- “Study on mediation effect of social inclusion on Global Human development “ published in BVIMR Management Edge , Vol 8, No 1 , Jan – June 2015 ; listed in EBSCO
- “ Unearthing global financial inclusion levels and analysis of financial inclusion as a mediating factor in global human development “Published in Serbian journal of management Vol 10, No1, January 2015 ; listed in EBSCO
- “Impact of Radical Product Innovation Strategy on Social Inclusion at the Bottom of the Economic Pyramid” presented in the Academic Conclave at XVI Annual Convention

organized by IIM Kozhikode in association with Strategic Management Forum, May 2013

- “Enabling financial Inclusion at the bottom of the economic pyramid” published in Radix International Journal of Research In Social Science ,ISSN:2250-3994,Volume 1,Issue 10,Oct -2012, Pages 257 -270
- “Green Branding Strategy – A study of customer perception on Eco – Labeling “ published in ELK Asia Pacific Journal of Marketing and Retail Management, ISSN: 0976-7193,Volume 4,Issue 2,April -2013,Pages 158 – 166
- “Frugal Product innovation in urban affordable housing – with special reference to the bottom of the economic pyramid” published in Adarsh Journal of Management Research, ISSN : 0974-7028, Volume 6,Issue 2, September 2013, Pages 48-57
- “Blue Oceans of urban affordable apartments” published in International Journal of Research in Commerce, Economics and Management, (Double blind Peer reviewed referred international Journal) ISSN NO: 2231-4245, Volume 1, Issue No: 6 ,Pages 136 -139
- “Performance of Public and Private Banks in India” published in Asian Journal of Research in Banking and Finance, ISSN:2249-732 ,(Double blind Peer reviewed referred international Journal) Volume 2 , Issue 2 , February - 2012, Pages 117-114
- “Impact of green marketing on consumer perception and choice” published in 'M S Ramaiah Management Review', ISSN:0975-7988, Volume.3, Issue 2, July-Dec-2011,Pages 80-86
- “A Study on customer awareness of green marketing and green brand effectiveness” published in Excel International Journal of multidisciplinary Management studies ,ISSN ONLINE:2249-8834, Volume 1 , Issue 10 ,Oct – 2012 ,Pages 325-335.

International Research Paper Presentations:

- “Does adoption of Radical Product Innovation in Banking Sector impact financial inclusion at the Bottom of the economic pyramid” presented at IIM, Bangalore, 9th Annual International Conference on Public Policy & Management August 2014.
- “Impact of Radical Product Innovation Strategy on Social Inclusion at the Bottom of the Economic Pyramid” presented in the Academic Conclave at XVI Annual Convention organized by IIM Kozhikode in association with Strategic Management Forum, May 2013
- "Social Inclusion as a mediator in Global Human development" Presented at IIMB Data Analytics Conference on Dec 11th to 13th, 2013.
- “UIDAI – role of Technology in Financial Inclusion with special reference to BRICS nations and the Bottom of the Economic Pyramid Concept” presented in AIB Annual Conference 2013 held at IIM – Bangalore , April 2013.

Ms. Lakshmypriya. K, Associate Professor

International Research Papers Publications:

- Delinquency Management of Micro finance Institutions (MFIs) in India – A question of growth and Survival - ELK Asia Pacific Journal of finance and risk management, Vol – 4, No.3, July – 2013. ISSN – 0976-7185.

- Computing management today (International Journal of Management studies) Vol – 2, No.3, July – 2012. ISSN – 2230-9764.
- Customer perception and utility of mobile banking in India with reference to Bangalore city – Zenith – Excel international journal of multidisciplinary management studies, Vol – 2, issue 10, Oct – 2012, ISSN – 22498834.

National Research Papers Publications:

- Book Review on Obama Inc., Winning Strategies from Obama Campaign, Vidyaniketan Journal of Management and Research, 2014, ISSN (Print) 2320-3951.
- Globalisation & needs for Financial Inclusion – Kerala Govt's initiatives in Empowering women PJMIR, VOL 3, # 2, July – Dec, 2013.
- Strategies to reduce Perceptual Gap on Reward Systems published by Siva Sivani Institute of Management ISBN 978-81-905242-0-9.

National Research Paper Presentations:

- Paper on Cluster development program – a new lease of life for ailing handloom sector in Kerala, National conference on Performance, Challenges and Prospectus of MSMEs in India on Feb- 21-22, 2014, organized by Gulbarga University.
- Paper on Women entrepreneurs and succession issues – a study of selected enterprises in Cochin at the HR Conference on “**BOSS: Career Maker or Breaker**” on Saturday, 18 October, 2014 at CMS Business School.
- Paper titled Kudumbasree Model of SHGs and its role in promoting rural women entrepreneurship through fungi culture in Kerala presented at National Seminar on “Rural Women Entrepreneurship in India” on 9- 10th Nov. 2013, organized by The Department of Studies and Research in Commerce and ICSSR at Davangere University at Davangere, Karnataka.
- Paper titled Globalization and need for financial inclusion for sustainable development – Kerala Govt. Initiatives in harnessing Women entrepreneurs at the bottom of the pyramid presented at The Central University of Karnataka, Gulbarga in the National conference on "Sustainable Development and Planning-2013 on 6-7th Sept, 2013.

Ms. Arpana D, Assistant Professor

International Paper Publications

- Impact of foreign exchange reserve on BOP – Analysis of Indian economy – ELK Asia Pacific Journal of finance and risk management, Vol – 3, No.2, April – 2012. ISSN – 0976-7185
- Customer perception and utility of mobile banking in India with reference to Bangalore city – Zenith – Excel international journal of multidisciplinary management studies, Vol – 2, issue 10, Oct – 2012, ISSN – 22498834
- Impact of dividend policies on market price – ELK Asia Pacific Journal of finance and risk management Vol-3, Aug – 2012. ISSN No.0976-7186

- Performance evaluation of Indian economy past global turmoil – Asian journal of research in banking and finance – Vol-2, issue 4. ISSN – 22497323
- “Impenetrable Challenges with Recovery Strategies of Nonperforming Assets –An analysis of legal Regulatory Regime of Indian Banks-JS International journal of Accounting –Sep 2011 ISSN 2229 – 5462 Vol 2 issue – 1
- Role of credit rating agencies in investment decision with reference to individual investors in Ranchi City –2013 JJMRA – International Journal of multidisciplinary research academy, ISSN 2249 – 0558.
- Role of Credit Rating Agencies in Investment Decision with reference to individual Investors-International Journal of Multidisciplinary Research Academy (IJMRA)ISSN 2249-0558 Nov 2013
- Impact of Oil price shocks on stock market Indices-Arth praband Journal –A journal of Economics & Management ISSN 2278-0629 Vol 2 issue 10 oct 2013
- An analysis of spreads between corporate Bonds & Government Bonds—ELK Asia pacific journal of finance & Risk management-ISSN 0976-7185-Vol 4 Oct 2013
- A study on price discoveries & co – movement between dollar price & its impact on nifty –Radix international journal of research in banking finance & Accounting –Oct 2013 Vol 2 ISSN 2277-100x
- .A Study on SRI & ESG Investing –Asian journal of Research in Economics & Management ISSN 2249-7307-November,2013

National Publication:

- Risk and return of equity investment in banking sector stock – Rajarajeswari college journal. ISBN – 978-93-5051-634-8 15th & 16th March 2012.
- Empowering Mompreneurs –A study on members of Tupper ware India in Bangalore-Erudition –The Albertin Journal of Management Vol 6 Issue 1 Jan 2012 ISSN 0973-7839
- Empowering Mompreneurs –A study on members of Tupperware India in Bangalore. Erudition –The Albertin Journal of Management Volume 6 Issue 1, Jan 2012 ISSN 0973-7839
- “A study on Recovery Strategies of NPA’s” JM International Journal of Management and Research, ISSN 2229-5462, Volume 2, Issue 1.
- .Socially responsible Investing –Integrating Environmental ,Social & Governance Factors-Oct 2013-National Journal of Jyoti Research Academy IISN 0975-461x
- "A Study on Risk Management in Agri & Non Agri Commodity Future`s"- The Albertin Journal of Management ISSN 0973- 7839 **july 2014**
- " A STUDY ON THE EFFECT OF FUTURES TRADING ON PRICE FLUCTUATION IN COMMODITY MARKET- WITH REFERENCE TO BARLEY AND SOYBEAN " –Indian Journal of Commerce vol 67 no 1 **Jan-March 2014**

Paper presentations

- National conference of entrepreneurship by Tumkur University on 5th May-2012 – Venture capital industry in India

- National conference on innovation and research in commerce and management by Sri Siddhartha Institute of Business Management – Global capital marketing integration
- Risk & Return of Equity Investments in Banking Sector stocks-Rajarajeshwari college of Engineering
- Impact of GDP on FOREX –Kumaraguru College of Technology 2014
- Strategy to reorienting human Resource measurement to drive business performance at the international conference on strategic management –emerging economies perspective conducted by The oxford college of Business Management.
- .Attended a workshop on National Programme on Technology enhanced learning conducted by Indian Institutes of Technology & Indian Institute of Technology 2013
- .Attended a Annual HR Summit on 16th Nov 2013 on paradigm shift in strategic HR Vision 2020 organised by Jyoti Nivas college of Management PG Studies in association with MTHR
- .“A Study on sensitivity of stock option premium with respect respect to stock price, time to expiry, volatility and interest rate changes”-National conference on contemporary Practices in Management & Technology Kongu college of mant 5th March 2014
- Presented a paper on .Financial Inclusion- Challenges & Opportunities – National conference on Business challenges and opportunities for transformation excellence 26th Feb. 2014 Vasavi Vidya group of institutions Salem
- Presented a paper on.Impact Of Economic Indicators On Stock Price -- National conference on Business challenges and opportunities for transformation excellence 26th feb 2014 Vasavi Vidya group of institutions Salem
- A STUDY ON GROWTH , PERFORMANCE AND CHALLENGES FACED BY MSME- ICSSR Sponsored National Conference on Performance, Challenges and Prospects of MSMEs in India held on February 21-22, 2014
- "AN ANALYSIS OF CORRELATION BETWEEN EVA AND MVA" presented in the 5th National Conference on Sustainability in Management 29th Jan 2015 at Bapuji B school Davengere
- PREDICTING STOCK VOLATLITIY USING COMPANY ANAYLSIS presented at the Seshadripuram college of business Management Feb 2015

Edited Book

- Strategy to reorienting human Resource measurement to drive business performance – ISBN 978-93-5142 –The oxford college of Business Management-Edited Book
- .Financial Inclusion- Challenges & Opportunities – Price -Business challenges and opportunities for transformation excellence 26th feb 2014 Vasavi vidya group of institutions Salem
- Impact Of Economic Indicators On Stock Price Business challenges and opportunities for transformation excellence 26th feb 2014 Vasavi vidya group of institutions Salem
- **PREDICTING STOCK VOLATLITIY USING COMPANY ANAYLSIS presented at the seshadripuram college of business Management Feb 2015**
- **A Study on Financial Performance of Pharma Sector "Changing Business Perspectives-An Insight"**

Mr. Girish Babu M, Assistant Professor

International Research Papers Publications:

- The impact of Behavioral finance in stock Market, Published in International Conference on Strategic Management: Emerging Economies perspective on 25th Oct, 2013 ISBN: 978-93-5142-199-3
- “An Intellectual Capital Perspective of HR Strategies and Practices with reference to Knowledge Management” at Sri Ganesh School of Biz Management on 25th Feb. 2014.
- “The effects of Social Media Trends in India on Advertising” at Sri Ganesh School of Biz Management on 25th Feb. 2014.

