SELF ASSESSMENT REPORT (SAR)

For

Master of Business Administration
(Hospital and Health Systems Management)

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

Sri Ramachandra Faculty of Management Sciences
Sri Ramachandra Institute of Higher Education and Research
(Deemed to be University)

Submitted to

NBA
NATIONAL BOARD
of ACCREDITATION

OCTOBER 2024

SAR CONTENTS

Part – A

Institutional Information

1. **Name and Address of the Institution:**

   SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES,

   SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION &

   RESEARCH (Deemed to be University)

   NO.1, RAMACHANDRA NAGAR,

   PORUR, CHENNAI – 600 116

   TAMIL NADU

2. **Name and Address of the Affiliating University, if applicable: Not Applicable**

3. **Year of establishment of the Institution: 2001**

4. **Type of the Institution**

   Institute of National Importance ☐

   University ☐

   Deemed University ☑

   Autonomous ☐

   AICTE Approved PGDM Institution ☐

   Any others (please specify) ☐

5. **Ownership Status**

Central Government	
State Government	
Trust	✓
Society	
Government Aided	
Section 25 Company	
Self-Financing	✓
Any others, Please Specify	

6. **Vision of the Institution:**

Sri Ramachandra Institute of Higher Education and Research (Deemed to be University)

To offer diverse educational programs that facilitate the development of competent professionals and valuable citizens, who demonstrate excellence in the respective disciplines, while being locally and globally responsive in the areas of education, healthcare delivery, and research

Sri Ramachandra Faculty of Management Sciences

To make the Sri Ramachandra Faculty of Management Sciences a potential global centre of excellence in education, healthcare, and research.

7. **Mission of the Institution:**

Sri Ramachandra Institute of Higher Education and Research (Deemed to be University)

Sri Ramachandra Institute of Higher Education and Research (DU) will actively promote and preserve the higher values and ethics in education, healthcare and research, will pursue excellence in all these areas while consciously meeting the expectations of the people it serves without prejudice and in all fairness stay socially meaningful in its propagation of the various arts and sciences to enrich humanity at large.

Sri Ramachandra Faculty of Management Sciences

- To educate and develop individuals to be **professionally ethical and socially responsible.**
- To provide a culture of care and empathy committed to **Innovation** and adoption of new and   cost-effective technology.
- To undertake **quality research, consultancy** and training programs.
- To **collaborate with stakeholders** for support and participation in its program in education, service, outreach and research.
- To strive for the **promotion of health and wholeness in individuals** and the community at large with special concern for the differently-abled and underprivileged.

8. Details of all the programs offered by the Institution

S. No	Name of the program to be considered	Year of start	Initial Intake	Increase in intake, if any (mention the number of seats)	Year of increase	AICTE Approval	Accreditation Status*
1	M.B.A Hospital and Health Systems Management	2001	30	60	2019	F. No. Southern/1-4260191965/2019/EOA-dated.29th April 2019 **Permanent Id:** 1-422478412 **Application Id:** 1-4260191965	Not Accredited Date of Visit and Year: 19-21August 2011

9. Programs to be considered for Accreditation vide this application

S.No.	Program Name	Current Year Sanctioned Intake	Current Year admitted No. 2023-24
1.	MBA (Hospital and Health Systems Management)	60	60

10. Contact Information of the Head of the Institution and NBA coordinator, if designated:

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  DESIGNATION: Professor & Principal
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- **NBA COORDINATORS, IF DESIGNATED:**
  NAME: Dr. S.SRINIVASAN
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- **NAME: Dr.RAJALAKSHMI VEL**

  DESIGNATION: Assistant Professor

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Part – B

Criteria Summary

Name of the Program: <u>MBA (Hospital and Health Systems Management)</u>

Criteria No.	Criteria	Mark/Weightage
1	Vision, Mission & Program Educational Objectives	50
2	Governance, Leadership & Financial Resources	100
3	Program Outcomes & Course Outcomes	100
4	Curriculum & Learning Process	125
5	Student Quality and Performance	100
6	Faculty Attributes and Contributions	250
7	Industry & International Connect	100
8	Infrastructure	75
9	Alumni Performance and Connect	50
10	Continuous Improvement	50
	Total	**1000**

CRITERION 1	Vision, Mission & Program Educational Objectives	50

1.1 Vision and Mission Statements (5)

Sri Ramachandra Institute of Higher Education and Research (hereafter referred to as SRIHER) was established in 1985 as a part of Sri Ramachandra Education and Health Trust under the leadership of Shri. N.P.V Ramasamy Udayar. Since its inception, the institution grew to the status of "Deemed to be University" in September 1994 under Section 3 of the University Grants Commission Act, 1956. It has 14 Faculties (Faculty of Medicine, Dentistry, Pharmacy, Physiotherapy, Nursing, Allied Health Sciences, Management Sciences, Public Health, Biomedical Sciences, Technology and Research, Clinical Research, Sports and Exercise Sciences, Engineering and Technology, Occupational Therapy, Audiology, and Speech-Language Pathology). Sri Ramachandra Medical Centre (SRMC) has 824 beds and Sri Ramachandra Hospital (SRH) has 1692 beds and the state-of-the-art infrastructure acts as the fulcrum of teaching, learning, and research resources with 88 departments. The teaching programs increased from 108 in 2013 to 169 in 2024. All these UG /PG/ Super Specialty and Ph.D programs are fully approved by the respective Regulatory/ Statutory bodies namely the National Medical Commission (NMC), Dental Council of India, All India Council for Technical Education (AICTE), Pharmacy Council of India, Indian Nursing Council, Rehabilitation Council of India and University Grants Commission. The Students' strength increased from 5168 in 2013-14 to 8973 in 2023-24. The permanent faculty strength increased from 747 in 2020 to 974 in 2024 occupying 100% of the sanctioned faculty positions. With the aim of multi-disciplinary education, the institute introduced a four-year B.Com (Hons) and three-year B.Com per the National Education Policy from 2023-24. To her credit, SRIHER was rated A++ by the National Assessment and Accreditation Council (NAAC) in January 2021. SRIHER's achievement and destiny have been guided by its vision and mission which are as follows:

Vision:

"To offer diverse educational programs that facilitate the development of competent professionals and valuable citizens, who demonstrate excellence in the respective disciplines, while being locally and globally responsive in the areas of education, healthcare delivery, and research"

Mission:

"Sri Ramachandra Institute of Higher Education and Research (Deemed to be University) will actively promote and preserve the higher values and ethics in education, health care, and research and will pursue excellence in all these areas while consciously meeting the expectations of the people it serves without prejudice and in all fairness stay socially meaningful in its propagation of the various arts and sciences to enrich humanity at large"

The mission of SRIHER is directed to achieve the vision. The institution has defined graduate attributes with a focus on knowledge, skills, professional behaviors, and values in relation to producing valuable citizens. MoUs have been signed with many Universities and Industries in India and abroad to impart education based on knowledge, skills, and attitude domains.

The 'Vision' and 'Mission' statements have been approved by the Board of Management (BOM) of the Deemed to be University in 1995. "Vision-2020" and subsequently "Vision-2035 of SRIHER", after BOM approval are being implemented as per the Strategic plan developed after stakeholders' consultation.

Sri Ramachandra Faculty of Management Sciences

SRIHER appreciated the need for capable healthcare administrators who could relieve the administrative burden of the doctors and help enhance the service potentials of the hospital and came up with the idea of establishing Sri Ramachandra College of Management in 2000 which introduced a Two-year MBA program in Hospital and Health Systems Management in the year 2001. Since 2015, the MBA program has been included under the Choice Based Credit System (CBCS) with a wide range of electives to suit industry requirements. The MBA program has been approved by the All India Council for Technical Education (AICTE), New Delhi since its inception. The college was renamed Sri Ramachandra Faculty of Management Sciences (hereafter referred to as SRFMS) in 2020. The Summer Internship and Placement record of SRFMS has been consistently high, right from its inception. SRFMS has

established partnerships with outstanding academic institutions and healthcare organizations like XLRI, ICAI, Qur Health, Mellon Ai, Zoho Corporation Pvt Ltd and many hospitals to learn and acquire knowledge and practices for the benefit of students.

Vision:

 "To make the Sri Ramachandra Faculty of Management Sciences a potential global centre of excellence in education, healthcare and research"

Our vision drives our activities. SRFMS's vision is in line with the SRIHER's vision of demonstrating excellence in the relevant disciplines. The vision of SRFMS is embedded in the entire process, from admission to placement and placement to the career and life of the students. It is also visible in student-faculty interaction, experiences, administration, and outreach activities of the institute. The vision is also reflected in the curriculum, with every course addressing and benchmarking excellence. Faculty colloquiums and debates address the ways to achieve excellence in healthcare education and research to create greater sensitivity among all stakeholders at SRFMS.

Mission:

The Mission of SRFMS are:

- M1 - To educate and develop individuals to be professionally ethical and socially responsible.
- M2 - To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.
- M3 - To undertake quality research, consultancy, and training programs.
- M4 - To collaborate with stakeholders for support and participation in its education, service, outreach, and research program.
- M5 - To strive to promote health and wholeness in individuals and the community at large with special concern for the differently-abled and underprivileged.

To reach the professional and global Centre of excellence in education, healthcare, and research, the students are trained to be socially committed to providing healthcare services to patients. The students and faculty members undertake quality research in collaboration with multiple stakeholders. SRFMS aims to promote health and wholeness in individuals through various extension/outreach activities which help in reaching the vision.

Mapping of the vision and the mission of SRIHER and SRFMS

The vision of SRFMS, which is achieved through five important mission statements, and its justification, is listed in Table 1.1.1

Table 1.1.1 Mapping of the vision, and mission of SRFMS

Vision of SRFMS	Mission of SRFMS	Justification - SRIHER and SRFMS Mission to achieve the Vision
To make the Sri Ramachandra Faculty of Management Sciences a potential global centre of excellence in education, healthcare, and research.	M1 Professionally ethical and socially responsible	● The curriculum of SRFMS is benchmarked with International standards. The outreach/extension activity trains the students to be socially responsible. The qualities required for professionalism are imbibed with the students during their course of study. SRIHER has been accredited with A++ by NAAC in January 2021 and the preparation of SRFMS for NBA Accreditation ensures quality of standards in imparting education. SRIHER is ranked 55th in the NIRF 2024 which vouches for quality education

Vision of SRFMS	Mission of SRFMS	Justification - SRIHER and SRFMS Mission to achieve the Vision
	M2 Culture of care and empathy committed to innovation and adoption of new and cost-effective technology.	• MBBS, BDS, and Allied Health Sciences graduates enroll for the MBA program of SRFMS where administrative skills, and knowledge are imparted along with professional ethics and social responsibility. These graduates of SRFMS will possess clinical and administrative expertise in achieving healthcare excellence with care and empathy. • The Outreach activities are also conducted at regular intervals to develop social responsibility. • The practical exposure of SRFMS students through summer internships and dissertations provides a platform to identify various issues in healthcare organizations and develop innovative and cost-effective models to solve business issues.

Vision of SRFMS	Mission of SRFMS	Justification - SRIHER and SRFMS Mission to achieve the Vision
	M3 Undertake quality research, consultancy, and training programs	• In SRFMS, teaching initiatives include case study methods, role play, narratives, the business implication of movie reviews and blended learning are used as Andragogy. The students of SRFMS are motivated to publish research articles with the faculty members, and participate and present research papers at various seminars/conferences, the experts from industries are invited to deliver lectures, conduct workshops, and provide training to the students which vouches to achieve excellence in education. • The Faculty Research Promotion Committee (FRPC) of SRFMS conducts faculty seminars, and workshops to develop and share research inputs of faculty members.

Vision of SRFMS	Mission of SRFMS	Justification - SRIHER and SRFMS Mission to achieve the Vision
	M4 Collaborate with the stakeholders for support and participation in its education, service, outreach, and research program.	- The placement cell of SRIHER and SRFMS coordinates with different stakeholders and collects feedback on industry expectations. - Industry experts and distinguished alumni members are involved in regular activities of SRFMS which helps to prepare the students in delivering excellence in healthcare. - SRIHER and SRFMS collaborate with various stakeholders to promote quality research. - SRFMS also receives internal funding from SRIHER for the research projects. - To bridge the gap between theory and practice in imparting quality education, SRIHER and SRFMS have signed MoUs with various organizations to provide training, outreach services and research activities.

Vision of SRFMS	Mission of SRFMS	Justification - SRIHER and SRFMS Mission to achieve the Vision
	M5 To promote health and wholeness in individuals and the community at large with special concern for the differently-abled and underprivileged.	● SRFMS prepares the students for a dynamic healthcare setup. ● SRIHER and SRFMS conduct medical camps, and awareness programmes on hygiene and sanitation practices for the welfare of the community. ● Yoga, Fit India initiatives, physical activities, and outreach activities of SRFMS promote health and wholeness of individuals that help reach excellence in healthcare.

1.2 PEOs statements (5)

MBA (Hospital and Health Systems Management) at SRFMS is designed to reflect the graduates' knowing, doing, and being activities. Its vision is to produce best-in-class health leaders and become a centre of excellence. It has the credit of producing students who became great leaders in leading corporate hospitals and entrepreneurs. On successful completion of the MBA program, the graduates will achieve the following Program Educational Objectives (PEOs) within 3-4 years from the date of graduation.

Table 1.2.1 Program Educational Objectives (PEOs)

PEO Number	PEO Statements	Description
PEO 1	Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.	SRFMS prepares the graduates to meet, identify and solve pertinent business issues, specifically in the healthcare domain which helps to achieve the vision of excellence in healthcare.
PEO 2	Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potential.	The graduates of SRFMS will possess key management competencies listed in the mission where the seeds are sown for exploring their creativity, innovation, and entrepreneurial abilities.
PEO 3	Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.	The learning at SRFMS includes evidence-based management practices through case studies, hands-on experience, internship programs, and dissertations in all clinical/non-clinical departments. Therefore, upon graduation, the graduates will be able to work in hospitals which is achieved through the mission namely collaboration with the stakeholders. This supports to achievement of the vision of excellence in education
PEO 4	Graduates will excel in a competitive environment through extraordinary communication and teamwork.	SRFMS graduates will serve as strong competitors in the market. They make themselves uniquely visible in the competitive healthcare environment through excellent communication and teamwork.

		The mission namely collaboration with stakeholders and service to the community paves the way for it.
PEO 5	Graduates will have a leading role in corporate and life-long learning to contribute to the society.	The graduates of SRFMS will explore emerging business problems and develop solutions that facilitate continuous learning and improvement beneficial to society. SRFMS graduates also learn and unlearn business practices in line with the changing business environment.

1.3 Dissemination among Stakeholders (10)

The stakeholders are the major beneficiaries of any program. The mission, vision, and PEOs of SRFMS are reflected in the regular academic, and non-academic activities, outreach and extension services, events and any other programs organized by the faculty. SRFMS endeavors to disseminate, understand and seek feedback at regular intervals about the vision, mission and PEOs statements from all the stakeholders for validation and review. The details of dissemination of Vision, Mission and PEOs are given below:

- SRIHER Website (https://www.sriramachandra.edu.in/)
- SRFMS Website (http://www.srfms.sriramachandra.edu.in/)
- Principal's Office
- Orientation Program for First Year Students
- SRFMS Notice Board
- 'InSight'- The Newsletter of SRFMS
- SRFMS LED TV display
- At the entrance of SRFMS
- Classrooms
- Tutorial Halls
- SRFMS Administration Office
- SRFMS Library
- Seminar Hall of SRFMS
- Computer Lab of SRFMS

The mode of dissemination of Vision, Mission, and PEOs plays a key role in reaching the stakeholders. SRFMS consciously disseminates the vision, mission, and PEOs in regular intervals to strengthen the recall among the stakeholders. Faculty members establish congruence among course plans and outcomes with the stated vision, mission, and PEOs. The dissemination program is summarized in Table 1.3.

Table1.3.1 Dissemination among Stakeholders

Internal Stakeholders	Dissemination Mode
Students	i) Displayed in the classrooms/corridors ii) Orientation to I year students at the time of joining. iii) Inaugural ceremony of SRFMS activities/events iv) Official website of SRFMS v) Learning Management System of SRFMS
Faculty	i) Faculty rooms. ii) Faculty and Staff orientation program iii) Official website of SRFMS
Parents	i) Official website of SRFMS ii) Displayed in the corridors
External Stakeholders	**Dissemination Mode**
Alumni	i) Alumni Facebook page. ii) Alumni Meet iii) Official website of SRFMS
Visiting Faculty	i) At the time of joining. ii) Official website of SRFMS iii) Displayed in corridors
Hospital Administrators	i) Official website of SRFMS ii) SRFMS newsletter- InSight
Potential Employers/Recruiters	i) Placement Brochure of SRFMS ii) SRFMS newsletter- InSight iii) Official website of SRFMS iv) Career guidance talks to the students.
Academic Experts from other Institutes/Industries	i) During BoS Meeting ii) Official website of SRFMS iii) Placement brochure of SRFMS iv) 'InSight'- Newsletter of SRFMS
Other Stakeholders/Community	i) Official website of SRFMS.

1.4 Formulation Process (15)

The vision and mission statements of Sri Ramachandra Faculty of Management Sciences (SRFMS) derive its roots from the SRIHER vision and mission. The formulation process of the vision, and mission of SRFMS is depicted in Figure 1.4.1. Strengths, Weaknesses, Opportunities and Challenges (SWOC) analysis was carried out for the formulation of the vision and mission statements of SRFMS. Feedback garnered from the students, alumni members, parents, employers, hospital administrators, academic experts, and faculty members provided critical inputs to the preparation of the vision and mission statements. The vision and mission statements were validated at the faculty meeting of SRFMS and approved by the Academic Council.

The PEOs of SRFMS were defined in consonance with the vision and mission. The PEOs formulation process is presented in Figure 1.4.2. A SWOC analysis matrix was prepared based on the point of view obtained from multiple stakeholders. The review committee consolidates and summarizes the views of all the stakeholders. The draft PEOs are formulated at a specially convened faculty meeting. The Academic Council reviews and approves the PEOs.

Figure 1.4.1 Process of formulating vision and mission statements

Faculty Members
Students
Alumni
Parents
Employers
Hospital Administrators
Academic Experts

```
┌─────────────────────────────┐
│  SRIHER Vision and Mission  │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐        ⇦
│       SWOC Analysis         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│       Brainstorming         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│      Faculty Meeting        │◄──────────────┐
└─────────────────────────────┘               │
              │                                │
              ▼                                │
┌─────────────────────────────┐               │
│ Preparation of Draft Vision │               │
│         and Mission         │               │
└─────────────────────────────┘               │
              │                                │
              ▼                                │
           ◆ Academic                         │
             Council        ──── No ────► ┌──────────────────┐
             Approval                      │ Incorporate the  │
           ◆                               │ suggestions of AC│
              │ Yes                        └──────────────────┘
              ▼
┌─────────────────────────────┐
│ Finalize the Vision and     │
│          Mission            │
└─────────────────────────────┘
```
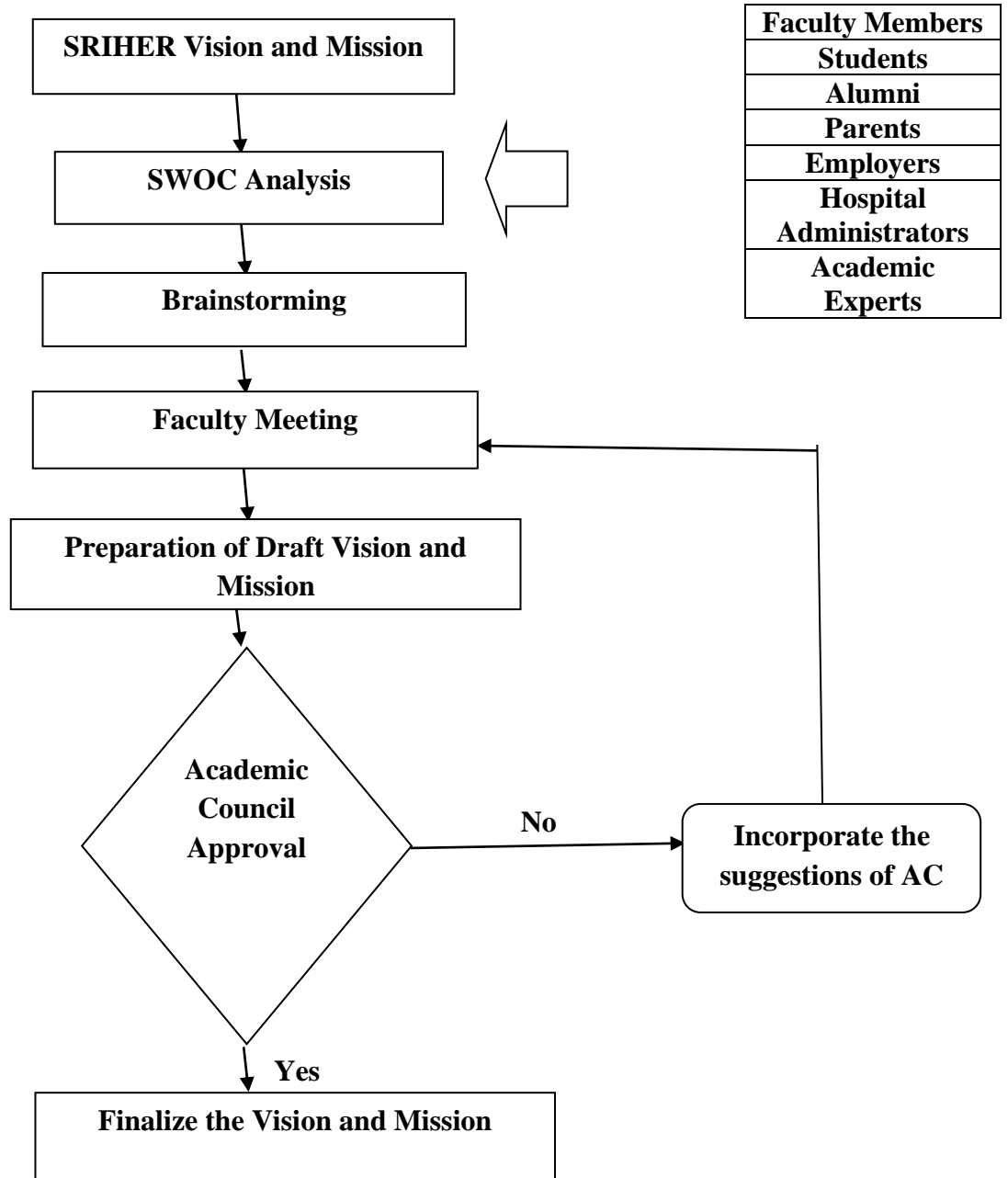
Figure 1.4.2 Process of Formulating the Program Educational Objectives (PEOs)

| SRFMS Vision and Mission | → | Graduate Attributes of NBA |

SWOC Analysis ←

| SRFMS Faculty Members |
| Students |
| Alumni |
| Parents |
| Employers |
| Hospital Administrators |
| Academic Experts |

Consolidation by the Review Committee

Faculty Meeting

Preparation of Draft PEO

Academic Council (AC) Approval

No → Incorporate the Suggestions of AC

Yes

Publish the PEO of SRFMS
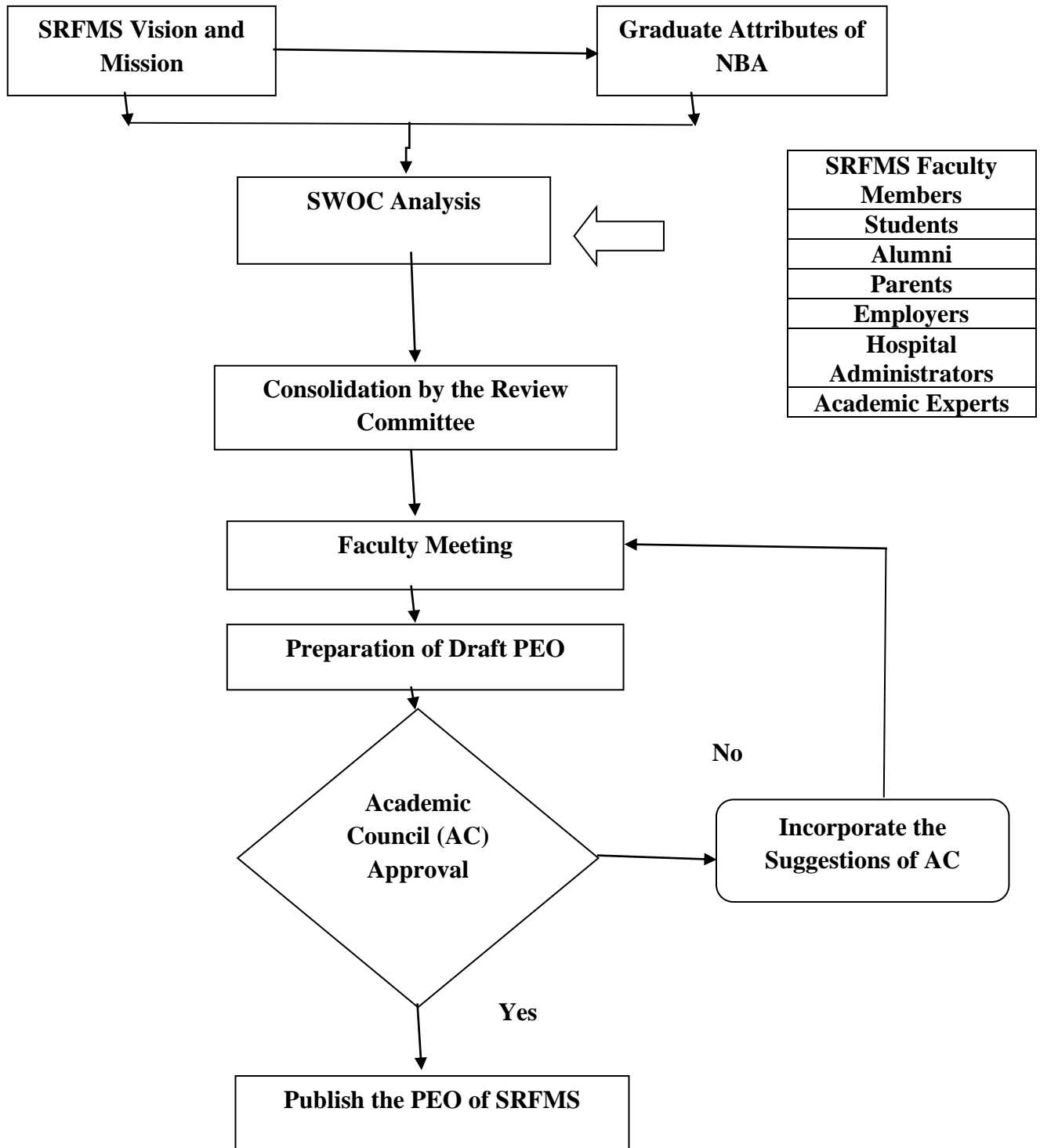
1.5 Consistency of PEOs with the mission (15)

The PEOs are based on the vision, and mission of SRFMS. The mission statement is split into five parts to establish the connection between the mission statement and the PEOs. A score of three signifies a high relationship between PEO and mission; a score of two denotes a medium/moderate relationship, and a score of one indicates a low relationship. The detailed relationship matrix between PEOs and mission is illustrated in Table 1.5.1 The justification for the relationship mapping of PEO and the mission is given in Table 1.5.2

Table 1.5.1 Mission- PEOs Matrix

PEO Statements	M1 Professional Ethics and Social Responsibility	M2 Culture of Care and Empathy- Innovation, adoption of new cost-effective technology	M3 Quality Research, Consultancy, and Training	M4 Collaboration with stakeholders	M5 Promotion of Health and Wholeness in Individuals
PEO 1: Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.	3	3	3	3	2
PEO 2: Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.	3	3	3	3	3
PEO 3: Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.	3	3	3	3	3
PEO 4: Graduates will excel in a competitive environment through extraordinary communication and teamwork.	3	3	2	3	2
PEO 5: Graduates will have a leading role in corporate and life-long learning to contribute to the society.	3	3	2	3	3

Note: The degree of relationship between PEO and Mission is explained as:

3 **- High**   **2 - Medium**   **1 - Low**

Table 1.5.2 Justification of co-relation parameters of the Mission- PEOs matrix

PEOs	Mission	Justification
PEO 1	**M1**	The students are aspirants of hospital administration. They are trained to be professionally ethical and socially responsible in providing patient care. Professional Ethics and Social Responsibility are included in the taught course. Hence PEO1 strongly supports in achieving M1.
	M2	PEO 1 strongly supports M2 by developing and understanding patient expectations in delivering care.
	M3	The summer internships, hands-on-postings, and dissertation work enhance students' capability for leadership and problem-solving abilities. Therefore, PEO1 strongly supports the achievement of M3.
	M4	The MOUs signed by the faculty with the corporation help students pursue summer internships and dissertations, enabling them to acquire managerial positions in hospitals. The curriculum involves the case-based method of teaching, which will test the student's skills in problem-solving. Hence PEO1 strongly supports achieving M4.
	M5	The fit India initiatives of the faculty and outreach/extension activities contribute to achieving M5, which is indirectly associated with PEO 1
PEO 2	**M1**	Hospital management, entrepreneurship, design thinking, ethics and social responsibility are developed through livid experiences and courses. Various student development club activities help students attain general competency and explore Entrepreneurial ideas. The hands-on-postings, summer internship and dissertation help the students to develop the required competencies, hence PEO2 strongly contributes to M1.
	M2	PEO 2 strongly contributes to the achievement of M2. As healthcare professionals, the fundamental quality of care and empathy are developed through the experience of students in Hands-on-Posting, Summer Internships, and Dissertations. The outreach, and extension activities instill care and empathy towards society among students.
	M3	Guest talks, seminars, and alumni interaction provide opportunities for students to undergo training, consultancy, and research under the supervision of industry experts. Hence PEO2 strongly supports M3.

	M4	The students of SRFMS participate in various conferences, seminars, workshops, and entrepreneurship activities organized by the industry/ colleges. The Entrepreneurship Cell of SRFMS and Sri Ramachandra Innovation Incubation Centre promotes feasible ideas of the students. Therefore, PEO2 contributes highly to achieving M4.
	M5	PEO2 indirectly contributes to M5 through mentoring, extension and outreach programs.
PEO3	**M1**	The curriculum embeds knowledge of various managerial aspects of hospital and general administration. The students are also enrolled in the National Service Scheme, outreach/extension activities that imbibe a commitment to society and the nation, and hence PEO3 strongly supports M1.
	M2	The in-class and hands-on- experience gained in hospitals help the students to provide care and empathy to patients when employed as hospital administrators and also in clinical/non-clinical departments. Hence, PEO3 moderately supports M2.
	M3	PEO3 strongly supports M3 through academic and research activities of students who gain their knowledge during the two-year programme, which will help them undertake research, consultancy, and training.
	M4	The MoU signed by SRFMS with the industries will help students' practical learning where PEO3 contributes highly to M4. The industry exposure serves as the bridge to integrate academic learning with corporate experience.
	M5	The contribution of PEO3 to achieve M5 is high through various extension/outreach activities, and the taught courses instill a sense of ethical commitment to society.
PEO4	**M1**	The curricular and co-curricular activities help the students develop a sense of commitment to become competent management professionals at graduation. Hence, PEO4 contributes highly to M1.
	M2	PEO4 contributes highly to M2 through various academic and non-academic activities.
	M3	PEO4 contributes slightly to achieving M3 through internships and dissertations.
	M4	The MoU signed by the faculty with the industries will help in students' professional development where PEO4 contributes highly to M4.

	M5	A sense of responsibility and accountability is imparted to the students through various academic and co-curricular activities where PEO4 helps achieve M5 moderately.
PEO 5	**M1**	The hands-on posting experiences provide the students with exposure to the various ethical dilemmas and the relevance of social responsibilities in decision-making and leadership. PEO5 contributes significantly to M1 since leadership encompasses various dimensions such as professional ethics, social responsibilities, and continuous learning.
	M2	The broad tenets of contribution to society involve empathizing with the fellow people with whom we interact daily. The students' interactions with the patients and the stakeholders at the hospital's various departments provide them with an understanding of the role of care and empathy in the service delivery process. Therefore, PEO5 strongly contributes to M2.
PEO5	**M3**	The capability for continuous learning stems from the curiosity to explore and solve new problems. The consultancy and research activities provide access to real-world problems, and PEO 5 sets the fundamentals for continuous learning, thus contributing to M3 moderately.
	M4	The contribution to society lies in the interaction with various stakeholders and gathering multiple viewpoints. PEO 5 relates to developing the intention to contribute to society, and M4 acts as its window. Therefore, PEO 5 contributes significantly to M4.
	M5	Social commitment and lifelong learning are required to raise awareness about the different people around us. This awareness will lead to efforts that cater to the well-being of those with limitations. Thus, PEO5 strongly contributes to M5.

CRITERION 2	Governance, Leadership & Financial Resources	100

2.1 Governance and Leadership (60)

2.1.1 Governance Structure and Policies (30)

2.1.1.1 Governing Structure (10)

Sri Ramachandra Faculty of Management Sciences (SRFMS) is one of the fourteen constituent units of Sri Ramachandra Institute of Higher Education and Research (SRIHER). The National Assessment and Accreditation Council (NAAC) awarded SRIHER with A++ Grade in January 2021. The UGC placed SRIHER in Category-I universities in India. The university offers 169 UG and PG programs in healthcare sciences.

The University has a hierarchical organizational structure with well-defined lines of authority and reporting within each division. The hierarchical structure ensures autonomy with accountability for departments as well as individual faculty members. The Chancellor chairs the governing structure of SRIHER (DU) and comprises the Pro-chancellor, Vice-chancellor, Pro Vice-chancellor, Registrar, and representative members from the faculties, various committees, advisory councils, and board of management. The policies, information, and implementation cascade down through the hierarchical setup. The bottom-up feedback transforms the communications into a two-way dialogue channel.

The various statutory committees and councils of the University provide the broad framework of operations within which the activities of the University are executed. The decentralized participatory structure ensures equal representation, inclusion, and participation from all the Faculty Council. The various faculty-level committees such as the Faculty Council (FC) and the Faculty Quality Cell (FQC) ensure that the needs of the departments are represented and heard. The decentralisation nurtures unit-level, faculty-level, and the overall university-level growth.

SRFMS is one of the fourteen constituent units of SRIHER (DU). The fourteen faculties of SRIHER include,

- Faculty of Medicine (Sri Ramachandra Medical College and Research Institute)
- Faculty of Dental Sciences (Sri Ramchandra Dental College and Hospital)
- Faculty of Pharmacy
- Faculty of Nursing
- Faculty of Physiotherapy
- Faculty of Allied Health Sciences
- Faculty of Management Sciences
- Faculty of Biomedical Sciences, Technology and Research
- Faculty of Public Health
- Faculty of Sports & Exercise Sciences
- Faculty of Clinical Research
- Faculty of Engineering and Technology
- Faculty of Occupational Therapy
- Faculty of Audiology and Speech-Language Pathology

Figure 2.1.1.1A shows the organizational structure of the University. The structure promotes a participatory management system manifested through specific task-oriented committees. The apex body of the university is the Board of Management, vested with the power of approving the major decisions of various academic and administrative councils/boards of the university. The body has three sub-committees: the Academic Council, the Board of Studies, the Finance Committee and the Planning and Monitoring Board. In addition, the University has evolved a two-tier system of the University Development Committee (UDC), and University Administration and Implementation Committee (UAIC). The UDC comprising members from all the constituent colleges/faculties along with the Pro Vice-Chancellor (formerly Dean of Faculties), Registrar, Director (Finance), General Manager (HR) and Advisors is a consultative body to provide academic and administrative inputs for enhancing the functioning of the University. The UAIC acts as a monitoring body assessing the implementation of the approved scheme and proposals.

The Vice-Chancellor is the Head of the University who is the chairperson for most of the major committees constituted by the University in line with the UGC norms. The Pro Vice-Chancellor, Registrar, Dean (Research), Dean (Education), Dean (Student Affairs) and IQAC Coordinator report directly to the Vice-Chancellor on the matters concerning their agenda. The Heads of various Faculties report to the Pro Vice-Chancellor for all academic and administrative matters. As research is the prime component for excellence, the Dean (Research) is in direct contact with heads of faculties that facilitate quick disposal of tasks entrusted about research, projects and consultancy services. SRFMS has significantly benefited from this participative management.

The Board of Management consists of well-qualified exemplary leaders. The board provides directions, recommendations, and implementation suggestions for the various bodies in the universities and guides the university towards positive progression and growth. The board's suggestions are implemented through the various departments and concerned authorities and feedback through participatory communication is shared with the board for further developments and improvisation. The list of members of the board of management is presented in Table 2.1.1.1 A and other major committees are presented in Table 2.1.1.1 B and Table 2.1.1.1 C

Figure 2.1.1.1A Organogram of SRIHER (DU)
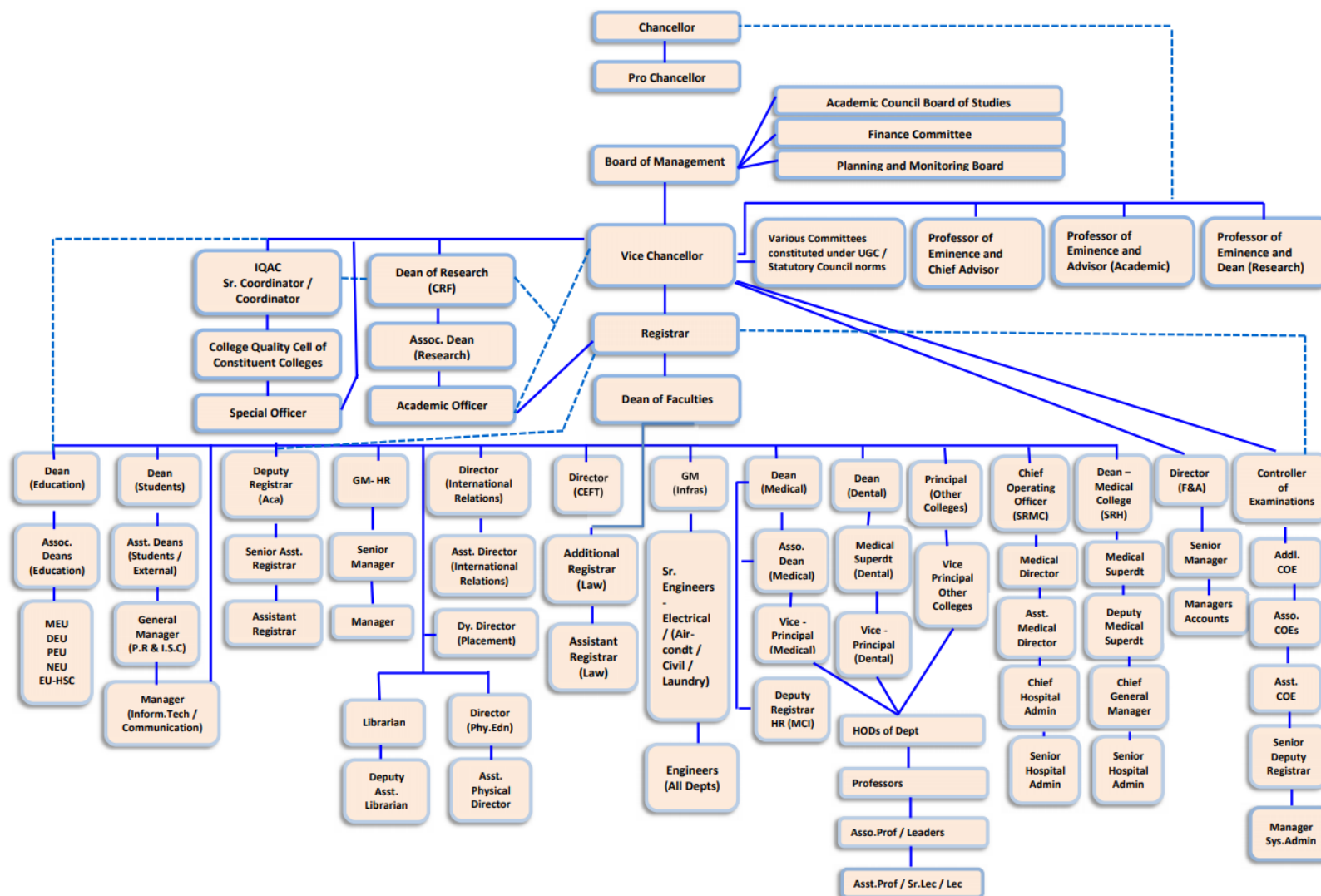
Table 2.1.1.1A Board of Management

Name of the member	Designation
Dr. Uma Sekar Vice-Chancellor, SRIHER (DU)	Ex-officio Chairperson
Dr. Mahesh Vakamudi Pro Vice-Chancellor, SRIHER (DU)	Ex-officio Member
Prof. Roopa Nagarajan Registrar, SRIHER (DU)	Ex-officio Secretary
Dr. K. Balaji Singh Dean, SRMC&RI, SRIHER (DU)	Member
Dr. Kalpana Balakrishnan Dean (Research) & Professor, Department of Environmental Health Engineering, Faculty of Public Health, SRIHER (DU)	Member
Dr. S. J. Nalini Principal Sri Ramachandra Faculty of Nursing SRIHER (DU)	Member
Dr. K. Natarajan Prof. & Head Dept. of Urology, SRMC & RI, SRIHER (DU)	Member
Dr. A. K. Agarwal (Former Dean, Prof. of Excellence, Maulana Azad Medical College) No.9, Green Park Main, New Delhi - 110016	Member
Prof. Dr. Vedprakash Mishra Pro-Chancellor Datta Meghe Institute of Medical Sciences (DU) Sawangi (Meghe), Wardha, Maharashtra - 442004	Member
Dr. Y. K. Chawla (Former Director, PGIMER, Chandigarh) Professor Emeritus and Academic Chairman Kalinga Institute of Medical Sciences (KIMS), Bhubaneswar, Odisha	Member
Dr. Girdhar Gyani 404, Ashok Estate, Barakhamba Road, Association of Health Care Providers (India) New Delhi – 110001	Member
Dr. G. V. Sampath Chairman, Naruvi Hospitals	Member

Name of the member	Designation
Collector Office Road, Vellore 632004	
Dr. K.S. Sridharan Director of Laboratory Services Prof. & Head Dept. of Laboratory Medicine SRIHER (DU)	Member

Table 2.1.1.1B Finance Committee

NAME	DESIGNATION	AFFILIATION
Dr. Uma Sekar	Ex-Officio, Vice-Chancellor, Chairperson.	SRIHER (DU)
---------------------	Nominee of the UGC is awaited	---------------
Prof. Roopa Nagarajan	Registrar	SRIHER (DU)
Dr. Mahesh Vakamudi	Pro Vice-Chancellor and Professor, Dept. of Anaesthesiology	SRIHER (DU)
Dr. A. Ravi	Prof. of General Surgery and IQAC Senior Coordinator	SRMC & RI, SRIHER (DU)
Mr.J.Ravi Sankar	Ex-officio Secretary Director (Finance & Accounts)	SRIHER (DU)

Table 2.1.1.1C Planning and Monitoring Board

NAME	DESIGNATION	AFFILIATION
Dr. Uma Sekar	Vice-Chancellor Ex-officio Chairperson	SRIHER (DU)
Dr. Mahesh Vakamudi	Pro Vice-Chancellor	SRIHER (DU)
Dr. K. Balaji Singh	Dean (SRMC & RI)	SRIHER (DU)
Dr. Kalpana Balakrishnan	Dean (Research)	SRIHER (DU)
Dr.K.C.John	Director, Sri Ramachandra Faculty of Management Sciences	SRIHER (DU)
Prof. Roopa Nagarajan	Registrar Ex-officio Secretary	SRIHER (DU)

NAME	DESIGNATION	AFFILIATION
Mr. P. Balasubramaniam	Retired Inspector General of Police.	Plot.No.7, Door.No.2/640-A, Yamuna Street, River View Colony, Manapakkam, Chennai 600 125
Dr. S. Balasubramanian	Medical Director	Kanchi Kamakoti Child Trust Hospital 12-A, Nageswara Road, Nungambakkam, Chennai 600 034.
Prof. S. Suresh	Director	MediScan Systems Pvt Ltd 197, Dr. Natesan Road Mylapore, Chennai 600 004
Dr.S.Jagadesh Chandra Bose	Prof. & Head	Dept. of Surgical Oncology SRMC & RI, SRIHER (DU)
Mr. J. Ravi Sankar	Director (Finance & Accounts)	SRIHER (DU)
Mr.Veriah Subramani	G.M. (Infrastructure)	SRIHER (DU)

The University has in place all the committees as required under the MoA and rules of Deemed University, based on the UGC & AICTE regulations. The University largely follows the UGC regulations while SRFMS adheres to the AICTE regulations. The committees, which enable the participation of all stakeholders in the decision-making and implementation process at the University and Faculty Level, are furnished in Table 2.1.1.1A, Table 2.1.1.1B, Table 2.1.1.1C, Table 2.1.1.1D, Table 2.1.1.1E, Table 2.1.1.1F, (University level) and in Table 2.1.1.1G, Table 2.1.1.1H Table 2.1.1.1 I, Table 2.1.1.1J, Table 2.1.1.1K, Table 2.1.1.1L, Table 2.1.1.1M, Table 2.1.1.1N, Table 2.1.1.1O, Table 2.1.1.1P (SRFMS level). The faculty-level committees indicate the decentralisation of powers and decision-making at the unit level.

Table 2.1.1.1D Academic Council

NAME	DESIGNATION	AFFILIATION
Dr. Uma Sekar	Ex-Officio Chairperson	Vice-Chancellor, SRIHER (DU)
Dr.Mahesh Vakamudi	Ex-Officio Member	Pro Vice-Chancellor, SRIHER (DU)
Dr Leena Dennis Joseph	Ex-Officio Member	Dean (Students) SRIHER (DU)
Dr.K.Balaji Singh	Ex-Officio Member	Dean, SRMC & RI, SRIHER (DU)
Dr. Kalpana Balakrishnan	Ex-Officio Member	Dean (Research) SRIHER (DU)
Dr. Latha Ravichandran	Ex-Officio Member	Dean (Education) SRIHER (DU)
Dr.H. Thamizhchelvan	Ex-Officio Member	Dean, Prof. & Head, Sri Ramachandra Dental College & Hospital, SRIHER (DU)
Dr.A.Jerad Suresh	Ex-Officio Member	Prof. & Principal Sri Ramachandra Faculty of Pharmacy SRIHER (DU)
Prof. Pankaj Kundra	External Member	Dean-Academic & Professor (Sr.Scale) Dept. of Anaesthesiology and Critical Care, JIPMER, Puducherry
Dr.B.Rajashekhar	External Member	Founder, Dean & Professor (SP & Hg) School of Allied Health Sciences, Manipal Academy of Higher Education (DU), Manipal
Dr.J.Balachander	External Member	Dean-Super specialities Sri Manakula Vinayagar Medical College and Hospital, Puducherry
Prof. Dr. R. Sajith Kumar	External Member	Prof. & Head Infectious Disease Specialist, Govt. Medical College, Kottayam, Kerala
Dr. S. Mahadevan	External Member	Director, Sri Venkateswara Medical College Hospital and Research Centre, Pondicherry
Prof. Dr. Kavitha Raja	External Member	Principal, JSS College of Physiotherapy, Mysore, Karnataka
Dr.J.Senthil	External	Director, Nandha Engineering College

NAME	DESIGNATION	AFFILIATION
	Member	(Autonomous), Erode
Mr C Sanath Kumar	Ex-Officio Member	Centre for Distance and Online Education, SRIHER(DU)
Dr. S. Sankar	Ex-Officio Member	Prof. & Head, Environmental Health Engg. Sri Ramachandra Faculty of Public Health, SRIHER (DU)
Prof. Jolly Roy	Ex-Officio Member	Principal, Sri Ramachandra Faculty of Sports and Exercise Sciences, SRIHER (DU)
Dr. S.J. Nalini	Ex-Officio Member	Principal, Faculty of Nursing, SRIHER
Dr. P. Antony Leo Aseer	Ex-Officio Member	Principal, Faculty of Physiotherapy, SRIHER (DU)
Dr. Selvam Jesiah	Ex-Officio Member	Prof. & Principal, Sri Ramachandra Faculty of Management Sciences, SRIHER (DU)
Dr. Solomon F. D. Paul	Ex-Officio Member	Principal, Sri Ramachandra Faculty of Biomedical Sciences and Technology, SRIHER (DU)
Dr. K. A. Thiyagarajan	Ex-Officio Member	Prof. & Head, Dept. of Arthroscopy and Sports Medicine, SRMC & RI, SRIHER (DU)
Dr. M. Shriraam Mahadevan	Ex-Officio Member	Prof. & Head, Dept. of Endocrinology, SRMC & RI, SRIHER (DU)
Dr. Radha Annamalai	Ex-Officio Member	Prof. & Head, Dept. of Opthalmology, SRMC & RI, SRIHER (DU)
Dr. M. Rajkumar	Ex-Officio Member	Prof. & Head, Dept. of General Medicine, SRMC & RI, SRIHER (DU)
Dr. V. Jayanthi	Ex-Officio Member	Prof. & Head, Dept.of Hepatology, SRMC & RI, SRIHER (DU)
Dr. Prakash Boominathan	Ex-Officio Member	Principal, Sri Ramachandra Faculty of Audiology and Speech Language Pathology, SRIHER (DU)
Dr.P.Ramachandran	Ex-Officio Member	Associate Dean (PG Studies – clinical Department), Professor, Dept. of Paediatric Medicine, SRMC & RI, SRIHER (DU)
Dr Sudha Warrier	Ex-Officio Member	Principal, Principal, Sri Ramachandra Faculty of Biomedical Sciences and Technology, SRIHER (DU)
Dr. Aruna Parameswari	Ex-Officio	Prof. & Head, Dept. of

NAME	DESIGNATION	AFFILIATION
	Member	Anaesthesiology, SRMC & RI, SRIHER (DU)
Dr. R. Kalpana	Ex-Officio Member	Prof. & Head, Dept. of Anatomy, SRMC & RI, SRIHER (DU)
Dr. R. Rajeswaran	Ex-Officio Member	Prof. & Head, Dept. of Radiology, SRMC & RI, SRIHER (DU)
Dr. O.T. Sabari Sridhar	Ex-Officio Member	Prof. & Head, Dept. of Psychiatry, SRMC & RI, SRIHER (DU)
Dr.T. R. Muralidharan	Ex-Officio Member	Prof. & Head, Dept. of Cardiology, SRMC & RI, SRIHER (DU)
Dr. Kasim Mohammed	Ex-Officio Member	Prof. & Head, Dept. of Prosthodontics, Sri Ramachandra Dental College and Hospital, SRIHER (DU)
Dr.N. Palaniappan	Ex-Officio Member	Prof. & Head, Dept. of Obstetrics & Gynaecology, SRMC & RI, SRIHER (DU)
Dr.M. Mohan Kumar	Ex-Officio Member	Prof. & Head, Dept. of Orthopaedic Surgery, SRMC & RI, SRIHER (DU)
Dr. Sandhya Sundaram	Ex-Officio Member	Prof. & Head, Dept. of Pathology, SRMC & RI, SRIHER (DU)
Dr. K. Sathish Srinivas	Ex-Officio Member	Prof. & Head, Dept. of Radiation Oncology, SRMC & RI, SRIHER (DU)
Dr. P. Surendran	Member	Professor, Dept. of General Surgery, & Medical Superintendent (G-Block), SRMC & RI, SRIHER (DU)
Dr. M. Emmanuel Bhaskar	Member	Professor, Dept. of General Medicine, SRMC & RI, SRIHER (DU)
Dr.R. Ramya	Member	Professor, Dept. of General Surgery, SRMC & RI, SRIHER (DU)
Dr. (Maj). S. Prasanna Kumar	Member	Professor, Dept. of ENT, SRMC & RI, SRIHER (DU)
Dr. Ramesh Babu Srinivasan	Member	Professor, Dept. of Paediatric Surgery, SRMC & RI, SRIHER (DU)
Dr. S. Arumugam	Member	Professor, Dept. of Arthroscopy and Sports Medicine, SRMC & RI, SRIHER (DU)
Dr.S.K. Balaji	Ex-Officio Member	Prof. & Head, Dept. of Periodontology, Sri Ramachandra Dental College & Hospital, SRMC & RI, SRIHER (DU)

NAME	DESIGNATION	AFFILIATION
Dr. Akila Ganesh	Ex-Officio Member	Prof. & Head (i/c), Dept. of Public Health Dentistry, Sri Ramachandra Dental College & Hospital, SRMC & RI, SRIHER (DU)
Dr. A. Sumathy	Ex-Officio Member	Professor & Head , Dept. of Biomedical Sciences, SRIHER (DU)
Dr. A.J. Hemamalini	Ex-Officio Member	Prof. & Head, Dept. of Clinical Nutrition, SRIHER (DU)
Dr.K.Sujatha	Member	Professor & Head , Dept. of Pharmaceutical Chemistry, Sri Ramachandra Faculty of Pharmacy, SRIHER (DU)
Dr. Krishnendu Mukhopadhyay	Member	Professor, Dept. of Environmental Health Engg, Faculty of Public Health, SRIHER (DU)
Dr. Prema Muthuswamy	Member	Prof. & Vice Principal, Sri Ramachandra Faculty of Engineering & Technology, SRIHER (DU)
Dr. Kavitha Swaminathan	Member	Professor, Dept. of Paediatric and Preventive Densitry, Sri Ramachandra Dental College and Hospital, SRIHER (DU)
Dr. A. Porkodi	Member	Reader, Dept. of Medical-Surgical Nursing, Sri Ramachandra Faculty of Nursing, SRIHER (DU)
Dr.V.Vettriselvi	Member	Associate Professor, Dept. of Human Genetics, Sri Ramachandra Faculty of Biomedical Sciences and Technology, SRIHER (DU)
Dr A Ravi	Member	Senior Coordinator, IQAC, SRIHER (DU)
Dr.S.Santhi	Member	Professor & Vice-Principal, Dept. of Psychiatric Nursing, Sri Ramachandra Faculty of Nursing, SRIHER (DU)
Dr.J. Srikanth	Member	Asst. Professor, Dept. of Pharmacology, Sri Ramachandra Faculty of Pharmacy, SRIHER (DU)
Prof. Roopa Nagarajan	Ex-officio Secretary	Registrar, SRIHER (DU)
Dr. R. Jothi Malar	Permanent Invitee	Controller of Examinations, SRIHER (DU)
Mr. P. Raghuram	Member	Associate Professor & Head(i/c),

NAME	DESIGNATION	AFFILIATION
		Dept. of Occupational Therapy, Sri Ramachandra Faculty of Occupational Therapy, SRIHER (DU)
Mrs. B. Sathya Prabha	Member	Associate Professor, Sri Ramachandra Faculty of Physiotherapy, SRIHER (DU)
Dr.G.Sudhir	Member	Assistant Professor, Dept. of Orthopedic Surgery, SRMC & RI, SRIHER (DU)
Dr.S.Dinesh	Member	Associate Professor, Sri Ramachandra Faculty of Management Sciences, SRIHER (DU)
Dr.R.Sivakumar	Member	Academic Officer, SRIHER (DU)

Table 2.1.1.1E Internal Quality Assurance Cell (IQAC)

S.No.	NAME	DESIGNATION	AFFILIATION
	Internal Quality Assurance Cell		
1	Dr. Uma Sekar Vice-Chancellor	Chairman	SRIHER
2	Dr. Mahesh Vakamudi Pro Vice-Chancellor	Co-Chairman	SRIHER
3	Dr. A. Ravi	Senior Coordinator	SRIHER
3	Thiru R.V. Sengutuvan Pro-Chancellor	Ex-Officio Member	SRIHER
4	Prof. K. V. Somasundaram Professor of Eminence and Advisor (Academic)	Ex-Officio Member	SRIHER
5	Prof. S. P. Thyagarajan, Chancellor	External member	Avinashilingam Institute of Home Science and Higher Education for Women
6	Dr.W.Selvamurthy, President	External member	Amity Science, Technology and Innovation Foundation
7	Prof.C.Thangamuthu Former Vice-Chancellor	External Member	Bharathidasan University
8	Mr. P. Balasubramaniam	External Member	Retired

	Internal Quality Assurance Cell		
	Retired Commissioner of Police		Commissioner of Police , Madurai
9	Mr.V.V.Eashwar Prasad, Head-Pre-Sales,Architecture and Migration.	External Member	SDU India, Location Head-Chennai Ericsson India Global Services Pvt Ltd.
10	Dr.Roopa Nagarajan,Registrar	University Official	SRIHER
11	Dr.Kalpana Balakrishnan,Dean Research	University Official	SRIHER
12	Dr.S.Anandan, Dean (Students)	University Official	SRIHER
13	Dr.Latha Ravicahndiran, Dean (Education)	University Official	SRIHER
14	Dr.Jothi Malar, Controller of Examinations	University Official	SRIHER
15	Dr.R.Sivakumar, Academic Officer	University Official	SRIHER
16	Thiru.J.Ravisankar, Director (F&A)	University Official	SRIHER
17	Ms.Jhansi Lakshmi, General Manager (HR)	University Official	SRIHER
18	Mr.Vasanthkumar Subramani, Manager (IT)	University Official	SRIHER
19	Dr.Latha Ravicahndiran, Dean (Education)	Steering Committee	SRIHER
20	Prof T Ragunathan	Steering Committee	SRIHER
21	Dr.S.J. Nalini	Steering Committee	SRIHER
22	Dr. Selvam Jesiah	Steering Committee	SRIHER
23	Dr. S. K. Balaji	Steering Committee	SRIHER
24	Dr.R. Padmavathi	Steering Committee	SRIHER
25	Dr.K.S. Sridharan	Steering Committee	SRIHER
26	Dr.Leena Dennis Joseph, Associate Dean (Students)	Core Committee Member	SRMC&RI
27	Dr.Lakshmi Venkatesh, Assistant Dean (Students),FASLP	Core Committee Member	SRIHER

Internal Quality Assurance Cell			
28	Dr.J.Srikanth, Assitant Dean (Students), Faculty of Pharmacy	Core Committee Member	SRIHER
7	Dr.S.K.Balaji, Professor and Head, Periodontics, Faculty of Dental Sciences	Core Committee Member	SRIHER
8	Dr.R.Padmavathi, Professor of Physiology,	Core Committee Member	SRMC&RI
9	Dr.Santhi Silambanan, Professor of Bio chemistry	Core Committee Member	SRMC&RI
10	Dr.K.S.Sridharan, Professor & Head, Laboratory Medicine	Core Committee Member	SRMC&RI
11	Dr.M.Anitha Rani, Professor, Community Medicine	Core Committee Member	SRMC&RI
12	Dr.Mohanapriya.T Professor, General Surgery	Core Committee Member	SRMC&RI
13	Dr.Krishnendu Mukhopadhyay, Professor, Faculty of Public Health	Core Committee Member	SRIHER
14	Dr.Deepak Moses Ravindran, Associate Professor, Peridontology, Faculty of Dental Sciences	Core Committee Member	SRIHER
15	Ms.Sheila Elangovan, Associate Professor, FAHS	Core Committee Member	SRIHER
16	Dr.V.Vettriselvi,Associate Professor, FBMS	Core Committee Member	SRIHER
17	Dr.C.Ramesh, Associate Professor, Faculty of Nursing	Core Committee Member	SRIHER
18	Mr.K.Subbiah,Associate Professor, Physiotherapy	Core Committee Member	SRIHER
19	Dr.Alan Mathew Punnoose, Associate Professor, Clinical Research	Core Committee Member	SRIHER
20	Dr.Sai Adhitiya Raman, Assistant Professor, Arthroscopy and Sports Medicine	Core Committee Member	SRMC&RI
21	Dr.P.Ashokkumar, Lecturer	Core Committee Member	SRET

	Internal Quality Assurance Cell		
22	Dr.P.Sankar, Librarian	Core Committee Member	SRIHER
23	Mr.V.Vasudevan, Students Section	Core Committee Member	SRIHER
24	Dr.Pavithra.V, Associate Professor, Pathology	Alumni member	SRMC&RI
25	Mr.V.Sundaravadivel, Deputy Director,	Placement Cell	SRIHER
26	Mr.Jhai Kiran.K,	MBBS Student (2018-19 batch)	SRMC&RI
27	Ms.Jessica Janet.S	AHS Student (2019-20 batch)	SRIHER
28	Deans and Principals of constituent colleges	Special Invitees	SRIHER

Table 2.1.1.1F Curriculum Committee-SRIHER

	Curriculum Committee		
S.No.	NAME	DESIGNATION	AFFILIATION
1	Dr. Latha Ravichandran Dean Education	Chairperson	SRIHER
2	Dr Sivakumar R	Academic Officer	SRIHER
3	Dr. K.Anbarasi	Secretary	
4	Dr M Shanthi	Academic Convener	
5	Dr. R. Padmavathi Associate Dean (PG studies), Professor of Physiology	Member	SRIHER
6	Dr. Hemamalini. A. J Professor & Head, Dept.of Clinical Nutrition, Faculty of AHS		
7	Dr. Jolly Roy Professor of Sports Psychology Dept. of Arthroscopy & Sports Medicine	Member	

Curriculum Committee			
8	Dr. Cynthia Milton Senior Lecturer, Faculty of AHS	Member	
9	Dr. A. Seethalakshmi Professor & HOD, Faculty of Nursing	Member	
10	Dr. Krishnendu Mukhopadhyay Professor, Faculty of Public Health	Member	
11	Dr. Selvam Jesiah Professor & Principal Sri Ramachandra Faculty of Management Sciences	Member	SRIHER

Organization and Governance of SRFMS

The governance structure of SRFMS is structured in a way that is a replication of the university's hierarchical organizational structure.

Figure 2.1.1.1B Organogram of SRFMS

SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES
ORGANIZATION CHART
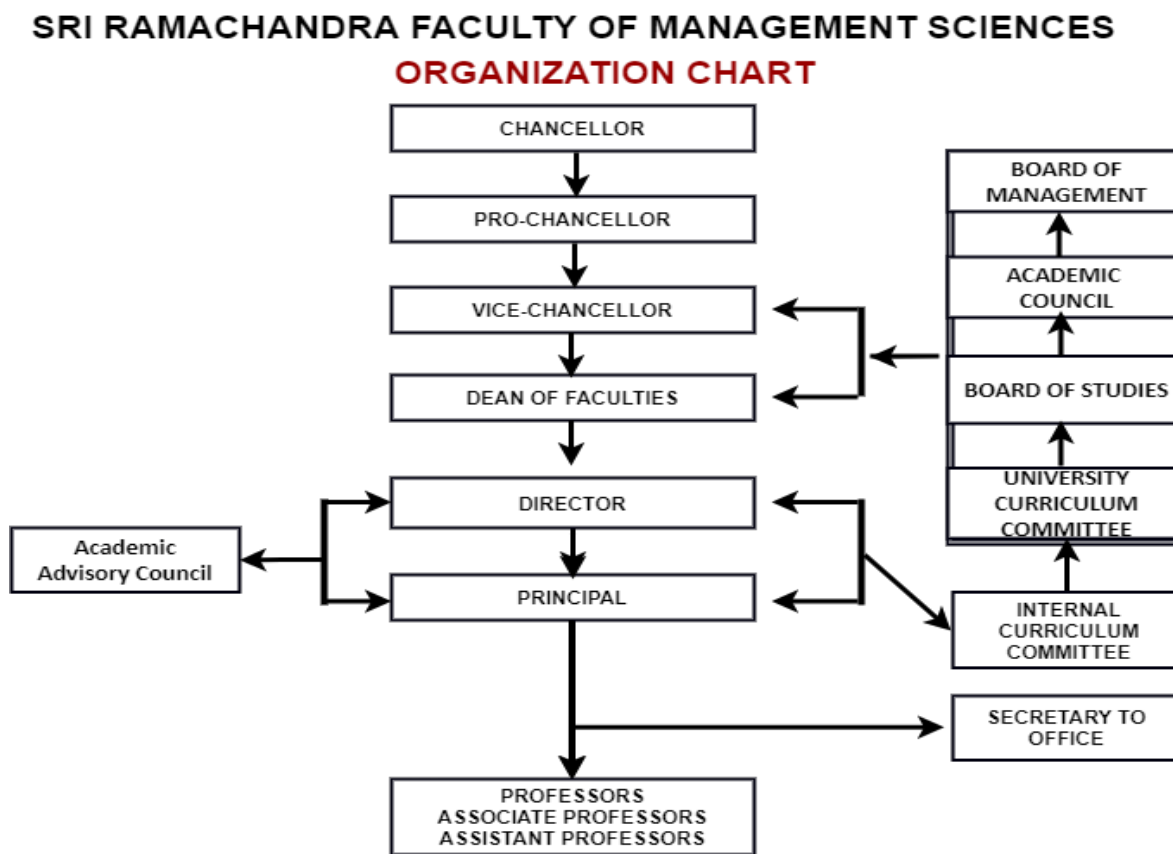
. SRFMS in college level has its own board of studies consisting of academician of repute from various state universities and industries. Other committees which are listed below are part of governing system of SRFMS:

- Board of Studies
- Faculty Council
- Curriculum Committee
- Research and Promotion Committee
- Faculty Quality Council
- Women Empowerment Cell
- Admission Committee
- Students Grievance -Redressal committee
- Industry Institute Partnership Cell (IIPC)
- Internal Complaints Committee (ICC)
- Library Committee
- Committee for preventing sexual harassment of women at work place (PSHWW)
- Examination Sub- Committee

Table 2.1.1.1G Board of Studies of SRFMS

S.No	NAME	DESIGNATION	AFFILIATION
1	Dr. Mahesh Vakamudi, Chairman	Pro-Vice Chancellor	SRIHER(DU)
2	Dr.Selvam Jesiah,	Professor & Principal	SRFMS, SRIHER
3	Dr.Suhas Prabhakar, Industry Expert	Professor, Ophthalmology	SRMC&RI
4	Dr.Usha Vishwanath, Industry Expert	Professor and Head, Department of Obstetrics & Gynaecology	SRMC&RI
5	Dr. Giridhar Gyani	Director General	Association of Healthcare Providers India (AHPI)
6	Prof C.N.Kshetragna,	Adjunct Professor, XIME, SIPCOT Industrial Growth Centre Oragadam	XIME, Chennai
7	CMA P Raju Iyer	Immediate Past President (2021-22)	Institute of Cost Accountants of India, New Delhi
8	Mr.Rakesh Shankar Ravishankar	Assistant Professor	PG & Research Dept of Commerce, DG Vaishnav College, Chennai
9	Dr.J.Khaja Sheriff	Professor and Head, Department of Management Studies	University of Madras, Chennai
10	Mr Madhusudhan,	IT Delivery Head for Digital Workplace Practice	Infosys
11	Dr K V Somasundaram	Academic Advisor SRIHER (DU) & Special Invitee	SRIHER
12	Dr Latha Ravichandran	Dean, Education & Special Invitee	SRIHER
13	Dr R Jothi Malar	Controller of Examination & Special Invitee	SRIHER

Table 2.1.1.1H SRFMS Curriculum Committee

NAME	DESIGNATION	AFFILIATION
Dr. Selvam Jesiah	Chairman	Sri Ramachandra Faculty of Management Sciences
Dr. G. Jabarethina	Secretary	Sri Ramachandra Faculty of Management Sciences
Dr. A. S. Poornima	Member	Sri Ramachandra Faculty of Management Sciences
Industry Professionals Part of Curriculum Development		
Mr. B.G. Menon	Managing Director	ACME Consulting
Mr. Babu Joseph	Founder &Director	Orange Health, Chennai
Mr. K.G. Sabarish	Unit Head	Cloudnine Hospitals, Chennai

Table 2.1.1.1I Faculty Council

S.No.	NAME	DESIGNATION
1	Dr. Selvam Jesiah	Chairperson
2	Dr. S. Srinivasan	Member
3	Dr.K.N Priya	Member
4	Dr A S Poornima	Member

Table 2.1.1.1J   Faculty Research Promotion Committee of SRFMS

NAME	DESIGNATION	AFFILIATION
Dr. Selvam Jesiah	Professor & Principal, Convener	Sri Ramachandra Faculty of Management Sciences
Dr S Dinesh	Member	Sri Ramachandra Faculty of Management Sciences
Dr.S.Nithya Priya	Member	Sri Ramachandra Faculty of Management Sciences

Table 2.1.1.1K Faculty Quality Council of SRFMS

NAME	DESIGNATION	AFFILIATION
Dr. Selvam Jesiah	Chairperson	Sri Ramachandra Faculty of Management Sciences
Dr Rajalakshmi Vel	Member Secretary	Sri Ramachandra Faculty of Management Sciences
Dr. G. Jabarethina	Member	Sri Ramachandra Faculty of Management Sciences
Dr. S.Srinivasan	Member	Sri Ramachandra Faculty of Management Sciences
Dr.A.S.Poornima	Member	Sri Ramachandra Faculty of Management Sciences
Dr.K.Rohini	Member	Sri Ramachandra Faculty of Management Sciences
Dr K N Priya	Member	Sri Ramachandra Faculty of Management Sciences
Dr S Nithya Priya	Member	Sri Ramachandra Faculty of Management Sciences
Dr. S. Manimegalai	Member	Sri Ramachandra Faculty of Management Sciences
Dr. S. Dinesh	Member	Sri Ramachandra Faculty of Management Sciences
Dr. S. Balakrishnan	Member	Sri Ramachandra Faculty of Management Sciences
Dr. C. Padma Prabha	Member	Sri Ramachandra Faculty of Management Sciences
Dr. A. Poomagal	Member	Sri Ramachandra Faculty of Management Sciences
Dr. Renuka Vidyashankar	Member	Sri Ramachandra Faculty of Management Sciences

Table 2.1.1.1L Women Empowerment Cell

NAME	DESIGNATION	AFFILIATION
Dr. A. S Poornima	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr K Rohini	Assistant Professor	Sri Ramachandra Faculty of Management Sciences

Table 2.1.1.1M Admission Committee

NAME	DESIGNATION	AFFILIATION
Dr. Selvam Jesiah	Principal	Sri Ramachandra Faculty of Management Sciences
Dr.A.S.Poornima	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr S Nithya Priya	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr A Poomagal	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr C Padma Prabha	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr S Balakrishnan	Assistant Professor	Sri Ramachandra Faculty of Management Sciences

Table 2.1.1.1N Committee for Preventing Sexual Harassment of Women at Workplace (PSHWW)

NAME	DESIGNATION	AFFILIATION
Dr. A. S. Poornima	Assistant Professor, Chairperson	Sri Ramachandra Faculty of Management Sciences
Members		
Dr.S.Srinivasan	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Dr.K.Rohini	Assistant Professor	Sri Ramachandra Faculty of Management Sciences

Table 2.1.1.1O Placement Committee

NAME	DESIGNATION	AFFILIATION
Dr. Selvam Jesiah	Principal	SRFMS, SRIHER
Mr. Sundaravadivel	Deputy Director, Placements	SRIHER
Ms Sajimma Joseph	Alumni Member	Healthcare Business Function-Advisory & Consulting, UST HealthProof
Dr.Rajalakshmi Vel	Placement Coordinators	SRFMS, SRIHER
Dr K.N.Priya		

STUDENT MEMBERS		
Dr.Rishali Mudaliar	II MBA student (Batch 2022-24)	SRFMS, SRIHER
Dr Sudarshan	II MBA student (Batch 2022-24)	SRFMS, SRIHER
Dr Sushumuna Saproo	II MBA student (Batch 2022-24)	SRFMS, SRIHER
Dr E Sivaram	II MBA student (Batch 2022-24)	SRFMS, SRIHER
Ms Zayna Mariam	II MBA student (Batch 2022-24)	SRFMS, SRIHER
Ms Swathi Priya	II MBA Student (Batch 2022-24)	SRFMS, SRIHER
Ms Leelavathy	II MBA Student (Batch 2022-24)	SRFMS, SRIHER
Ms Divya Dharshini	II MBA Student (Batch 2022-24)	SRFMS, SRIHER
Ms Reshma	II MBA Student (Batch 2022-2024)	SRFMS, SRIHER
Mr Thamizhvannan	II MBA student (Batch:2022-24)	SRFMS, SRIHER
Mr Arun Rajkumar	II MBA student (Batch:2022-24)	SRFMS, SRIHER

Table 2.1.1.1P Statutory Bodies and Frequency of Meeting

AUTHORITIES/ STATUTORY BODIES	FREQUENCY OF MEETING
SRIHER	
Board of Management (University Level)	Four times a year
University Administrative and Implementation Committee (UAIC)	As and when required
University Development Committee(UDC)	Every month
Finance Committee	As and when required

Planning and Monitoring Board	Once in a year
Academic Council (University Level)	Three times a year
Internal Quality Assurance Cell	Twice a year
Curriculum Committee	As and when required
Board of Studies (Faculty Level)	As and when required
Faculty (SRFMS) Level	
Faculty Council	Once in a month
Curriculum Committee (Faculty Level)	Twice a year
Research Promotion Committee (Faculty Level)	Twice a year
Faculty Quality Council (FQC)	Every month
Women Empowerment Cell	Twice a year
Admission Committee	Every Month
Examination sub-committee	Twice a year
Committee for preventing sexual harassment of women at the workplace (PSHWW)	As and when required
Placement Committee	As & when required

2.1.1.2 Service rules (10)

SRIHER has well-defined service rules that cover the various service aspects relating to staff service in SRFMS. The major components of service rules are as follows:

(1) **Scale of pay and Allowances:** The pay band/scale of pay, grade pay, and other allowances such as D.A., H.R.A., T.A., and special allowances payable to teaching and non-teaching staff are fixed by the Board of Management from time to time, based on the recommendation of the Finance Committee.