National Research Papers Publications:

- “Impact of Information Technology on Management Education” in OORJA Journal of Management and IT. Volume - 9 / Number-1, ISSN – 0974-7869.

International Research Paper Presentations:

- The impact of Behavioral finance in stock Market, Published in International Conference on Strategic Management: Emerging Economies perspective.
- “An Intellectual Capital Perspective of HR Strategies and Practices with reference to Knowledge Management” at Sri Ganesh School of Biz Management on 25th Feb. 2014.
- “The effects of Social Media Trends in India on Advertising” at Sri Ganesh School of Biz Management on 25th Feb. 2014.

National Research Paper Presentations:

- "Communication Challenges in an Organization Countered with Modern Technology” at Kuvempu University.
- “Impact of Information Technology on Management Education” in OORJA Journal of Management and IT.

Ms. Anuradha R, Assistant Professor

National Research Papers Publications:

- “Does INR/USD fluctuation really affect Indian IT and Automobile Company’s share price?” 'Erudition - The Albertian Journal of Management', July 2013, Vol. 7, Issue 2, ISSN 0973-7839.
- Role of single currency in harmonization of international accounting standards”. Journal of economic policy and research, Vol. 8, No. 2 ,April 2013 - September 2013, Institute of Public Enterprise, Osmania university, ISSN 0975-8577.

Mr. Dara Yoganand, Assistant Professor

National Research Paper Presentations:

- “Bhasha aur Hindi Cinema” in National Seminar on “Bhasha Sahitya aur Hindi Cinema” organized by the department of studies in Hindi, University of Mysore on 25th & 26th March 2015.
- “Samkaleen Hindi Katha Sahitya Mei Yug Bodh” in National Seminar in Sindh College, Bangalore on 11th March 2015.
- “Bharatiya Bhashao ki “ in Jain College on 2nd and 3rd March 2015 in a two day national level conference.
- Presentation and given speech as resource speakers on “Ekalavya” Khanda Kavya in Baldwin Methodist on 22nd Jan. 2015.

Ms. Lakshmi R B, Assistant Professor

International Research Papers Published & Presented

- “Knowledge Management and Inventive HRM” An article published in “Strategic management: Emerging economies perspective” a research journal from The oxford college of business management, Bangalore, ISBN 978-93-5142-199-3, October 25th 2013, and Pp. 100-106.
- “Role of personal change, change management and intervention strategies of change management in developing a learning organization“ in Recent trend in business, management & tourism, a research journal from The Adarsh Group of institutions, Bangalore, Vol 1, ISBN 978-163041692 on April 30th 2014, and Pp. 271.
- “An Intellectual Capital Perspective of HR Strategies and Practices with reference to Knowledge Management” at Sri Ganesh School of Biz Management on 25th Feb. 2014.
- “The effects of Social Media Trends in India on Advertising” at Sri Ganesh School of Biz Management on 25th Feb. 2014.

National Research Papers Published & Presented

- “Strategies to overcome barriers in work life balance of employees in MNC’S “ in Emerging trends in Human resource management a research journal from The Indian academy school of management studies in association with NHRD, Bangalore, Vol. 1, ISBN 978-81-920859-4-4 on April 25th & 26th 2014, and Pp. 38.
- “A Human resource strategies and knowledge management practices perspective for the improvement in higher education“ in Higher education transformation in India: Changing contexts & Institutional responses a research journal from The Indian academy school of management studies sponsored by IQAC, Bangalore, Vol. 1, ISBN 978-81-920859-9-9 on April 28th & 29th 2014, and Pp. 188.
- “Role of Personal Change, Change Management and Intervention Strategies of Change Management in Developing a Learning Organisation” at Kongu Engineering College on 5th March 2014.

Ms. Nishchitha Gowda C G, Assistant Professor

International Research Papers Published

- Problems of women entrepreneurs at Annamalli university
- Influence of Employer Branding on Employee Attraction and Retention ISBN:978-93-5142-199-3.

National Research Papers Published

- Women empowerment –A Challenge of 21st ISBN:978-93-5051-836-6
- A study on Customer awareness and growth of fusion in Vibhavat 2014 held at Reddyjana Sangha First Grade College ISBN: 978-81-9296 on 15th Oct. 2014
- Impact of HRD practices in public sector Banks in Bangalore – An exploratory study at Sahyadri Arts College on 25th Feb. 2015.

Ms. Chitra D Rao, Assistant Professor

- “Role of personal change, change management and intervention strategies of change management in developing a learning organization“ in Recent trend in business, management & tourism, a research journal from The Adarsh Group of institutions, Bangalore, Vol. 1, ISBN 978-163041692 on April 30th 2014, and Pp. 271.

National Research Papers Published

- “Strategies to overcome barriers in work life balance of employees in MNC’S “ in Emerging trends in Human resource management a research journal from The Indian academy school of management studies in association with NHRD, Bangalore, Vol 1, ISBN 978-81-920859-4-4 on April 25th & 26th 2014, and Pp. 38.
- “A Human resource strategies and knowledge management practices perspective for the improvement in higher education“ in Higher education transformation in India: Changing contexts & Institutional responses a research journal from The Indian academy school of management studies sponsored by IQAC, Bangalore, Vol 1, ISBN 978-81-920859-9-9 on April 28th & 29th 2014, and Pp. 188.

Book Publications:

- Authored a book titled "Strategic Human Resource Development" Lambert Academic Publishing, ISBN: 978-3-659-27553-1.

MS. RENY RAPHAEL .P, Assistant Professor

National Research Papers Presented

- Emerging issues in Securities Market with special focus on Behavioural Finance in Kongu Engineering College.
- “Financial inclusion: Effectiveness and awareness of financial inclusion in rural youth” presented in Kuvempu University.
- “Inclusive finance and rural youth” in T. John Institute of Management Studies.

National Research Papers Published

- “Securities Market and Behavioural Finance in Manegma 2014” in Srinivas Institute of Management, ISBN No. 978-81-929306-0-2.

International Research Papers Published

- “Role of Micro Finance and self help group in developing women entrepreneur – published in Indo Asian Journal of Applied Management Science, ISSN 2320-7892/Volume 3/Issue April 2015.

MS. SINY PHILIP, Assistant Professor

National Research Papers Presented

- Emerging issues in Securities Market with special focus on Behavioural Finance in Kongu Engineering College.
- “Financial inclusion: Effectiveness and awareness of financial inclusion in rural youth” presented in Kuvempu University.
- “Inclusive finance and rural youth” in T. John Institute of Management Studies.

National Research Papers Published

- “Securities Market and Behavioural Finance in Manegma 2014” in Srinivas Institute of Management, ISBN No. 978-81-929306-0-2.
- “Securities HKT & Behavioural Finance in Manegma 2014 in SIMS, ISBN No. 978-81-929306-0-2.

International Research Papers Published

- “Role of Micro Finance and self help group in developing women entrepreneur – published in Indo Asian Journal of Applied Management Science, ISSN 2320-7892/Volume 3/Issue April 2015.

Ms. Jashwini .J, Assistant Professor

International Research Papers Published

- “Role of teams in Multicultural Organisation” in International Journal of Functional Management, ISBN: 2319-1406, pp 81-84 on 14th Apr. 2014.

National Research Papers Published

- “Global Business Operations, Strategies in Transforming Scenario” titled on “Celebrity Endorsement Catalyzing the impact of Advertising in Global Scenario” ISBN: 978-81-926819-1-7, pp 34-42 on 1st Feb. 2014.
- “Innovative Practices in HR Employee Engagement” at Indian Academy Degree College, Internal Quality Assurance Cell (IQAC), ISBN: 978-81-920859-9-9, pp 150-155 on 14th Apr. 2014. “Role of Entrepreneur in a Developing Economy” at RJS First Grade College, ISBN: 978-81-9296 on 15th Oct. 2014.

International Research Papers Presented

- “Performance Appraisal” in International Conference, Salem, Feb. 2014

Workshops participated

- One day workshop on “Choice based credit system and Reorientation of I semester B.Com. syllabus in SRN Adarsh College on 12th Jul. 2014.

Ms. Manasadevi, Assistant Professor

International Research Papers Presented

- “Performance Appraisal” in International Conference, Salem, Feb. 2014

MS. CHAKSHU MEHTA, Assistant Professor

International Research Papers Published

- “Investment Strategy – A case study on “Span Diagnostic Limited, JM International Journal of Finance”, ISSN 2229-6123, Vol. 1, Issue 3.
- A comparative study of “Strategies used in Tourism Marketing in India & China”, ISSN 2319-1406, Vol-2, Issue 2, April 2014.

International Research Papers Presented

- “Women Redefining Entrepreneurship” Jain University.

Mr. Kumarsai Deepak B, Assistant Professor

International Research Papers Presented

- A comparative study of “Strategies used in Tourism Marketing in India and China” ISSN No. 2319-1406, Issue No. 2, Vol. 2 in SSM International Journal of Functional Management.
- A comparative study of “Strategies used in Tourism Marketing in India & China”. Human Resources Outsourcing in India, ISSN No. 2347-8608, Vol. 2, Issue 2 in International Journal of Applied Management Business Utility.

Mr. Manjanna B.P PHYSICAL EDUCATION DIRECTOR

International Research Paper Presented

- Presented a paper on “**AGGRESSION AMONG HOCKEY AND FOOTBALL PLAYERS** in the International Conference on Physical Education and Sports Science held by the Manipal University under the aegis of NAPCESS at Manipal, Karnataka, India on 8th to 11th January, 2014

National Research Paper Presented

- Presented a paper on “**SOCIO-ECONOMIC STATUS OF HOCKEY AND FOOTBALL PLAYERS** in the National Conference on Physical Education and Sports Science the theme “**Interdisciplinary Approach in Physical Education and Sports**”

held by the Soundarya Institute of Management & Science, Soundarya Nagar, Sidedahalli, Bangalore-560073, Karnataka on 27th -28th February 2015.

Mrs. Vaishali Bhandare, Assistant Professor

National Research Paper Presented

- Presented a paper on “English Teaching Strategies for Digital Natives” in the National Conference on by the Sahyadri Arts College, Shimoga on

International Research Paper Presented

- Presented a paper on “Diagnostic Text Analysis using Systematic Functional Grammar” in the International Conference on by the Sri Ganesh School of Business Management, Salem on 20th Feb. 2015.

National Research Paper Publications:

- Presented a paper on “NAAC University Manual: A move towards a quality culture” in the National Conference on by the RJS First Grade College, Bangalore on 15th Oct. 2014.

Mrs. Komala .B, Assistant Professor

International Research Paper Presented & Publication

- Presented a paper on “Micro Finance in India” in the International Conference on “Competency Building Strategies in Business and Technology for sustainable development”, by the Ganesh Business School of Management, Salem, Tamilnadu on 20th Feb. 2015, ISSN 23939796.