(2) **Method of recruitment:** Recruitment to the various posts is made by direct recruitment, promotion and on contract basis for a specific period.

(3)   **Types of Appointment:** Appointments are made under regular or temporary or contractual.

(4)   **Eligibility for appointment:** Minimum qualifications for teachers are prescribed with adherence to the AICTE and the university norms.

(5)   **Employee classification:** Teaching staff are classified as Assistant Professor (Entry Level, Stage I), Assistant Professor (Senior Scale-I, Stage II), Assistant Professor (Selection Grade, State III), Associate Professor and Professor. Non-teaching staff are classified as Group A, B, C & D.

(6)   **Increment:** Every employee is eligible to annual increment at the prescribed rate irrespective of the fact that the employees reached the maximum of pay band unless it is withheld as a disciplinary measure.

(7)   **Promotion:** All appointments by promotion to teaching posts are made by the appointing authority on the recommendations of the Faculty Promotion committee.

(8)   **Transfers:** Every employee of the university is liable to be transferred to any unit of the University including the units, if any, situated at any place within or outside the country.

The service policies are communicated with the faculty members through the following modes:

(1)   The employee portal, where the employee can download the service rule book and refer to the same.

(2)   SRFMS office, a hard copy of the service rules book is available for the employees to refer when need arises.

(3)   The university website has a published copy of service rules for every employees

2.1.1.3 Policies (5)

SRIHER purposefully defined set of policies for each core activity that SRFMS engages in. The policies at the University level and SRFMS level are developed with the vision to increase the participatory involvement and contribution to the overall development of the university. Recruitment Policy and Admission policy are developed at SRFMS in order to suit to its requirements. A select set of policies are presented below:

(1)   Internal Quality Assurance Policy

(2)   Policy for Curriculum development

(3)   Policy on the use of institutional Moodle Service (LMS)

(4)   Policy on Use of Open Educational Resources

(5)   Entrepreneurship policy

(6)   IT policy

(7)   Recruitment policy

(8)   Admission policy

(a)   **Internal Quality Assurance Policy:** This policy focuses the quality the defining element at the University through a combination of self and external quality evaluation and promotion and sustenance initiatives. The College Quality Council at SRFMS is part of IQAC is governed by this policy.

(b)   **Curriculum Development Policy:** This policy provides the guidelines to develop and implement new courses based on the needs of the students and industry dynamics. The policy guides the curriculum development process from the needs analysis stage to the design, approval, implementation, and evaluation stages.

(c)   **Policy on use of institutional Moodle service (LMS):** The policy provides the steps to organize the online learning portal for the benefit of the students. The content creation, site organization, access to the contents, and the site use policies are directed by this policy document.

(d)   **Policy on use of Open Educational Resources:** The policy on open educational resources provides directives on the use of various open source learning tools for the benefit of the students. SRIHER also encourages the faculty members to produce contents for open education purposes. The policy lists the various processes and implementation details for the use and creation of open educational resources.

(e)   **Entrepreneurship Policy:** The policy offers regulations and guidelines on supporting and nurturing the entrepreneurship skills of the students.

(f)   **IT policy:** The IT policy provides guidelines on the asset management, access control, security, and operation management. The policy provides directives on how to acquire, safeguard, and maintain the IT resources of the department.

The various policies are present in the policies manual and it is made available for the students and the faculty members.

(g)   **Recruitment Policy:** The recruitment policy contains a well-thought procedure for the selection and recruitment of the best-suited resources for the department. The document states the steps to be followed from the requirements analysis stage to the final appointment.

(h)   **Admission Policy:** The admission policy has guidelines on the cut-off marks at various stages of education to assess an eligible candidate. The document specifies the

dimensions and weightage for each component of assessment such as group discussion and personal interview.

2.1.1.4 Strategic Plan (5)

SRFMS strives to achieve SRIHER's motto of sky scale advancing education, and translatable research through SRFMS motto of professionalism and beyond. With the quest to develop professionalism and grow beyond, SRFMS constantly undertakes strategic planning and review. As per our Quality Policy, SRFMS is committed to offering quality education, ethical value, social responsibility, research, consultancy, and continuous research program in hospital and health systems management. Our strategies are formulated and directed towards achieving these outputs. The strategic plan implemented and achieved in the AY 2018-19, 2019-20, 2023-2024 are as follows:

a) An increase in the intake of full-time students from 30 to 60.

b) Complete revision of curriculum by introducing the newest and unique elective streams in Hospital and Health Systems Management: Healthcare Quality, Healthcare Human Resource, and Healthcare Finance

c) Increase of Teacher-Publication ratio from 1:1 to 1:2.

d) Launch of new program B.Com Regular/(Hons)/Twinning (Bentley University) in the AY 2023-2024

The scope of the strategic plan presented in Table 2.20 presents our agenda that encompasses stakeholders' engagement, expansion, and introduction of new thirst areas in hospital and health systems management, new programs, enhancing visibility through collaborations, accreditation and reach-out to global education.

Table 2.1.1.4A Strategic Map for the Expansion and Development

Strategic Plan	2021-22	2022-23	2023-24	2024-25	2025 -26	2026-27	2027-28
Certificate Course in Healthcare Finance		■					
B.Com Regular/(Hons)/Twinning with Bentley			■				
Increasing the Faculty Publication Ratio to 1:2			■				
NBA Accreditation				■			
Launch of Online Programs (MBA Program)				■			
Launch of the blended curriculum with ZOHO				■			
Certificate Programs with XLRI					■		
Introduction of Executive MBA						■	
Launch of MBA (Cohort size 120) with foreign collaboration						■	
Five Year integrated MBA Program (size 60)							■

Future Plans:

SRFMS aims to start exchange of faculty members and students with other business schools in India and abroad as a part of faculty and student exchange programs. It has plans to work on establishing collaboration with foreign universities to foster world-class research and student experience for MBA students.

SRFMS is currently working to launch Online MBA program and eventually a collaborative program with Foreign Universities. It also envisages for an Executive MBA and Five Year integrated MBA program. Thus, SRFMS marches towards becoming a centre of excellence and preparing its students to become globally responsible citizens. SRFMS aims to develop its students beyond academic excellence with a focus on holistic growth in all spheres – intellectual, social, emotional and spiritual. It intends to form competent, committed and

ethical leaders with a global perspective and an entrepreneurial spirit. SRFMS has a Faculty Quality Cell (FQC). The team works extensively on formulating and implementing strategic goals. The committee coordinates with the SRIHER IQAC team in line for quality check, audit, and implementation.

The strategic plan is implemented by setting area-specific goals. Table 2.20 depicts the strategic goals set for the future.

Table 2.1.1.4B Strategic Goals

S. No.	Areas	Strategic Goals – Steps Underway
1	Accreditation	Increasing stakeholders' engagement with SRFMS' activities and enhancing the quality of the program. Identified Competencies and defined Performance Indicators Estimating attainment level for continuous improvement
2	Research	Regular Seminar facilitating faculty members to present their research proposal and work-in-progress for the peer and experts' opinions and views. Demonstrated an increase of publication in the past two years and continue to thirst so that the target of each faculty producing a minimum of two research articles in refereed journals would be attained.
3	Industry Connect	Increasing number of MoUs and Operationalization of MoUs are geared up.
4	Admissions	Admitting more students through MAT/XAT/CMAT/CAT/ATMA/SRFMS MAT to have the advantage of students coming from various States.
5	International Collaboration	Operationalization of MoUs with International Organizations/institutions is in the pipeline. Signed MoU with Bentley University for new B.Com (Hons) Twinning program
6	Technology Enabled Learning	LMS is in full operation. Our LMS and continuous training catered to our faculty members and students has been a breakthrough in our teaching and learning during pandemic time and envisage to expand its horizons for the advanced applications and use.
7	Course Curriculum	Curriculum revision in process; Expected to be implemented by 2024-25 AY

2.1.2 Faculty Empowerment (15)

2.1.2.1 Faculty Development Policies (5)

SRIHER has a well-rounded faculty development policy. The education units of various departments offer faculty training for each other. The IT skill development program has been organized at regular intervals for all the faculty and staff to enable them to hone computer skills. The Research Unit of the SRIHER organizes Seminars / Workshops on Research Methodology and Biostatistics both for faculty and PhD scholars.

Drawing inspiration from SRIHER, SRFMS organized various faculty development programs to bridge the skill gap. The faculty development policy provides the directives for planning and promoting faculty development. SRFMS has a three-level faculty development program. At level 1 are the basic workshop-based faculty development programs. At level 2 lie the advanced level faculty development workshops and at the highest level are the focused workshops. Faculty are encouraged to attend in-house and external faculty development programs along various areas of their interest and for improving the teaching and learning process (offered by AICTE and other similar bodies). SRIHER's Education Unit conducts FDPs to improve the pedagogical skills of faculty members. Faculty members are encouraged to attend Value Education Development and its related programs conducted by AICTE

Figure 2.1.2.1A Faculty Development Program
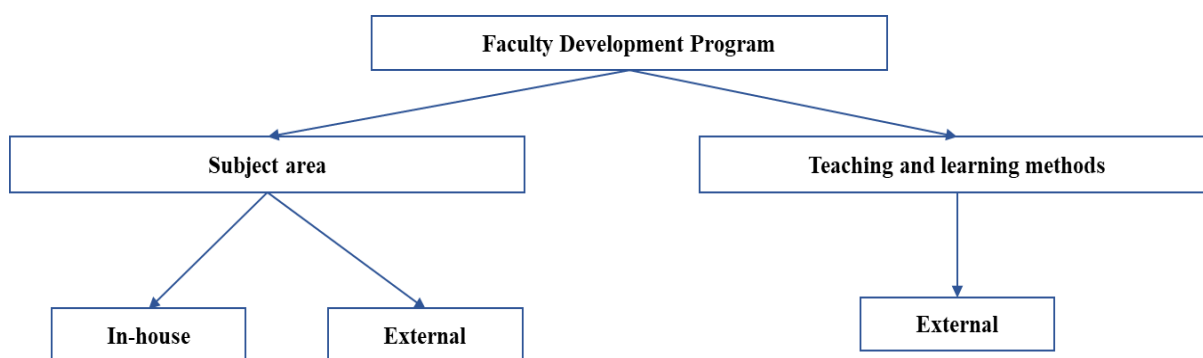
2.1.2.2. Decentralization, Delegation of Power and Collective decision making (10)

Academic and administrative decisions are vested with the Principal of SRFMS. SRFMS believes in the delegation of work and collective responsibility for the development of the students, department, and the university. As part of the work delegation faculty members are assigned to different academic portfolios to contribute to the holistic development of the students and SRFMS. Table 2.1.2.2A depicts the clear-cut decentralization of work and tasks among the faculty members and staff in SRFMS. Major academic and administrative decisions regarding finance are submitted to the Pro Vice-Chancellor for approval.

Table 2.1.2.2A List of Key Faculty Academic Leadership and Responsibilities

S.No	Committee Name/Function/Task	College Level Faculty In-charge	University Level Faculty In-charge	Portfolio	Retention - Valid Period
1	Academic Administration	Dr.Selvam Jesiah		Overall administration of the college. Expansion and development.	
2	Faculty Council	Chairman: Dr.Selvam Jesiah Members: Dr.S.Srinivasan Dr.K.N.Priya , Dr.A.S.Poornima	NA	Expansion and development. Other strategic matters.	3 Yrs
3	MBA Program Coordination	Dr.S. Srinivasan	NA	Academic Scheduling, Examination, Monitoring routine Academic activities, Project Reports(PG), CBCS, CQC, Mentoring	2 Yrs
4	BBA Program Coordination	Dr.K.N.Priya	NA	Academic Scheduling, Examination, Monitoring routine Academic activities, Project Reports(UG), CBCS, CQC, Mentoring	2 Yrs

5	Education Cell Coordinator	Dr. G. Jabarethina Member Secretary	Dr.Selvam Jesiah Dr.G.Jabarethina	Conduct of FDPs, Representation in Education Unit II of the University, Promotion of Research in Education	2 Yrs
6	AICTE	Dr. G. Jabarethina & Dr.K.N.Priya	Dr.Selvam Jesiah	Quality Mandate, AICTE Approval Process, AISHE Quality enhancement and assurance & adherence to AICTE Communication	2 Yrs
7	CBCS SR-SESREC (Social ENT, Swachhta & Rural Engagement Cell)	Dr.S. Srinivasan	Dr.Selvam Jesiah & Dr.S.Srinivasan	Coordinating with CBCS and timely enrollment of NPTEL/University elective courses	2 yrs
8	Safety and Utility Committee	Dr.K.N.Priya	Dr.K.N.Priya	Ensuring the safety of campus and functioning of utility	2 yrs
9		Chairperson: Dr.Selvam Jesiah	Chairperson: Dr.Selvam Jesiah		

	Examination Sub-Committee	Members: Dr.G.Jabarethina Dr.K.Rohini	Members: Dr.G.Jabarethina Dr.K.Rohini	Coordinating with COE	
10	Students Grievance Redressal Committee	Dr.Selvam Jesiah Dr.G.Jabarethina	Dr.G.Jabarethina	Receiving the grievances at regular intervals and reducing the grievances	
11	NSS Coordinator for Extension and Outreach Activities NAAC Criteria -7 - Institutional Values and Best Practices	Dr.C.Padma Prabha	Dr.C.Padma Prabha	NSS, Village Visits, Community Relations, Institutional Social Responsibility Initiatives	
12	Insight-SRFMS's official newsletter in-charge	Dr.K.Rohini Dr.A.Poomagal	Dr.K.Rohini (Bridges)	Preparation of news letter (quarterly) and Coordination with University's news letter	3 Yrs

13	Placement & Internship Coordinator	Dr.Rajalakshmi Vel Dr.K.N.Priya	Dr.Rajalakshmi Vel Dr.K.N.Priya	Summer Internship, SRFMS Placement, Coordinating with the University Placement Office and Hands-on-Posting	3 Yrs
14	Entrepreneurship Development Cell & MSME Championship (SCHEME)	Dr. K.N.Priya	Dr. K.N.Priya	NEN, MSME	
15	Alumni Association Coordinator	Dr. K.N.Priya		Maintaining Alumni data, Interface with Alumni, Arranging Guest Lectures, Convening Alumni Meet	
16	Website development committee	Dr.S.Nithya Priya	Dr.S.Nithya Priya	Updating the website in regular interval	
17	Student Development Activity Coordinators	Dr.A. S. Poornima (MBA) Dr.S.Nithya Priya (BBA) Dr. C. Padma Prabha (B.Com)	NA	Programming and organizing Guest lectures, AHA Activities, MMA Activities Management Fest, Participation in External Programs,	

				Cultural Activities, Extra-curricular activities, Sports. Updating the website in regular interval	
18	Library FOM-Library in charge and Students Subscription to News paper	Dr.A.Poomagal	Dr.Selvam Jesiah	Strengthening and improving Library / Learning resources	
19	LMS - Moodle Coordinator	Dr. G. Jabarethina	Dr. G. Jabarethina	Ensuring the availability of LMS and functioning of application	
20	Research Promotion Committee	Dr. S. Dinesh Dr. S. Nithya Priya	Dr. Selvam Jesiah	Improving research visibility; creating platform for faculty members to contribute to research; conduct a meeting for review;	

			conducting RD program.	

Faculty Quality Council				5 Yrs
Chairman	Dr. Selvam Jesiah			
NBA Coordinators	Dr.S.Srinivasan Dr.Rajalakshmi Vel			
Criteria wise				
NBA Criteria - 1 - Vision, Mission and Program Educational Objectives NAAC Criteria - 1 - Curricular Aspects	Dr.S.Srinivasan		Updating, recording and filing the activities / changes / assessments relating to Vision, Mission and Program Educational Objectives	

21	NBA Criteria - 2 - Governance, Leadership and Financial Resources NAAC Criteria - 2 - Teaching, Learning and Evaluation	Dr. M. Rajalakshmi Vel Dr.S.Dinesh		Updating, recording and filing the activities / changes / assessments relating to Governance, Leadership and Financial Resources	
	NBA Criteria - 3 - Program Outcomes and Course Outcomes	Dr.S.Srinivasan		Updating, recording and filing the activities / changes / assessments relating to Program Outcomes and Course Outcomes	

NBA Criteria - 4 - Curriculum and Learning Process	Dr.A.Poomagal		Updating, recording and filing the activities / changes / assessments relating to Curriculum and Learning Process	
NBA Criteria -5 - Students' quality and performance NAAC Criteria - 2 - Teaching, Learning and Evaluation	Dr.S.Dinesh Dr.Renuka Vidhya Shankar		Updating, recording and filing the activities / changes / assessments relating to Students' quality and performance	
NBA Criteria -6 - Faculty attributes and contributions NAAC Criteria - 2 - Teaching, Learning and Evaluation	Dr.A.Poomagal		Updating, recording and filing the activities/changes/ assessments relating to Faculty attributes and contributions	

NBA Criteria -7 - Industry and International Connect NAAC Criteria -7 - Institutional Values and Best Practices	Dr. A.S.Poornima		Updating, recording and filing the activities / changes / assessments relating to Industry and International Connect	
NBA Criteria -8 - Infrastructure - The MOODLE Magic	Dr.G. Jabarethina		Updating, recording and filing the activities / changes / assessments relating to Infrastructure - The MOODLE Magic	
NBA Criteria -9 - Alumni Performance and Connect NAAC Criteria - 3 - Research, Innovations and Extensions NAAC Criteria - 4 - Infrastructure and Learning Resources	Dr.K.N.Priya		Updating, recording and filing the activities / changes / assessments relating to Alumni Performance and Connect	

	NBA Criterion -10 - Continuous improvement	Dr. Padma Prabha Dr. S. Balakrishn an		Updating, recording and filing the activities / changes / assessments relating to Continuous improvement	
22	Curriculum Committee	Chairman: Dr.Selvam Jesiah Secretary: Dr.G.Jabarethina Members:Dr.A.S.Poornima Dr.K.N.Priya Dr.C.Padma Prabha			
23	University Development Council (UDC)	NA		Review of major plan / program and development and expansion of institution	2 Yrs
24	University Governance Council (UGC)	NA		Governing and Policy matters	

25	PGMC Committee	NA	Dr. Selvam Jesiah (Member)	PGMC Scrutiny and approval, orientation to faculty members on research resources BMJ / Scopus	2 Yrs
26	Sri Ramachandra BIRAC BioNEST Bioincubator Trust	NA		Advising BIRAC BioNest initiation	
27	Health Profession Education	NA		Designing, development and approval for Diploma, Certificate and Health Professional Education	
28	Internal Complaints Committee	NA		Attending and resolving the complaints of students and staff	

29	IQAC, Steering Committee and Working Committee	NA		Quality Mandate, AICTE Approval Process, AISHE Quality enhancement and assurance, Quality and Mandatory documents, Data processing, NAAC Coordination. Convening dept. IQAC Meetings, Best B-Schools Survey	2 Yrs
30	Credentials Committee	NA		Scrutiny over recommendation for advancement of promotion	2 Yrs
31	Academic Advisory Council Member	NA	Dr.Selvam Jesiah Dr.S.Dinesh	Offering guidance to the university on existing and proposed academic programs and research	2 Yrs
32	Committee for conducting interview	NA	Dr.Selvam Jesiah	Short listing and selecting scholars for the Ph.D	2 Yrs

	for Ph.D Entrance Examination			programme	
33	Language Lab, Computer Lab	Dr.A.Poomagal-Language Lab Dr.Ashok-Computer Lab		MoUs, Consultancies, Maintaining Computer Lab	
34	Communication Team		Dr. Selvam Jesiah	Coordination with the communication team	2 Yrs
35	Recognized Research Supervisors		Dr. Selvam Jesiah Dr.G.Jabarethina Dr.S.Dinesh	Guiding the scholars towards Ph.D ensuring quality research of timely completion of research work	NA
36	Institution Innovation Council Coordinator	Dr.K.N.Priya	Dr.K.N.Priya	Faculty Coordinator. Conducting / Organizing / Coordinators programs / events / workshops related to innovation. Uploading the report in MoE IIC portal within the target date	2 Yrs

37	Value Education cell	Dr.G.Jabarethina		Indicating the value of ethics in students.	
38	External Courses Coordination	Dr.K.N.Priya/Dr.S.Nithya Priya		Coordinating courses of other Departments	
39	Office Administration and support service	Ms.Mary Nishanthi		Office administration, Maintenance of documents, Office correspondence, hygiene, support service to Principal and posting and updating the events on website, E- Governance (SRU Connect portal), support services to the events / workshops / conference	NA

2.1.3 Effective Governance Indicators (15)

2.1.3.1 Grievance Redressal Mechanism (2)

SRIHER has department and university-level committees for grievance redressal of employees as well as students. Grievances are posted by the students in the Grievance Redressal Box kept in the respective department. A faculty coordinator in the Grievance Committee opens the box every week (Monday) and hand it over to the Chairman of the Grievance Redressal Committee and appropriate initiatives are taken to resolve the grievances. The grievances are forwarded to the appropriate committee such as the anti-ragging committee, grievances redressal committee, internal complaints committee, anti-discrimination committee for persons with disability and elderly persons, SC/ST/OBC/minority cell respectively, for taking further action and to submit a report on this regard. The action taken is intimated to the students and staff through online mode. Unsolved grievances, if any, are brought to the notice of the Vice Chancellor for taking necessary action.

Table 2.1.3.1A Grievance Redressal Committee (SRIHER)

NAME	DESIGNATION	AFFILIATION
Professor Antony Leo Aseer.P Principal and Professor of Physiotherapy	Chairman (Senior Professor)	SRIHER
Dr.S.Anandan	Dean, Student Welfare	SRIHER
Dr.A.Porkodi, Reader and HOD, Medical Surgical Nursing	Member	SRIHER
Dr.Kalpana.R, Professor and Head, Anatomy	Member	SRIHER
Dr.Lakshmi Venkatesh, Associate Professor, SLHS	Member	SRIHER
SPECIAL INVITEES		
Prof Roopa Nagarajan	Registrar	SRIHER
Dr Jaikanth C, Associate Professor, Faculty of Pharmacy	Faculty	SRIHER

NAME	DESIGNATION	AFFILIATION
Dr G Jabarethina, Associate Professor, Faculty of Management Sciences	Faculty	SRIHER
Ms.Bhavika Dugar,III Year BDS (2020-21), Faculty of Dental Sciences	Student Representative	SRIHER

Table 2.1.3.1B Grievances Committee - SRFMS

NAME	DESIGNATION	AFFILIATION
Dr.Selvam Jesiah	Principal, Member	Sri Ramachandra Faculty of Management Sciences
Dr Rajalakshmi Vel	Assistant Professor	Sri Ramachandra Faculty of Management Sciences
Mr Jai Sai	MBA II Year (Batch: 2022-24)	Sri Ramachandra Faculty of Management Sciences

Table 2.2.1.3.1C Action Taken Report for grievance redressal for the last three years

Year	Grievance / Complaints Registered	Action Taken
2023-24	1	Resolved
2022-23	1	Resolved
2021-22	1	Resolved
2020-21	1	Resolved

2.1.3.2 Transparency (5)

SRFMS follows practices of transparent operations to ensure inclusive participation among all the involved stakeholders. The students, faculty members, alumni, and industry partners are aware of the various policies and rules that are relevant to them in their capacity. The policies are shared with all the stakeholders through handbooks, newsletters, public display, and the SRFMS website. The faculty members and alumni are actively involved in updating the SRFMS website with the relevant and latest updates about SRFMS.

2.1.3.3 Leader and Faculty Selection Process (5)

SRFMS believes in the philosophy that teachers are the key transformational inputs that transform the students into well-rounded professionals and leaders. Our policy on leader and faculty selection reflects this idea. The steps of the faculty selection process are listed below:

Step 1: Preparing manpower requirements on the basis of the number of existing faculty members, expansion and development plans, and introduction of new programs and courses, very importantly based on the desired teacher-student ratio.

Step 2: Receiving applications from eligible and interested candidates from the applications bank of HR department/ recruitment advertisement.

Step 3: Shortlist the candidates after reviewing the qualifications, experience and other credentials of the candidate (AICTE & UGC Minimum qualification norms are adhered to).

Step 4: Getting approval from the Vice-Chancellor (VC) and Pro Vice-Chancellor upon the shortlisted candidates.

Step 5: Scheduling campus interviews based on approval by the Vice Chancellor and Pro Vice-Chancellor. The candidates approved by the VC and Pro VC are asked to send a seminar abstract (NOT their Ph.D thesis abstract), on any topic of their research interest.

Step 6 (On the day of the Interview): SRFMS collects all the required documents from the candidates called for campus interview, and confirms all documents are in place. Each candidate is advised to give a seminar of 30-40 minutes.

Step 7: Once the faculty seminar is over, each candidate is called for a personal interview. The SRIHER- faculty recruitment committee, which consists of VC, Pro VC, Dean (Research), General Manager (HR), one Subject Expert, Director, and principal take decisions on the suitability of the candidates and recommends the selected candidates for approval of the Board for their appointment.

For the selection of Principal, the aforementioned selection is strictly followed. During the selection process, the candidates are asked to present their plans (goals and strategies) for the development of SRFMS and the University.

2.1.3.4 Stability of the Academic Leaders (3)

SRIHER is an employer of choice for its employees. SRIHER provides fairly long careers to its academic leaders. As per the SRIHER norms, the top management officials are appointed as per the requirement(s). SRFMS practices a portfolio approach for the appointment of Principal. The Principals of SRFMS are listed below:

Table 2.1.3.4A List of Principals and their Tenures at SRFMS

Name	Duration of post	Reason for passing the post
Dr. A. Selvam	May 2014 – July 2018	Sudden demise
Dr. A. Bhooma Devi	Principal in-charge July 2018 – January 2019	Interim post until new recruitment for principal
Dr. A. R. Rajagopalan	January 2019 – July 2020	Relieved on request
Dr. Selvam Jesiah	July 2020 – Till Date	NA

The leadership positions exhibit a steady tenure at SRFMS. The number of faculty members based on tenure is presented in **Table 2.1.3.4B**

Table 2.1.3.4B Faculty Members' Tenure

Number of years in SRFMS	Faculty member count
More than 10 years	1
More than 5 years	7
1 year to 3 years	6

2.2 Financial Resources (40)

2.2.1 Budget Allocation, Utilization, and Public Accounting at Institute level (40)

Table 2.2.1.A Total Income at Institute Level (in Indian Rupees)

Financial Year	Fee Received	Grant Received from Govt	Other Sources (Exam Fee)	Total Amount
2023-2024	36000000	-	2008951	38008951
2022-2023	35700000	-	2076200	37776200
2021-2022	26800000	-	1485450	28285450
2020-2021	22000000	-	1516750	23516750

Table 2.2.1 B Summary of budgeted and the actual expenditure incurred (in Indian Rupees)

	Budgeted in CFY	Budgeted in CFYm1	Actual Expenses in CFYm1	Actual Expenses in CFYm2	Budgeted in CFm2	Actual Expenses in CFYm3	Budgeted in CFYm3	Budgeted in CFYm4	Actual Expenses in in CFYm4
	2024-23	**2023-24**	**2023-24**	**2022-23**	**2022-23**	**2021-22**	**2021-22**	**2020-21**	**2020-21**
Infrastructure Buiilt-up	200000	1500000	0	0	1300000	151300	1500000	1000000	933467
Library	1850000	1850000	1660425	1186918	1200000	2025600	2500000	2000000	1434027
Computer Labs and Software	650000	500000	600723	508214	500000	1111026	300000	250000	254005
Teaching and Non-Teaching Staff Salary	19000000	17500000	17809910	16951298	18750000	18312966	17000000	14500000	13756271
Research	600000	500000	455000	434904	500000	220000	567000	547000	157000
Training and Travel	500000	400000	253595	253595	300000	126199	500000	400000	54000
Placement Activities	600000	500000	420000	350000	350000	275000	250000	200000	190000
Entrepreneurship	450000	300000	67902	41981	200000	35068	100000	100000	14373.5
Co-Curricular (COL.DAY EXP)	400000	250000	369035	220179	200000	188113	200000	150000	17790.9
Extra Curricular (SPORTS)	500000	500000	301657	163110	500000	110962	800000	800000	48514
Alumni Relations	150000	150000	220000	175000	100000	149750	50000	40000	39750
Miscellaneour expenses (MAINT.EXP, EB)	4200000	3500000	3726097	3432537	3000000	1740000	1800000	1500000	1176000
NSS /OUTREACH	200000	150000	127851	97548	100000	56474	200000	100000	10927
NBA ACCREDITATION FEE	0	600000	0	0	600000	236000	800000	0	0
EMPLOYEE WELFARE	1500000	1200000	1390525	1272241	1000000	748626	1500000	1200000	767050.85
Total	32600000	29400000	37342000	25087525	28600000	25487084	28067000	22787000	18853176.25

2.2.1.1 Adequacy of Budget Allocation (15)

SRFMS prepares a need-based budget that pertains to the various activities of the faculty. The budget for each specific activity is prepared after analyzing the existing resources and the resources that are needed. The prepared budget is then sent for approval from the finance and accounts department subject to the approval of the Dean of Faculties. The finance department approves and allocates the adequate budget for SRFMS.

2.2.1.2 Utilization of Allocated Funds (15)

SRFMS reports the fund utilization to the finance and accounts department for each activity that SRFMS carries out. The funds allocated for SRFMS is judiciously used to ensure that the funds are put to the intended use while being economic. The fund utilization reflects in the various developments and extended activities of SRFMS.

2.2.1.3 Availability of the Audited Statements on the Institute's Website (10)

The audited financial statements are available in the university website for the reference of the various stakeholders and the public.

| CRITERION 3 | Program Outcomes and Course Outcomes | 100 |

3.1 Establish the linkage between the Course Outcomes, the Program Outcomes(POs) and the Program Specific Outcomes (20)

a. List the Program Outcomes (POs)

The following are the Program Outcomes (POs) of MBA (Hospital and Health Systems Management) program:

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision-making.

PO3: Develop Value-based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning.

b. List the Program Specific Outcomes (PSOs), if any

PSO1: Acquire knowledge, skills, and a positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and allied organizations in a dynamic environment.

PSO2: Demonstrate problem-solving skills and decision-making abilities across all functional areas of management in hospitals and allied organizations.