ANNEXURE-IV
SAMPLE LESSON PLANS

CHILDREN'S EDUCATION SOCIETY (Regd.)
THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
(Permanently affiliated to Bangalore University & Recognized by the Government of Karnataka, Approved by A.I.C.T.E., New Delhi)
Accredited by NAAC with "A" Grade and Certified by IAO

Name of the Faculty: **Roshni James**

MBA Program I

Semester

No. of Hours: **60**

Subject: **Communication Skills**

Subject Code: **1.7**

LESSON PLAN

Commencing from 4th September 2014 to 31st December 2014

Day & Date	No. of Hours	Topic	Presentations Reg Nos.
Thu, 4/9/2014	1/1	Inauguration	
Fri,5/9/2014 to 10/9/2014	½	Orientation	
Thu,11/9/2014	1/3	Introduction to Communication, Communication in business	10
Fri,12/9/2014	¼	Importance of Communication Forms of Communication	11
Tue,16/9/2014	2/6	Importance of Communication Forms of Communication. Exercise on communication process.	12
Wed,17/9/2014	1/7	Communication network, Process of communication	13
Thu,18/9/2014	1/8	Communication through telephone, video and skype, Group discussion. Communication	14
Fri,19/9/2014	1/9	Difference between Oral & Written Communication, Oral comm.. skills, Fundamentals. Case Study on process of communication	15
Tue,23/9/2014	2/11	Barriers and Gateways, Public Speaking, Effective Power point presentation	16
Thu,25/9/2014		Talent hunt	
Fr,26/9/2014			
Tue,30/9/2014	2/13	Body Language, Non verbal, Facial Expressions, Voice modulation, Eye contact. Exercise on Non verbal communication	19
Wed,1/10/14	2/15	Audience research, questions from the audience communication and emotional intelligence,	20
Thu,2/10/2104	2/17	creativity in oral communication,	21
Tue,7/10/2014	2/19	Importance and need, types, active and empathic listening.	23
Thu,9/10/2104	2/21	Listening and judgment, developing skills, listening and understanding.	24
Fr,10/10/2014		Entrepreneurship Mela	
Sat,11/10/2014	1/22	Workshop on Verbal and Non verbal communication.	22,17,18
Tue,14/10/2104	1/23	Listening and judgment, developing skills, listening and understanding. Exercise on Listening skills using Role Play	26
Wed,15/10/2014	2/25	Written communication skills, Writing an Effective Report: Stages of Writing, Style and Tone, Five Ws and one H of Report Writing	27
Thu,16/10/2014		Divisions, Numbering and use of Visual Aids, creativity in written communication, use of picture, diagram in written communication	28

Day & Date	No. of Hours	Topic	Presentations Reg Nos.
Fri,17/10/2104	3/28	Writing Commercial Letters, E- Mail Messages, Maintaining a Diary, Job applications & resume writing	29
Tue,21/10/2014	2/30	Writing Commercial Letters, E-Mail Messages, Maintaining a Diary,	30
Thu,23/10/2014	1/31	Job applications & resume writing.	31
Wed,5/11/2014	1/32	Exercises on resume writing	32
Thu,6/11/2014	1/33	Exercise on Written form of communication	33
Fri,7/11/2014	1/34	Interpersonal Communication Skills, Advantages and disadvantages of utilizing the team work	34
Tue,11/11/2014	1/35	Characteristic features of successful teams. Exercise on Team based communication	35
Wed,12/11/2014	1/36	Characteristic features of successful teams	36
Thu,13/11/2014	1/37	Stages of the development of a team; team roles.	37
Fri,14/11/2014	1/38	Movie based case study	38,25
Wed,19/11/2014	1/39	Discussion on Movie based Case Study	39
Thu,20/11/2014		. MANOJAVAM 2014	
Fri,21/11/2014			
Tue,25/11/2014	1/40	Challenges in team working, forms of non-team behaviour	42
Thu,27/11/2014	1/41	Cognition and emotions in negotiating; negotiating and ethics	43
Fri,28/11/2014	1/42	Conditions of negotiating; Strategies for Negotiation.	44
Tue,1/12/2014	1/43	Workshop on Conflict Management	41
Wed,3/12/2014	1/44	Participative negotiations; negotiating tactics	46
Thu,4/12/2014	1/45	Review of Negotiation Strategies and Communication	47
Fri,5/12/2014	2/47	Cognition and emotions in negotiating; negotiating and ethics	48
Tue,9/12/2014	2/49	Case study discussion on Negotiating skills	49
Wed,10/12/2014	1/50	Types and sources of conflicts;	50
Thu,11/12/2014	1/51	the influence of various cultures on the solving of conflicts.	51
Fri,12/12/2014	2/53	Role play session on Conflict Management	52
Tue,16/12/2014	1/54	Review of Conflict Management and Communication	53
Wed,17/12/2014	2/56	Review Module 1, 2, 3	54
Thu,18/12/2014	2/58	Review Module 4, 5.	55
Sat,20/12/2014	2/60	Workshop on Grooming, Communication Etiquette and Effective Interview skills	45,40,18
Tue,23/12/2014		Question paper discussion	

Schedule of

I Internals: 28th – 31st Oct. 2014

Internals:

II Internals: 26th – 31st Dec. 2014

Note: Each student allotted maximum 10 mts. for presentation.

FACULTY

H.O.D PRINCIPAL

DIRECTOR



CHILDREN'S EDUCATION SOCIETY (Regd.)
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 of Karnataka, Approved by A.I.C.T.E., New Delhi)
 Accredited by NAAC with "A" Grade and Certified by IAO

Name of the Faculty: **Dr. Bina Pandey**

MBA Program I Semester

No. of Hours: **60**

Subject: **Managerial Economics**

LESSON PLAN

Subject Code: **1.1**

Section: **A**

Commencing from 4th September 2014 to 31st December 2014

Day & Date	No. of Hours	Topic	Presentations Reg Nos.
Thu, 4 th Sep. 2014		Inauguration	
Fri, 5 th – 10 th Sep. 2014		Orientation Program	
Thu, 11 th Sep. 2014	1/1	Introduction to Economics	
Fri, 12 th Sep. 2014	1/2	Kinds of economic decisions, significance and applicability of managerial economics	
Tue, 16 th Sep. 2014	1/3	Role and Responsibilities of Managerial Economics	
Wed, 17 th Sep. 2014	1/4	Economic Principles	8
Thu, 18 th Sep, 2014	1/5	Theory of Firm	
Fri 19 th Sept 2014	2/7	Business Round Up	
Tue, 23 rd Sep. 2014	1/8	Demand theory and analysis	22
25 th Sep. 2014		Talent Hunt	
26 th Sept 2014		Talent Hunt	
Tue, 30 th Sep. 2014	1/9	Elasticity of demand and its role in managerial decisions	31
Wed, 1 st Oct. 2014	1/10	Demand Forecasting	
Tue, 7 th Oct 2014	1/11	Techniques of demand forecasting	9
Thu, 9 th Oct 2014	2/13	Case Study	
10 th Oct. 2014		E-Mela	
Tue, 14 th Oct 2014	2/14	Business Round Up	
Wed, 15 th Oct 2014	1/15	Case Study	
Thu, 16 th Oct 2014	1/16	Consumers equilibrium, cardinal utility approach	
Fri, 17 th Oct 2014	1/17	Indifference curve approach	42
Tue, 21 st Oct 2014	1/18	Theory of revealed preference	
Thu, 23 rd Oct 2014	1/19	Consumer surplus	54
Sat, 25th Oct 2014	3/22	Workshop on Demand Forecasting	
Wed, 5 th Nov 2014	1/23	Law of variable proportions	45
Thu, 6 th Nov 2014	1/24	Isoquants and Isocosts,	12
Fri, 7 th Nov 2014	1/25	Costs concepts- short run and long run costs functions	13
Tue, 11 th Nov 2014	1/26	Cost control and cost Reduction	
Wed, 12 th Nov 2014	2/28	Business Round up	
Thu, 13 th Nov 2014	1/29	Concept of Market Equilibrium and Revenue Curves	26

Day & Date	No. of Hours	Topic	Presentations Reg Nos.
Fri, 14 th Nov 2014	2/31	Price determination and firms equilibrium under Perfect Market	14
Tue 18 th Nov 2014	2/33	Price determination and firms equilibrium under monopolistic competition	15
Wed 19 th Nov 2014	2/35	Price determination and firms equilibrium under Monopoly market	36
20 th Nov. 2014		Management Fest- Manojavam	
21 st Nov. 2014		Management Fest-Manojavam	
Tue, 25 th Nov 2014	2/37	Price determination and firms equilibrium under oligopoly market	41
Wed, 26 th Nov. 2014	2/39	Price Discrimination and dumping	20
Thu, 27 th Nov. 2014	2/41	Business Round Up	
Fri, 28 th Nov. 2014	2/43	Pricing Methods	18
Tue, 2 nd Dec. 2014	2/45	Case Study	
Wed, 3 rd Dec. 2014	2/46	Theory of factor pricing	33
Thu, 4 th Dec. 2014	1/47	Wages and Rent	
Fri, 5 th Dec. 2014	1/48	Theories of interest and investment decisions	16
Tue, 9 th Dec. 2014	1/49	Profit and Profit functions	
Wed, 10 th Dec. 2014	2/51	Business Round Up	
Thu, 11 th Dec. 2014	1/52	National concept and measurement	19
Fri, 12 th Dec. 2014	1/53	Circular flow of economic concepts	9
Tue, 16 th Dec. 2014	1/54	Case Study	
Wed, 17 th Dec. 2014	2/56	Keynesian Analysis –theory of employment, consumption and investment function	5
Thu, 18 th Dec. 2014	1/57	Multiplier	6
Fri, 19 th Dec. 2014	1/58	Relevance of Keynesian Economics	37
Tue, 23 rd Dec. 2014	1/59	Business Cycles	39
Wed, 24 th Dec. 2014	1/60	Money supply and Inflation	

Schedule of

I Internals: 28th – 31st Oct. 2014

Internals:

II Internals: 26th – 31st Dec. 2014
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Note: Each student allotted maximum 10 mts. for presentation.

FACULTY

H.O.D

PRINCIPAL

DIRECTOR



Estd. 1974

CHILDREN'S EDUCATION SOCIETY (Regd.)