3.1.1 Course Outcomes (COs) (5)

Course Name: Marketing Management

Year of Study: 2023-24

Semester: 1

Semester 1: Course Name: Marketing Management		
PHM19CT105	PHM19CT105.1	Apply marketing concepts and assess customer needs and build and create customer value, engagement and relationship.
	PHM19CT105.2	Assess and Analyse the market information to gain customer behaviour & insights.
	PHM19CT105.3	Demonstrate the right mix of marketing and make decisions in complex market environments and analyse customer markets.
	PHM19CT105.4	Discuss and capture customer value by developing the right products and devising pricing strategies
	PHM19CT105.5	Analyse and make presentations and communicate his/her perspective and ideas clearly and confidently to the audience in the market and with marketing channels

Course Name: Research Methodology

Year of Study: 2023-24

Semester: 2

Table No: 3.1.1.2 Course Outcomes

Semester 2: Course Name: Research Methodology		
PHM19CT104	PHM19CT104.1	Acquire a thorough knowledge of research methodology in the context of business and be able to differentiate theoretical research from empirical research
	PHM19CT104.2	Ability to create, develop and demonstrate the research design and sampling design in the context of business
	PHM1CT104.3	Design and demonstrate various methods of data collection by using research tools with appropriate measurement techniques
	PHM19CT104.4	Design, process, analyze and interpret the data, write the report and ability to carrying out independent research

Course Name: Services Marketing and Management

Year of Study: 2023-24

Semester: 3

<div align="center">

Table No: 3.1.1.3 Course Outcomes

</div>

Semester 3: Course Name: Services Marketing and Management		
PHM19CT205	PHM19CT205.1	Discuss services, services marketing and technology and their roles in healthcare organizations
	PHM19CT205.2	Apply the Gaps model of service quality and focus on the customer and their requirements
	PHM19CT205.3	Foster critical thinking to align service design and standards
	PHM19CT205.4	Assess employees, customer intermediaries and market role in service delivery
	PHM19CT205.5	Decide service promises, pricing and customer satisfaction

Course Name: Cross-Cultural Management

Year of Study: 2023-24

Semester: 4

<div align="center">

Table No: 3.1.1.4 Course Outcomes

</div>

Semester IV: Course Name: Cross-Cultural Management		
PHM19CT202	PHM19CT202.1	Acquire a global perspective on management in terms of cross-cultural understanding and adaptation.
	PHM19CT202.2	Develop a broad awareness regarding management in cross-cultural settings and contexts and of what it takes to achieve success in managing those tasks and functioning effectively as managers
	PHM19CT202.3	Explain the cross-cultural behavior and work effectively as a team
	PHM19CT202.4	Adapt the different strategies of doing business across different cultures and learn about the effective strategies for addressing cross-cultural communication

3.1.2 CO-PO Matrices of courses selected in 3.1.1 (5)
(One matrix to be mentioned for each semester)

Table No: 3.1.2.1

Course Code	CO Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
PHM19CT105.1	Apply marketing concepts and understand customer needs and build and create customer value, engagement and relationship	1	"-"	"-"	1	"-"	"-"	"-"	"-"	"-"	"-"
PHM19CT105.2	Assess and Analyse the market information to gain customer behaviour & insights	"-"	1	"-"	1	"-"	"-"	"-"	"-"	"-"	"-"
PHM19CT105.3	Demonstrate the right mix of marketing and make decisions in complex market environment and analyse customer markets	1	"-"	1	"-"	"-"	"-"	1	"-"	"-"	"-"

Course Code	CO Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
PHM19CT105.4	Understand and capture customer value through developing right products and devising pricing strategies	"-"	1	"-"	"-"	"-"	3	"-"	"-"	"-"	"-"
PHM19CT105.5	Analyse and make presentations and communicate his/her perspective and ideas clearly and confidently to the audience in the market and with marketing channels	1	1	1	"-"	"-"	3	"-"	"-"	"-"	"-"
PHM19CT104.1	Acquire a thorough knowledge on research methodology in the context of business and be able to differentiate theoretical research from empirical research	"-"	2	"-"	"-"	"-"	"-"	"-"	"-"	"-"	"-"

Course Code	CO Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
PHM19CT104.2	Ability to create, develop and demonstrate the research design and sampling design in the context of business	"-"	2	"-"	1	"-"	"-"	"-"	"-"	"-"	"-"
PHM1CT104.3	Design and demonstrate various methods of data collection by using research tools with appropriate measurement techniques	"-"	"-"	"-"	1	"-"	1	"-"	1	1	"-"
PHM19CT104.4	Design, process,analyse and interpret the data, write the report and ability to carrying out independent research	"-"	"-"	"-"	1	"-"	2	"-"	"-"	"-"	"-"
PHM19CT205.1	Understand services, services marketing and technology and their roles in healthcare organizations	1	"-"	"-"	1	"-"	"-"	"-"	"-"	1	"-"

Course Code	CO Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
PHM19CT205.2	Apply Gaps model of service quality and focus on the customer and their requirements	1	1	1	"-"	"-"	"-"	"-"	1	"-"	2
PHM19CT205.3	Foster critical thinking in order to align service design and standards	2	"-"	"-"	"-" "-"	"-"	"-"	"-"	"-"	"-"	2
PHM19CT205.4	Understanding employees, customers intermediaries and market role in service delivery	"-"	1	"-"	1	1	1	"-"	"-"	1	"-"
PHM19CT205.5	Ability to manage service promises, pricing and customer satisfaction	"-"	"-"	1	1	"-"	"-"	"-"	"-"	"-"	2
PHM19CT202.1	Acquire a global perspective on management in terms of cross-cultural understanding and adaptation.	1	"-"	1	1	3	1	"-"	"-"	"-"	"-"

Course Code	CO Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
PHM19CT202.2	Develop a broad awareness regarding management in cross-cultural settings and contexts and of what it takes to achieve success in managing those tasks and functioning effectively as managers	1	1	2	3	3	"-"	1	"-"	"-"	"-"
PHM19CT202.3	Understand the cross-cultural behaviour and work effectively as a team	1	"-"	1	1	3	1	2	1	"-"	"-"
PHM19CT202.4	Adapt the different strategies of doing business across different cultures and learn about the effective strategies for addressing cross-cultural communication.	"-"	2	"-"	1	1	1	"-"	3	"-"	"-"

3.1.3 Course-PO Mapping Matrix of all courses in the program (10)

Table No. 3.1.3.1

SEM	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
I	Human Resources Management	2	3	3	1	3	3	"-"	"-"	"-"	"-"
	Managerial Economics	"-"	3	"-"	2	"-"	"-"	"-"	"-"	1	"-"
	Marketing Management	1	2	2	3	2	3	3	1	"-"	"-"
	Financial Analysis and Reporting	1	3	3	3	2	3	3	1	2	"-"
	Legal Aspects of Business	1	1	2	3	1	1	1	2	"-"	"-"
	Service Quality Management	1	2	1	2	"-"	"-"	"-"	1	1	2
	Written and oral Communication	"-"	"-"	"-"	2	"-"	3	"-"	"-"	"-"	"-"
	Operations Management	1	1	"-"	2	1	1	2	1	"-"	"-"
	Hospital Management	2	1	1	2	1	1	1	2	2	1
II	Management and Organizational Behaviour	2	1	3	1	3	"-"	"-"	"-"	1	"-"
	Research Methodology	1	3	"-"	2	"-"	2	"-"	2	"-"	3
	Business Analytics	1	3	"-"	1	2	1	1	"-"	"-"	"-"
	Managerial Accounting	"-"	3	"-"	3	"-"	"-"	"-"	2	3	2
	Quantitative Techniques	"-"	3	"-"	2	"-"	"-"	3	"-"	1	"-"
	Hospital Hands-on Postings – I	2	"-"	2	1	"-"	2	2	"-"	2	2
	Financial Management in Healthcare	2	2	1	2	"-"	2	2	"-"	1	"-"
	Total Quality Management in hospitals	1	3	1	2	2	2	"-"	2	1	1
	Talent Management in	2	2	2	2	2	"-"	2	2	2	3

SEM	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
	Healthcare										
III	Business Environment and Strategic Management	2	"-"	2	2	1	2	2	1	"-"	"-"
	Entrepreneurship	1	"-"	"-"	"-"	"-"	"-"	3	"-"	"-"	"-"
	Services Marketing and Management	1	3	"-"	3	1	1	"-"	1	1	2
	Supply Chain and Logistics Management	2	3	2	"-"	2	1	"-"	3	2	2
	Medical Tourism and Management	2	2	"-"	3	2	3	2	"-"	1	1
	Hospital Hands-on Postings–II	2	3	3	3	2	2	3	"-"	1	2
	Summer Internship	3	3	2	3	3	3	2	"-"	"-"	"-"
	Security Analysis and Portfolio Management	2	3	"-"	"-"	"-"	"-"	2	"-"	"-"	"-"
	Financial System and Markets in healthcare	1	2	"-"	2	"-"	1	"-"	"-"	"-"	"-"
	Healthcare Accreditation and Laws	1	3	1	3	3	1	"-"	"-"	"-"	"-"
	Innovation and Design Thinking	1	"-"	"-"	"-"	"-"	"-"	3	"-"	"-"	"-"
	HR Analytics	1	3	"-"	"-"	"-"	"-"	"-"	"-"	"-"	"-"
	Training and Development	2	2	3	2	3	3	3	3	"-"	"-"
IV	Cross Cultural Management	1	2	2	3	3	2	"-"	"-"	"-"	"-"
	Ethics and Social Responsibility	1	1	3	1	1	1	"-"	2	"-"	"-"
	Dissertation	3	3	"-"	3	"-"	3	3	3	"-"	3
	Entrepreneurial Finance	1	2	"-"	3	1	2	2	2	"-"	"-"
	Risk Management and Insurance	1	3	2	3	2	2	"-"	2	2	"-"

SEM	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
	Quality Assurance Framework in Hospitals	"-"	2	2	2	2	2	"-"	2	2	2
	Healthcare Governance and Technology	"-"	"-"	"-"	2	"-"	1	"-"	2	"-"	1
	Compensation and Benefits Management	2	2	"-"	2	"-"	2	2	"-"	"-"	"-"
	Performance Management	2	2	1	3	"-"	"-"	"-"	1	"-"	2

3.2 Course Outcomes (40)

3.2.1 Describe the Assessment Tools and Processes Used to Gather the Data upon which the Evaluation of Course Outcome is based (10)

Assessment Tools used for measuring Course Outcomes

Internal Assessment Tests, End Semester Examinations, Assignments, Quiz and Seminars are part of the evaluation practice to assess the students and the Course Outcomes and Program Outcome attainment. The assessments are the primary driving factor of learning. The assessments test the higher-order capabilities and skills developed with Bloom's Taxonomy. Considerable effort with utmost consciousness is taken to map the Questions from the Summative Examination with Bloom's taxonomy. Conscious efforts are made to map the curriculum and assessment to a higher level of learning to support the program to aim for higher-level abilities, which go beyond remembering or understanding, and require application, analysis, evaluation or creation.

The following is the process followed by SRFMS in calculating the Course Outcomes and Program Outcomes:

Process for measuring the attainment of Course Outcomes

While planning the assessment of achievement of course outcomes, the following points are checked in course outline submitted by the faculty members:

● The course outcomes are aligned with relevant POs.

● The process and the principles for developing courses are adhered.

● The alignment of assessment questions with course outcomes.

- Whether all the learning outcomes are tested
- The overall weightage in the assessment, to each of the course outcomes and Bloom's learning levels.
- Whether the assessment methods used adequately assess the desired learning outcomes.
- Rubrics are developed and used for assessment. The goals/objectives of assessments drive rubrics.
- Once the above points are taken care of, the content, delivery, and assessment are in alignment with the Course Outcome.

Table 3.2.1.1 Rubrics for Assessment of Dissertation

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
	Review I	15			
2.1.1	**Problem statement and identification of objectives**	5	Does not clearly explain the problem statement (why the problem was selected) and the objectives of the research are in line with the problem statement.	Provides a detailed statement of the problem (why the problem was selected) and objectives are in line with the problem statement	Statement of the problem is in detail and completely justified and objectives are adequately defined and are in line with the problem statement.
3.2.1 4.1.1	**Literature**	5	Lacks awareness of similar work done by others and provided in an acceptable literary form	Reflects awareness of similar work done by others and presents it in an acceptable literary format.	Reflects thorough understanding of similar work done by others and presents it in an acceptable literary format
4.1.4	**Formulating relevant methodology**	5	Poorly formulated research methodology and design. Lacks justification for the	Formulated research methodology and design but no adequate	Clearly formulated research methodology and design. Adequate

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
			methodology used.	explanation is provided for the methodology used.	justification and explanation are provided for each methodology used.
	Review – II	**15**	**Needs Improvement Upto 50%**	**Acceptable Upto 75%**	**Proficient (Upto 100%)**
2.1.2	**Validation and reliability of data collection tools**	**5**	No validation of data collection tools. Lacks reliability	Validation is done but lacks clarity in validation and reliability	Validation is clear and adequately explains its validity and reliability
2.2.2	**Sources Data collection & Quality of Data**	**5**	Inappropriate selection and implementation (or absence) of data collection methods	Some evidence of data collection methods are provided.	Selection and implementation of data collection methods are appropriate and adequately justified
2.1.4	**Use of statistical tools**	**5**	Little or no evidence of appropriate data analysis techniques	Some evidence of using appropriate data analysis techniques	Clear and extensive evidence of using appropriate data analysis techniques
	Review III	**15**	**Needs Improvement Upto 50%**	**Acceptable Upto 75%**	**Proficient (Upto 100%)**
2.1.3 4.2.2	**Results, Analysis & Discussions**	**5**	The style and quality of tables, illustrations and/or graphical representations are of poor quality Results reported do not follow the proposed research analysis methods. No discussion	The style and quality of tables, illustrations and/or graphical representations are of a poor quality and do not contribute to the formulation of research findings. Results reported	The style and quality of tables, illustrations and/or graphical representations are of a good quality and contribute to the formulation of original research findings.

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
			made	somewhat follow the proposed research analysis methods. Some discussions made on the basis of results and analysis.	Results reported clearly follow the proposed research analysis methods. Adequate discussions made on the basis of results and analysis.
4.2.3	**Findings & Conclusions**	5	Presentation of findings is inaccurate, incomplete, or illogical. No or erroneous conclusions based on achieved results, serious deficiencies in support of stated conclusions	Presentation of findings is generally accurate, complete, and logical. Sound conclusions based on achievement results.	Presentation of findings is completely accurate, complete, and logical, Furthermore, insightful, supported conclusions and recommendations
6.2.2	**Quality of References and as per APA/Harvard style.**	5	References are of poor quality. Does not conform to the required APA style specifications and has generally unacceptable errors in the use of headings, in-text citations, and references.	Referencing is not in line with the standard conventions in terms of format and layout. Conforms to all the required specifications of the APA style and has few errors in the use of headings, in-text citations, and references.	The referencing has been done in a proper and extensive manner. Conforms to all the required specifications of the APA style and has no errors in the use of headings, in-text citations, and references.
	Attendance and timely reporting	5	Poor attendance and punctuality in reporting	Adequate attendance and found a sense of punctuality in reporting	Fuller attendance and greater punctuality in reporting

Table 3.2.1.2 Rubrics for Assessment of Summer Internship

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
5.2.2	**Selection of the organization befitting to the interest and specialization**	5	Organization chosen mismatching with the interest and specialization	Organization partly mismatching with interest and specialization	Organization chosen perfectly matches with interest and specialization
4.1.1	**Ability to learn**	10	Low interest in asking relevant questions, seeks out additional information from appropriate sources and complete lack of understanding new environment, new concepts, ideas and work assignments	Adequate interest in asking relevant questions, seeks out additional information from appropriate sources and adequate understanding of new environment, new concepts, ideas and work assignments	High degree of interest in asking relevant questions, seeks out additional information from appropriate sources and greater understanding of new environment, new concepts, ideas and work assignments
8.2.1	**Exposure to and demonstration of practical exposure**	10	Poorly exposed to and Poorly demonstrates practical exposure and inability in distinguishing theory from practices.	Adequately exposed & Demonstrates adequate practical exposure and sufficient ability in distinguishing theory from practices	Highly exposed & Demonstrates a high degree of practical exposure and proficient in distinguishing theory from practices
7.1.1	**Initiative and Creativity**	10	Poorly motivated and hate being challenged and lack of creative ideas/solutions/options	Demonstrates a confident and positive attitude and shown interest in creative ideas/solutions/options	Demonstrates a highly confident and positive attitude and shown interest and developed creative ideas/solutions/

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
					options
4.1.1	**Character Traits**	**10**	Demonstrates poor confidence, negative attitude and lacks ethical and professional manners	Demonstrated adequate level of confidence, positive attitude, ethical and professional manners	Demonstrated greater level of confidence, positive attitude, ethical and professional manners
	Attendance and Punctuality	**5**	Poor attendance and punctuality	Adequate attendance and put-up attempt to punctuality	Fuller attendance and greater punctuality

Table 3.2.1.3 Rubrics for Assessment of Hands-on Postings

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
4.1.1	**Ability to learn**	**10**	Low interest in asking relevant questions, seeks out additional information from appropriate sources and complete lack of understanding new environment, new concepts, ideas and work assignments	Adequate interest in asking relevant questions, seeks out additional information from appropriate sources and adequate understanding of new environment, new concepts, ideas and work assignments	High degree of interest in asking relevant questions, seeks out additional information from appropriate sources and greater understanding of new environment, new concepts, ideas and work assignments
8.2.1	**Exposure to and demonstration of practical exposure**	**10**	Poorly exposed to and Poorly demonstrates practical exposure and inability in distinguishing theory from practices.	Adequately exposed & Demonstrates adequate practical exposure and sufficient ability in distinguishing theory from practices	Highly exposed & Demonstrates a high degree of practical exposure and proficient in distinguishing theory from practices
7.1.1	**Initiative and**	**10**	Poorly motivated	Demonstrates a	Demonstrates a highly

PI	Parameters	Marks	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
	Creativity		and hate being challenged and lack of creative ideas/solutions/options	confident and positive attitude and shown interest in creative ideas/solutions/options	confident and positive attitude and shown interest and developed creative ideas/solutions/options
4.1.1	**Character Traits**	10	Demonstrates poor confidence, negative attitude and lacks ethical and professional manners	Demonstrated adequate level of confidence, positive attitude, ethical and professional manners	Demonstrated greater level of confidence, positive attitude, ethical and professional manners
	Attendance and Punctuality	10	Poor attendance and punctuality	Adequate attendance and put-up attempt to punctuality	Fuller attendance and greater punctuality

Table 3.2.1.4 Rubrics for Viva-Voce (Dissertation, Summer Internship & Hands-on Posting)

PI	Parameters	Marks	Poor (Upto 30%)	Satisfactory (Upto 60%)	Good (Upto 80%)	Excellent (Upto 100%)
7.3.1 8.1.1	**Defense of the project**	10	Unable to defend the dissertation/summer internship/hands-on posting work.	Generally able to defend dissertation/summer internship/hands-on posting work. Satisfactorily responses to the questions.	Able to defend the dissertation summer internship/hands-on posting work. Shows mastery of content.	Able to defend the dissertation work well, and outstanding discussion on the research;
1.3.1	**Knowledge of the field of study**	15	Has no knowledge of the content of the research/summer internship/hands-on posting	Demonstrates adequate knowledge of contents.	Demonstrates sound knowledge of contents.	Demonstrates excellent understanding of the subject matter of the research. Able to place

PI	Parameters	Marks	Poor (Upto 30%)	Satisfactory (Upto 60%)	Good (Upto 80%)	Excellent (Upto 100%)
						dissertation in either scientific or practical context
7.3.1	**Verbal presentation**	10	No structure. Difficult to follow the presentation; bad timing; student notable to answer questions.	Presentation is structured but quality of presentation is mixed, sometimes clear sometimes hard to follow. Able to answer at least half of the questions appropriately Some defects in presentation	Presentation is clearly structured with only some exceptions; good timing; student is able to answer most questions clearly and in an appropriate manner.	Presentation is clearly structured, concise and to the point; clearly spoken and lively. Student is able to give accurate and clear answers to all questions.
6.2.2	**Use of communication aids**	10	Communication aids are poorly prepared. Font size is too small to read. Too much information is included. Details or some unimportant information is highlighted, and may confuse the audience.	Communication aids are satisfactory. Font size is readable. Appropriate information is included Some material is not supported by visual aids.	Communication aids enhance presentation. The font on the visuals is readable. Information is represented and understandable	Attractive communication aids Fonts very clear. Information is represented in an organized manner.
	Adherence to dissertation/summer internship/ha	5	Poorly adhered to the dissertation/summer	Partly adhered to the dissertation/summer	Adequately adhered to the dissertation/summer	Completely adhered to the dissertation/

PI	Parameters	Marks	Poor (Upto 30%)	Satisfactory (Upto 60%)	Good (Upto 80%)	Excellent (Upto 100%)
6.1.2	**nds-on posting manual and formatting of report**		internship/hands-on posting manual and poor formatting	internship/hands-on posting manual and some errors noticed formatting.	internship/hands-on posting manual and good formatting	summer internship/hands-on posting manual and excellent formatting.

Table 3.2.1.5 Rubrics for Written Assignment, Seminar & Presentation

| PI	Component	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
6.1.1	Written Communication (Written Assignments)	Report lacks an overall organization. Reader has to make considerable effort to understand the underlying logic and flow of ideas. Diagrams are absent or inconsistent with the text. Grammatical and spelling errors make it difficult for the reader to interpret the text in places.	The report is organized and clearly written for the most part. In some areas the logic or flow of ideas is difficult to follow. Words are well chosen with some minor exceptions. Diagrams are consistent with the text. Sentences are mostly grammatical and only a few spelling errors are present but they do not hinder the reader.	Report is well organized and clearly written. The underlying logic is clearly articulated and easy to follow. Words are chosen that precisely express the intended meaning and support reader comprehension. Diagrams or analyses enhance and clarify the presentation of ideas. Sentences are grammatical and free from spelling errors.
6.2.2	Presentation Visual Aids	Slides contain errors and lack a logical progression. Major aspects of the analysis or recommendations	Slides are error-free and logically present the main components of the process and recommendations. Material is mostly	Slides are error-free and logically present the main components of the process and recommendations. Material is readable

PI	Component	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
		are absent. Diagrams or graphics are absent or confuse the audience.	readable and graphics reiterate the main ideas.	and the graphics highlight and support the main ideas.
7.3.1	Oral Presentation	Speakers are often inaudible or hesitant, often speaking in incomplete sentences. Speakers rely heavily on notes. Speakers have difficulty responding clearly and accurately to audience questions.	Speakers are mostly audible and fluent on their topic, and require minimal referral to notes. Speakers respond to most questions accurately and appropriately.	Speakers are audible and fluent on their topic, and do not rely on notes to present or respond. Speakers respond accurately and appropriately to audience questions and comments.
	Body Language	Body language, as indicated by frequent, repetitive and distracting gestures, little or no audience eye-contact, and /or stiff posture and movement, indicate a high degree of discomfort interacting with audience.	Body language, as indicated by a slight tendency to repetitive and distracting gestures (e.g., tapping a pen, wringing hands, waving arms, clenching fists, etc.) and breaking eye contact with audience, demonstrates a slight discomfort with the audience.	Body language, as indicated by appropriate and meaningful gestures (e.g., drawing hands inward to convey contraction, moving arms up to convey lift, etc.) eye contact with audience, and movement, demonstrates a high level of comfort and connection with the audience.

Steps for Calculating the Course Attainment Levels

1. Tabulate the Questions of Formative and Summative marks

2. Map the questions with Bloom's Taxonomy

3. Map the questions with COs of the course

4. Tabulate the marks against each of the questions

5. Validate the marks with the benchmark score

6. Mark the attainment Level

Figure 3.2.1.1

Methodology for Course Outcomes Attainment Calculation
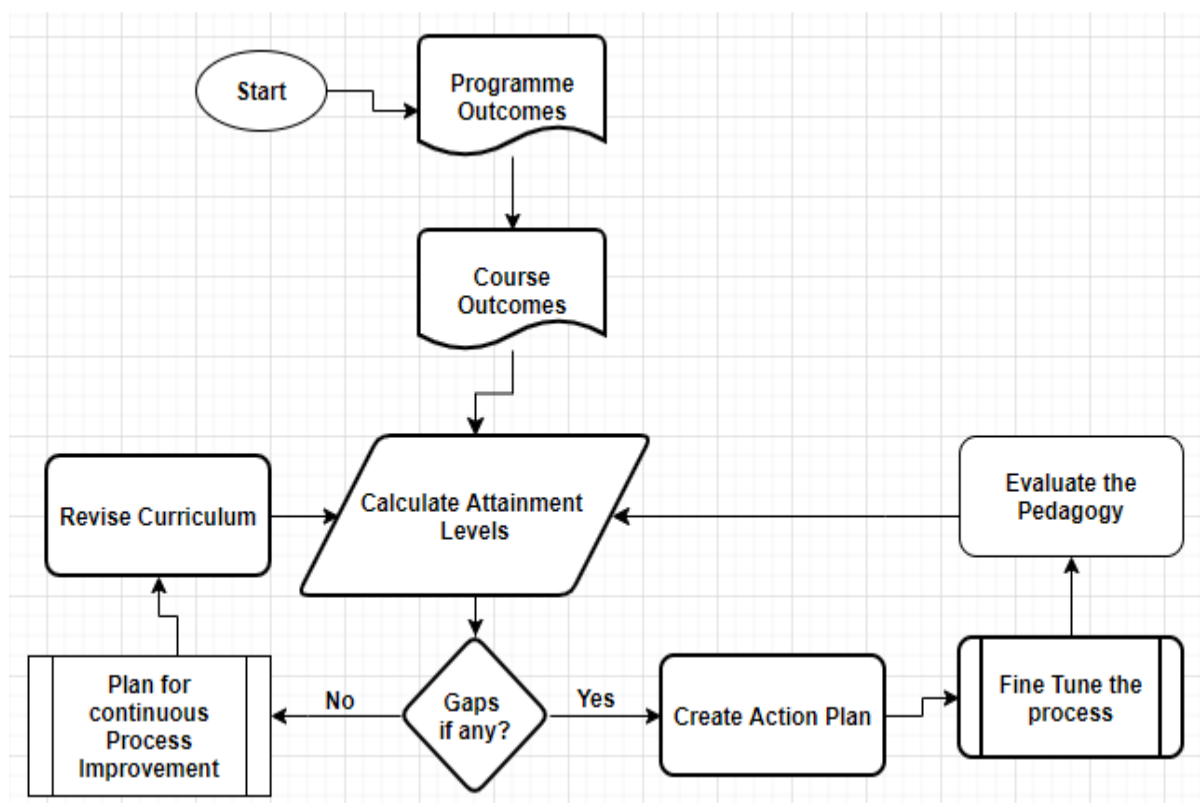
After conducting the assessment tests, the marks/scores are tabulated to calculate the attainment of Course Outcome. The overall attainment of each course outcome is calculated by taking the weighted average of attainment values of evaluation components. The threshold of Attainment level is defined below. Values 1, 2, and 3 are assigned to CO attainment levels. Each faculty member documents the calculated attainment values for the course they taught with the corresponding POs. The COs and the POs are consolidated at the Program level.

Table 3.2.1.6 Threshold Limit of CO Attainment

Threshold	Attainment Level
Students scoring above 70%	3
Students scoring between 61% and 70%	2
Students scoring between 50% and 60%	1
Students scoring below 50%	0

3.2.2 Record the Attainment of Course Outcomes of all Courses with Respect to Set Attainment levels (30)

Table 3.2.2.1

Semester	Course Title	CO1	CO2	CO3	CO4	CO5
1	Human Resource Management	1	2	3	1	
1	Financial Analysis and Reporting	2	1.6	1.9	1.9	
1	Marketing Management			2	1	3
1	Legal Aspects of Business	2	3	1	1	
2	Management and Organizational Behaviour		1	3	2	2
2	Research Methodology	2	2	2	2	
2	Quantitative Techniques	2.7	2	2.5	2	
2	Business analytics	2.22	2.05	1.75	2.2	
3	Business Environment and strategic management	2.19	2.16	1.96	2.15	
3	Financial systems and markets in healthcare	3	0	1	3	
3	Training and Development	1	1	1	2	
4	Performance Management	1	1	1	2	
4	Cross Cultural Management	3	3	2	2	
4	Entrepreneurial Finance	2.12	2.37	2.33	2.01	

3.3 Attainment of Program Outcomes and Program-Specific Outcomes (40)

3.3.1 Describe the Assessment Tools and Processes Used to Gather the Data to evaluate Program outcomes and Program Specific Outcomes (10)
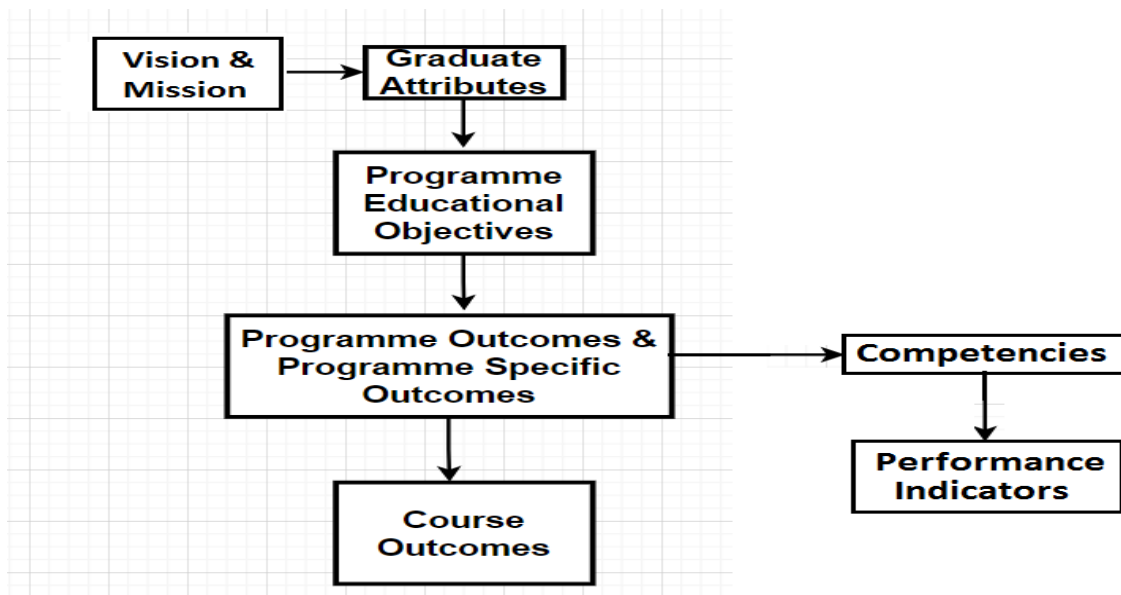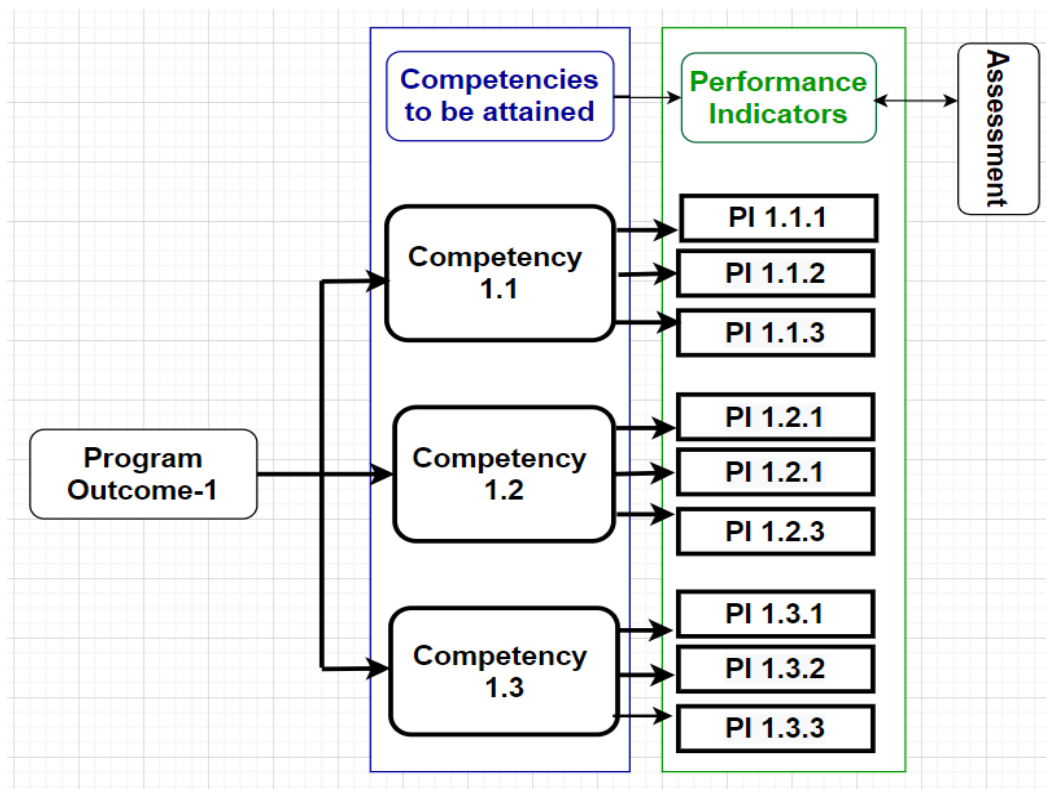
Figure 3.3.1.1 PO-CO derivation

Figure 3.3.1.2 Relation between Program Outcomes, Competencies and Performance Indicators

SRFMS's MBA has eight Program Outcomes and two Program Specific Outcomes (PSOs). For each PO and PSOs, suitable competencies are identified, and measurable performance indicators are defined. Each course outcome is mapped with relevant program outcomes and

with the corresponding competencies /Performance Indicators. The following Competencies and Performance Indicators are identified and mapped with each of the Program Outcomes.

Every Program outcome is mapped with its relevant competencies that are expected from the MBA graduates of SRFMS.

Table 3.3.1.1 Program Outcomes - Competencies and Performance Indicators

PO 1: Apply knowledge of management theories and practices to solve business problems	
Competency	**Performance Indicators**
1.1 Demonstrate Competence in Management Principles	1.1.1* Apply the knowledge of management principles such as Unity of Command, Division of Work, Authority, Responsibility etc., to solve business and managerial problems
1.2 Demonstrate Competence in Management Concepts, Theories and Practices	1.2.1 Apply the knowledge of management concepts, theories and practices to solve business and managerial problems
1.3 Demonstrate Competence in various functional areas of Management (specialized management knowledge)	1.3.1 Apply the knowledge of management principles, concepts, theories and practices of various functional areas such as Finance, Marketing, Human Resources, Operations etc. to solve various functional problems

*Denotes the first PI of PO1

PO 2: Foster Analytical and critical thinking abilities for data-based decision making	
Competency	**Performance Indicators**
2.1 Demonstrate capability in understanding and analyzing numerical data	2.1.1 Design and develop new management tools, frameworks, ideas, products, services, standards, and procedures. 2.1.2 Apply statistical tools such as measures of central tendency and dispersion chi square, correlation, regression, etc for health care data 2.1.3 Draw inferences from data and analyse conditions of internal and external environments. 2.1.4 Understand and apply graphical tools such as Gantt chart, Pareto analysis in health care setting.
2.2 Demonstrate capability in analyzing data through application software.	2.2.1 Understand and apply Excel , Tableau, SPSS for data analysis 2.2.2 Apply analytical tools and make data driven decisions.
PO 3: Develop Value based Leadership	
Competency	**Performance Indicators**

3.1 Demonstrate honesty, humility, motivate themselves and persuade the team.	3.1.1 Ability to take decisions beyond self-interest; 3.1.2 Plan and organize goal based activities.
3.2 Demonstrate the ability to understand the value of Human relationships.	3.2.1 Articulate aspects of Human Behavior to enhance People Management in changing scenario. 3.2.2 Listen, Persuade and Influence fellow mates to ensure accomplishment of goals. 3.2.3 Understand and evaluate cross-cultural differences and similarities
3.3Demonstrate the power of decision making	3.3.1 Ability to balance the interest of multiple stakeholders when making decisions

PO4: Understand, analyze, and communicate global, economic, legal, societal, environmental and ethical aspects of business.

Competency	Performance Indicators
4.1 Demonstrate an ability to understand the impact of management practices on global, economic, legal, societal, environmental and ethical	4.1.1 Ability to understand, analyze and evaluate different environments of business. 4.1.2 Interpret legislation, regulations, codes, rights and standards relevant to the area/subject and explain its contribution to the protection of the public 4.1.3 Recognize the difference between legal and ethical compliances 4.1.4 Identify, understand and design the conceptual models, methods and techniques associated with the context of business
4.2 Demonstrate an ability to Analyze and communicate the various aspects of business	4.2.1 Analyze the impact or relationship of environmental factors on business strategies 4.2.2 Apply appropriate instruments and/or research tools analyze the factors and its impact on various aspects of business 4.2.3 Ability to use deductive reasoning to basic legal and ethical problem in business and effectively communicate through oral and written forms

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Competency	Performance Indicators
5.1 Demonstrate effective individual and team operations, and Leadership skills	5.1.1 Ability to identify the capability of team members, learning synergies and differences in group dynamics 5.1.2 Examine their own values and importance of ethical dimension in business and work with a team for taking effective decisions 5.1.3 Understand causes of organizational conflicts and resolving them through negotiations, motivation and leadership

	5.1.4 Articulate the importance of communication, empowerment, risk assessment in clinical governance
5.2 Demonstrate the ability to create collaborative goals and contributing effectively to a team environment	5.2.1 Recognize and get familiar about leadership in cross cultural environment 5.2.2 Ability to acknowledge, support the team to create collaborative goals and for effective contribution 5.2.3 Exhibit and nurture the attributes that facilitate effective teamwork to create cross functionality, innovation and design thinking.

PO 6: Communicate effectively and use information and knowledge effectively.	
Competency	**Performance Indicators**
6.1 Demonstrate communication skill	6.1.1 Ability to analyze situations and audience to make choices of writing and delivering efficiently 6.1.2 Ability to comprehend information to write business document, prepare formal reports very accurately 6.1.3 Capability of providing, accepting and using feedbacks to improve written and oral communication continuously.
6.2 Demonstrate knowledge on Latest Technology	6.2.1 Examine and interpret the data and information effectively 6.2.2 Ability to use a variety of technology and media effectively in acquiring and disseminating information

PO 7: Inculcate entrepreneurship ability.	
Competency	**Performance Indicators**
7.1 Demonstrate an ability to Innovate & Create ideas	7.1.1 Apply formal Idea generation tools 7.1.2 Identify the criteria for evaluating the idea 7.1.3 Develop business plan
7.2 Demonstrate an ability of critical thinking & Problem solving	7.2.1 Recognizing the need for problem definition 7.2.2 Identify the wide range of alternatives for problem solving 7.2.3 Compare and contrast the alternatives and to judge the best solution
7.3 Demonstrate an ability to negotiate, network and manage the resources	7.3.1 Exhibit effective communication skills 7.3.2 Apply listening skills to negotiate 7.3.3 Analyze the effective utilization of available resources.

PO 8: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.	
Competency	**Performance Indicators**
8.1 Demonstrate effective leadership skills	8.1.1 Exhibit effective communication and conflict resolution skills 8.1.2 Understand the team members and treat them respectfully. 8.1.3 Recognize the need to maintain composure in difficulty situation.
8.2 Demonstrate an ability	8.2.1 Identify deficiencies or gaps in knowledge and business

to identify gaps in business process and a strategy to close this gap	process 8.2.2 Develop strategy to close the gaps in knowledge and business process 8.2.3 Portray the foundation for continuing professional development
8.3 Demonstrate an ability to identify and access the sources for new information	8.3.1 Identify and comprehend credible sources of information 8.3.2 Analyze sourced information for feasibility, viability and sustainability. 8.3.3 Apply feasible sources of information for effective decision making.

Table 3.3.1.2 Program Specific Outcomes - Competencies and Performance Indicators

PSO 1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.	
Competency	**Performance Indicators**
9.1 Demonstrate effective individual and team operations in hospitals	9.1.1 Articulate aspects of Human Behavior to enhance People Management in changing scenario in hospitals. 9.1.2 Ability to acknowledge, support the team to create collaborative goals and for effective contribution in hospitals. Apply analytical tools and make data driven decisions in hospitals.
PSO 2: Demonstrate problem-solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations	
Competency	**Performance Indicators**
10.1 Demonstrate Competence in various functional areas of Hospitals	10.1.1 Apply the knowledge of management principles, concepts, theories and practices of various functional areas such as Finance, Marketing, Human Resources, and Operations etc. to solve various functional problems in hospitals. 10.1.2 Apply analytical tools and make data-driven decisions. 10.1.3 Apply feasible sources of information for effective decision-making in hospitals.

The Course Outcomes (CO) are mapped to the Program Outcomes (POs) based on the number of mapped performance indicators (PI). The CO-PI-PO mapping methodology is given in Table 3.3.1.3

Table 3.3.1.3 CO-PI-PO Mapping Methodology

Number of PIs Mapped to CO	Level	Score
1 to 2	Low	1
3 to 4	Medium	2
>4	High	3

3.3.2 POs and PSO Attainment Levels (30)

Table No. 3.3.2.1 POs Attainment *

SEM	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
I	PHM19CT101	1	1		1	3	3	2	1		
	PHM19CT105	3	0	2	0	1	3		3		
	PHM19CT107	1	1		1		3	1	2	1	
	PHM19CT109	2		1	2	0	2		1		
II	PHM19CT102	2	1	2	1	1	3		1		
	PHM19CT104		2	3	2		2		1		
	PHM19CT106		2.2		1.9						
	PHM19CT110		2.3		2.5					2.25	
	PHF19DE112	2	2	0	3	2	3	2	1	0	0
	PHQ19DE112		0								
III	PHM19CT201	2	2		2						2
	PHF19DE213	2	3	0	0	3	3		3		
	PHR19DE213			2		1			1		
IV	PHM19CT202		0	2	3	3	3				
	PHF19DE206	2.3	2.4	2	2			2.1			
	Direct Attainment (overall average)	1.92	1.45	1.56	1.65	1.75	2.78	1.78	1.56	1.08	1.00
	Direct Attainment (80% of Direct Attainment)	1.53	1.16	1.25	1.32	1.4	2.22	1.42	1.25	0.86	0.8
	Indirect Attainment (overall average)	1.98	1.5	1.5	1.7	1.3	1.58	1.6	1.8	1.9	1.9
	Indirect Attainment (20% of Indirect Attainment)	0.39	0.3	0.3	0.34	0.26	0.31	0.32	0.36	0.38	0.39
	Final Attainment (Direct +Indirect)	1.92	1.46	1.55	1.66	1.66	2.53	1.74	1.61	1.24	1.19

Note: *Sample

The course code of Odd Semesters (I and III) are represented as 101,103,105, 201, 203 etc., and even semesters (II and IV) are represented as 102,104, 106, 202, 204 etc.,
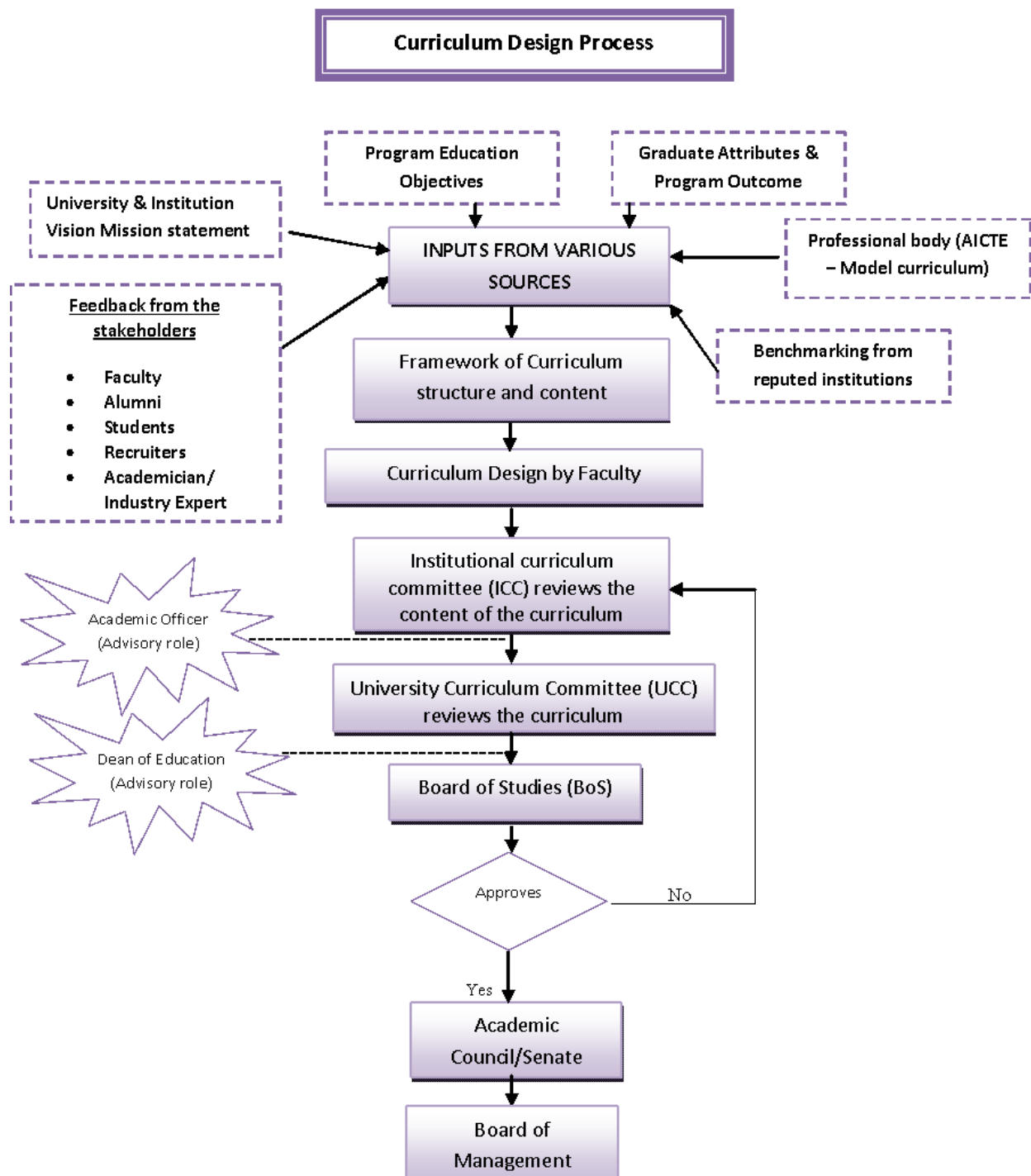
CRITERION 4	Curriculum & Learning Process	125

4.1 Curriculum (50)

4.1.1. State the Process for Designing the Program Curriculum (10)

MBA (Hospital and Health Systems Management) program, designed by SRFMS gives in-depth exposure and skills to the students to match the industrial demand. SRFMS endeavors to continuously update the curriculum, benchmark the academic content, review the features of other MBA programs, and create a competitive environment for the students. The MBA (Hospital and Health Systems Management) at SRFMS aims to provide a broad knowledge of concepts, practices, policies, and applications for effective management of real-life business situations and imparts the necessary skills to meet the future demands of the industry. To achieve this, SRFMS conducts periodic reviews to ensure that the gap between learning and practices in industries is reduced through academia-industry connect methodologies.

Figure 4.1 Process of Curriculum Design and Development

Curriculum Design Process

Program Education Objectives

Graduate Attributes & Program Outcome

University & Institution Vision Mission statement

INPUTS FROM VARIOUS SOURCES

Professional body (AICTE – Model curriculum)

Feedback from the stakeholders

- Faculty
- Alumni
- Students
- Recruiters
- Academician/ Industry Expert

Framework of Curriculum structure and content

Benchmarking from reputed institutions

Curriculum Design by Faculty

Institutional curriculum committee (ICC) reviews the content of the curriculum

Academic Officer (Advisory role)

University Curriculum Committee (UCC) reviews the curriculum

Dean of Education (Advisory role)

Board of Studies (BoS)

Approves

No

Yes

Academic Council/Senate

Board of Management

SRFMS adopts the following steps to develop new courses

Table 4.1.1.1 Steps to Develop New Courses

Step 1: Need analysis	The following methods of the need assessment are adopted to identify the need for a new course introduction. a. Directions/recommendations from the statutory councils b. Stakeholder feedback c. Coping review
Step 2: Development and approval of curriculum	The Head of the program facilitates the development of the learning outcome and curricular framework with the group of subject experts of the college in the Institutional Curriculum Committee and then forwards the developed curriculum to the University Curriculum Committee through the Academic Officer. A four-tier curricular process is followed for approval of the learning outcomes and curricular framework. a. At the first tier, the Institutional Curriculum Committee (ICC) reviews the prepared curriculum and submits its recommendation to the University Curriculum Committee through the Academic Officer. b. Then at the second tier, the Curriculum is reviewed by the University Curriculum Committee (UCC) for its comments and recommendations. c. At the third tier, the curriculum is placed in the Board of Studies, which has members including external experts. The curriculum is reviewed and recommended by the BoS of the respective departments d. Finally, at the fourth tier, the curriculum recommended by the BoS is submitted to the Academic Council for approval and placed before the Board of Management.
Step 3: Implementation of curriculum	a. The office of the Registrar is in-charge of publishing all communications and information regarding the starting of the new program. b. The Registrar publishes the information eligibility guidelines and application process of a new program on the website

	and prospectus six months prior to the starting of the program.
	c. The office of the Registrar also ensures that the program details are published in the student manual.
	The Registrar issues official communication to the Head of the Faculty and the concerned department about the beginning of the new program.
	d. The Head of the Institution conducts a meeting to inform faculty on the course structure and the methods to implement.
Step 4: Evaluation of curriculum	a. The curriculum is evaluated periodically through stakeholders' feedback (Students, Faculty members, Professionals/ Industry experts, and Employers)
	b. The feedback is analyzed by the Head and the action required/taken report is submitted to the IQAC through the Academic Officer and Dean Education.

The process used to identify the gaps in the curriculum to attain COs &POs is explained as below:

Step 1: The course instructor or faculty in charge, submits CO attainment to the Faculty Quality Cell after CO-PO mapping and attainment is done.

Step 2: The attained COs & POs along with the identified curriculum gaps are submitted to the Principal by the Program coordinator.   The Principal and the members of the curriculum committee consolidate the CO attainment of the respective year along with curricular gaps and it can be planned to conduct co-curricular activities, workshops, value-added courses, etc. Industry-ready curriculum beyond the syllabus is also identified.

Step 3: The industry-integrated curriculum beyond the syllabus is delivered to the students through classroom activities, seminars, arranging guest lectures, industrial visits, webinars, summits, and any such are implemented to bridge the curricular gaps after approval from the Principal.

Identification of gaps in the curriculum

The SRFMS has set up a mechanism to identify the gaps in the curriculum and the need for new courses. The course instructors also review and update the emerging topics related to the syllabus in the form of discussions, case reviews, assignments, etc., SRFMS identifies the need for new courses through feedback from stakeholders. The course instructors' meeting is conducted to review the progress of the courses introduced. Individual student performances are also discussed in this meeting. Based on the identification of top-performing students as well as low-performing students, special efforts are put in place to cover the gap.

The diagram outlines a continuous improvement process for course objectives (CO). Here's a summary of the process:

- **Start**
- **Course Objectives**: Define the objectives of the course along with the course outcomes.
- **Course Delivery**: Implement and deliver the course based on the defined objectives.
- **Assessment**: Conduct assessments to evaluate student performance.
- **Attainment Calculation**: Calculate the attainment of the course objectives based on the assessment results.
- **Compared against the benchmark**: Compare the calculated attainment with the benchmark standards.
- **CO Achieved?**
- **Yes**: If the course objectives are achieved, develop a plan for continuous improvement and restart the cycle.
- **No**: If the course objectives are not achieved, analyze to identify the gap(s).
- **Analyze to identify the gap(s)**: Identify the reasons for not achieving the course objectives.
- **Plan for improvement**: Create a plan to address the identified gaps.
- **Plan for continuous improvement**: Integrate the improvement plan into the continuous improvement strategy and restart the cycle from course objectives. This process ensures that the course objectives are continuously evaluated and improved to meet the desired educational standards.

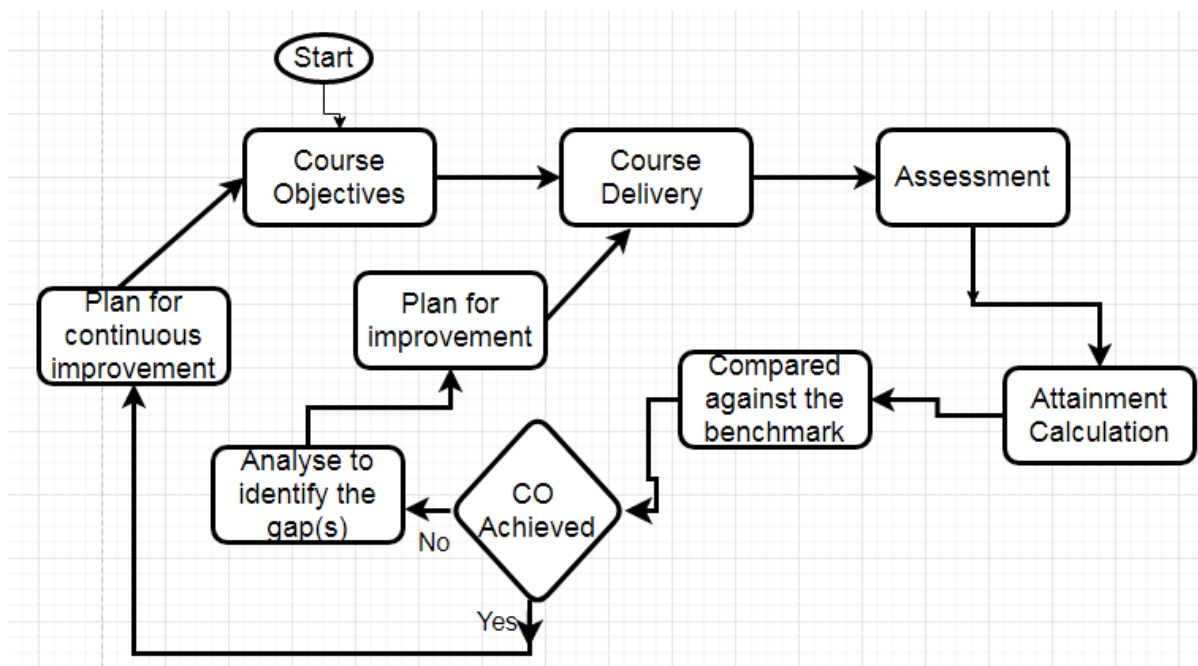**Figure 4.1 (b) Process to identify the gaps in the curriculum**

Table 4.12 shows the details of the supporting activities that are organized at SRFMS to develop other essential skills beyond the curriculum and its mapping with Pos

Table 4.1.1.2 Mapping of supporting activities and the essential skills with POs

Supporting activities	Team Work	Experiential Learning	Employability Skills	Analytical Capabilities	Mapping with PO
Guest Lectures/Workshops	√	√	√	√	PO2
Club activities/ Management fest	√	√	√	-	PO3, PO5, PO6
Industry /Field visit	√	√	√	√	PO3, PO5, PO6
Value-added courses	√	√	√	√	PO8
Outreach /community development activities	√	√	√	-	PO8
Alumni Industry Connect program covering employability skills	√	√	√	√	PO8

Table 4.1.1.3 Percentage of Contribution of Courses with POs

PO No.	Program Outcomes Description	% of courses contributing to Pos
PO1	Apply knowledge of management theories and practices to solve business problems.	85
PO2	Foster Analytical and critical thinking abilities for data-based decision-making.	85
PO3	Develop Value-based Leadership.	55
PO4	Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.	90
PO5	Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	57.5
PO6	Communicate effectively and use information and knowledge effectively.	72.5
PO7	Inculcate entrepreneurship ability.	52.5
PO8	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.	52.5

Table 4.1.1.4 Percentage of contribution of Courses with PSOs

| PSO No.	Program-Specific Outcomes Description	% of courses contributing to PSOs
PSO1	Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.	**42.5**
PSO2	Demonstrate problem solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations.	**35**

4.1.2 State the Components of the Curriculum (15)

Table 4.1.2.1

Course component	Curriculum content (% of the total number of credits of the program)		Total number of contact hours		Total number of credits	
	2016	2019	2016	2019	2016	2019
Program core	75	60	1125	945	75	63
Program Electives (Discipline specific)	3	14.3	45	225	3	15
Open Electives (Generic)	3	2.9	45	45	3	3
Summer Internship	3	5.7	180	12	3	6
Final Dissertation	12	11.4	600	24	12	12
Hands-on Posting	4	5.7	180	12	4	6
Total number of credits	**100**	**100**	**2175**	**1263**	**100**	**105**

Figure 4.1 (c) Structure of the Curriculum
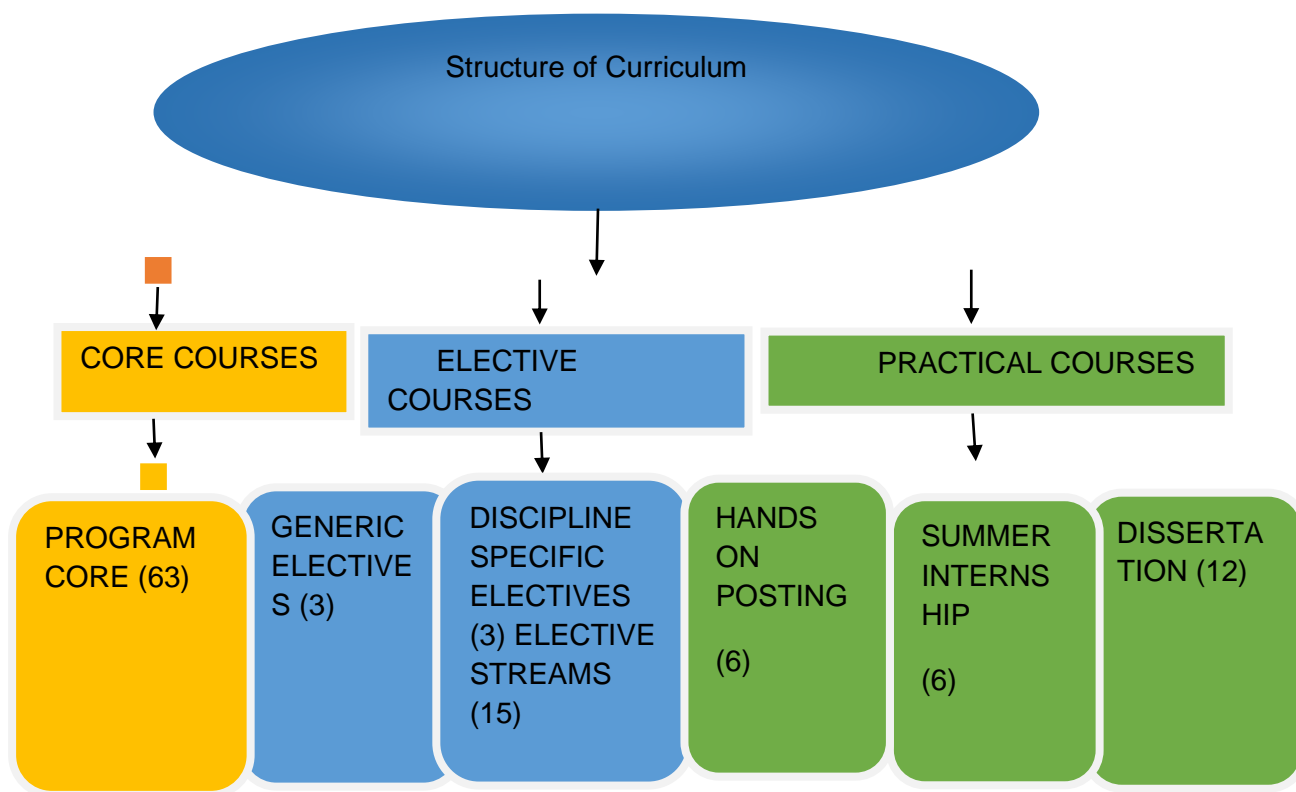
The Program consists of:

i.   **Core courses:** There are 21 core courses with three credits each which are compulsory for all the students enrolled in the program

ii.   **Elective courses**

1.   **Generic Elective courses:** Generic electives are offered across disciplines through the Choice-Based Credit System (CBCS) to enhance interdisciplinary learning. The students can choose the generic elective courses from NPTEL.

2.   **Discipline-Specific Electives:** The two-year Postgraduate MBA Program offers the below option to select the specialization. The three elective streams offered are as follows:

1.   Healthcare Finance

2.   Healthcare Quality

3.   Healthcare HR

The students, at the end of the first semester, choose and finalize their elective stream, by choosing Discipline-specific electives from the second semester onwards. Elective courses are offered based on the interest of the students which will become their specialization stream of the program. The students choose his/her elective stream based on their interests, willingness, and career aspirations.

iii.   **Practical courses:**

The Students undergo Hands-on Postings (HoP) in Sri Ramachandra Medical Centre and Sri Ramachandra Hospital with a minimum of 20 working days each during the second semester and third semesters with 3 credits each, Also they undergo a thirty-day internship during the third semester with 6 credits, and 90 days of dissertation during the fourth semester with 12 credits, to develop their research competence and analytical skills. Therefore 24 credits were allotted for the practical exposure

4.1.3 Transaction of the Curriculum (10)

Table 4.1.3.1

Course Code	Course Title	Total Number of contact hours				No.of Credits (C)
		Lecture (L)	Tutorial (T)	Practical (P)	Total Hours	
	Semester- I					
PHM19CT101	Human Resource Management	2	1	-	60	3
PHM19CT103	Managerial Economics	2	1	-	60	3
PHM19CT105	Marketing Management	2	1	-	60	3
PHM19CT107	Financial Analysis and Reporting	2	1	-	60	3
PHM19CT109	Legal aspects of Business	2	1	-	60	3
PHM19CT111	Service Quality Management	2	1	-	60	3
PHM19CT113	Written and oral Communication	2	1	-	60	3
PHM19CT115	Operations Management	2	1	-	60	3
PHM19CT117	Hospital Management	2	1	-	60	3
	Semester- II					
PHM19CT102	Management and Organizational Behavior	2	1	-	60	3
PHM19CT104	Research Methodology	2	1	-	60	3
PHM19CT106	Business Analytics	2	1	-	60	3
PHM19CT108	Managerial Accounting	2	1	-	60	3
PHM19CT110	Quantitative Techniques	2	1	-	60	3
	Elective I*	2	1	-	60	3
PHM19GE114	Generic Elective – NPTEL	3	0	-	45	3

Course Code	Course Title	Total Number of contact hours				No.of Credits (C)
		Lecture (L)	Tutorial (T)	Practical (P)	Total Hours	
PHM19CR152	Hospital Hands-on Postings – I	0	0	3	135	3
	Semester- III					
PHM19CT201	Business Environment and Strategic Management	3	0	-	45	3
PHM19CT203	Entrepreneurship	3	0	-	45	3
PHM19CT205	Services Marketing and Management	3	0	-	45	3
PHM19CT207	Supply Chain and Logistics Management	3	0	-	45	3
PHM19CT209	Medical Tourism and Management	3	0	-	45	3
	Elective II*	3	0	-	45	3
	Elective III*	3	0	-	45	3
PHM19CR252	Hospital Hands-on Postings–II	0	0	3	135	3
PHM 19CR 254	Summer Internship	0	0	18	270	6
	Semester- IV					
PHM19CT202	Cross Cultural Management	3	0	-	45	3
PHM19CT204	Ethics and Social Responsibility	3	0	-	45	3
	Elective IV*	3	0	-	45	3
	Elective V*	3	0	-	45	3
PHF19RP256	Dissertation	-	0	24	360	12

*Choose any one elective stream. Each elective stream has 5 courses which is listed

below

Discipline-Specific Electives (DSE)

Table 4.1.3.2 Courses offered in Health Care Finance specialization streams

Elective stream I - HEALTH CARE FINANCE STREAM						
Semester – II						
	Course Code	Course Title	L	T	P	Total Hours	Credits
Elective I*	PHF19DE112	Financial Management for Healthcare	2	1	0	60	3
Semester – III						
Elective II*	PHF19DE211	Security Analysis and Portfolio Management	3	0	0	45	3
Elective III*	PHF19DE213	Financial System and Markets in healthcare	3	0	0	45	3
Semester IV						

| Elective IV* | PHF19DE206 | Entrepreneurial Finance | 3 | 0 | 0 | 45 | 3 |
| Elective V* | PHF19DE208 | Risk Management and Insurance | 3 | 0 | 0 | 45 | 3 |

Table 4.1.3.3 Courses offered in Health Care Quality specialization streams

Elective stream II - HEALTH CARE QUALITY							
Semester – II							
	Course Code	**Course Title**	**L**	**T**	**P**	**Total Hours**	**Credits**
Elective I*	PHQ19DE112	Total Quality Management in Hospitals	2	1	0	60	3
Semester – III							
Elective II*	PHQ19DE211	Healthcare Accreditations and laws	3	0	0	45	3
Elective III*	PHQ19DE213	Innovation and Design Thinking	3	0	0	45	3
Semester IV							
Elective IV*	PHQ19DE206	Quality Assurance Framework in Hospitals	3	0	0	45	3
Elective V*	PHQ19DE208	Health Care Governance and Technology	3	0	0	45	3

Table 4.1.3.4 Courses offered in Health Care HR specialization streams

| Elective stream III - HEALTH CARE HR							
Semester – II							
	Course Code	**Course Title**	**L**	**T**	**P**	**Total Hours**	**Credits**
Elective I*	PHR19DE112	Talent Management in Healthcare	2	1	0	60	3
Semester – III							
Elective II*	PHR19DE211	HR Analytics	3	0	0	45	3
Elective III*	PHR19DE213	Training and Development	3	0	0	45	3
Semester IV							
Elective IV*	PHR19DE206	Compensation and Benefits Management	3	0	0	45	3
Elective V*	PHR19DE208	Performance Management	3	0	0	45	3

Credit Hours

Credit units are assigned based on the Lecture hours (L)/ Tutorials (T) Clinical Rotation (CR)/ Laboratory work (P) / Research Project (RP) and other forms of learning in a 15-18 week schedule.

- L - One credit unit for one hour of lecture per week (1 credit unit = 15 hours)
- P/ T - One credit unit for every two hours of Laboratory or Practical (1 credit unit = 30 hours)
- CR - One credit unit for three hours of Clinical Rotation (1 credit = 45 hours)

RP - One credit unit for two hours of dissertation/ Project work per week – Max Credit 20-25 (1 credit unit = 30 hrs).

Figure 4.1 (d) Comparison of credits allotted to courses for 2016 & 2019 regulations
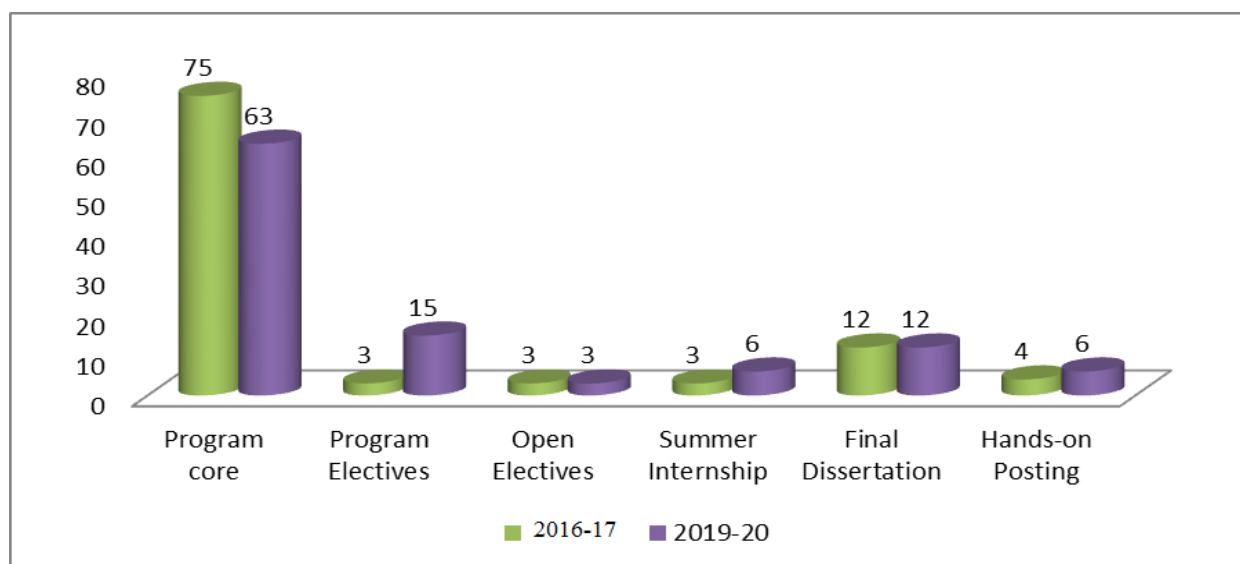
### 4.1.4 Overall Quality and Level of Program Curriculum (15)

SRFMS introduced new courses in its curriculum based on the feedback received from various internal and external stakeholders. The futuristic approach inculcates the most sought competencies among the graduates. SRFMS focuses on the following aspects:

- Outcome Based Education (OBE)
- Elective streams
- Internship
- Integrated learning

4.1.4.1 Outcome Based Education (OBE)

SRFMS follows Outcome-Based Education (OBE) which is a student-centric teaching and learning methodology in which the course delivery and assessment are planned to achieve stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

Figure 4.1 (e) Framework for Outcome-Based Education
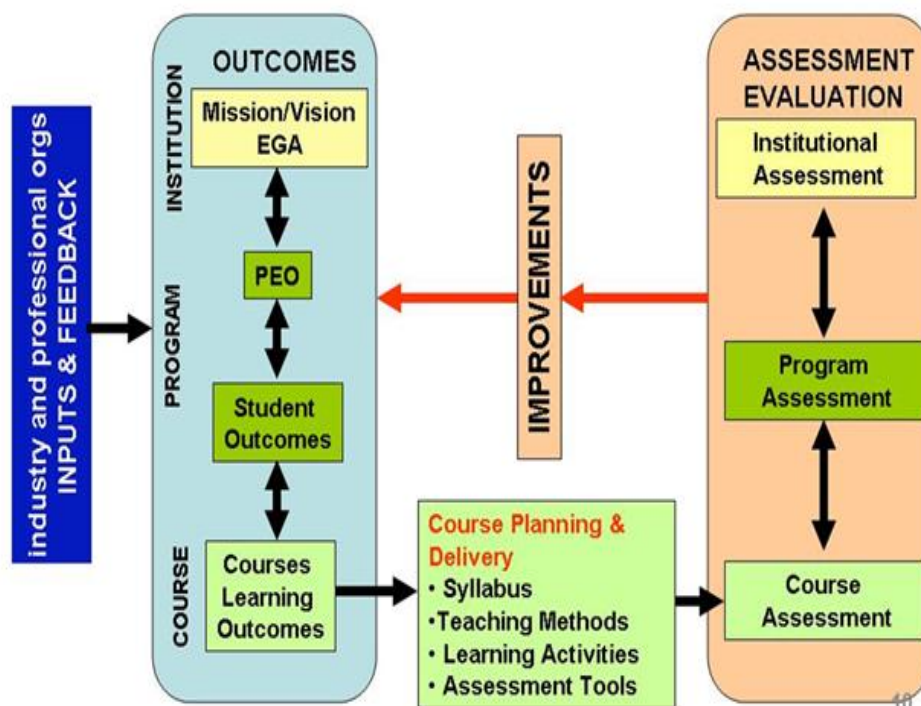
SRFMS offers discipline-specific electives in three different streams which include Healthcare Finance, Healthcare Quality and Healthcare HR. These courses seek to enhance innovation capabilities among students and aid in value creation in the respective areas.