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

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Name of the Faculty: KUMAR SAI DEEPAK B

BBM Program VI

Semester

No. of Hours: 59

Section: ELECTIVE-III

Subject: CONSUMER BEHAVIOUR

Subject Code:

LESSON PLAN

Commencing from 20-01-2014 to 03-05-2014

Day & Date	No. of Sessions	Topic
Monday 20 th Jan	1/1	Introduction to psychology
Tuesday 21 st Jan	1/2	Its role in marketing & application to buyers Behavior
Wednesday 22 nd Jan	1/3	Introduction to consumer Behavior
Friday 24 th Jan	1/4	A managerial and consumer perspective
Monday 27 th Jan	1/5	Consumer rights and social responsibility
Wednesday 28 th Jan	1/6	Current trends in Consumer Behavior
Thursday 29 th Jan	1/7	Models of consumer Behavior
Friday 30 th Jan	1/8	Consumers Decision making and its process in buying
Monday 03 th Feb	1/9	Consumer information process
Tuesday 04 th Feb	1/10	Psychological problems association with the prices
Wednesday 05 th Feb	1/11	Distribution, point of purchase and window display
Friday 07 th Feb	1/12	Packaging, labeling and brand evaluation
Monday 10 th Feb	1/13	A Workshop on Brands of retail sector
Tuesday 11 th Feb	1/14	Consumer learning , habit and brand loyalty
Wednesday 12 th Feb	1/15	Consumer learning- classical conditioning, Instrumental conditioning
Friday 14 th Feb	1/16	Cognitive learning, Habit- Habitual purchasing behavior
Monday 17 th Feb	1/17	Function of a habit, Habit Vs Complex decision making.
Tuesday 18 th Feb	1/18	Brand loyalty- approaches to brand loyalty, Brand loyal consumer
Wednesday 19 th Feb	1/19	Brand loyalty & product involvement
Friday 21 st Feb	1/20	Consumer Perception & Attitudes
Monday 24 th Feb	1/21	Consumer Characteristics affecting perception, perpetual selection
Tuesday 25 th Feb	1/22	Perpetual organization & interpretation- Price perception
Monday 03 rd March	1/23	Nature of consumer attitudes, Role of attitudes in developing Market strategy
Tuesday 04 th March	1/24	Relationship between beliefs and attitudes
Wednesday 05 th March	1/25	Relationship between behavior and attitudes
Friday 07 th March	1/26	A workshop on Attitude interface in Customers
Monday 10 th March	1/27	Attitude change before purchase, during and post purchase
Tuesday 11 th March	1/28	Consumer characteristics & lifestyle
Wednesday 12 th March	1/29	Demographics & social class, Demographic fragmentation of Indian market
Friday 14 th March	1/30	Social class influences, Lifestyle and personality influences
Monday 17 th March	1/31	Changing lifestyle trends of Indian consumers

Tuesday 18 th March	1/32	Measuring lifestyles
Wednesday 19 th March	1/33	Personality – theories to personality and limitations
Friday 21 st March	1/34	Consumer and cultural influences
Monday 24 th March	1/35	Need of culture, Cultural influences, Cultural values and CB
Tuesday 25 th March	1/36	Culture & product, Social Implications
Wednesday 26 th March	1/37	Group influence,
Friday 28 th March	1/38	Reference group- Types of reference group
Monday 31 st March	1/39	Nature of reference groups and its influence on consumers
Tuesday 01 st April	1/40	Household decision making- Types of household
Monday 07 th April	1/41	Decision making and societal implication of family influence
Tuesday 08 th April	1/42	A workshop on Decision making system in IT sector
Wednesday 09 th April	1/43	Group Communication
Tuesday 15 th April	1/44	Word of mouth and diffusion process
Wednesday 16 th April	1/45	Business to Business buying behavior
Monday 21 st April	1/46	Introduction , Evolution and scope of B2B buying behavior
Tuesday 22 nd April	1/47	Difference between consumer buying behavior
Wednesday 23 rd April	1/48	Industrial buying behavior
Friday 25 th April	1/49	Buying decisions
Monday 28 th April	2/51	Decision makers
Tuesday 29 th April	2/53	Sources of information
Wednesday 30 th April	2/55	Revision of I, II and III
Friday 02 nd May	2/57	Revision IV, V and VI
Saturday 03 rd May	2/59	Revision of VII, VIII and IX

Schedule for Internals:

1st Internals: 26-02-2014 to 01-04-2014	2nd Internals: 02-04-2014 to 05-04-2014
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References Books:

1. Assael Henry: Consumer Behavior and Marketing Action; Asian Books (p)Ltd; Thomson Learning 6th Edition.
2. Bennett, Consumer Behaviour
3. Nair.R.Suja; Consumer Behaviour in Indian Perspective; Himalaya publishing House, Mumbai.
4. Jay D.Lindquist & M. Joseph Sirgy ; Consumer Behaviour, Biztantra Publishers.

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Name of the faculty: Roshny Unnikrishnan
 No. of Hours: **64**
 Subject: **Business Ethics**
 Subject Code: **3.2**

MBA Program III Semester

LESSON PLAN

Commencing from 10th September 2014 to 31st December 2014

Day & Date	No. of Hours	Topic	Presentations Reg Nos.
Wed, 16 th July, 2014	1/1	Definition of ethics	
Thu, 17 th July, 2014	½	Types of ethics	23
Mon, 21 st July 2014	1/3	Code of ethics – Case study	
Tue, 22 nd July, 2014	¼	Ethical performance in business	19
Wed, 23 rd July, 2014	1/5	Managerial values and attitudes	8
Mon, 28 th July, 2014	1/6	Ethical congruence,	7
Wed, 30 th July, 2014	1/7	Corporate Social Responsibility	25
Thu, 31 st July, 2014	1/8	Corporate Social Responsibility – Case study	
Mon, 4 th Aug, 2014	1/9	Coginitism, Consequentialism, utilitarianism	10
Tue, 5 th Aug, 2014	1/10	Religion and ethics	2
Wed, 6 th Aug, 2014	1/11	Business and religion	9
Thu, 7 th Aug, 2014	1/12	Activity – Presentation on influence of ethics and religion in today's business	
Mon, 11 th Aug, 2014	1/13	Activity – Presentation on influence of ethics and religion in today's business	
Tue, 12 th Aug, 2014	1/14	Ethics and CSR	27
Wed, 13 th Aug, 2014	1/15	CSR – diagnostic model of responsiveness	13
Thu, 14 th Aug, 2014	1/16	Multiple facets of CSR	17
Mon, 18 th Aug, 2014	1/17	Ethical climate in companies – Case study	
Tue, 19 th Aug, 2014	1/18	Ethics in marketing – unethical marketing practices	1
Wed, 20 th Aug, 2014	1/19	Ethical and social issues in advertising	15
Thu, 21 st Aug, 2014	1/20	Consumerism	29
Mon, 25 th Aug, 2014	1/21	Consumerism	3
Tue, 26 th Aug, 2014	1/22	Common deceptive marketing practices	11
Wed, 27 th Aug, 2014	1/23	Common deceptive marketing practices	
Thu, 28 th Aug, 2014	1/24	Ethics in finance – unethical financial practices	55
Mon, 1 st Sep, 2014	1/25	Ethics in finance – unethical financial practices	
Tue, 2 nd Sep, 2014	1/26	Accounting hostile takeovers	14
Wed, 3 rd Sep, 2014	1/27	Accounting hostile takeovers	
Mon, 8 th Sep, 2014	1/28	Tax evasion – examples	20
Tue, 9 th Sep, 2014	1/29	Tax evasion – examples	4
Wed, 10 th Sep, 2014	1/30	Corporate crimes – Case study	
Thu, 11 th Sep, 2014	1/31	Ethics in HR	12

Mon,15 th Sep, 2014	1/32	Ethics in HR	13
Tue,16 th Sep,2014	1/33	Psychological expectancy model	54
Wed,17 th Sep,2014	1/34	Psychological expectancy model	26
Thu,18 th Sep,2014	1/35	HR practices and ethical implications	15
Mon,22 nd Sep, 2014	1/36	HR practices and ethical implications	22
Tue,23 rd Sep,2014	1/37	Individualism vs collectivism in HR	52
25 th Sep. 2014		Talent Hunt	
26 th Sep. 2014			
Mon,29 th Sep, 2014	1/38	Software piracy – Case study	
Tue,30 th Sep,2014	1/39	Ethics and IT – overview	18
Wed,1 st Oct,2014	1/40	Workshop on ethics in IT	
Mon,6 th Oct, 2014	1/41	Security threats	21
Tue,7 th Oct,2014	1/42	Computer crime	28
Thu,9 th Oct,2014	1/43	Computer viruses	2
10 th Oct. 14		E-Mela	
Mon,13 th Oct, 2014	1/44	Managerial philosophy	24
Tue,14 th Oct,2014	1/45	Hacking	51
Wed,15 th Oct,2014	1/46	Computer crime prevention	32
Thu,16 th Oct,2014	1/47	Ethical dilemmas and considerations	50
Mon,20 th Oct, 2014	1/48	Activity - Debate on relevance of ethics in IT	
Tue,21 st Oct,2014	1/49	Corporate governance - introduction of concept	35
Thu,23 rd Oct,2014	1/50	Corporate governance - introduction of concept	
Mon,27 th Oct, 2014	1/51	Importance – radical transparency	49
Tue,28 th Oct,2014	1/52	Corporate governance and agency theory	37
Wed,29 th Oct,2014	1/53	Workshop on Corporate Governance	
Thu,30 th Oct,2014	1/54	Case study on corporate governance	48
Mon,3 rd Nov,2014	1/55	Analysis of present scenario in India	
Wed,5 th Nov, 2014	1/56	Analysis of present scenario in India	
Thu,6 th Nov,2014	1/57	Birla committee	40
Mon,10 th Nov,2014	1/58	Birla committee	
Tue,11 th Nov,2014	1/59	Naresh Chandra committee	45
Wed,12 th Nov, 2014	1/60	Narayana Murthy committee	
Thu,13 th Nov,2014	1/61	Corporate governance code – future scenario	41
Mon,17 th Nov,2014	1/62	Corporate governance code – future scenario	
Tue,18 th Nov,2014	1/63	Revision – question paper discussion	
Wed,19 th Nov, 2014	1/64	Revision – question paper discussion	
20 th Nov. 2014		Management Fest - Manojavam	
21 st Nov. 2014			

Schedule of

I Internals: 4th to 6th Sep . 14

Internals

II Internals: 20th to 22nd Nov . 14

Each student allotted maximum 10 mts. for presentation.

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Estd. 1974

Name of the faculty: Ms Lakshmypriya K.