4.1.4.2 Summer Internship

The Students are allowed to pursue Summer Internships in reputed organizations for four weeks in their respective electives at the end of the first year of the MBA program. The objective is to help the students understand how organizations operate in reality and to make the students aware of competitive environments that are in practice. The summer internship complements the students' classroom learning, and on-the-job experience in addressing managerial challenges by working with successful professionals and experts in the field that develops the knowledge/skills and attitude required for industry.

4.1.4.3 Integrated learning

The Hands-on postings place our students in all the major departments of the Sri Ramachandra Medical Centre (SRMC) & Sri Ramachandra Hospital (SRH) during the

second and third semesters of the program to gain practical exposure which helps them to understand and integrate the theory with practice.

The overall development of the curriculum is as per the industry requirements/ inputs/ expectations. The activities specially designed to develop professional skills are:

a) **Induction program and Refresher course:** This program helps the new students to adjust and feel comfortable in the new environment, inculcates in them the ethos and culture of the institution, helps them to bond with other students and faculty members, and exposes them to a sense of larger purpose and self-exploration. Orientation is provided on career prospects in each specialization from the industry whereas the refresher course aims to bridge the gap between subjects studied at the Under graduation and the subjects they would be studying in the MBA program i.e. to reduce the gap in Accounting, Mathematics, Communication, Management and Basic Medical Sciences of the students from different educational backgrounds and to help them identify their potential areas for self-development.

Figure 4.1(f) Orientation cum induction

b) **Alumni - Industry Connect** is organized regularly to acquaint students with the basic know-how of corporate functioning, expectations, and requirements from potential employers and is offered to improve employability. Some of the topics covered in the industry immersion program are emotional intelligence, resume makeover, professional etiquette, presentation skills, public speaking, and the journey from college to corporate.

Figure 4.1(g) Students Active Participation in the Program

c) **Entrepreneurship Initiatives:** To inculcate entrepreneurship skills among students, a collaborative program with the National Entrepreneurship Network (NEN) by the Wadhwani Foundation was conducted. Table 4.1.4.3.1 gives the details about the entrepreneurship program offered to students.

Table 4.1.4.3.1 Courses offered in collaboration with Wadhwani Foundation

S. No.	Nature of the Course	From Date	To Date	No of Participants	PO Mapping
1	Foundation Course in Entrepreneurship	Apr-22	June-2021	20	PO7
2	Foundation Course in Entrepreneurship	Jan-22	Apr-22	38	PO7
3	Foundation Course in Entrepreneurship	Aug -23	Jan - 24	58	PO7

d) Experiential learning through hands-on-postings to improve the managerial skills in collaboration with Sri Ramachandra Medical Centre (SRMC) and Sri Ramachandra Hospital (SRH).

e) Additional competency certificate courses are offered at SRFMS such as NABH proficiency course, Hospital Information System, Healthcare Technology covering topics like Artificial Intelligence in healthcare and Disaster Management partnering with alumni and industries like ACME consulting

f) Industrial Visits, Workshops, and Community Development programs (outreach programs) are some of the Initiatives at SRFMS.

g) The students' clubs are actively involved in organizing various activities from time to time like debates, quizzes, expert talks, business plan competitions, etc.

h) The Research Club activities to promote and foster a culture of research among students. The students along with faculty members at SRFMS have also published research papers as SRFMS initiatives to encourage research. The dissertations of all the students are planned to be published in Journals and conference proceedings from the year 2022 -2023.

i) The volunteers of the NSS Club visit nearby villages to contribute towards the various Govt. Schemes like Unnat Bharat Abhiyan, Swach Bharat Abhiyan, Blood Donation Activity, etc. and learn basic management concepts like teamwork, Planning and Decision Making and doing back to society & community.

Table 4.1.4.3.2 Courses & Events conducted to improve the Program Outcome (PO)

S.No	Date	Event Name	Resource Person	No.of Participants
1	01-Jun-2021	"Role of accreditation in hospitals and challenges faced during the accreditation Process	Ms.Preethi Dharnesh, Quality Manager, Adi Parashakthi Hospital, Mmelmaruvathur.	170
2	10-Jun-2021	Transitioning from the classroom to the Corporate	Ms.Susan Rajan , Director, Information Services, Stanford Children's health, Sanfrancisco, USA	165
3	28-Jun-2021	Yoga during pandemics: Self-Management of excessive tension and enhancing immunity through Yoga	Ms. M. Muthumeena, Gyana Asiriyar, Bangalore Centre, Gyanodhayam Educational trust	105
4	01-Jul-2021	Is Fluency in English an over estimated determinant of smartness?	1. Ms.Danna MsPherson, Quality Assurance, PBM Company, San Diego, USA 2. Dr.Alan Gitobu, Quality Assurance, PBM Company, San Diego, USA 3. Ms. Joann Isley, Quality Assurance, PBM Company, San Diego, USA	263

5	02-Jul-2021	Emotional Re-Engineering —Bring awareness to your Emotions, Actions and Intentions during this Pandemic‖	Mr. Ganesh Kumar.S Emotional Alchemist Founder-EQ Universe Learning Solutions Pvt. Ltd., Author, EI Trainer & Coach, Master Practitioner in NLP (Neuro-Linguistic Programming)	180
6	06-Jul-2021	Healthcare 4.0	Mr. Yelchur Dwarakanath, Management Consultant	60
8	06-Aug -2021	Quality Education, Accreditation And Teacher Development	Dr.Lallu Joseph, Quality __Head, CMC,Vellore	
9	17-Aug-2021	Disaster Management and Humanitarian Response	Dr. Hari Balaji, Independent consultant, National consultant for Disaster Management, Chennai	30
10	24-Aug-2021	Resume makeover and networking strategies	Mr. Srikanth R.S, Tag Specialist, L&D Specialist Chennai	100
11	27-Nov - 2021	Financial opportunities/schemes for budding entrepreneurs	Dr. E. Baskaran, Joint director (Engg), Dept.of industries & commerce, Govt. of Tamil Nadu, Chennai	125
12	10-Jun-2022	Role of Administrators In Mental Health	Ms.Tinu Anna Sam (Batch 2003-2005)Subject Matter Expert-Special Education, Daffodil Health -Bangalore	205
13	22-July-2022	Health Care Law and Legislations	Mr.Hari Prasad Senior Hospital Administrator Sri Ramachandra Medical Center-Chennai.	43
14	3-Aug-2022	Health Informatics	Mr.Samuel Dhanasingh Data analyst-Population Health, Pen Computing systems-Australia	58
15	16-Aug-2022	Drive Against Drugs	.Smt.Shobana kalyanaraman Eminent Motivational Speaker, Propretrix of Event eden	54
16	15-Oct-2022	World Students day	Mr.Jaleesh Rahman.B Managing Director-Jaleesh Training Hub, TEDX speaker, Public speaker	56
17	19-Oct-2022	Alumni Talk-Healthcare Marketing	.Ms.Vardhini Karthik Founder and Director-UNIGENEUS, Advisor to CEO-Mangolia Community Health, Lead Auditor-QMS from BSI	57

			Standards	
18	5-Nov-2022	Alumni Talk Venturing ideas in Entrepreneurship	.Ms.Baby Masilamani Founder-ZZUP-Bengaluru	55
19	16-Nov-2022	Nuances of Investing	.Mr.O.R. Nirmal Founder-Setty picks-USA-INDIA	58
20	23-Nov-2022	Financial Empowerment and literacy	1.Ms.Vidya Shivakumar Co-founder of team ubuntu-creating happy minds. 2.Ms.Aarthi Parameswaran Professional Educator in Entrepreneurship & Community Service	52
21	17-Dec-2022	Business Manager-Support and Operations	Ms Kalpana Aravind ONDC Hearing Specialists, Australia	56
22	11-May-2023	Industry Expectations from Freshers	Ms Vidyamani, Head Quality Fortis Healthcare	58
23	30-Jun-2023	Opportunities in Healthcare IT	Ms Roja C, Senior Business Analyst, Accenture Health, Chennai.	58
24	01.07.2023	CEO talk series-1	Mr.Thirunavukkarasu	48
25	24.08.2023	FDP on healthcare innovation & entrepreneurship opportunities	Dr.Anand Thirunavukarasu	14
26	08.09.2023	Unlocking success-Mastering career skill in the smart era	Mr.John Vallogia D.C SMIOTO,INC,USA	50
27	16.09.2023	Delving into entrepreneurship	Dr.E.Bhaskaran Dr.Kamaludeen, GM, MSME, GOV. TN, CEO, Blue Bharath Exim, PVT.LTD	80
28	26.09.2023	Transformational leadership.	Dr.S.Praveen Kumar.School of commerce and management	130
29	20.10.2023	CEO talk series-2	Ms.Priyanka Palanisamy,	130

			Founder & CEO of J&JP clothings	
30	14.11.2023	Organ Donation & Protocol	Ms.Arshiya Fathima Dr.Hemal Kaninde Mohan foundation QAO, ISO slider	72
31	20.12.2023	Women Empowerment Programme	Dr.Deepamala Krishnamoorthy Founder of Research and Action Centre for local democracy	150
32	03.02.2024	Emotional Resilience	Dr.Manimegalai, Assistant Professor, SRFMS	114
33	17.02.2024	Teaching through cognitive psychology	Dr.S.Jayachandran, VP marutham group	38
34	13.03.2024	Art of Gamification in Classroom	Dr.R.Karuppusamy, Dean, HITS	21
35	14.03.2024	CEO talk series-3	Mr.Santhosh Muruganantham, Co-founderMD, Kolapasi Chain of Restaurant	65
36	17.04.2024	Expert talk on data analysis	Mr.S.Sudeesh, Associate fellow in data science,	58
37	02.05.2024	International Yoga Day	Dr.Manimegalai, Associate Professor, FAHS	52
38	09.05.2024	AI Trends in HR	Dr.R.Sabarisan Medical Director, Bewell hospital	45
39	05.06.2024	Rising leader-Role of youth in volunteering	Ms.Hasini, Young Nutrition Ambassador of Tamilnadu and ALER	51
40	19.06.2024	Mastering Entrepreneurship from idea to success	Mr.Sathish Raj, Founder & CEO, E-Crusaders	92
41	21/9/2024	The leadership Blue Print For Effective Talent Acquisition	Mr K Dinesh Kumar, Principal, Employee relations, Secretary NHRDN, Chennai Chapter	370

4.2 Learning Processes (75)

4.2.1 Describe processes followed to improve quality of Teaching & Learning (20)

Sri Ramachandra Hospital 'G' Block has a bed strength of 1692, whereas Sri Ramachandra Medical Centre has 824 beds totaling 2516 beds to offer patient care as well as facilitate clinical teaching-learning. ICT-enabled classrooms with aids are used for lecture
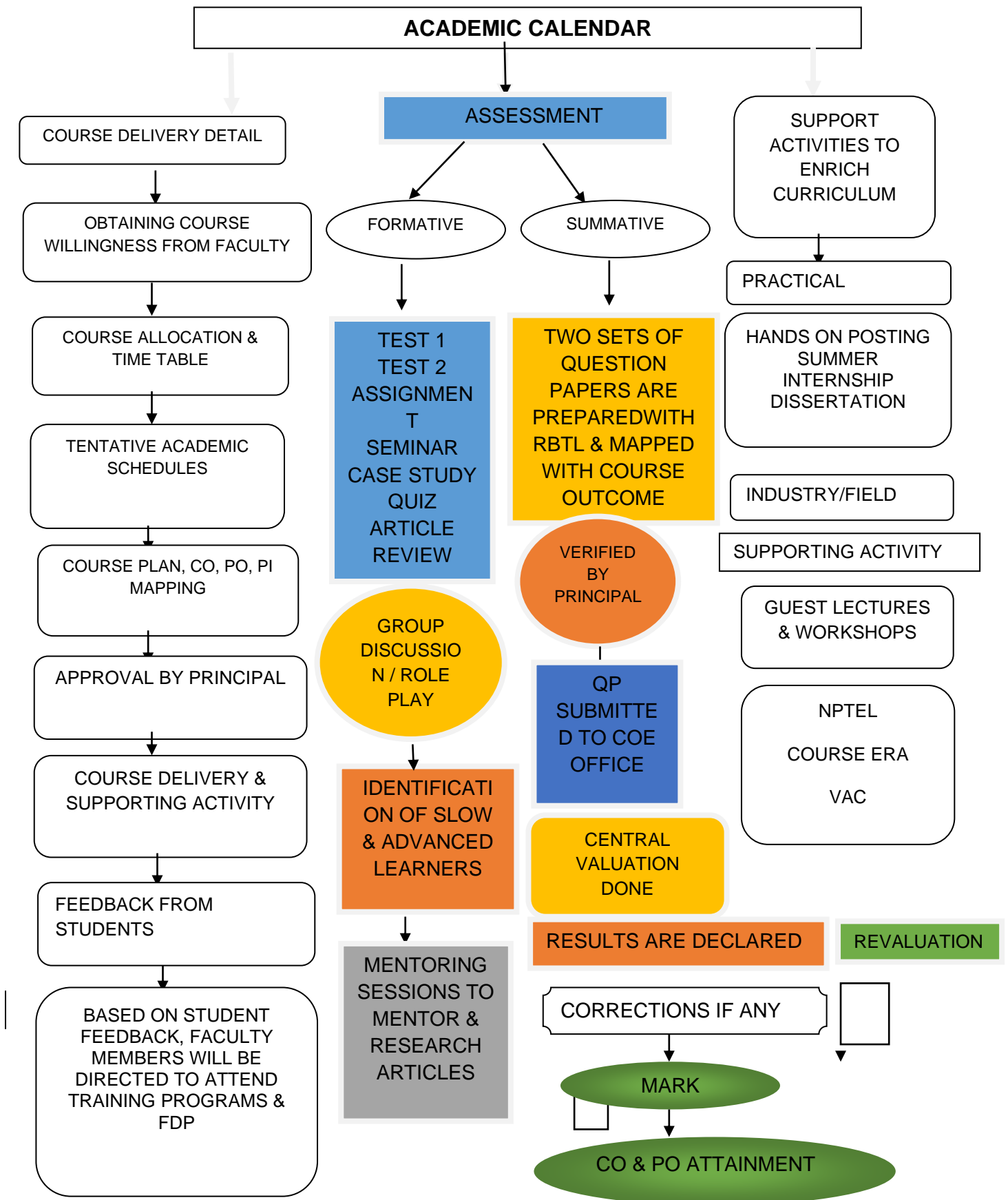
demonstrations and training. Investigation labs/facilities and treatment/dressing rooms are attached to each ward. The Students get exposed to the above in-built facilities for their practical courses where integrated learning happens. Therefore, student-centric methods enhance–learning outcomes through (a) Experiential learning, (b) Interdisciplinary learning through cross-disciplinary courses, (c) Collaborative learning with the community, NGOs, co-curricular programs, Institution-Innovation council activities, (d) Self-directed learning through e-resources available in, NPTEL SWAYAM, and SRIHER Learning Management System (LMS) and (e) Project-based learning through clinical & non-clinical department postings and dissertation

Table 4.2.1.1

Supporting activities	Team Work	Experiential Learning	Employability Skills	Analytical Capabilities
Guest Lecture/Workshops	✓		✓	✓
Club activities	✓	✓	✓	✓
Management fest	✓	✓		
Industry field visit	✓	✓		
Value-added courses		✓		✓
Outreach community development activities	✓		✓	
Internships/On-the-job training	✓	✓	✓	✓

Figure 4.2 (a) Learning Process

ACADEMIC CALENDAR

COURSE DELIVERY DETAIL

OBTAINING COURSE WILLINGNESS FROM FACULTY

COURSE ALLOCATION & TIME TABLE

TENTATIVE ACADEMIC SCHEDULES

COURSE PLAN, CO, PO, PI MAPPING

APPROVAL BY PRINCIPAL

COURSE DELIVERY & SUPPORTING ACTIVITY

FEEDBACK FROM STUDENTS

BASED ON STUDENT FEEDBACK, FACULTY MEMBERS WILL BE DIRECTED TO ATTEND TRAINING PROGRAMS & FDP

ASSESSMENT

FORMATIVE

SUMMATIVE

TEST 1
TEST 2
ASSIGNMENT
SEMINAR
CASE STUDY
QUIZ
ARTICLE REVIEW

GROUP DISCUSSION / ROLE PLAY

IDENTIFICATION OF SLOW & ADVANCED LEARNERS

MENTORING SESSIONS TO MENTOR & RESEARCH ARTICLES

TWO SETS OF QUESTION PAPERS ARE PREPAREDWITH RBTL & MAPPED WITH COURSE OUTCOME

VERIFIED BY PRINCIPAL

QP SUBMITTED TO COE OFFICE

CENTRAL VALUATION DONE

RESULTS ARE DECLARED

REVALUATION

CORRECTIONS IF ANY

MARK

CO & PO ATTAINMENT

SUPPORT ACTIVITIES TO ENRICH CURRICULUM

PRACTICAL

HANDS ON POSTING SUMMER INTERNSHIP DISSERTATION

INDUSTRY/FIELD

SUPPORTING ACTIVITY

GUEST LECTURES & WORKSHOPS

NPTEL
COURSE ERA
VAC

Adherence to Academic Calendar

The teaching and learning process starts from preparing the academic calendar. Every year the academic calendar is prepared after thorough discussion and deliberations in the faculty quality council meeting. The academic calendar is ensured to be in line with the University's calendar along with AICTE and UGC's direction. This academic calendar is displayed and shared with students through official mail along with the timetable. It includes all the activities consisting of academic activity, end semester and internal examination date, student development activities, list of holidays (student manual available on the website), orientation program, lecture series, etc. The Academic plan for the years 2021-2022, 2022 - 2023 & 2023 - 2024 are given in Table 4.2.1.2 to Table 4.2.2.7

Table 4.2.1.2 Academic Plan for MBA, Odd Semester 2021-2022

S.NO.	MAJOR ACTIVITIES		Batch (2021-23) MBA 1 (I Sem)	Batch (2020-22) MBA 2 (III Sem)
1.	Orientation for Fresher	Start date	15.09.2021	
		End date	25.09.2021	
2.	Schedule of classes	Start date	27.09.2021	04.10.2021
		End date	07.01.2022	07.01.2022
3.	IA I	Start date	08.11.2022	08.11.2022
		End date	12.11.2022	11.11.2022
4.	IA 2	Start date	14.12.2022	14.12.2022
		End date	18.12.2022	17.12.2022
5.	Closure of Regular Classes		07.01.2022	07.01.2022
6.	Study Holidays	Start date	08.01.2022	08.01.2022
		End date	18.01.2022	18.01.2022
7.	Remedial Program (Slow Learners)	Start date	08.01.2022	08.01.2022
		End date	12.01.2022	12.01.2022
8.	Final Exam	Start date	19.01.2022	19.01.2022
		End date	27.01.2022	27.01.2022
9.	Hands on Posting	Start date	-	01.11.2022
		End date	-	18.11.2022
		HoP Group Presentation	-	26.11.2022
10.	Summer Internship	Start date	-	06.09.2021

			-	03.10.2021
		End date		
		SI Viva		16.10.2021
11.	Major Project	Start date	-	-
		End date	-	-
		Major Project Viva		
12.	Alumni Talk			
13.	Entrepreneurial Talk			
14.	Distinguished Lecture Series			
15.	Student Development Activity			
16.	Sports and Cultural	-		
17.	Other major programs			

Table 4.2.1.3 Academic Plan for MBA, Even Semester 2021-2022

S.NO.	MAJOR ACTIVITIES		Batch (2021-23) MBA 1 (II Sem)	Batch (2020-22) MBA 2 (IV Sem)
1.	Schedule of Classes	Start date	28.01.2022	28.01.2022
		End date	14.05.2022	14.05.2022
2.	IA I	Start date	16.02.2022	18.02.2022
		End date	19.02.2022	19.02.2022
3.	IA 2	Start date	04.05.2022	06.05.2022
		End date	07.05.2022	07.05.2022
4.	Closure of Regular Classes		14.05.2022	14.05.2022
5.	Study Holidays	Start date	15.05.2022	15.05.2022
		End date	22.05.2022	22.05.2022
6.	Remedial Program (Slow Learners)	Start date	16.05.2022	16.05.2022
		End date	18.05.2022	18.05.2022
7.	Final Exam	Start date	23.05.2022	23.05.2022
		End date	30.05.2022	26.05.2022
8.	Hands on Posting	Start date	14.02.2022	-
		End date	03.03.2022	-
		HoP Group Presentation	15.03.2022	-
9.	Summer Internship	Start date		-
		End date		-

		SI Viva		-
10.	Major Project	Start date		21.02.2022
		End date		24.04.2022
		Major Project Viva		02.06.2022, 03.06.2022 & 04.06.2022
11.	Hospital Visit/Industrial Visit	Start date		
		End date		
12.	Alumni Talk			
13.	Entrepreneurial Talk			
14.	Distinguished Lecture Series			
15.	Student Development Activity			
16.	Sports and Cultural	-		
17.	Other major programs	ETHOZ(Management fest)	/	

Table 4.2.1.4 Academic Plan For MBA, Odd Semester 2022-2023

S.NO.	MAJOR ACTIVITIES		Batch (2022-24) MBA 1 (I Sem)	Batch (2021-23) MBA 2 (III Sem)
1	Orientation for Fresher	Start date	16.09.2022	
		End date	21.09.2022	
2	Refresher Course for Fresher	Start date	22.09.2022	
		End date	08.10.2022	
3	Schedule of classes	Start date	10.10.2022	02.11.2022
		End date	13.01.2023	13.01.2023
4	IA I	Start date	07.11.2022	21.11.2022
		End date	10.11.2022	24.11.2022
5	IA 2	Start date	05.12.2022	18.01.2023
		End date	08.12.2022	21.01.2023
6	HM, OM,WOC FINAL INTERNAL EXAMINATION	Start date	03.01.2023	
		End date	05.01.2023	
7	Closure of Regular Classes		13.01.2023	25.01.2023
8	Study Holidays	Start date	14.01.2023	26.01.2023
		End date	31.01.2023	31.01.2023
9	Remedial Program (Slow Learners)	Start date	17.01.2023	27.01.2023
		End date	21.01.2023	30.01.2023
10	Final Exam	Start date	01.02.2023	01.02.2023
		End date	07.02.2023	08.02.2023
11	Hands on Posting	Start date	-	05.12.2022
		End date	-	23.12.2022

			-	09.01.2023
		HoP Group Presentation		
12	Summer Internship	Start date	-	28.09.2022
		End date	-	30.10.2022
		SI Viva		11.11.2022

Table 4.2.1.5 Academic Plan for MBA, Even Semester 2022-2023

S.NO.	MAJOR ACTIVITIES		Batch (2022-24) MBA 1 (II Sem)	Batch (2021-23) MBA 2 (IV Sem)
1	Schedule of classes	Start date	13.02.2023	13.02.2023
		End date	13.06.2023	13.06.2023
2	First phase of classes	Start date		13.02.2023
		End date		12.03.2023
3	Second phase of classes after return from Dissertation work	Start date		15.05.2023
		End date		13.06.2023
4	IA I	Start date	08.03.2023	09.03.2023
		End date	10.03.2023	10.03.2023
5	IA 2	Start date	31.05.2023	31.05.2023
		End date	02.06.2023	01.06.2023
6	Closure of Regular Classes		13.06.2023	13.06.2023
7	Study Holidays	Start date	13.06.2023	13.06.2023
		End date	25.06.2023	25.06.2023
8	Remedial Program (Slow Learners)	Start date	13.06.2023	13.06.2023
		End date	16.06.2023	16.06.2023
9	Final Exam	Start date	26.06.2023	26.06.2023
		End date	01.07.2023	29.06.2023
10	Hands on Posting	Start date	23.03.2023	-
		End date	21.04.2023	-
		HoP Group Presentation	10.05.2023	-
11	Summer Internship	Start date	03.07.2023	-
		End date	05.08.2023	-
		SI Viva	26.08.2023	-
12	Dissertation	Dissertation orientation and issue of bonafide certificate		15.02.2023
		Ethics proposal submission		On or before 01.03.2023
		Start date		13.03.2023
		End date		14.05.2023

			Dissertation Viva		13.07.2023 – 14.07.2023
13	Commencement of next academic year 2023-24 (3rd Sem)			03.07.2023	

Table 4.2.1.6 Academic Plan for MBA, Odd semester 2023 -2024

S.NO.	MAJOR ACTIVITIES		Batch (2023-25)	Batch (2022-24)
			MBA 1 (63 working days)	MBA 2 (104 working days)
1.	Orientation & Refresher Course for Freshers	Start date	07.09.2023	
		End date	13.09.2023	
2.	Schedule of classes	Start date	14.09.2023	28.08.2023
		End date	01.12.2023	20.01.2024
3.	IA I	Start date	10.10.2023	10.10.2023
		End date	13.10.2023	13.10.2023
4.	IA 2	Start date	15.11.2023	15.11.2023
		End date	18.11.2023	18.11.2023
5.	HM, OM,WOC FINAL INTERNAL EXAMINATION	Start date	22.11.2023	
		End date	24.11.2023	
6.	Closure of Regular Classes		01.12.2023	20.01.2024
7.	Study Holidays	Start date	02.12.2023	20.01.2024
		End date	10.12.2023	28.01.2024
8.	Remedial Program (Slow Learners)	Start date	04.12.2023	22.01.2024
		End date	05.12.2023	23.01.2024
9.	Final Exam	Start date	11.12.2023	29.01.2024
		End date	16.12.2023	05.02.2024
10.	Hands on Posting	Start date	-	20.11.2023
		End date	-	09.12.2023
		HoP Group Presentation	-	16.12.2023

4.2.1.7Academic Plan for MBA, Even Semester 2023 - 2024

| S.NO.	MAJOR ACTIVITIES		Batch (2023-25)	Batch (2022-24)
			MBA 1 (114 working days)	MBA 2 (83 working days)
1.	Schedule of classes	Start date	18.12.2023	08.02.2024
		End date	05.06.2024	05.06.2024
2.	IA I	Start date	13.03.2024	27.02.2024
		End date	15.03.2024	28.02.2024
3.	IA 2	Start date	18.04.2024	30.03.2024
		End date	20.04.2024	31.03.2024
4.	Closure of Regular Classes		01.06.2024	05.06.2024
5.	Study Holidays	Start date	02.06.2024	06.06.2024
		End date	09.06.2024	09.06.2024
6.	Remedial Program (Slow Learners)	Start date	03.06.2024	06.06.2024
		End date	04.06.2024	07.06.2024
7.	Final Exam*	Start date	10.06.2024	10.06.2024
		End date	15.06.2024	13.06.2024
8.	Hands on Posting	Start date	03.01.2024	-
		End date	31.01.2024	-
		HoP Group Presentation	17.02.2024	-
9.	Summer Internship	Start date	17.06.2024	-
		End date	17.07.2024	-
		SI Viva	09.08.2024	-
10.	Dissertation	Dissertation orientation and issue of bonafide certificate		08.02.2024
		Ethics proposal submission		On or before 17.02.2024
		Start date		01.04.2024
		End date		31.05.2024
		Dissertation Viva		14.06.2024, 15.06.2024 and 17.06.2024 (Quality, HR & Finance- each one day)
11.	Dissertation Final Report Submission and last phase of classes			01.06.2024-05.06.2024
12.	Commencement of next academic year 2024-25		19.06.2024	

Improving Instructional methods using Andragogical initiatives

Teaching-learning methods adopted by the faculty members include lectures, Interactive discussions, Projects, Experiential Learning methods, Case studies etc.

The Teaching-learning activities are made effective through illustration and special lectures. To acquire first-hand knowledge of the subjects and current practices, students are engaged in the field study. The lessons are taught through PowerPoint presentations/audio-video to make learning interesting besides oral presentation methods. After the course allocation, the instructor prepares a detailed course plan with CO-PO-PI mapping.

In addition to the conventional lecture method the following andragogical approaches are adopted in SRFMS

Figure 4.2 (b) Instruction Methods Using Andragogical Initiatives
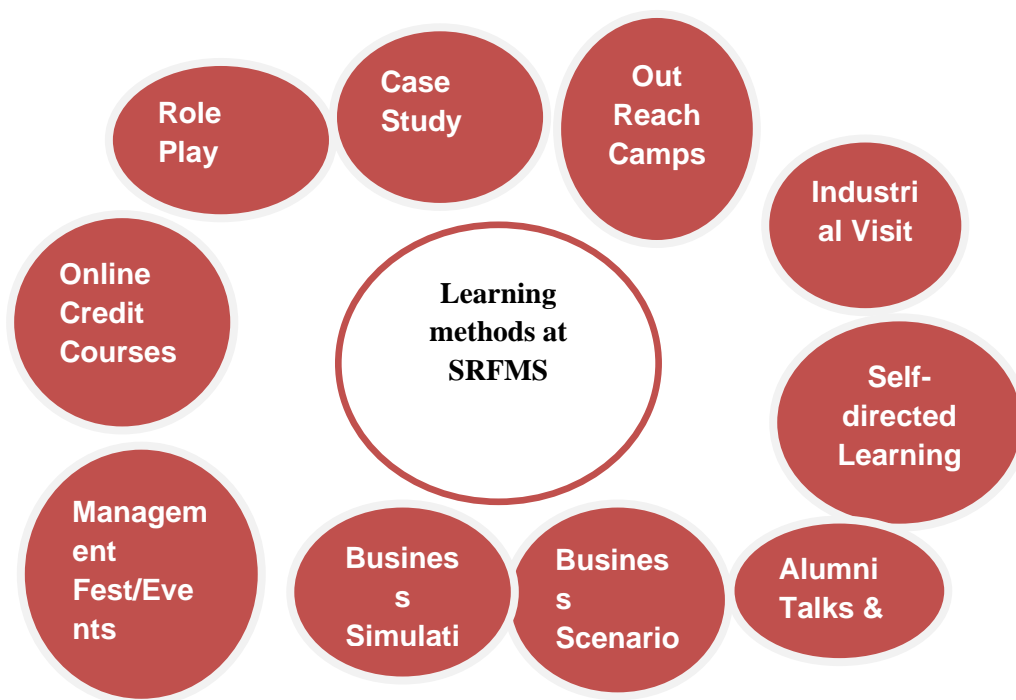
Experiential learning:

Industry/ Hospital visit

Sri Ramachandra Faculty of Management Sciences organizes regular visits to various hospitals During the visit, the students learn the best practices of various hospitals which are providing quality and affordable healthcare services and the mechanism to eliminate preventable harm by optimizing patients' outcome and experience through reduced cost in healthcare delivery. These visits highly impact the students in terms of practical knowledge which will be helpful for the students to carry on their projects or to find placement opportunities over the hospital.

Table 4.2.1.8 Industrial Visits

S.No	Date	Name of the Industry	No. of students attended
1	2022	Chennai Plastic Cluster	42
2	2023	Narayana Health, Mysore	33
3	2023	Bhat Bio tech, Bangalore	53
4	2024	Dr Moopen's Medical College, Wayanad , Kerala	55

Interdisciplinary learning:

Generic electives are offered across disciplines through the Choice-Based Credit System (CBCS) to enhance interdisciplinary learning. The students of II semester MBA (HHSM) should take up to eight weeks of any discipline in the NPTEL- SWAYAM platform as a part of a generic elective (3 credits) in the program curriculum.

Figure 4.2 (c) Certificate of NPTEL Course Completion

Collaborative learning:

SRIHER provides collaborative learning experiences to students in a structural manner to gain real-life experiences. Students are posted in rural and urban health centers facilitating community interaction. SRFMS students undergo summer training in various hospitals, consultancies and other corporations. National Entrepreneurship Network (NEN), Carnivals on career prospects and Innovation Bazaar inculcate innovation and entrepreneurial skills, soft skills, and leadership qualities among all students.

● **Outreach / Camp**

The objective of this andragogy is to 'connect with the community' that facilitates in development life skills of the students. The students also interact with the environment to practice, adapt, and learn. The aim of adopting this method is to provide hands-on practices where students will learn by doing. In this method, the instructor provides background and thought processes, to reflect student's commitment to the society and environment.

Table 4.2.1.9 Outreach programs

S. No	Date	Particulars	Place of the outreach
1	22.8.2021	Rural Entrepreneurship Development Program	Chennai
2	08.03.2022	Medical camp assistance organized by Urbaser Sumeet in collaboration with Greater Chennai Corporation and SRMC	Chennai
3	25.6.2023	Personal Hygiene Camp	Poonamallee
4	16.8.2023	Menstrual Hygiene Camp	Chennai
5	25.6.2024	Impact of Screen Time & Mosquito Control	Poonamallee

The SRFMS continue to participate in outreach programmes to embrace the social needs at different locations and fulfill various societal demands. In the last three consecutive years between 2021 - 2022, 2022- 2023, and 2023 - 2024, SRFMS organized rural Entrepreneurship development program, and more impactfully conducted personal hygiene camps, menstrual hygiene camps and creating awareness on all above-mentioned aspects and also on the impact of high screen time and mosquito control awareness have been conducted in fulfilling the societal needs.

Figure 4.2(d) Outreach Program

Figure 4.2(e) Outreach Program 2023 -2024

The Medical Camp was inaugurated by Mr. G. Prakash, I.A.S., Commissioner, Greater Chennai Corporation, in the presence of Dr. Alby John Varghese, Deputy Commissioner, South Region, Greater Chennai Corporation, and Dr. K. V. Somasundaram, Professor of Eminence & Advisor (Academics), SRIHER. The Camp was organized in the newly constructed premises of Urban Community Health Centre, Perungudi, Chennai, while the students of SRFMS, provided voluntary administrative assistance.

The students also assisted medical camps organized by Urbaser Sumeet, in collaboration with Greater Chennai Corporation and Sri Ramachandra Medical Centre on 08th March, 2022.

The students actively participated in a beach clean-up drive in collaboration with Urbaser Sumeet in December, 2022.

● **Role play and Group discussion**

Role plays with short or longer scenarios enable students to experience an issue from different perspectives. Role plays generally have three types of participants: players, observers and facilitator(s). Group discussion motivates students to give their opinions in a

forum, and also to observe and listen to the opinion of others. The learning outcome of role play and group discussion are;

○ To provide real-world scenarios to help the students analyze and learn themselves.

○ To provide opportunities for critical observation of peers.

○ Learn skills used in real-world situations (negotiation, debate, teamwork, cooperation, persuasion)

Figure 4.2(f) Group Discussion 2023 -2024

● **Summer Internship**

Students are placed in reputed organizations to undergo summer internships for four weeks in their chosen elective stream at the end of their first year of the MBA program. The objective is to help the students understand how organizations operate in a competitive environment.

● **Business Scenario Analysis**

It is used for inculcating analytical skills, management of clinical /non-clinical departments, and development of management strategies for case scenarios. The students had real-time projects at Apollo Hospitals, SRMC, SRH, and other reputed hospitals.

Movie Review

Scam 1992: The Harshad Mehta Story" is a popular Indian web series that chronicles the rise and fall of stockbroker Harshad Mehta, who was involved in one of India's biggest financial scams in the early 1990s. Students of MBA SEM III (Batch 2021 – 2023) watched selected episodes as a part of their course Financial Systems & Markets in Healthcare.