M.COM Program I

Semester

No. of Hours: 63

Subject: **International business**

Subject Code: **A.1**

Specialization:

LESSON PLAN

Commencing from 16th July to 22nd November, 2014

Day & Date	No. of Hours	Topic	Presentations Reg.No
Thu,17/7/14	1/1	Introduction to International Business	50
Fri,18/7/14	1/2	Drivers of IB	42
Mon,21/7/14	1/3	IB & Domestic compared	35
Tue,22/7/14	1/4	Globalization & Routes of Globalisation	19
Thu,24/7/14	1/5	Theories of IB	8
Fri,25/7/14	1/6	Merchantalism,Theory of Absolute Advantage	7
Mon,28/7/14	1/7	Potter's model, implications	25
Thu,31/7/14	1/8	Factors Influencing IB	
Fri,1/8/14	1/9	International Strategic Management	10
Mon,4/8/14	1/10	Formulation, Evaluation & Implementation of strategies	2
Tue,5/8/14	1/11	Global functional Design, International Division Structure	1
Thu,7/8/14	1/12	Case Study	
Fri,8/8/14	1/13	Introduction to IHRM	12
Mon,11/8/14	1/14	Managing International Human Resource Activities	27
Tue,12/8/14	1/15	Sources of Human Resources for International Staffing	13
Thu,14/8/14	1/16	Recruitment and Selection	17
Mon ,18/8/14	1/17	Performance Management	18
Tue,19/8/14	1/18	Ex pat Training & Remuneration ,Employee Relations	38
Thu,21/8/14	1/19	Introduction GATT - WORLD TRADE ORGANIZATION	11
Fri,22/8/14	1/20	WORLD TRADE ORGANIZATION	31
Mon,25/8/14	1/21	Impact of Integration	56
Tue,26/8/14	1/22	Regional Trading Blocks	50
Thu,28/8/14	1/23	Regional Trading Blocks	14
Mon,1/9/14	1/24	Group Discussion on WTO Regime	24
Tue,2/9/14	1/25	Commodity Agreements	2
Mon,8/9/14	1/26	International Strategic Alliances	8
Tue,9/9/14	1/27	International Strategic Alliances	18
Thu,11/9/14	1/28	Case Study	12

Fri,12/9/14	1/29	Case Study	13
Mon,15/9/14	1/30	Introduction to Operations Management	41
Tue,16/9/14	1/31	Competitive Advantage	26
Thu,18/9/14	1/32	Strategic issues	27
Fri,19/9/14	1/33	Strategic issues	17
Mon,22/9/14	1/34	Sourcing v/s vertical integration	1
Tue,23/9/14	1/35	Strategic role of foreign plants	16
Thu,25/9/14	1/36	Talent hunt	6
Fri,26/9/14	1/37	Talent hunt	51
Mon,29/9/14	1/38	International Logistics	5
Tue,30/9/14	1/39	Managing Technology Transfers	9
Mon,6/10/14	1/40	Case study	18
Tue,7/10/14	1/41	Case study	21
Thu,9/10/14	1/42	Introduction to IFM	28
Fri,10/10/14	1/43	E mela	22
Sat,11/10/14		Workshop on Japanese business etiquettes	
Mon,13/10/14	1/44	International Monetary Systems	52
Tue,14/10/14	1/45	Gold Standards	14
Thu,16/10/14	1/46	Floating Exchange Rate System	15
Fri,17/10/14	1/47	Managing Foreign Exchange Risks	53
Mon,20/10/14	1/48	Managing Foreign Exchange Risks	43
Tue,21/10/14	1/49	International Taxation	55
Thu,23/10/14	1/50	International Taxation	9
Mon,27/10/14	1/51	International Financial Investment Decisions	19
Tue,28/10/14	1/53	International Financial Accounting	29
Thu,30/10/14	1/54	International Financial Accounting	45
Fri,31/10/14	1/55	Workshop on National differences in Accounting	39
Mon,3/11/14	1/56	Financing foreign Trade	32
Thu,6/11/14	1/57	Financing foreign Trade	25
Fri,7/11/14	1/58	Balance of Trade	47
Mon,10/11/14	1/59	BOP	23
Tue,11/11/14	1/60	Balance of Trade & BOP	37
Thu,13/11/14	1/61	Case study	
Fri,14/11/14	1/62	Revision – question paper discussion	
Mon,17/11/14	1/63	Revision – question paper discussion	

Schedule of Internals:

(Internal Test – I- 4th to 6th September,2014) (Internal Test – II -20th to 22nd Nov)

Each student allotted maximum 10 mts. for presentation.

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Name of the faculty: Ms Anuradha. R

M.COM Program III

Semester

No. of Hours: 60

Subject: Direct tax

Subject Code: A. 3

Specialization: Accounting & Taxation

LESSON PLAN

Commencing from 16th July 2014 to 22nd November 2014

Day & Date	No. of Hours	Topic	Presentations Reg Nos
Wed,16/7/14	1/1	Basic framework for direct taxation	05
Fri,18/7/14	1/2	Tax planning	22
Mon,21/7/14	1/3	Avoidance	16
Tue,22/7/14	1/4	Evasion	45
Wed,23/7/14	1/5	Advance tax rulings	38
Fri,25/7/14	1/6	Tax pronouncements	61
Mon,28/7/14	1/7	Session on "Employability Skills"	59
Wed,30/7/14	1/8	Latest rulings in tax planning	47
Fri,1/8/14	1/9	Case study	
Mon, 4/8/14	1/10	Introduction to wealth Tax	26
Tue, 5/8/14	1/11	Work shop by "Artha Vidhya"	25
Wed, 6/8/14	1/12	Deemed assets u/s 4	23
Fri, 8/8/14	1/13	Excluded assets	62
Mon, 11/8/14	1/14	Problems in wealth tax	65
Tue, 12/8/14	1/15	Valuation of assets	
Wed, 13/8/14	1/16	Valuation of building under wealth tax	10
Mon, 18/8/14	1/17	Introduction to company taxation	12
Tue, 19/8/14	1/18	Features	33
Wed, 20/8/14	1/19	Allowances	36
Fri, 22/8/14	1/20	Disallowances	13
Mon, 25/8/14	1/21	Problems with P&L A/C	09
Tue, 26/8/14	1/22	Case study	10
Wed, 27/8/14	1/23	Problems with Inc & exp a/c	44
Mon, 1/9/14	1/24	Deductions u/s 80 G	40
Tue, 2/9/14	1/25	80IB	23
Wed, 3/9/14	1/26	80IA	02
Mon, 8/9/14	1/27	Depreciation	32
Tue, 9/14	1/28	Additional depreciation	04
Wed, 10/9/14	1/29	Scheme of taxation	14
Fri, 12/9/14	1/30	Business income of companies	24

Mon, 15/9/14	1/31	Problems	34
Tue, 16/9/14	1/32	Set off and carry forward of losses	54
Wed, 17/9/14	1/33	Rulings for companies	26
Fri, 19/9/14	1/34	MAT	17
Mon, 22/9/14	1/35	Sec 115JB	27
Tue, 23/9/14	1/36	Traditional and 115JB	37
Fri, 25-26/9/14	1/36	Talent Hunt	16
Mon, 29/9/14	1/37	Case study	26
Tue, 30/9/14	1/38	Comparison problems	08
Mon, 6/10/14	1/39	Workshop on direct taxation	11
Tue, 7/10/14	1/40	Latest MAT rulings	18
Fri, 10/10/14	1/40	E-Mela	19
Mon, 13/10/14	1/41	Double taxation treaties	28
Tue, 14/10/14	1/42	Joint ventures	34
Wed, 15/10/14	1/43	Foreign collaborations	43
Mon, 20/10/14	1/44	Case study	11
Tue, 21/10/14	1/45	Own or lease	21
Fri, 24/10/14	1/46	Make or Buy	31
Mon, 27/10/14	1/47	Retain or replace	41
Tue, 28/10/14	1/48	Tax planning with Amalgamations	51
Wed, 29/10/14	1/49	With Mergers	19
Fri, 31/10/14	1/50	Transfer pricing	06
Mon, 3/11/14	1/51	Case study	16
Wed, 5/11/14	1/52	Assessment procedure	26
Fri, 7/11/14	1/53	Deduction of tax at source	36
Mon, 10/11/14	1/54	Advance payment of tax	46
Tue, 11/11/14	1/55	Refunds	04
Wed, 12/11/14	1/56	Revision of tax	14
Fri, 14/11/14	1/57	Hierarchy of CBDT	22
Mon, 17/11/14	1/58	Appeals	32
Tue, 18/11/14	1/59	Revision	42
Wed, 19/11/14	1/60	Revision	52
Fri, 20-22/11/14	1/60	Management Fest - Manojavam	

Schedule of Internals : (Internal Test – I- 4th to 6th Sept 2014) (Internal Test – II -20th to 22nd Nov 2014)

Each student allotted maximum 10 mts. for presentation.

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ANNEXURE-V**CALENDARS OF EVENTS MBA****THE OXFORD COLLEGE OF BUSINESS MANAGEMENT****CALENDER OF EVENTS FOR I SEMESTER MBA COMMENCING
FROM 4TH SEPTEMBER TO 31ST DECEMBER FOR THE
YEAR 2014**

SL.NO.	DATE	EVENTS
1	4th September 2014	Inauguration
2	5th to 10th Sept. 2014	Orientation Classes
	15th September	Management game
	18th September	Role Play-Managing Diversity
	19th September	Business Round Up
	25th and 26th Sept.	Talent Hunt
3	Mon,29th Sept.	Workshop on Terms and jargons in financial statements
	7th October	Workshop on Application of Statistics in Managerial decision-making
	9th October	Workshop on MBTI
4	10th October	E-Mela
	11th October	Workshop on Verbal and Nonverbal Communication
	14th October	Business Round Up
	14th October	Workshop on Big Five Model
	15th October	Workshop on NGO's by rural and NGO promoter
	25th October	Workshop on Brand, brand positioning, Brand equity
	25th October	Workshop on Demand Forecasting
5	28th to 31st October	I Internal Test
	6th November	Workshop on Values
	12th November	Business Round Up
	18th November	Visit to NGO
6	20th and 21st November	Management Fest-Manojavam
	27th November	Business Round Up
	1st December	Workshop on Conflict Management
	6th December	Workshop on Marketing Communications
	8th December	Visit to Manufacturing unit
7	9th December	Workshop on IFRS
	10th December	Workshop on Crisis Management
	10th December	Business Round Up

	10th December	Workshop on Application of Sampling techniques in Marketing Research
8	15th December	Workshop on Corporate Social Reporting
	16th December	Workshop on Johari Window
	20th December	Workshop on Grooming, Communication Etiquette and effective interview skills
	20th December	Workshop on CSR, cause related and socially responsible marketing
	26th to 31st December	II Internal Test



Estd. 1974

CALENDAR OF EVENTS M.COM

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CALENDAR OF EVENTS – M.COM I & III SEMESTER 2014-15

Sl.No	Particulars	Date
1	Reopening of III Semester	16/7/2014
2	Workshop on Financial Markets for III semester – Geogit Securities	25/7/14
3	Workshop on Employability Skills for III semester – Mr.R.L.Nandeshwar	28/7/2014
4	Workshop on Commodity markets for III semester	31/7/2014
5	Workshop on Accounting Software for III semester - Artha Vidhya	5/8/2014
6	Workshop on Financial markets for III semester – ICICI securities	22/8/2014
7	Inauguration for I M.Com	4/9/14
8	Orientation for I M.Com	5-10/9/14
9	I Internals Assessment Test for III Semester	5-8/9/14
10	Workshop on Security Analysis for III semester	12/9/14
11	Workshop on Inventory Management for III semester	14/9/14
12	Workshop on Euro Currency Market for III semester	22/9/14
13	Workshop on Financial Markets for III semester	23/9/14
14	Talent Hunt	25/9/14
15	Workshop on Public speaking for I semester	29/9/14
16	Workshop on Mobile Commerce for I semester	30/9/14
17	Workshop on Ethics and Information Tech for III semester	1/10/14
18	Workshop on Direct Taxation for III semester	6/10/14
19	Workshop on latest trends on recruitment for I semester	9/10/14
20	E-Mela	10/10/14
21	Workshop on Japanese Business etiquettes for I and III semester	11/10/14
22	I Internals Assessment Test for I Semester	13-15/10/14
23	Workshop on derivatives for I Semester	18/10/14
24	Workshop on Paradox of Thrift for I Semester	20/10/14
25	Workshop on Commodity markets for III semester	25/10/14
26	Workshop on Corporate Governance for III semester	29/10/14
27	Workshop on National differences in Accounting standards for III semester	31/10/14
28	Workshop on Contemporary costing for III semester	3/11/14

29	Workshop on Security Analysis for III semester	15/11/14
30	Workshop on Resume writing for I Semester	18/11/14
31	Workshop on Problems of growth models for I Semester	19/11/14
32	Manojavam - Management Fest	20-21/11/14
33	II Internals Assessment Test for III Semester	20-21/11/14
34	Workshop on Work place ethics for I Semester	22/11/14
35	Workshop on Mergers and acquisitions for I Semester	23/11/14
36	Workshop on International Fin investment decisions for I Semester	24/11/14
37	Workshop on SPSS, DSS for I Semester	26/11/14
38	Workshop on Balance of payment for I Semester	28/11/14
39	II Internals Assessment Test for I Semester	1-3/12/14

HOD- PG STUDIES

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CALENDER OF EVENTS 2015

DATE	Events for the Odd semester BBM/B.com
25/6/2015	Commencement of the semester for 3 rd and 5 th Semester BBM and B.Com
30/07/2015	<i>Skill Enrichment Program for 5th Semester BBM</i>
31/07/2015	<i>Skill Enrichment Program for 5th Semester B.Com</i>
13/08/2015 to 14/08/2015	Yuvatantra -2015 (Cultural and Sports)
17/08/2015	<i>Skill Enrichment Program for 3rd Semester B.Com</i>
18/08/2015	<i>Skill Enrichment Program for 3rd Semester B.B.M</i>
21/08/2015	Industrial Visit for 1 st Semester BBM
22/08/2015	Industrial Visit for 1 st Semester B.Com
26/08/2015 to 29/08/2015	1 st Internals Examination for 1 st , 3 rd & 5 th BBM & B.Com
31/08/2015	Language Day
10/09/2015	Display of 1 st Internals Exam Marks.
11/09/2015	Parents Teachers Meeting
29/09/2015	<i>Skill Enrichment Program for 1st Semester B.Com</i>
30/09/2015	<i>Skill Enrichment Program 1st Semester B.B.M</i>
19/09/2015	Awareness Campaign Day
05/10/2015 to 08/10/2015	2 nd Internals Examination
20/10/2015	Display of 2 nd Internal Marks
07/11/2015	Faculty Development Program

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ANNEXURE VI

SAMPLE REPORT ON SYMPOSIUMS

NATIONAL SYMPOSIUM ON CONVERGENCE OF ACCOUNTING AND FINANCE

9th APRIL 2014

Coordinated by

Dr.Chitra Devi , Asst. Prof. Arpana.D & Asst. Prof. Anuradha.R.



THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

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Finance is the practice of manipulating and managing money. It is concerned with the process, institutions, markets, and instruments involved in the transfer of money among and between individuals, businesses, and governments. Financial decisions are with two distinctive features: spreading over time, and with uncertainty. To implement their financial decisions, people make use of the financial statements. The success of presenting these statements lies in automation which enables cash & trade convergence. Typically cash management function, particularly domestic and foreign exchange payments, in most corporates is adequately automated through collaboration with banking partners. In international trade, however, the operations are still largely paper-based and manual, due to the stringent contractual documentation requirements. This convergence helps in real time execution of trade transactions as well as cash management transactions, enabling prompt reconciliations of payments with invoices, effective monitoring of cash flows and proactive investment and financing decisions through a global view of cash positions and working capital on a single screen. Convergence will offer corporate treasuries a holistic view of their working capital and cash availability status. It can help corporate treasurers in payment reconciliation, allowing them to pool the cash and earn income on surplus cash.

This symposium aimed to explore the narrowing gap between Accounting and Finance as two different disciplines of study. The globalised economy and increasing Multi National Companies have enhanced the role of an accountant to a Chief Financial Officer. This symposium aimed at

bringing the multi facets of the modern CFO, who overcomes the mirage of Accounting and Finance. The symposium had discussions & interactions among student community & industry experts on various areas such as Treasury and Risk management, Banking, Fraud audit, Budgeting and Money Management, IFRS and Forex management.

Inauguration session: Dr.Aparna K.Rao, Chief Guest Mr.Rammachnadra Gowda, President Indian Commerce Assocaiaion,DR.R.L.Nandeshwar.



The Symposium was inaugurated by Mr.Ramachandra Gowda , Dept of Commerce, Bangalore University and President ICA.The event started with an invocation followed by lighting of lamp. The symposium overview was given by the principal & the chief guest addressed the gathering . He appreciated the theme of the symposium and explained the need of convergence in the current scenario. Dr.R L Nandeshwar , director TOCBM addressed the gathering on the growing importance of accountants and finance experts.



The chief guest Mr.Ramachandra Gowda being accompanied by Principal Dr.Aparna .K.Rao
The chief guest spoke about the important role played by accountants and finance experts in today's corporate restructuring scenario. He also emphasized the need of in depth knowledge of various accounting and financial aspects and the need for today's students to be updated and thorough with various financial aspects. He applauded the theme chosen and wished the event and our students a grand success.



Technical session I :- .Praveer Shenoy, General Manager, Ernst & Young

International Financial Reporting Standards (IFRS) are designed as a common global language for business affairs so that company accounts are understandable and comparable across international boundaries. They are a consequence of growing international shareholding and trade and are particularly important for companies that have dealings in several countries. They are progressively replacing the

many different national accounting standards. The rules to be followed by accountants to maintain books of accounts which is comparable, understandable, reliable and relevant as per the users internal or external. IFRS, with the exception of IAS 29 Financial Reporting in Hyperinflationary Economies and IFRIC 7 Applying the Restatement Approach under IAS 29, are authorized in terms of the historical cost paradigm. IAS 29 and IFRIC 7 are authorized in terms of the constant purchasing power paradigm.

Mr.Praveer Shenoy gave an introduction into IFRS & IASB & their importance in the current financial reporting scenario



**Technical session II :- C A Ramachandran T S Fellow Member Chartered Accountant of India,
Professor and Head in Finance CUIM**

Technical session II was on Treasury management in banks . Treasury is a department in banks which is responsible for investment functions. It provides transaction, investment and information services to the chief financial officer (CFO) or treasurers. The key functions of treasury in a bank include; account receivables services (helping the client with products by receiving/collecting money for business), accounts payable services (helping the client with products and solutions by making payments on their behalf) and liquidity management services (helping the CFO of a company to manage short term assets and liabilities).

The session was presided by C A. Ramachandran T S Fellow Member Chartered Accountant of India, Professor and Head in Finance, the Department of Management, Christ University Institute of Management, Bangalore. He spoke about Treasury management in Banks, he explained the basics of Treasury management gave brief details about the functions of treasury.

It was followed by Panel discussion moderated by Mr.Kiran bindu, Kyron Global Accelerators, Bangalore. The other panelists included Ms. Sumitra Iyengar, Member FKCCI, Entrepreneur Lifestyle Services Pvt Ltd, Bangalore, Mr. A. K. Mandal, General Manager, F & A , Subsidiary of Govt of India and RBI, Bangalore, CA Tejus, and CA Ravi KanthMiryala The discussion began with convergence of accounting and finance in risk management, fraud audit & necessity of preparing cash flow in the company and ended with adherence on the same.



Panel discussion : Mr. Kiran Bindu, Kyron Global Accelerators, Bangalore Ms.Sumitra Iyengar, Member FKCCI, Entrepreneur Lifestyle Services Pvt Ltd, Bangalore. Mr. A. K. Mandal, General Manager, F & A , Subsidiary of Govt of India and RBI, Bangalore ,CA Tejus, and CA Ravi KanthMiryala, Bangalore.



Students attending the symposium

Feedback

The symposium was well received by all the participants who expressed their appreciation about the organizing committee and the institutional infrastructure which is well equipped to match world class standards. The participants were overwhelmed with the high profile of the guests & the simplicity with which they shared their knowledge about convergence of accounting & Finance.



Symposium coordinators with Panel members and other faculties of The oxford College of Business Management

ANNEXURE VII

SAMPLE REPORT ON FACULTY DEVELOPMENT PROGRAMME

**FACULTY DEVELOPMENT PROGRAMME ON
RESEARCH METHODOLOGY & MANAGEMENT
RESEARCH TECHNIQUES
CONDUCTED ON
25-04-2014**



THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
HSR LAYOUT, SECTOR 4, BANGALORE - 560102

INTRODUCTION

A Faculty development programme on “Research Methodology and Management Research Techniques” was organized by the P.G department of the The Oxford College of Business Management on 25th April 2014. The programme was designed for faculty of different Management Institutes and research scholars. The major focus of the program was career development of faculty and on upgrading research knowledge and skills of participants.



The First session of the programme on Research Fundamentals, Problem formulation and hypothesis testing was conducted by Dr. Viswanath N.S. Dr. Viswanath N.S. is the Director of Bhavans' Management Research Centre (BMRC) & Director & Principal, M.P. Birla Institute of Management, Associate Bharatiya Vidya Bhavan, Bangalore.

He has had an assignment as Assistant General Manager at KSAM Board. It was during this period spanning over two decades he was mercurially involved in the preparation of several research project reports for the World Bank, Commercial Banks and related institutions. He was largely responsible for the evolution of Market Intelligence System (MIS) in collaboration with National Informatics Centre (NIC). He has over seventy papers to his credit in refereed journals.



He has been enlisted as an expert at International Trade Centre (ITC), Geneva and in Asia's Who's Who: Men and Women of Achievements. He has won the Best Paper Award for the paper in Marketing in and International Conference at Las Vegas, USA. His areas of interest are literature, life, society and culture. He is married and has a son.

He has a Ph.D in Economics preceded by Masters' degrees in Statistics, Economics and Agri Business (Agricultural Marketing Management). In addition, he is specialized in training and Development and Managerial Skills.



The Second Session on “Data Analysis: Cluster Analysis and Market Segmentation” was conducted by Dr.Nagadevara.V, Professor, IIM Bangalore. Dr. Vishnuprasad Nagadevara is a faculty member in the Quantitative Methods & Information Systems area at IIMB. He joined IIMB in 1976. He is a graduate from Agriculture College, Bapatla. He did his Post Graduation at GB Pant University of Agriculture and Technology and obtained his Doctorate from Iowa State University, USA, in Economics and Operations Research. He also worked at Iowa State University. His current interests are Data Mining techniques and application of Operations Research Techniques, Project Management, Project Evaluation and Information Technology Applications.

Dr. Nagadevara has carried out many research and consultancy projects for various organizations such as UNDP, NABARD, Government of India, Central Silk Board, Government of Karnataka, Karnataka Housing Board, NCDC, WIPRO, PSC, POWERGRID, ETA (UAE), Wise Scope Technologies (UAE) etc.



Dr. Nagadevara has published a number of articles in India and abroad on Data Mining, Application of Statistical Methods and Operations Research Techniques. He also participated and presented papers in national and international conferences. He was a Volume Editor for the book “Operations Research Methods for Agricultural Decisions”, published by Iowa State University Press.

The programme was very successful and well attended by external faculty across colleges in Bangalore and internal faculty members.