Figure 4.2(g) Movie Review

- **Case Study Analysis**

The case method is a participatory, discussion-based way of learning where students gain skills in critical thinking, communication, and group dynamics. Instructors of SRFMS use cases from Harvard Publishing which is an international standard case study and it is accessed by the faculty members and the same is utilized as one of the methods in the teaching-learning process. All the instructors have free educator accounts in Harvard Publishing to review the case studies posted and get an idea for classroom case discussion. The below figure depicts the list of faculty members and the respective case studies downloaded from the Harvard business publishing. A total of 170 cases were utilized from the Harvard business case. A few sample utilizations are attached.

Table 4.2.1.10 List of Case studies used from Harvard Business Publishing

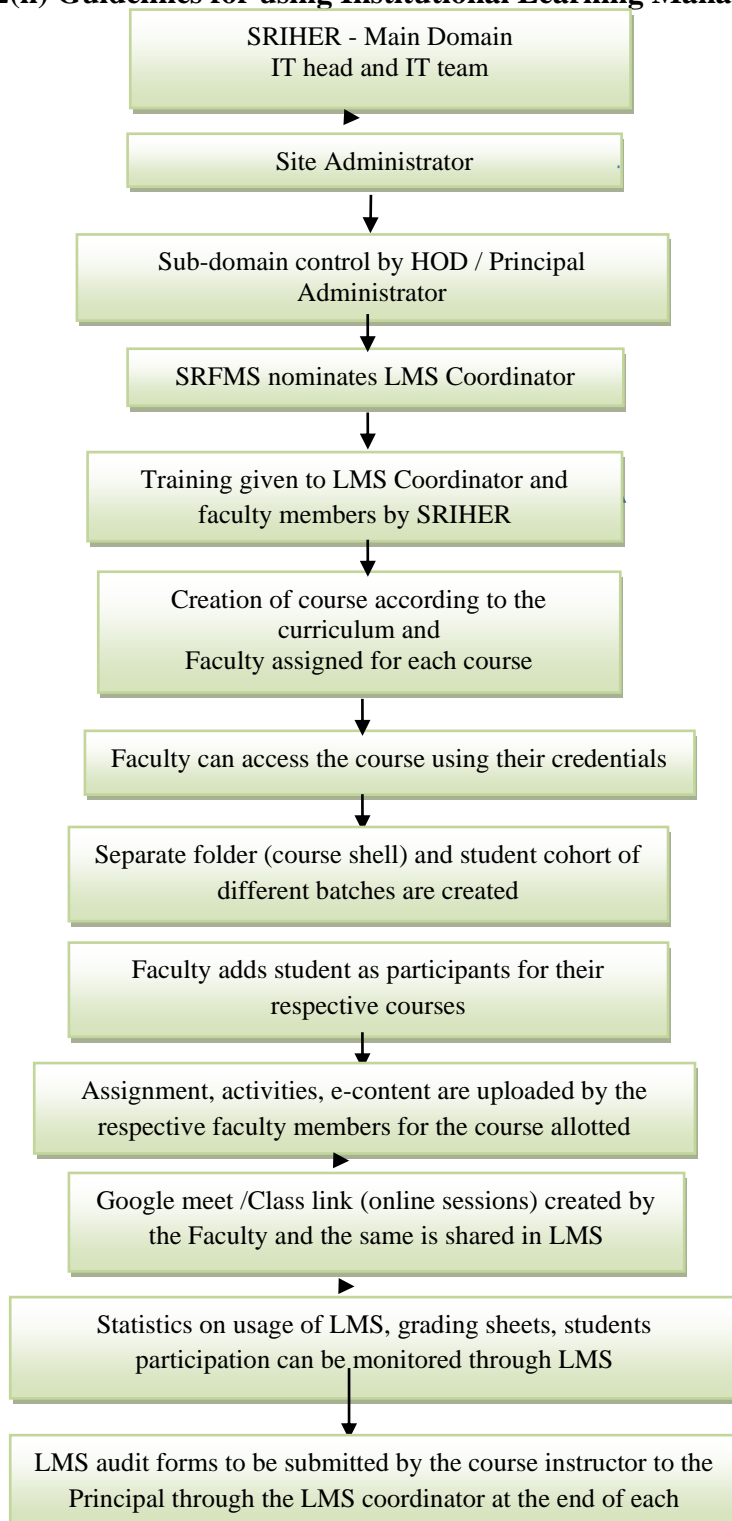| Course Name	Course Id	Product Number	Title Abbreviation	Expected Student Count	Institution Name	Instructor Name	Course Start Date	Course End Date
Ethics & Social Responsibility	913797	117004	Rajat Gupta	59	SHRIHER	Dr.Selvam Jesiah	10/02/2022	09/08/2022
Ethics & Social Responsibility	913797	119027	Fundraising at St. Camillu	59	SHRIHER	Dr.Selvam Jesiah	10/02/2022	09/08/2022
Innovation and Design Thinking	914307	314086	Learning/Extreme Consumers	59	SHRIHER	Dr.K.C.John	20/02/2022	10/08/2022
Ethics & Social Responsibility	913797	320071	Karin Vinik at South Lake	59	SHRIHER	Dr.Selvam Jesiah	10/02/2022	09/08/2022
Human Resource Management	911668	402028	SG COWEN/NEW RECRUITS	59	SHRIHER	Dr.K.Rohini	03/02/2022	02/08/2022
Marketing Management	913031	504016	STARBUCKS/DELIVERING	59	SHRIHER	Dr.Selvam Jesiah	08/02/2022	07/08/2022
Ethics & Social Responsibility	913797	511050	Cipla 2011	59	SHRIHER	Dr.Selvam Jesiah	10/02/2022	09/08/2022
Marketing Management	913031	587104	LIFESPAN	59	SHRIHER	Dr.Selvam Jesiah	08/02/2022	07/08/2022
Marketing Management	913031	598023	CASE FOR BRAND LOYALTY	59	SHRIHER	Dr.Selvam Jesiah	08/02/2022	07/08/2022
Marketing Management	913031	599048	EXECUTIVE HEALTH GROUP	59	SHRIHER	Dr.Selvam Jesiah	08/02/2022	07/08/2022
Innovation and Design Thinking	914307	615022	IDEO: Human-Ctr Design	59	SHRIHER	Dr.K.C.John	20/02/2022	10/08/2022
Healthcare Accreditation and Laws	913396	618018	Infection Control Mass GH-	38	SHRIHER	Ms.S.Nithya Priya	09/02/2022	08/08/2022
Marketing Management	913031	706440	APOLLO HOSPITALS FIRST	59	SHRIHER	Dr.Selvam Jesiah	08/02/2022	07/08/2022
Medical Tourism and Management	912941	706440	APOLLO HOSPITALS FIRST	59	SHRIHER	Dr. A. Bhoomadevi	08/02/2022	07/08/2022
Medical Tourism and Management	912941	714510	Health City Cayman	59	SHRIHER	Dr. A. Bhoomadevi	08/02/2022	07/08/2022
Managerial Economics	909253	799128	Note on Microeconomics	59	SHRIHER	Dr.S.Srinivasan	08/02/2022	26/07/2022
Human Resource Management	911668	801334	INCENTIVES&CONTROLLABILITY	59	SHRIHER	Dr.K.Rohini	03/02/2022	02/08/2022
Entrepreneurship	911371	803063	DR JOHNS PRODUCTS	59	SHRIHER	Dr.K.C John	02/02/2022	01/08/2022
Entrepreneurship	911371	811065	Dropbox/It Works	59	SHRIHER	Dr.K.C John	02/02/2022	01/08/2022
Entrepreneurship	911371	812077	Rent the Runway	59	SHRIHER	Dr.K.C John	02/02/2022	01/08/2022
Entrepreneurship	911371	813079	Lit Motors	59	SHRIHER	Dr.K.C John	02/02/2022	01/08/2022

The case studies are also developed from the previous students' dissertation and discussed in the class to make them understand the magnitude, nature, complexity and uncertainty of the problem in the hospital

Library Resources for Self-directed Learning

The institution recommends the students to access the SWAYAM portal to choose NPTEL courses to fulfill the academic requirements. The institutional Learning Management System (LMS), a teaching-learning platform, is highly beneficial to the students to access the learning materials at ease.

Figure 4.2(h) Guidelines for using Institutional Learning Management System

```
┌─────────────────────────────────────┐
│        SRIHER - Main Domain          │
│          IT head and IT team         │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│           Site Administrator         │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│  Sub-domain control by HOD / Principal │
│              Administrator           │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│    SRFMS nominates LMS Coordinator   │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│   Training given to LMS Coordinator and │
│      faculty members by SRIHER       │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│   Creation of course according to the │
│             curriculum and           │
│     Faculty assigned for each course │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ Faculty can access the course using their credentials │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ Separate folder (course shell) and student cohort of │
│        different batches are created │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│    Faculty adds student as participants for their │
│           respective courses         │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ Assignment, activities, e-content are uploaded by the │
│  respective faculty members for the course allotted │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ Google meet /Class link (online sessions) created by │
│   the Faculty and the same is shared in LMS │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ Statistics on usage of LMS, grading sheets, students │
│   participation can be monitored through LMS │
└─────────────────────────────────────┘
                  ↓
┌─────────────────────────────────────┐
│ LMS audit forms to be submitted by the course instructor to the │
│ Principal through the LMS coordinator at the end of each │
└─────────────────────────────────────┘
```

Project-based learning

To instill problem-solving skills and analytical skills, students are motivated to take live projects assigned by hospitals. To name a few, Apollo, Kauvery etc.

Figure 4.2(i) Students' active participation in various activities

- **Dissertation**

Dissertation, in the final semester of the MBA program, aims to provide an opportunity for the students to further enhance their problem-solving skills and research skills in the chosen field of specialization under the guidance of a faculty member and an industry mentor. The students are instructed to publish their dissertation work in the indexed journals.

- **Guest Lectures**

Guest lectures are part of the SRFMS academic program. Distinguished industry experts visit the campus to share their experiences with the students. This adds value to the students in acquiring knowledge of the latest trends and challenges faced by different industries

Student Clubs

The co-curricular and extracurricular activities organized by the student clubs are an integral part of the learning ecosystem that SRFMS has created. These clubs offer an excellent way to meet new people, develop leadership qualities, deepen specific interests, build character, learn teamwork and practice management. By participating, connecting and discovering each other in the student clubs, students learn to adjust, compromise, bargain, and negotiate. The Student clubs not only play a critical role in the transformation process but they also make life at SRIHER campuses enjoyable and memorable. The challenges of a multicultural

environment and the complexities thrown up by a competitive environment are turned into opportunities for self-discovery and growth by these clubs.

Management Fests

SRFMS students actively organize and also participate in various management fests, sports fests and cultural fests in which students from several premier B-schools participate. Such interactions with students from across the country enhance their learning, and help develop organizational and leadership skills which are highly valued by organizations today.

Blended learning

SRIHER has incorporated MOODLE based LMS into its e-governance portal to promote a blended learning environment. 'Course 100' is one of a kind blended learning methods offered by SRFMS in collaboration with Wadhwani Foundation. Active engagement of learners during the 'face to face' session using digital tools is another aspect of the blended learning for the students.

Teachers use ICT-enabled tools for effective teaching and learning processes, including online e-resources. All lecture classes are ICT-enabled with projectors and laptop/desktop computers and internet connectivity for interactive learning. The teachers are also trained in the use of SMART boards. Implementation of e-learning is one of our biggest value additions to the traditional teaching-learning methods. The institution uses the SWAYAM portal and an indigenous learning management system (LMS) - MOODLE platform in the teaching-learning process. Web-based open-access modules and video conferencing are also used by teachers to enrich the teaching-learning process. Creativity and innovation in teaching are enhanced by the availability of technology for recording and developing e-content.

Figure 4.2(j) Snapshots of the Learning Management System (Assignment Submission View)

Figure 4.2(k) Snapshots of the Learning Management System (Adding Materials/resources)
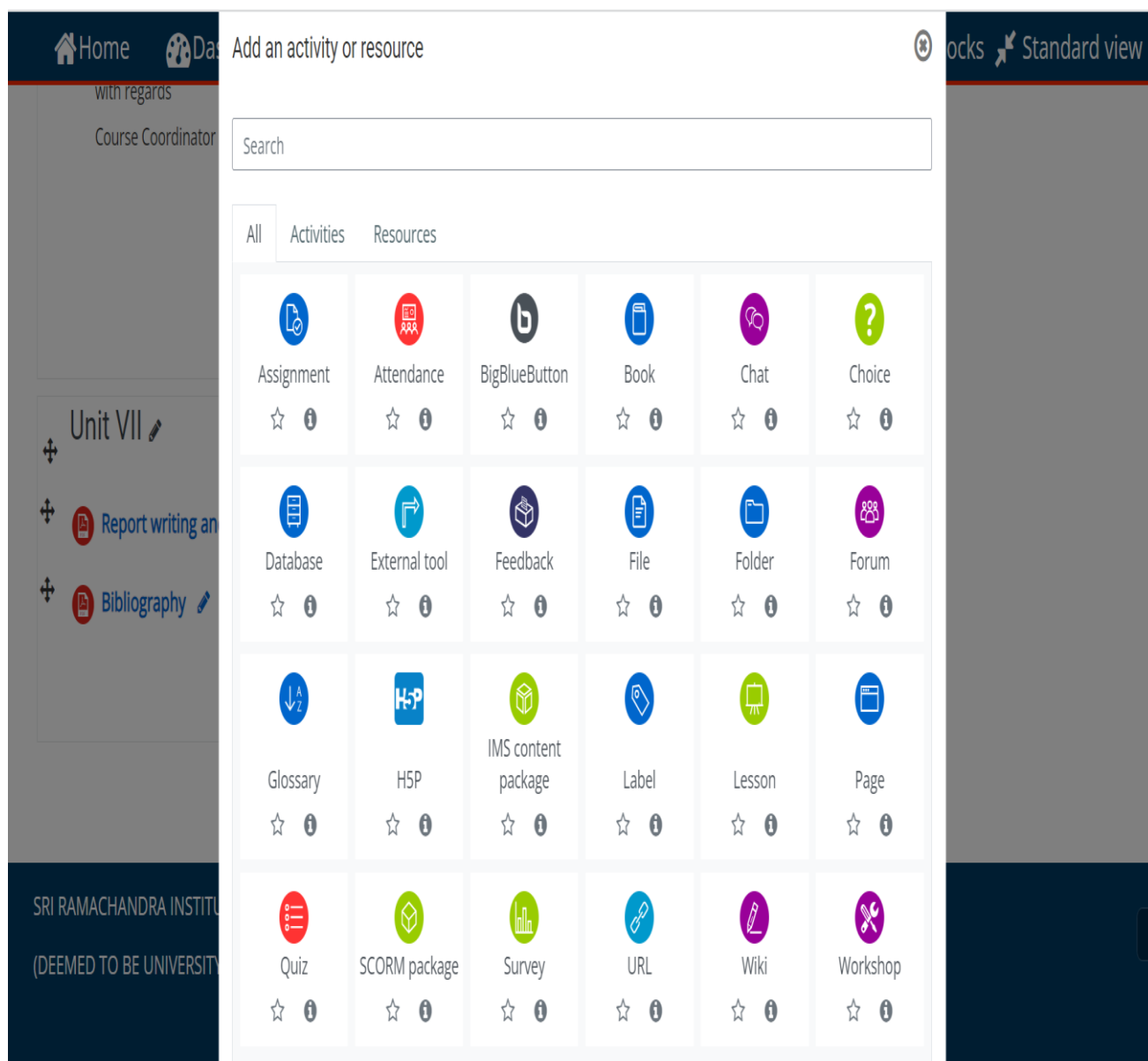
Figure 4.2(l) Snapshots of the Learning Management System (Quiz View)

Figure 4.2(m) Snapshots of Learning Management System- Assignment Submission and Grading

Methodologies to support slow learners and encouraging fast learners

Table 4.2.1.11 Guidelines to identify and support slow learners and motivate fast learners

Identification criteria	Action taken for slow learners	Action taken for fast learners
Academic performance of students in the continuous assessment clearly states the weak and the best students. Students who secure less than 50% marks in the CIA are considered as slow learners. IA lesser than or equal to 50 % - slow learners	• Tutorial / remedial classes are arranged. • Regular counseling and handholding is done by the course instructor. • Peer learning	Encourage students to take the research work and publication under the guidance of subject expert faculty.

Identification criteria	Action taken for slow learners	Action taken for fast learners
IA greater than or equal to 80% - fast learners		
● Mentor Feedback ● Feedback from the course instructor	Course instructors should arrange remedial classes for slow learners	● Students are encouraged to present papers at conferences/ seminars and additional support is provided for publication.
● Class participation and Attendance in the class	Attendance is closely monitored and remedial measures taken like sending mail to the parents and counseling	The highest grade students are awarded with Gold Medal based on their CGPA.

Mentoring sessions

Counseling for students is an integral part of SRFMS mentoring program with mentor: student ratio of 1:6. Professional student counselors from the SRIHER also provide way for effective support to students who are weak in their learning

Quality of classroom teaching (Observation in a class)

Random inspection is done by the Principal to assess the classroom teaching on the parameters which include;

1.   Content Expertise

a.   Lecture preparedness in terms of flow of delivery

b.   Communication skills

2.   Andragogy used in the class

a.   Andragogical techniques usage during the class session

3.   Student Engagement

a.   Activities conducted in the class

Maintenance of course file: To enhance the quality of classroom teaching each instructor is asked to maintain the course file for their respective courses

Each course instructor will maintain the course file which contains the following sheets:

1.   Academic calendar

2.   Course allocation sheet

3.   Individual time-table

4.   Registered students' name list

5.   Course plan

6.   Session plan / Instructional plan preparation sheet

7.   Course materials and notes

8.   Innovative methods in teaching and learning

9.   Lecture slides, videos, etc (proof of link uploaded in LMS)

10.   Continuous Internal Assessment

10.1 No. of Assignments and topics given

10.2 Seminar topics

10.3 Case study

10.4 Quiz/article review/class activity (if any)

10.5 Test 1 QP, answer key and mark statement

10.6 Test 2 QP, answer key and mark statement

11.   Final internal marks and analysis

12.   Question bank

13.   End Semester exam QP, key and mark statement with analysis

14.   Course attainment sheet

15.   Course-end survey template and results

16.   Remedial class details for slow learners (identification, name list, time table proof, outcome)

Students' feedback of the teaching-learning process and action taken

Formal Feedback Mechanism: The students are asked to write feedback for a given course. Mid-term feedback and course-end feedback is taken. The Student feedback is shared with the faculty by the Principal. Online feedback on a 5-point scale is collected; and analyzed, remedial action is taken. The students' feedback format on course and teaching effectiveness is given in Table 4.2.1.12 The Principal provides feedback/suggestions to improve the course delivery.

Table No 4.2.1.12 - Students' Feedback Format on Course and Teaching Effectiveness

S.No.	Parameters	Rate on a scale of 5 as to how you feel about the online classes				
		5	**4**	**3**	**2**	**1**
	Teaching Effectiveness	**Excellent**	**Very Good**	**Good**	**Needs Improvement**	**Poor**
1.1	The course requirements & learning objectives were clearly stated.					
1.2	Quality of learning environment and facilitation of student interactions.					
1.3	Special effort to enhance the teaching/learning effectiveness					
1.4	Faculty demonstrates thorough subject knowledge & explains the concepts very well.					
1.5	Faculty possesses good teaching & communication skills and is well prepared.					
1.6	Faculty readily provides support beyond the classroom.					
1.7	Please provide feedback to improve your learning					

Few other sources to obtain feedback are:

● Class Representatives Meetings with the Principal and Course Coordinator

● Online Feedback on Teaching Learning by E-Governance /Google forms

● Student discussions with Mentors

● Closed discussion by Principal, and Course Coordinators

Table 4.2.1.13 Feedback template from the recruiters

SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Curriculum Development Cell
Feedback on Curriculum from Recruiters

FACULTY OF MANAGEMENT SCIENCES

Name & Designation: B.G. Menon
Official Address: Managing Director, Acme Consulting, Chennai
E-mail: bgm@acmeconsulting.in

Parameters
1.   **Syllabus is need based:** Yes, can add a few more elective streams
2.   **Aims and objectives of the syllabi are well defined:** Yes
3.   **Course content is followed by corresponding reference materials:** Yes
4.   **Syllabus has a good balance between theory and application:** Yes
5.   **Programme of studies carries sufficient number of elective papers:** 3 Electives are there currently
6.   **Books prescribed/listed as reference materials are relevant, updated, and appropriate:** Yes
7.   **Provision for acquiring new skills:** Yes
8.   **Specify technologies/topics to be included:** Digital in healthcare finance
9.   **Any other matters:**   Placement training can be provided for both UG and PG from the first year

4.2.2 Quality of continuous assessment and evaluation processes (40)

For the conduct of the End Semester Exam, the University has a dedicated controller of the examination cell. It provides proper guidelines to set the question papers and evaluation. SRFMS adopts Outcome Based Education (OBE). In OBE, the COs and POs are mapped in respective courses so that faculty members can observe where students need improvement and can suggest remedial action/measures to improve their performance

Figure 4.2(n) QP Audit Process
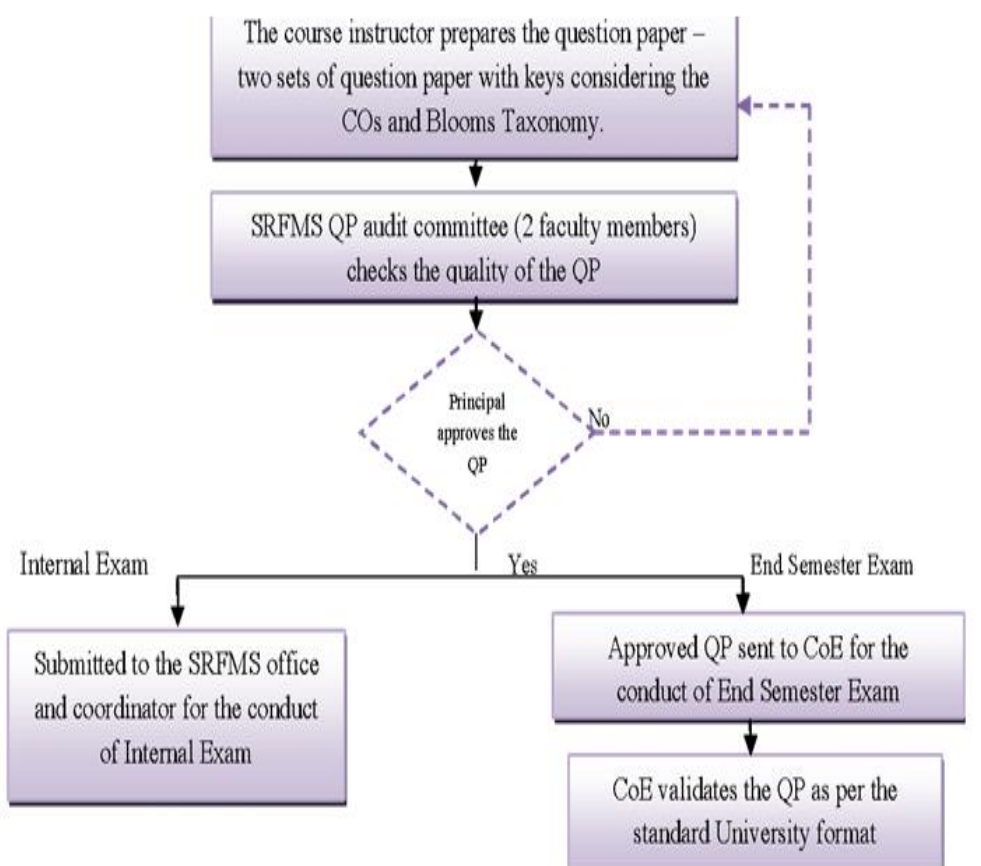
Continuous Internal Assessment (CIA) is the formative assessment component of evaluation in CBCS. It is structured to elicit the students' domain knowledge, analytical and creativity skills.

The CIA for each of the courses would have a total weightage of 50 marks, which would be assessed in the following pattern.

Table 4.2.2.1 Continuous Internal Assessment (CIA) Pattern

Continuous Internal Assessment (CIA)						
Core Theory / Discipline-Specific Elective Courses						
Internal Assessment – 1 (10)	**Internal Assessment – 2 (10)**	**Assignment (5)**	**Article review / Quiz (5)**	**Case Study (10)**	**Seminar /Presentation (5)**	**Class Participation (5)**
Hands-on Postings / Clinical Rotations (CR) and Summer Internship						
(W: 50) Hands-on Postings Record / Summer Internship Report & Attendance			(W: 50) Oral presentation and viva-voce			

Continuous Dissertation Assessment Pattern		
Pattern	**Details**	**Marks**
Continuous Internal Assessment for Dissertation (b)	Reviews- I, II ,III & IV [Evaluated by the allotted internal faculty guide(s)]	45
	Attendance	5
	CIA Total	50

Table 4.2.2.2 Rubrics for Written Assignment, Seminar and Presentation

PI	Component	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
6.1.1	Written Communication (Written Assignments)	Report lacks an overall organization. Reader has to make considerable effort to understand the underlying logic and flow of ideas. Diagrams are absent or inconsistent with the text. Grammatical and spelling errors make it difficult for the reader to interpret the text in places.	Report is organized and clearly written for the most part. In some areas the logic or flow of ideas is difficult to follow. Words are well chosen with some minor exceptions. Diagrams are consistent with the text. Sentences are mostly grammatical and only a few spelling errors are	Report is well organized and clearly written. The underlying logic is clearly articulated and easy to follow. Words are chosen that precisely express the intended meaning and support reader comprehension. Diagrams or analyses enhance and clarify

PI	Component	Needs Improvement (Upto 50%)	Acceptable (Upto 75%)	Proficient (Upto 100%)
			present but they do not hinder the reader.	presentation of ideas. Sentences are grammatical and free from spelling errors.
6.2.2	Presentation Visual Aids	Slides contain errors and lack a logical progression. Major aspects of the analysis or recommendations are absent. Diagrams or graphics are absent or confuse the audience.	Slides are error-free and logically present the main components of the process and recommendations. Material is mostly readable and graphics reiterate the main ideas.	Slides are error-free and logically present the main components of the process and recommendations. Material is readable and the graphics highlight and support the main ideas.
7.3.1	Oral Presentation	Speakers are often inaudible or hesitant, often speaking in incomplete sentences. Speakers rely heavily on notes. Speakers have difficulty responding clearly and accurately to audience questions.	Speakers are mostly audible and fluent on their topic, and require minimal referral to notes. Speakers respond to most questions accurately and appropriately.	Speakers are audible and fluent on their topic, and do not rely on notes to present or respond. Speakers respond accurately and appropriately to audience questions and comments.
6.1.1	Body Language	Body language, as indicated by frequent, repetitive and distracting gestures, little or no audience eye-contact, and /or stiff posture and movement, indicate a high degree of discomfort interacting with audience.	Body language, as indicated by a slight tendency to repetitive and distracting gestures (e.g., tapping a pen, wringing hands, waving arms, clenching fists, etc.) and breaking eye contact with audience, demonstrates a slight discomfort with the audience.	Body language, as indicated by appropriate and meaningful gestures (e.g., drawing hands inward to convey contraction, moving arms up to convey lift, etc.) eye contact with audience, and movement, demonstrates a high level of comfort and connection with the audience.

Table 4.2.2.3 End Semester Question Paper Pattern

End Semester Examination (ESE) Theory (Batch 2019-21 onwards			
Part of the Question Paper	**Pattern Choices**	**Marks**	**Total Marks**
Part A Evaluating conceptual understanding	Short essay questions 4 out of 5	4x10	40
Part B Evaluating the analytical ability, situational analysis, and application of principles	Identification of the Problem (Answer Both Questions) -2	2x15	30
Part C Case / Caselets	Problem-solving Case study (Compulsory) - 1	1x30	30
Duration – 3 hours	**Total marks**		**100**

Table 4.2.2.4 Template for QP audit at CoE Office

SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION AND RESEARCH

FACULTY OF MANAGEMENT SCIENCES

PROGRAM:
SEMESTER/YEAR:
COURSE:
NO OF SETS:

CHECKLIST FOR QUESTION PAPER AUDIT BY SUBJECT EXPERT

S.No.	ITEM CHECKED	RESPONSE (Yes/No)
1	Whether the syllabus of the course is covered	Yes/No
2	Whether the pattern is as per guidelines	Yes/No
3	Number of questions for each unit	Yes/No
4	Whether the instructions and format of the questions are clear	Yes/No
5	Whether there is no repetition of questions	Yes/No
6	Whether the standard of questions is appropriate for the course	Yes/No
7	Whether the distribution of questions as per the Bloom's taxonomy is appropriate	Yes/No
8	Whether the marking scheme is appropriate	Yes/No
9	Whether the duration of the exam is appropriate	Yes/No
10	Whether the total marks are as per guidelines	Yes/No

S.No.	ITEM CHECKED	RESPONSE (Yes/No)
11	Whether the paper is free from spelling and grammatical errors	Yes/No

Table 4.2.2.5 Sample Assignment Mapped with Course Outcome

Sample assignment for Ethics and Social Responsibility				
Question	**Marks**	**CO**	**PI**	**BL**
Assignment 1 What are the social responsibilities of a hospital in ensuring healthcare services of reduced-cost medication?	10	**CO204.3**	**5.2.1, 5.2.2, 5.2.3, 6.1.1, 6.1.2, 6.1.3, 6.2.1, 6.2.2, 7.2.1, 7.2.2, 7.2.3, 9.1.1**	L3
Assignment 2 Select any department in the hospital of your choice and identify the specific ethical problem and devise the strategies of your own to solve it.	10	**CO204.4**	**4.1.1, 4.1.2, 4.1.3, 4.1.4, 4.2.1, 4.2.2, 4.2.3, 9.1.3,10.1.1**	L4

Table 4.2.2.6 Mapping of Course Outcomes with Blooms level and Performance Indicators of Program Outcomes

CO Index	COURSE OUTCOME	Blooms Level	RELATED PIs
CO204.1	The learners will differentiate and recognize the legal and ethical compliances	**BTL2**	**1.1.1, 1.2.1, 1.3.1**
CO204.2	The learners recognize and resolve ethical issues in business	**BTL3**	**1.1.1, 1.2.1, 1.3.1, 2.2.1, 2.2.2, 2.2.3**
CO204.3	The learners run business in ethical manner	**BTL2**	**5.2.1, 5.2.2, 5.2.3, 6.1.1, 6.1.2, 6.1.3, 6.2.1, 6.2.2, 7.2.1, 7.2.2, 7.2.3, 9.1.1**

CO204.4	The learners reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision-making; and,	**BTL4**	**4.1.1, 4.1.2, 4.1.3, 4.1.4, 4.2.1, 4.2.2, 4.2.3, 9.1.3,10.1.1**
CO204.5	The learners confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics·	**BTL 5 & BTL 6**	**5.1.1, 5.1.2, 5.1.3,5.1.4**

Evaluation Process

End Semester Examination Procedures and Processes Integration with IT:

SRFMS-SRIHER Examination division is fully automated through an e-governance system to improve the functional accuracy in processing, storage, and retrieval of the data related to Examination. The Examination Management Information System is a versatile, purpose-built software created to seamlessly connect the user departments with the information receiving system at the office of the Controller of Examinations enabling seamless access. This helps in generation of student-specific examination profiles. The online system facilitates the entry of practical examination marks instantaneously. The evaluation of the final theory examination papers on-screen has made the evaluation transparent and examiner-friendly. The system also helps in evaluation and compilation of marks scored in various components of the examination obtaining final score, online declaration of results and digitization of grade cards and mark sheets thus generating a student-friendly dynamic full proof system.

The online student services are enabled through log-in access to SRIHER Portal for information on examination schedules, examination fee notification, no-due certificates from library, hostel, departments and accounts, hall ticket printing, examination results, mark statement and provisional certificate and degree certificate. This system is utilized for generating lists of detained students, fee details and hall tickets as well as online submission of consolidated internal assessment marks.

This IT integration has become independent of human interface helping the institution in the automation and timely processing of Examination operations. It also adheres to the institutional objective of 'Go paperless' policy.

4.2.3   Quality of student reports/dissertation (15)

Dissertation

Dissertation is compulsory for all the students in SRFMS with the objective of studying an issue or a problem or a system related to healthcare sector highlighting three different specializations.

The Dissertation, which is in the final semester of the MBA program, aims at providing an opportunity for the students to further enhance their intellectual and personal development in the chosen field of specialization under the guidance of a faculty member and industry mentor. It helps the students to pursue a scholarly inquiry into a problem or issue, involving a systematic approach to gathering and analysis of information/data, leading to the preparation of a structured report. It basically helps students to investigate, analyze and discuss the current issues in hospitals and healthcare systems with the objective of improving system or efficiency or provide solutions or suggestions to resolve issues.

The dissertation, equivalent to 12 credits, exposes students to real life management issues in hospital and health systems management; it must be carried out with professional commitment with a mark of distinct quality.