ANNEXURE VIII

EXTENSION ACTIVITIES

NATIONAL SERVICE SCHEME



THE OXFORD COLLEGEs OF SCIENCE BUS.MANAGEMENT AND ARTS
HSR LAYOUT, BENGALURU-102

NSS BRIEF REPORT FOR THE Academic YEAR 2014-15

The Oxford Colleges of Science, Business Management and Arts is a premier Institute under the Bangalore University offering UG and PG courses. Our Institute has NSS Unit. As part of NSS we service the society in a appropriate, functional and meaningful manner.

Our NSS Unit has undertaken programmes under regular and special camping activities as per guidelines issued by BUB from time to time. In this regard our NSS Unit has conducted different type of activities according to local needs.

The following are the activities conducted during the academic year 2014-15.

- ❖ The NSS wing of the The Oxford College of Science in collaboration with Business Management and Arts organized a Vanamahotsava week from 01-07-2014 to 08-07-2014.



- ❖ On 12th July 2014, we constituted college level advisory committee for our NSS Unit, and prepared the annual plan for regular & special camp activities.
- ❖ On 16th July 2014, arranged an Inaugural function. The programme was Inaugurated by Mr. Prakash, Karnataka State Natural Disaster Monitoring Centre, Bengaluru.



- ❖ On 6th August 2014, we observed Anti Atomic day. The Oxford College of Science had organized a debate competition for NSS Volunteers.
- ❖ Orientation Programme was conducted on 16th August 2014. Mr. N.Marismwamy, NSS Programme Officer made a presentation to NSS Volunteers. He explained to them concepts of social service & motivated the students to join NSS.
- ❖ On 17th September 2014, arranged Literary Programme at Harohalli, Anekal Tq, Bengaluru.



- ❖ NSS Unit had organized World Mental Health day on 09th October 2014.



- ❖ NSS Unit had organized Swachhata Andolana at Cintala Madival Village, Anakal Tq, Bengaluru Rural District, On 17th October 2014.



SHRAMADAANA ACTIVITIES

Our NSS Unit has undertaken Shramadaana activities around HSR Layout, Bengaluru to revive the Agara lake, Muneshwar Temple premises, Ring Road Junction, BDA Park, and around College Premises. 45 to 50 volunteers swung into action and cleaned the above premises of plastic and garbage.



Agara Lake premises



Ring Road Junction



Muneshwar Temple Premises



College Campus



BDA Park Premises at 15th Cross, HSR 4TH Sector, Bengaluru.

CELEBRATION OF DIFFERENT AUSPICIOUS DAY

The Oxford Colleges of Science, Business Management and Arts along with NSS Volunteers celebrated different occasions i.e. On 15th August 2014 Independence day, On 5th September 2014 Teachers day, On 2nd October 2014. The events added colorful and meaningful. The Students actively participated in the programme.

THE SPECIAL CAMPING PROGRAMME

The Oxford colleges of Science organized College level NSS Special residential camp for 7 days at RISHI VIGNANA VIKASA KENDRA, OPP.National Park, Kaiwara, Chintamani Tq, Chikkaballapur Dist. On 24th of February 2014 till 2nd March 2014. The camp was organized for keeping environment neat and clean, Popularization of SAVE GRAIN, encouraging development of rural sports and cultural event. 46 Volunteers accompanied by 2 faculty were part of the programme. The volunteers thoroughly enjoyed the camp life. Learnt the virtues of good citizenship and service to the community. The volunteers enjoyed community service and learnt a lot of skills through constant efforts.



ANNEXURE IX

REPORT ON WORKSHOPS AND SKILL ENRICHMENT PROGRAMS

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

DEPT. OF M.B.A

BRAIN WIZ

International Business Quiz

14/11/14

Venue: Seminar Hall

Quiz organizers: III sem M.com

Quiz master: Babitha and Divyabharathi

Faculty coordinator: Lakshmypriya K.

Brain wiz – International Business quiz was organized by 3rd sem M.Com students on 13th and 14th Nov.2014 for the PG students of MBA and M.com.

The preliminary round was conducted on 13 /11/14 to shortlist participants for the final round. The final round had four teams two from MBA and two from M.com departments respectively

The finalists were Team 1: Mansoor Ali Yattoo, Adonalex, Thangjam Ranjan singh(M.com)

Team 2 : Chaitra P, Gayathri R., Kasturi M.(M.com)

Team 3: Kumar S.,Abhinav Akil, Sherin Rasheed.(M.B.A.)

Team 4: Adarsh H.N., Akash hiremath, Mohammad Farir (M.B.A.)



There were 8 rounds consisting of business and rounds on institutional mechanisms facilitating international business. The round ‘Connecting the dots’ was a very innovative initiative by the quiz masters. The 7th round was the elimination round.

The final round was rapid fire and Team 3 and Team 1 made it to the final round.

Kumar S., Abhinav Akil, Sherin Rasheed. (M.B.A.) won the Brain Wiz title.



The winners were presented with **Take me Home** – (real life stories of entrepreneurs who made it big coming from small towns) by Rashmi Bhansal. Dr.Bina Pandey, Vice Principal, Ms.Kalavathy K.S., Associate Professor, Dept. of MBA, distributed the prizes.



The runners up were felicitated with certificates.

**WORKSHOP ON THE NEED FOR INVESTING IN FINANCIAL MARKET AND
FUNCTIONING OF STOCK MARKET WITH LIVE DEMO**

CHILDREN'S EDUCATION SOCIETY (Regd.)
THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
(Recognised by the Govt. of Karnataka, permanently affiliated to Bangalore University and
approved by A.I.C.T.E. New Delhi)
Accredited by NAAC with 'A' Grade & certified by IAO
No.32, 19th 'B' Main, 4th sector, H.S.R. Layout, Bangalore-560102
M COM AND MBA PROGRAMME



FACULTY CO ORDINATOR:

Dr. Chitradevi S

workshop conducted

By

Mr. CHANDRASHEKAR

CEO AND PORTFOLIO MANAGER OF BILVA IMM



The oxford college of Business Management, Department of MCOM and MBA- HSR campus hosted a one day workshop on **The Need for Investing in financial market and functioning of stock market with Live Demo** for the students.

The resource person for the workshop was **MR. CHANDRASHEKAR, CEO and portfolio manager of BILVA IMM**, Professor **Dr. Chitradevi** was the faculty coordinator for the workshop.

Introductory session:

The workshop started with the welcome address by Miss. Babita Chahar. She briefly introduced the resource person for the day and the theme of the workshop, the mission and the vision.

The resource person gave a brief explanation on stock market and working of stock market and the importance of investing in stock market.

He explained the Topic in detail and also explained how we can overcome our future financial problems by investing wisely today.



Content of the session:

The concepts of workshop were how to invest in stock market, importance of investing in stock market and the need for regularly investing stock market. The resource person explained briefly on Blue chip Companies and the name of blue chip companies. He explained about the two major Indian stock Exchanges NSE and BSE, the students are motivated to invest in stock market and discussed about stock market and different products available to invest in stock market.

The resource person has given detailed information regarding derivatives, and explained about Dematerialisation and procedures for obtaining an DEMAT account and how to use an DEMAT account, and he Explained about the Small CAP, mid CAP and large CAP companies and the role of brokers in the stock market and their services towards the investors. He explained how to invest in stock market and the procedures for obtaining a trading account and the working timings of the stock markets and payment procedure towards the trading.

Live Trading session:-

The Live trading session was the Main part of the whole workshop where the resource person gave a demo regarding live trading of stock to the students. Using his personal account he gave a demo about live trading.



He purchased share of large CAP company and sold the share of a Mid –Cap companies. He showed the comparison of different company's closing prices of previous day and opening prices of the day. Discussion includes selling method, purchase method and the payment system.

Concluding session:

The session set a hallmark, when the students were enlightened with the topic and enriched their Interest in investing in stock market. The final vote of thanks was given by Arpitha. She thanked the resource person for spending his crucial and valuable time and imparting the best of the knowledge to the students.

She also thanked the faculty coordinator for arranging a wonderful and meaningful workshop and thanked the students for their co-operation and good participation during the workshop.

ANNEXURE X

INDUSTRIAL VISIT AND FIELD VISIT

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

DEPT. OF PG Studies

Field study

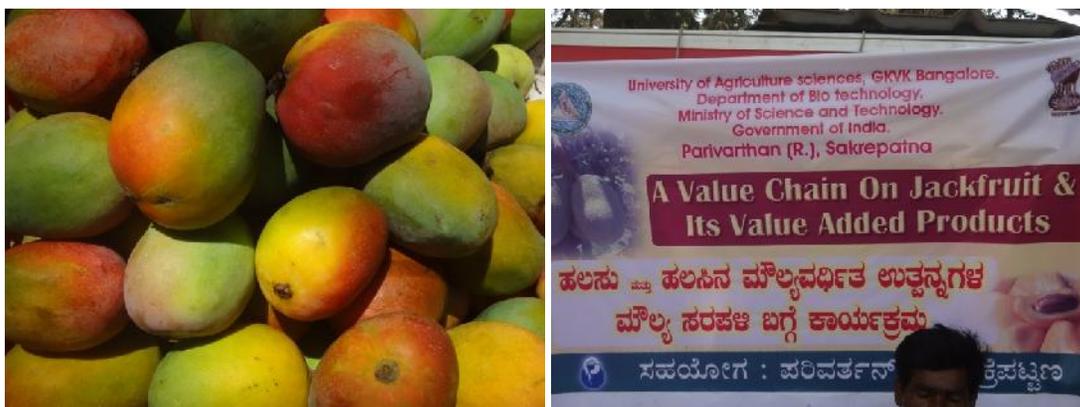
Farmer to consumer model of rural marketing

(MBA) 30/5/14

Faculty coordinator: Lakshmypriya K.& Kalavathy K.S.

Student Coordinators: Tilak, Vishnu, Priti Nair & Sujana Philip (IV sem MBA)

The field study was organized with the objective of giving students a real time experience of how agricultural products are marketed using Farmer to Consumer model, which is an initiative to eliminate middle men. The initiatives of horticulture dept. and APMC have won laurels in facilitating this process of producer to consumer model.



The Mango and Jackfruit mela organized by the Horticulture department at Lalgachya was the venue chosen for the study taking into concern the proximity and ease of access to farmer community, hailing from different parts of Karnataka as well as the availability of Horticulture officials at one point.

Four students were chosen for the study which involved interviews with farmer vendors on various areas like places they cultivate, pricing model at the mela, method of entry for mela, support activities and benefits from horticulture department for the same, and farmer benefits of being part of the mela.



Students also interviewed Dr.Jayaprakash, Additional director, Horticulture dept., and his team who were very enthusiastic in sharing information with the students' .Dr.Shyamala invited the students to visit the agricultural dept of their college as well.



This was followed by a classroom presentation by the students about the whole system. The video of the whole event was also showcased in the class which received a huge round of applause and appreciation from all.

The whole experience was highly appreciated by the students.

REPORT ON INDUSTRIAL VISIT MBA III SEM

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
(Affiliated to Bangalore University and Recognized by Govt. of Karnataka)
(Accredited with "A" Grade by NAAC)
No. 32, 19th Main, 17th 'B' Cross, 4th Sector, HSR Layout, Bangalore - 560 102.



Date: - 10th - 16th December, 2014

**Faculty Coordinators: Mrs. Roshny Unnikrishnan Mr. Girish Babu M,
Mrs. R. Anuradha, Mr. Shivashankar Achar, Miss. Kavitha**

A seven day Industrial trip to Pune, Mahabaleshwar and Goa was organized for the III semester MBA students from 10th December to 16th December, 2014. Seventy one students of final year MBA went for the industrial trip. Dr Minoo Mehta apangodhar auddyogik Sahakari Utpadak sanstha in Yewlewadi, Pune was an example of blending of philanthropy and business acumen, as it employs people affected by leprosy. This concern is a subcontracting firm which manufactures spares parts and engine for Tata Motors and Force. It manufactures engine covers for various trucks of Tata and Force. It also manufactures silencers for heavy duty trucks. The company's products are also exported to countries like Germany, Japan and France. The machines are set up according to the customer requirement and production takes place for various companies. Employees, being cured Leprosy patients, were given proper emoluments and social security. The manager addressed the students regarding various employee friendly practices of the





organization.

Students at Dr Minoo Mehta apangodhar auddyogik Sahakari Udpadak sanstha, Yelwadi, Pune
The second visit was to Kathraj Milk Diary located at Kathraj, Pune, Maharashtra. The diary is a cooperative society which collects milk from all the local cattle owners and processes them and produces various milk products. Its product profile includes pasteurized milk, curd, sreekand, lassi, ice creams, khova, paneer and flavoured milks. It caters to the entire Pune regions milk demand. This more than 50 year old diary company has state of art machineries and highly hygienic conditions in which milk processing happens. Their “No hands” program ensures maximum hygiene. This eco friendly company also ensures optimum use of its water requirements and proper effluent discharge.



The third visit was to Mapro Industries at Mahabaleshwar. This industry located on hill top of environmental protected zone is worth its name, as it is highly pollution free and sources all its requirements from local farmers. Their products include fruit crushes, syrups, jams, sauce made out of strawberries, tomato, green apple, custard apple, barley, blue berries, lemon, apple, mango and guava. Its chocolate factory also produces various kinds of chocolate sauce, syrups and candies with almonds and cashews. In addition to their wide product range, they also supply their farmers with quality seeds, chemicals, fertilizers and weather related updates. This ensures proper supply chain management and continuous stable relation with suppliers. Mapro strawberry sauces and crushes were the main attraction.



The fourth scheduled visit was to United Breweries Ltd in Goa. This Kingfisher giant had many brewing plants in their Goa layout. The factory guide took the students on a tour of the industry which included Beer fermentation, processing and packing. The entire process from barley heating to fermentation and condensing was explained. The tour also included other products such as white and red wine manufacturing and packing. The visits also included with site seeing and local market visit for understanding the functioning of various retail outlets across India. The students asked many questions regarding manufacturing process, supply chain, effect of gaps in supply chain, effect of strikes and losses in purchases. Many questions relating to waste management, effluent treatment, and environmental issues were also asked. The safety of employees, implementation of Industrial and factory laws, financial benefits to employees were also asked. The entire Industrial Visit gave students the opportunity to not only visit manufacturing sites but also having a practical insight into actual functioning of the corporate world.

ANNEXURE XI

REPORT ON SPORTS AND GAMES

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT
19th Main, 17th Cross, Sector-4, H S R Layout, Bangalore-560102
Karnataka State
(Affiliated To Bangalore University)
DEPARTMENT OF PHYSICAL EDUCATION REPORT -2014-15



By

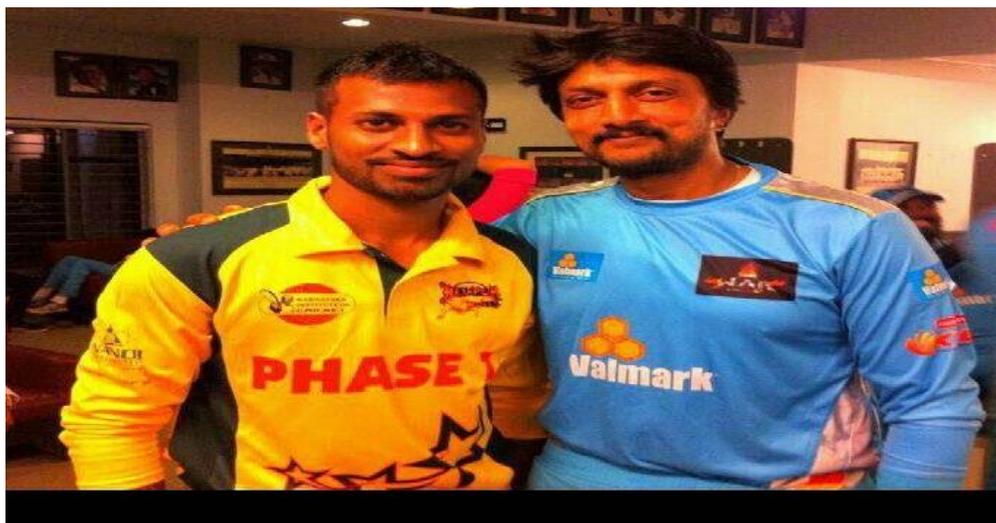
Department of Physical Education

The Oxford College of Business Management

Achievements

LIST OF SPORTS ACHIEVEMENTS IN – 2014

MURULI KRISHMNA



STUDYING IN FINAL YEAR MBA OF THE OXFORD COLLEGE OF BUSINESS MANAGEMENT has REPRESENTED “**BIJAPUR BULLS**” CRICKET TEAM UNDER **KPL [Karnataka Premier League]** AND OTHER ZONE LEVELS CRICKET LEAGUES.

KPL CRICKET TEAM BIJAPUR BULLS

No.	Name	Birth date	Batting Style	Bowling Style
1	Abhimanyu Mithun	25 October 1989 (age 25)	Right-handed	Right Arm Medium
2	Deepak Chougule (Captain)	1 April 1984 (age 31)	Right-handed	Right-arm off break
3	Samarth	22 January 1993 (age 22)	Right-handed	Right-arm off break
4	K P Appanna	20 December 1988 (age 26)	Right-handed	Slow Left-arm orthodox
5	K C Avinash	23 June 1987 (age 28)	Right-handed	Right-arm Medium pace
6	Prateek jain	10 October 1994 (age 20)	Left-handed	Left-arm Medium pace
7	Suraj Sampath	20 October 1989 (age 25)	Right-handed	Right-arm Medium pace
8	Abhishek Bhat	19 November 1989 (age 25)	Right-handed	Right-arm Medium pace
9	Naveen M G	24 May 1994 (age 21)	Right-handed	Right-arm Medium pace
10	Muruli krishna	9 March 1992 (Age 22)	Right-handed	Right-arm off break
11	Kunal Kapoor	18 September 1987 (age 27)	Right-handed	Right-arm Medium pace
12	Dikshanshu Negi	10 October 1994 (age 20)	Left-handed	Left-arm Medium pace
13	K L Srijith	20 December 1988 (age 26)	Left-handed	Left-arm Medium pace
14	Raghavendra C	22 January 1993 (age 22)	Left-handed	Left-arm Medium pace
15	Aditya Somanna	14 April 1996 (age 19)	Right-handed	Right-arm Medium pace
16	Cariappa Nishan	1 September 1991 (age 23)	Left-handed	Left-arm Medium pace
17	Nishant Singh	20 December 1988 (age 26)	Left-handed	Reserve Wicket Keeper
18	Jeeva Prakash G.R	2 September 1991 (age 23)	Right-handed	Wicket Keeper

First Season

Bijapur bulls qualified for the semi-finals with third position in the table and lost to Bangalore Brigadiers (Urban).

Second Season

Bijapur bulls failed to qualify from the league stage of the second edition.

All India Inter-University, Inter University and State Level

MR. RAVI KUMAR. V

STUDYING IN 2ND YEAR M.COM OF THE OXFORD COLLEGE OF BUSINESS MANAGEMENT has **SELECTED** for SHOOTING to REPRESENTED BANGALORE UNIVERSITY, IN THE All India Inter-University SHOOTING Competition Organized By University of Punjab University Chandigarh on 11th to 15th February -2014



MR. SACHIN K M



STUDYING IN 3rd YEAR B.COM of THE OXFORD COLLEGE OF BUSINESS MANAGEMENT has **SELECTED** for **CRICKET** to REPRESENTED BANGALORE UNIVERSITY, in the Inter-University cricket Competition Organized By Osmania, University Hyderabad -2014-15

MR. HARI BABU.M



STUDYING IN 2ND YEAR M.COM OF THE OXFORD COLLEGE OF BUSINESS MANAGEMENT has **SELECTED** for **POWR LIFTING** to REPRESENTED BANGALORE UNIVERSITY, IN THE All India Inter-University **POWR LIFTING** Competition Organized By Coimbatore (TN) on 4th to 7th march -2014

**BANGALORE INTER- UNIVERSITY &ALL INDIA INTER- UNIVERSITY
SELECTION & PARTICIPATION-2014-15**

- **MR.SACHIN.K.M** student of 3rd year B.com got **Selected CRICKET** (Inter-university) Organized by, Bangalore University, Bangalore On 10TH to 14th of September 2013.held at Osmania University Hyderabad

BANGALORE UNIVERSITY INTER-COLLEGIATE

PARTICIPATION-2014-15

- 1 BASKET BALL (M)- at S.F.S College Bangalore on 8th and 9th of September 2014
- 2 SHOOTING –at SAI Centre on 30th of August 2014.
- 3 CHESS- at CRM Institute of Management Studies, Bangalore on 25th to 27th of September 2014
- 4 Foot Ball- at DPE Ground, Bangalore on 26th to 27th of August 2014.
- 5 Athletics- at Shree Kanteerava Stadium on 9th, to 11th of September 2014
- 6 Weight Lifting- at Sheshadripuram College Bangalore On 15th Of October 2014
- 7 Power Lifting- at- Sheshadripuram College Bangalore on 17th of October 2014
- 8 Wrestling-at Jhnnabarathi camps Bangalore university Bangalore on 29th September 2014
- 9 Boxing- at Shree Kanteerava Stadium on 13th of September 2014
- 10 Taekwondo- at Shree Kanteerava Stadium on 1st of October 2014

BANGALORE INTER- UNIVERSITY SELECTION TRAILS PARTICIPATION-2014-15

- 1 **Volley ball (W)**- Inter-University selection - at DPE Ground, Bangalore on 12th of September 2014
- 2 **Shooting (M)** - Inter-University selection –at SAI Centre on 30th of August 2014
- 3 **Cricket (M)** - Inter-University selection -at D P E ground, Bangalore on 1st to 4th of September 2014
- 11 **Power Lifting**- Inter-University selection -at Sheshadripuram College Bangalore on 17th of October 2014
- 4 **Basketball (W)**- inter-university selection-at DPE Ground Bangalore on 26th &27th August 2014
- 5 **Boxing (M)**- Inter-University selection- at Shree Kanteerava Stadium on 13th of September 2014
- 6 **Kho-Kho (M)**- Inter-University selection -at DPE Ground, Bangalore on 25th &26th of September 2014
- 7 **Kabaddi (M)**- Inter-University selection -at DPE Ground, Bangalore on 6th &7th of October 2014