Figure 4.2(o) Dissertation identification and guide allocation process

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        ┌─────────────────────────────┐
        │  Students identify project   │
        │  topics & organization       │
        │  based on the                │
        └─────────────────────────────┘
                     │
        ┌─────────────────────────────┐
        │  Guides are allotted based   │
        │  on the specialization of    │
        │  electives                   │
        └─────────────────────────────┘
                     │
        ┌─────────────────────────────┐
        │  Students should identify    │◄──────────┐
        │  Problem statement           │           │
        └─────────────────────────────┘           │
                     │                  ┌──────────────────────────┐
              ◇ Guides Check     ──────►│ If repetition found –     │
                for repetition          │ identify a different       │
                     │                  │ problem                    │
                     │                  └──────────────────────────┘
        ┌─────────────────────────────┐
        │  Submission of registration  │
        │  proforma with the tentative │
        │  title                       │
        └─────────────────────────────┘
                     │
        ┌─────────────────────────────┐
        │  Students prepare a project  │
        │  proposal                    │
        └─────────────────────────────┘
                     │
        ┌─────────────────────────────┐
        │  Submission of proposal to   │◄──────────┐
        │  Institution Ethics Committee│           │
        └─────────────────────────────┘           │
                     │                  ┌──────────────────────────┐
              ◇ IEC scrutinizes   ─────►│ Resubmission /            │
                the proposal &          │ Clarification if any       │
                approves                └──────────────────────────┘
                     │ Yes
        ┌─────────────────────────────┐
        │  Review I, II & III with     │
        │  respective                  │
        └─────────────────────────────┘
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  │ Refer Dissertation│◄───┤
  │ manual for proforma│   │
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        │  Submission of First Draft   │
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        │  Submission of Final Report  │
        └─────────────────────────────┘
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        ┌─────────────────────────────┐
        │  University Viva-voce Exam   │
        │  (Refer Dissertation         │
        └─────────────────────────────┘
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Table 4.2.3.1 Dissertation details of MBA (2021 - 2022)

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
1	G0220001	Varsha Gopinath. Dr	Dr.K.C.John	Review And Sustenance Of Inpatients Billing Of Hosptial Information Sustem	SRMC
2	G0220002	Julliyan Dilleban. A Dr	Dr.Selvam Jesiah	Medical Tourism In Chennai: An Empirical Analysis Of Socio-Economic Attributes And Designing Strategies To Develop International Medical Tourism	Rela Hospital - Multispeciality Hospital In Chennai
3	G0220004	Rashmi.K.S	Dr.A.Bhoomadevi	Survey On Patient Safety Culture In Tertiary Care Hospital	BMJ Hospital, Bangalore
4	G0220005	Vaiteiswari.R	Dr.A.Bhoomadevi	Discharge Process Turn Around Time (Tat) For Insurance Patients At Multispecialty Hospital	MGM Hospital, Chennai
5	G0220006	Megasri.R	Dr.G.Jabarethina	Effectiveness Of Job Portals In Recruitment And Selection Process In A It Software Company, Chennai	Spritle Software Pvt Ltd, Chennai
6	G0220007	Varshini.C	Dr.A.Bhoomadevi	Cost Optimization In Cardiac Operation Theatre And Cath Lab Using Surgical Bundling In Multi-Specialty Hospital	MGM Hospital, Chennai

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
7	G0220008	Anjanapriya.S	Ms.K.N.Priya	Resident's Safety In Long Term Care	Athula (Senior Care) Chennai
8	G0220009	Shashank.R	Dr.G.Jabarethina	Effectiveness Of Employee Engagement Practices In A Multi-Specialty Hospital, Chennai	MGM Hospital, Chennai
9	G0220010	Tanya Sruti.I	Ms.K.N.Priya	Assessment Of Facility Management In Corporate Hospital	MGM Hospital, Chennai
10	G0220011	Arunachalaprabu. S- Nov Exam	Ms.K.N.Priya	Understanding And Overcoming The Barriers Of Discharge Delay In A Multispecialty Hospital	Apollo Hospitals, Chennai
11	G0220012	Joy Deepika.R- Oct Exam	Ms.S.Nithya Priya	A Time Motion Study To Evaluate The Average Waiting Time In OPD At Multispecialty Hospital	SIMS, Chennai
12	G0220013	Nobin Karthik.R	Ms.K.N.Priya	Assessment Of In-Patient Pharmacy Indent Process In Corporate Hospital	MGM Hospital, Chennai
15	G0220014	Swathi.M	Ms.T.Bharathi	Analysis Of Surgical Informed Consent Process In Compliance With National Standards At A Tertiary Care Hospital	MGM Hospital, Chennai

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
16	G0220015	Swathi.E	Ms.T.Bharathi	A Study On Query Management In Insurance Department At A Multi-Specialty Hospital	SIMS, Chennai
17	G0220016	Pavithra.J	Dr.A.S.Poornima	Critical Equipment Utilization And Centralization Of Portable Equipment In Radiology Department In A Multi-Specialty Hospital	MGM Hospital, Chennai
18	G0220017	Yokesh.S	Dr.K.C.John	Monitoring Efficiently Of Outpatient Infection Control System	SRMC
19	G0220018	Dhanushya.V	Dr.G.Jabarethina	Evaluation Of Effectiveness Of Training And Education Program Using Kirkpatrick's Model	Rela Hospital, Chennai
20	G0220019	Malavika.M	Dr.K.C.John	Exploring The Data Flow Process Of Master And Counter-IP Module Of Hospital Information System	SRMC
21	G0220020	Yuvaraj.K	Dr.A.S.Poornima	A Study On Variance Analysis Through Stock Audit In Pharmacy Department At Multi-Specialty Hospital	MGM Hospital, Chennai

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
22	G0220021	Kanishka.P	Ms.T.Bharathi	A Study To Assess The Nursing Excellence In The Management Of Medication At A Multi-Specialty Hospital	MGM Hospital, Chennai
23	G0220022	Praisy Joanofare	Ms.S.Nithya Priya	A Study On Evaluating The Surveillance Of Surgical Site Infection In A Multi-Specialty Hospital	SRMC
24	G0220023	Vandhana Krishnan	Dr.K.C.John	Meta Data Creation And Maintenance For A Hospital Management System	SRMC
25	G0220024	Haritha.B	Dr.K.C.John	Evaluating The Process Flow And Documentation Of Outpatient Functions Of A Hospital Management System	SRMC
26	G0220025	Shamreen Mohd Ilyas.M	Dr.G.Jabarethina	Effective Employee Productivity Evaluation With Human Capital Management Strategy	MGM Hospital, Chennai
27	G0220026	Gnana Sangeeth Raj .E Dr	Ms.S.Nithya Priya	Challenges Faced By Insurance Department During Discharge Process At A Multi-Specialty Hospital	SIMS, Chennai

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
28	G0220027	Muzamil.M	Dr.K.C.John	Functional Verification Of patient Registrations In Outpatient Services Of A Hospital	SRMC
29	G0220028	Guru Jeya Balan.G	Dr.K.C.John	A Functional Specification Documentation Of Hospital Information Management System With Reference To Patient Reports Generation And Dietary Services	SRMC
30	G0220029	Mohana Swetha.G	Dr.K.C.John	Defining The Process Flow And Documenting The Specific Functions Of Inpatient Module-Test Centre And Medical Transcription	SRMC
31	G0220030	Jaghtheesvari.A.S	Dr.M.Rajalakshmi Vel	A Study On Opportunity Loss And Revenue Of Credit Patients At Multi-Specialty Hospital	MGM Hospital, Chennai
32	G0220031	Archana.M	Dr.K.Rohini	Challenges And Experiences Of Health Professional Involved In Organ Transplantation	Global Hospitals, Chennai
33	G0220032	Rochana.Bkn	Dr.K.C.John	Exploring The Data Flow Process Of Ward - Inpatient Module At A Multi-Specialty	SRMC

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
				Hospital	
34	G0220034	Manikandan.S	Dr.S.Srinivasan	Resources Utilization Assessment With Reference To International Patients Query Management	MGM Hospital, Chennai
35	G0220035	Madhumita.M	Dr.K.Rohini	Decision Making In Recruitment Process With Special Reference To A It Firm	Gislen Software, Chennai
36	G0220036	Prakash.V	Dr.K.C.John	Documenting The Detailed Navigation Flow Of Op Corporate Functions Of A Multi-Specialty Hospital	SRMC
37	G0220037	Dhayalan.R	Dr.K.C.John	Inpatient Process Illustration And Documentation Of Specific Functions In The Hospital Information System	SRMC
38	G0220038	Varsha.K	Dr.M.Rajalakshmi Vel	Financial Performance Analysis Of Plans Technologies	Planys Technologies, Chennai
39	G0220039	Balaji.V	Ms.S.Nithya Priya	Ambulance Management System In A Multi-Specialty Hospital Using Low Code Software Platform	Tenxhealth Technologies Pvt Ltd, Coimbatore
40	G0220040	Kaavya.P	Ms.T.Bharathi	A Study On Quality Of Employee Work Life	Intermed Pharmaceutical

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
				At A Pharmaceutical Company	Limited
41	G0220041	Aishwarya .A Dr	Dr.K.C.John	A Study On Outpatient Workflow Services At A Multispecialty Hospital	SRMC
42	G0220042	Nandhinee.J	Dr.K.Rohini	Professional Life Excellence Among Employees At Geriatric Care	Athulya Assisted Living, Chennai
43	G0220043	Harini.S	Dr.K.C.John	Application Of Yield Management In Multi-Specialty Hospital : A Case Study	SRMC
44	G0220044	Girish.A	Dr.A.S.Poornima	Assessing Quality Of Life In Residents Of An Assisted Living Facility	Athulya Assisted Living, Chennai
45	G0220045	Hepciba.T	Dr.A.S.Poornima	A Comparative Study Of Key Performance Indicators In Mica In-Line With NABH And JCI Standards	CMC, Vellore
46	G0220046	Lisy Mary.B	Dr.K.Rohini	Risk Assessment Of Incidents And Capture Of Emotions upon Disclosure With Special Reference To A Tertiary Care Hospital	Global Hospitals, Chennai
47	G0220047	Zahra	Dr.K.C.John	Exploring Data Flow Process Of Ward,	SRMC

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
		Shahmalak		Housekeeping And Barcode- IP Module At A Multispecialty Hospital	
48	G0220048	Bharath.R	Dr.M.Rajalakshmi Vel	Improve The Discharge Process By Lean Management Tools (Dmaic)	SRMC
49	G0220049	Ravichandran.A	Dr.K.C.John	Discharge Summary Creation And Dissemination Of Reports To Inpatients In Hospitals	SRMC
50	G0220050	Keran Shiny.A	Dr.A.Bhoomadevi	Effectiveness Of Health Check-Up Packages For Employees With Compliance To Occupational Hazard At Multispecialty Hospital	MGM Hospital, Chennai
51	G0220051	Subhakaran.S	Dr.K.C.John	Analysis Of The Outpatient Consultation Efficiency In A Multispecialty Hospital	SRMC
52	G0220052	Chandramouli.S	Dr.Selvam Jesiah	A Study On Optimizing The SKU's (Stock Keeping Unit) And Implementing Better Inventory Management Practices In A Multi-Specialty Hospital	MGM Hospital, Chennai

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
53	G0220053	Pramodkrishnaa. H	Dr.K.C.John	Reporting Challenges Of Outpatient Service	SRMC
54	G0220054	Shania Susan Philip	Dr.M.Rajalakshmi Vel	Evaluating Effectiveness Of Training Programmes At A Single Specialty Hospital	Lifeline Frontier Hospital, Chennai
55	G0220055	Sri Durga Priya K.G	Dr.S.Srinivasan	Relationship Between Patient Satisfaction And Patient Reported Health Outcomes	SIMS, Chennai
56	G0220056	Vignesh.G	Dr.K.C.John	Study On Hospital IP Admission Workflow Process In A Multispecialty Hospital	SRMC
57	G0220057	Virgin Sylvia. M.D	Dr.M.Rajalakshmi Vel	Transitioning Recruitment Practice In The New Normal: A Study On Consulting Firms	PWC, Chennai
58	G0220058	Girivasan J	Dr.S.Srinivasan	Gap Analysis Of Induction Training Vs Learning At A Multi-Specialty Hospital	MGM Hospital, Chennai
59	G0220059	Santhosh Kumar	Dr.S.Srinivasan	Efficiency Of In-Patient Bill Audit In A Multi-Specialty Hospital	MGM Hospital, Chennai
60	G0220001	Varsha Gopinath. Dr	Dr.K.C.John	Review And Sustenance Of Inpatients Billing Of	SRMC

S.No.	Regn.No	Name Of The Candidate	Guide Name	Title Of The Dissertation	Name Of The Organization (With Place)
				Hospital Information System	

Table 4.2.3.2 Dissertation details of MBA (2022 – 2023)

S.No.	Regn.No	Name of the Candidate	Guide Name	Title of the Dissertation	Name of The Organization (With Place)
1	G0221001	Swetha A	Dr.S.Srinivasan	Corporate Social Responsibility (CSR) And Firm Performance: A Causation Effect	Anadh Rathi
2	G0221002	Keerthika B	Dr.A.Bhoomadevi	A Study On Strategy Assessment And Business Risk Calculation Of A Startup	Mellon
3	G0221003	Melvin Joseph Richard	Dr.A.Bhoomadevi	Deployment Challenges Faced By End Users In Hospital Information Management System In A Multispecialty Hospital, Vellore	SM Hospital
4	G0221004	Abishek S	Dr.A.Bhoomadevi	Geographical Mapping And Socio-Demographic Analysis Of Out-Patient At A Tertiary Hospital In Chennai	Sri Ramachandra Hospital
5	G0221005	Danie Andrews Mathew	Dr.A.Bhoomadevi	Assessing The Effectiveness Of Training On Infection Control Among Nurses At A Community Health Center	Christian Fellowship Community Health Centre .
6	G0221006	Vishal G	Dr.Selvam Jesiah	Internal Marketing	Sri

				Practices And Its Impact On Customer (Patient) Loyalty	Ramachandra Medical Centre, Apollo Hospital, SIMS.
7	G0221007	Aneesa Begam A	Ms.K.N.Priya	Process Improvement Of Equipment Breakdown Calls In Biomedical Department	Rainbow Children's Hospital
8	G0221008	Saranya M	Ms.K.N.Priya	Patient Safety Culture Impact On Patient Satisfaction Using Kano Model In A Multi Specialty Hospital	Sri Ramachandra Hospital
9	G0221009	Swedha.K	Dr.S.Srinivasan	Assessment Of Biomedical Equipment Utilization In The Radiology Department At A Multi-Specialty Hospital	sri R amachandra medical centre
10	G0221010	Akshaya R	Ms.K.N.Priya	Pediatric Participation In Shared Decision Making	Rainbow children's hospital
11	G0221011	Krithika S	Ms.K.N.Priya	Nurses' Perception And Effectiveness Of Handing-Over Process In A Multi-Specialty Hospital	Sri Ramachandra Medical Centre
12	G0221012	Sreenithi S	Dr.S.Srinivasan	Applying Equity Research Model For Stock Selection	Anand Rathi -
13	G0221013	Srinidhi Vijayaraghav an	Dr.S.srinivasan	Performance Analysis Of Mutual Fund For Investment Decision Making	Anand Rathi
14	G0221014	Deepika M	Dr.Selvam Jesiah	Analysing The Gap Between Corporate Social Responsibility Communication	Fortis hospital , Sree Balaji hospital, rela

				Strategies and Building Hospital Reputation	hospital
15	G0221015	Keerthana H	Dr.S.Srinivasan	Analyzing Opportunities And Strategies For Expanding International Logistics And Transportation Business In African Continent: A Pestel Analysis Approach	Accel Transport and Logistics
16	G0221016	Vandhana K	Dr.Selvam Jesiah	A Study On Artificial Intelligence Using Talent Acquisition	SIMS, Rela and SRH
17	G0221017	Sugumar M	Dr.Rajalakshmi Vel	Relationship Between Health Crises And Financial Markets	Not Applicable
18	G0221018	Pooja A	Dr.Bhoomadev i	Emotional Labour And Its Outcomes Among Nurses-A Proposed Model	Sri Ramachandra Hospital
19	G0221019	Cindhiya I	Dr.Rajalakshmi Vel	An Empirical Study Of Health Insurance Literacy (Hil) And Willingness To Pay Among Individuals	Public Survey
20	G0221020	Shruthy S	Dr.M.Manimegalai	Exploring The Relationship Between Job Satisfaction, Engagement, And Burnout Among Nurses	Dr.Rela Hospital and Medical Centre
21	G0221021	Divya Bharathi S	Dr.Rajalaksh mi Vel	Comparative Analysis Of Key Performance Indicators Of Listed Hospital In India	Not Applicable
22	G0221022	Uthra V	Dr.G.Jabarethina	Impact Of Human Resource Information System	Aster RV Hospital

				On Human Resource Practices In A Multi Specialty Hospital-Bengaluru	
23	G0221023	Jayashree S	Ms.T.Bharathi	Gap Analysis On National Accreditation Board Of Hospitals And Healthcare Providers (Nabh) Preparedness In A Multi-Specialty Hospital	Qway Consultancy
24	G0221024	Abuthaheer Basha A	Ms.T.Bharathi	A Study On The Performance Of Mobile Laboratory Services Launches In The Market	Mellon
25	G0221025	Priyadharshin i A	Ms.T.Bharathi	Barriers To Incident Reporting Among A Healthcare Professional At A Quanternary Care Hospital, Tamilnadu	Christian medical College
26	G0221026	Nandha Kumar D	Dr.G.Jabarethina	Effectiveness Of E-Hrm In Organization Performance In A Multispecialty Hospital, Chennai	Kauvery Hospital
27	G0221027	Amarnath S	Dr.G.Jabarethina	Perception Of Nurses On Online Training And Its Impact On Work Life In A Multi-Specialty Hospital, Chennai	Gleneagles health City
28	G0221028	Thulasi Malavika M	Dr.G.Jabarethina	Perception Of Employees On Personalized Learning Path Systems At The Head Quarters Of Power Transmission And Distribution Of A Public Limited It Company, Chennai	L&T
29	G0221029	Mohamed	Ms.T.Bharathi	Biomedical Waste	Sri

		Sarjoon M		Estimation And Process Audit In A Teaching Hospital	Ramachandra Hospital
30	G0221030	Kersone Raja D	Ms.S.Nithya Priya	Improving The Process, Usage And Handling Of Hazardous Materials In A Multi-Specialty Hospital	MGM Health care
31	G0221031	Kaviyarasan A	Dr.Rajalakshmi Vel	A Study On Factors Influencing Vendors Selection In Hospitals Of Chennai - Developing A Conceptual Framework On Vendor Rating	Not Applicable
32	G0221032	Vijay V	Dr.Rajalakshmi Vel	A Study On Patient Satisfaction With Insurance Service Delivery In A Multispecialty Hospital	SRMC
33	G0221033	Deepika C S	Dr.G.Jabarethina	The Impact Of Information Technology On Psycological Safety At Work Place	Softcraft
34	G0221034	Sankari S	Dr.M.Manimegalai	Analysing The Impact Of Employee Recognition Programs On Nurses Retention	SRH
35	G0221036	Karnika U	Ms.S.Nithya Priya	Exploring The Factors That Contribute To Quality Of Work Life In A Multi-Specialty Hospital	Prashanth Fertility Research Centre
36	G0221037	Manoj Kumar S	Dr.A.S.Poornima	Investigating The Impact Of Employee Training And Development Programs On Employee Retention	Kauvery Hospital

37	G0221038	Lavanya S B	Dr.M.Manimegalai	Developing A Model For Establishing Green Human Resource Management In A Multi-Specialty HospiTalk, Chennai	Dr. Rela Institute and medical Centre
38	G0221039	Darshini Sri H	Dr.A.S.Poornima	Determining The Factors Influencing Quiet Quitting - Developing A Conceptual Framework	TVS Mobility Poonamallee
39	G0221040	Deepika Lakshmi G	Dr.A.S.Poornima	Work Life Balance Among Healthcare Nurses	Sri ramachandra medical center
40	G0221041	Yuvarajan C	Ms.S.Nithya Priya	Effectiveness Of Mible Health Platform In Medical Record Management	Dr.Rela Institute & Medical Centre
41	G0221044	Sripathy S	Dr.Salman Haider	Awareness Of Payables And Non-Payables Among Small And Mid-Size Network Hospitals.	Claimmax.ai
42	G0221045	Charishma Mary J	Dr.K.Rohini	An Analysis of the Factors Influencing Motivation Engagement Amongst Nurses And Job Committment	Aster RV Hospital
43	G0221047	Akshaya V	Ms.S.Nithya Priya	Assessubg The Operational Governance In Delivering Healthcare Quality In A Single Specialty Hospital	Healthcare Global Comprehensive Cancer Care Center
44	G0221048	Sherlin Celcia M G	Dr.A.S.Poornima	Financial Literacy, Risk Appetite And Investment Preference - A Segmentation Analysis	Public survey

45	G0221049	Kumar Kiran	Dr.K.Rohini	Gap Analysis On Service Expectations From Patient And Providers Perspective	Sri Ramachandra Hospital (G-Block).
46	G0221050	Immaculate Cecilia E	Dr.K.Rohini	Exit Strategies: Unpacking The Reasons Behind Employee Departure With Special Reference To A Manufacturing Firm	Butterfly Gandhimathi Appliances,Ltd
47	G0221051	Vihirtha S	Dr.A.S.Poornima	A Study On Evaluation Of Healthcare Financing Policies In Achieving Universal Healthcare Coverage.	Not Applicable
48	G0221052	Barathi B	Dr.K.Rohini	Impact Of Training And Development On Behaviour Of The Nurses	Sri Ramachandra hospital
49	G0221053	Ashwin Sunder	Dr.Selvam Jesiah	Identification And Analysis Of Errors In Bio Medical Waste Segregation By Nurses. Outsourced Housekeeping Staff And Supervisory Staff In Hospitals	Sri Ramachandra Medical Centre, Prashant Fertility Centre, Padma Nursing Home
50	G0221054	Sruthilakshmi M	Dr.Salman Haider	Competency Mapping Analysing Among Healthcare Professionals And The Manpower Availability	Sri Ramachandra Hospital
51	G0221055	Punithavathi A	Dr.K.Rohini	Human Sigma Optimization At A Multispecialty Hosptial	Sri Ramachandra Medical Centre
52	G0221056	Dhushanthini G	Dr.M.Manimegalai	Determining The Socio-Demographic Factors Of In-Patient	Sri Ramachandra Hospital

				Department In A Tertiary Care Hospital: A Retrospective Study	
53	G0221057	Kamalesh M	Ms.K.N.Priya	Work Engagement Among Healthcare Professionals In A Multispecialty Hospital	Q way consultancy
54	G0221058	Sristi V	Ms.T.Bharathi	A Study On The Impact Of Digital Marketing Tools On The Reach Of The Brand Exposure In A Geriatric Care Facility	Athulya Senior Care
55	G0221059	Jidugu Sai Vaishnavi	Dr.Salman Haider	Analysis Of The Ecomonic Burden Of Hiv And Malnutrition In India	Not applicable
56	G0221060	Madhumitha S	Dr.Salman Haider	A Study On Operational Compliance Of Vgs Canteen To Mandatory Requirements And Customer Satisfaction Of Services Provided	Christian Medical College

Table 4.2.3.3 Dissertation details of MBA (2023 - 2024)

S.No	Name of the Student	Register Number	Name of the Faculty	Title of the dissertation
1	Arunkumar M	G0222002	Dr. S. Nithya Priya	Integration of voice AI into dental portal for enhanced dental service delivery: A Business analyst approach
2	Dr. Rishali G Mudaliar	G0222003	Dr.A. Poomagal	Awareness of Patient rights and responsibilities among outpatients in a tertiary hospital in Madurai
3	Pandiya Rajan R	G0222004	Dr.Rajalakshmi Vel	A Cross-Sectional Study on Health Insurance Coverage Among Aging Population
4	Dr Vishalini V	G0222005	Dr. S. Nithya Priya	MARKET FEASIBILITY AND STRATEGIC PLANNING FOR A 250 BEDDED HOSPITAL IN BANGLADESH
5	Maria Susani Nihilan. M	G0222006	Dr.S.Dinesh	Impact of patients feedback back to improve the quality of service offered by multispeciality hospital
6	Dr.E.Prasanna Venkatesh	G0222007	Dr.S.Srinivasan	Cost of Neuronavigation and its impact on outcomes
7	Dr. E. Sivaram	G0222008	Dr.Rajalakshmi Vel	Awareness of Healthcare Accreditations among residents across Chennai city
8	S. Merline Asha	G0222009	Dr.S.Srinivasan	Enhancing Biomedical Waste Segregation Awareness among Nurses: Strategies for Effective Health Waste Management
9	Inbasree kaviya.T	G0222010	Dr.S.Dinesh	The role of cognitive dissonance on employee's work performance

10	Hemalatha D	G0222011	Dr.A.S.Poornima	Analyzing The Impact Of Servqual Dimensions On International Patient Revisit And Referral Intentions In Multispeciality Hospitals
11	Lavanya CG	G0222012	Dr.Rajalakshmi Vel	Analysing the relationship between medical inflation and economic indicators.
12	S.priyatharsani	G0222013	Dr Renuka Vidyashankar	Enhancing the experience and engagement of doctors through artificial intelligence driven chatbots: a business analyst approach
13	Thamiz Vaanan S	G0222014	Dr. S. Nithya Priya	Integrating First In First Out Technique With Qr QR Code Technology For Expired Medication Control In A Tertiary Care Hospital
14	Jayashree P	G0222015	Ms.K.N.Priya	Assessing the Accuracy of PharmTracQR in Tracing Active Pharmaceutical Ingredients in Pharmaceutical Supply Chain
15	Dr. Sudharshan S S	G0222017	Ms.K.N.Priya	Client engagement and retention strategies to enhance the effectiveness of a private organization – A retrospective study
16	SAKTHIVEL S	G0222018	Dr.Rajalakshmi Vel	Impact of Artificial intelligence on employees' psychological safety
17	Jannani D	G0222019	Dr.C.Padma Prabha	Enhancing the Traceability Software Workflow:A Lean Six Sigma Approach
18	Rahul D	G0222020	Dr Selvam Jesiah	Role and Effectiveness of Artificial Intelligence in Human Resource practice of a Hospital
19	Narchaithi Raja	G0222021	Dr.G.Jabarethina	Impact of insurance awareness on paitent care management at tertiary care hospital

20	P. Sowmiya	G0222022	Dr.A.Poomagal	Awareness On National Accreditation Board For Hospitals And Healthcare Providers (Nabh) Standards And Procedures Among The Nurses In Hospitals
21	Naazil I	G0222023	Dr.S.Dinesh	Process Improvement of Housekeeping Operations in Quaternary Hospital:A 5S Approach
22	Sree Prasad. R	G0222024	Dr. S. Balakrishnan	The Role of Employee Motivation and its Impact of Retention Level
23	S.Suwetha	G0222025	Dr.A.S.Poornima	Maximizing the Talent Acquisition through Employee Value Proposition
24	Zaina Mariam	G0222026	Dr.Rajalakshmi Vel	Role of Celebrity Endorsements in Nutraceuticals Purchase Decision
25	Manasa Niverda S	G0222027	Dr.Rajalakshmi Vel	Healthcare Professionals' Knowledge And Adherence To The International Patient Safety Goals (IPSG) In A Corporate Hospital
26	Swetha K L	G0222028	Dr.A.S.Poornima	Understanding Medical Inflation dynamics - A Comprehensive study
27	Varsha Nair	G0222029	Dr.S.Srinivasan	Exploring the factors for bad debt and its impact on collections management
28	Dr.R.Sweta Preeti	G0222030	Dr.C.Padma Prabha	Assessing the impact of digital transformation on group dynamics in an organization
29	Dr. Sushumuna Saproo	G0222031	Dr.A.S.Poornima	Determining the effectiveness of Social media to promote Dental Tourism
30	Dhayanithi.K	G0222034	Dr.A.S.Poornima	Environmental, Social, Governance (ESG) factors and its impact on portfolio performance.
31	Leelavathy.G	G0222035	Dr.C.Padma Prabha	Enhancing the handover process between physiotherapists in rehabilitation department of a

				multispeciality hospital
32	Ashok M	G0222036	Dr Renuka Vidyashankar	EXPLORING STRATEGIES FOR ENHANCING OCCUPATIONAL HEALTH CENTRE (OHC) UTILIZATION THROUGH EFFECTIVE HEALTHCARE MARKETING INITIATIVES
33	Manju Priya P	G0222037	Dr.S.Dinesh	Measuring the Effectiveness of Real-list Application for Accreditation Process
34	Hemachandran P	G0222039	Dr.A.Poomagal	ASSESSMENT OF KNOWLEDGE, ATTITUDE AND PRACTICES ON PATIENT SAFETY AMONG NURSES IN TERTIARY CARE HOSPITAL
35	Lincy David D	G0222040	Dr.A.Poomagal	Analysing client satisfaction in the recruitment process of Human Resource outsourcing company for Information Technology (IT) firms
36	M. Shebi Rengitha	G0222041	Ms.K.N.Priya	Patients' Perception On HealthCare Quality - Humane Care Scale
37	Swathi. B	G0222042	Dr.G.Jabarethina	Mediating role of Technology between Employee Commitment and Organizational Performance
38	M.Loga Lavanya	G0222043	Ms.K.N.Priya	Determining socio demographic factors and analysing the geographic trends of patients in a tertiary care hospital
39	Jayalakshmi J	G0222044	Dr.A.Poomagal	Impact of student stress to determine the interview performance of the candidates during campus hiring process
40	Roshni N	G0222045	Dr.S.Dinesh	Implementation Of Six Sigma Dmaic Methodology To Improve The Discharge Process In A Multi-Speciality Tertiary Care

				Hospital
41	Diviya Dharshini S	G0222046	Dr Renuka Vidyashankar	Impact of marketing on food choice, prevalence of obesity and associated healthcare expenses
42	DIWAKAR N	G0222047	Dr.C.Padma Prabha	Implementation and evaluation of Agile scrum methodology for project management in a start-up
43	Shilpa Kulhari	G0222048	Dr Renuka Vidyashankar	Barriers to home care services utilisation: A patient perspective
44	Prathyangara devi S	G0222049	Dr. S. Nithya Priya	Challenges Faced In Training The Biomedical Technicians On Usage Of Advanced Equipment And Associated Medical Errors In A Private Multi-Specialty Hospital
45	Roshini J	G0222050	Dr.A.Poomagal	Impact Of Community Outreach Programs On Brand Awareness And Patient Acquisition In A Hospital
46	Saraswathi.k	G0222051	Dr Selvam Jesiah	Patients' perception about marketing promotions in hospital
47	Reshma. I	G0222052	Dr.A.S.Poornima	Prediction of Japanese candlestick in selected Indian pharmaceutical stocks
48	Allan Bijukoshy	G0222054	Dr. S. Balakrishnan	Employees Employees' Perception on of Virtual Training to Determine the Performance at the Workplace
49	Janani. N	G0222055	Ms.K.N.Priya	Assessing Nursing prioritization in inpatient care by utilizing Eisenhower urgent – important matrix scenarios in the tertiary care multispecialty hospital.
50	Keerthiga V	G0222057	Dr.S.Srinivasan	Impact of corporate partnership on patient referrals
51	Ganesh B	G0222058	Dr.G.Jabarethina	Role Of Human Resource Technology In Enhancing Employee Engagement Using Deloitte Model In A Human

				Resource Consultancy Firm
52	Preethi D	G0222059	Dr.C.Padma Prabha	Optimizing talent acquisition: A descriptive study on challenges faced by Human Resources recruiters and strategies for improvement
53	Princy Angela A	G0222060	Dr.G.Jabarethina	Patient-centered care: pain points and opportunities of follow up patients at a tertiary care hospital
54	Keerthivasan M	G0222061	Dr. S. Nithya Priya	The Role of digital marketing strategies on Client base growth in Strategic Consultancy

Process to assess, monitor, and evaluate the performance of the Dissertation

The evaluation pattern is given below:

● Evaluation of dissertation is carried out by one external examiner and one internal examiner (senior professor of MBA department) during the Viva-Voce independently (Dissertation – 25 marks)

● The candidates must defend their dissertation during Viva-Voce (Viva Voce – 25 marks)

● Passing Minimum: 50% of marks in ESP (Dissertation 25 + Viva voce 25) = 25/50

Table 4.2.3.4 Dissertation Assessment Pattern

DISSERTATION ASSESSMENT PATTERN	
Pattern	**Marks**
End Semester Exam for dissertation	
Dissertation evaluation by examiners	25
Presentation and Viva	25
ESP Total (a)	**50**
Continuous Internal Assessment for Dissertation	
Reviews-I, II &III [Evaluated by the allotted internal faculty guide(s)	45
Attendance	5
CIA Total (b)	50
Grand Total (a + b)	100

Relevance of the project is measured using the Rubrics concerning the following points:

- Problem statement and identification of concise objectives

- Quality literature

- Formulating relevant methodology indicating all steps and tools

- Interpretation of results and justification thereof and validity of the results presented.

- Overall presentation of the report.

Table 4.2.3.5 Rubrics for assessment of the dissertation

Performance Indicator	Parameters	Marks	Needs Improvement Upto 50%	Acceptable Upto 75%	Proficient (Upto 100%)
	Review I	**15**			
2.1.1	**Problem statement and identification of objectives**	**5**	Does not clearly explain the problem statement (why the problem was selected) and the objectives of the research are in line with the problem statement.	Provides a detailed statement of the problem (why the problem was selected) and objectives are in line with the problem statement	Statement of the problem is in detail and completely justified and objectives are adequately defined and are in line with the problem statement.
3.2.1 4.1.1	**Literature**	**5**	Lacks awareness of similar work done by others and provided in an acceptable literary form	Reflects awareness of similar work done by others and presents it in an acceptable literary format.	Reflects a thorough understanding of similar work done by others and presents it in an acceptable literary format
4.1.4	**Formulating relevant methodology**	**5**	Poorly formulated research methodology and design. Lacks justification for the methodology used.	Formulated research methodology and design but no adequate explanation is provided for the methodology used.	Clearly formulated research methodology and design. Adequate justification and explanation are provided for each methodology used.
	Review – II	**15**	**Needs Improvement Upto 50%**	**Acceptable Upto 75%**	**Proficient (Upto 100%)**
2.1.2	**Validation and reliability of data collection tools**	**5**	No validation of data collection tools. Lacks reliability	Validation is done but lacks clarity in validation and reliability	Validation is clear and adequately explains its validity and reliability
2.2.2	**Sources Data collection &**	**5**	Inappropriate selection and	Some evidence of data collection methods are	Selection and implementation of

Performance Indicator	Parameters	Marks	Needs Improvement Upto 50%	Acceptable Upto 75%	Proficient (Upto 100%)
	Quality of Data		implementation (or absence) of data collection methods	provided.	data collection methods are appropriate and adequately justified
2.1.4	**Use of statistical tools**	**5**	Little or no evidence of appropriate data analysis techniques	Some evidence of using appropriate data analysis techniques	Clear and extensive evidence of using appropriate data analysis techniques
	Review III	**15**	**Needs Improvement Up to 50%**	**Acceptable Up to 75%**	**Proficient (Up to 100%)**
2.1.3 4.2.2	**Results, Analysis & Discussions**	**5**	The style and quality of tables, illustrations and/or graphical representations are of poor quality Results reported do not follow the proposed research analysis methods. No discussion made	The style and quality of tables, illustrations and/or graphical representations are of poor quality and do not contribute to the formulation of research findings. Results reported somewhat follow the proposed research analysis methods. Some discussions were made on the basis of results and analysis.	The style and quality of tables, illustrations and/or graphical representations are of good quality and contribute to the formulation of original research findings. Results reported clearly follow the proposed research analysis methods. Adequate discussions are made on the basis of results and analysis.
4.2.3	**Findings & Conclusions**	**5**	The presentation of findings is inaccurate, incomplete, or illogical. No or erroneous conclusions based	The presentation of findings is generally accurate, complete, and logical. Sound conclusions based on achievement results.	Presentation of findings is completely accurate, complete, and logical, Furthermore,

Performance Indicator	Parameters	Marks	Needs Improvement Upto 50%	Acceptable Upto 75%	Proficient (Upto 100%)
			on achieved results, serious deficiencies in support of stated conclusions		insightful, supported conclusions and recommendations
6.2.2	**Quality of References and as per APA/Harvard style.**	**5**	References are of poor quality. Does not conform to the required APA style specifications and has generally unacceptable errors in the use of headings, in-text citations, and references.	Referencing is not in line with the standard conventions in terms of format and layout. Conforms to all the required specifications of the APA style and has few errors in the use of headings, in-text citations, and references.	The referencing has been done in a proper and extensive manner. Conforms to all the required specifications of the APA style and has no errors in the use of headings, in-text citations, and references.
	Attendance and timely reporting	**5**	Poor attendance and punctuality in reporting	Adequate attendance and found a sense of punctuality in reporting	Fuller attendance and greater punctuality in reporting
	Total	**50**			

Quality of Dissertation

MBA dissertation topics are mapped with the POs based on the objectives. The sample mapping is given below based on the specialization.

Table 4.2.3.6 Sample MBA Dissertation details with POs mapped

S.No	Register Number	Name	Guide	Topic	Specialization Areas	POs Targeted
1	G0219006	Nilamathari.S	Dr.Selvam Jesiah	Factors on factors causing absenteeism of nurses in private hospitals	Healthcare HR	PSO2, PO3
2	G0219004	Anu C.M.	Dr.A.Bhoomadevi	Monitoring and Improving Turnaround Time of Radiology Department in Multispecialty Hospital	Healthcare Quality	PSO1,PO8
3	G0219029	Preethi.M	Dr.G. Jabarethina	Impact of work stress and coping strategies adopted by nurses contributing to organizational commitment	Healthcare HR	PSO2, PO3
4	G0219046	Arvind. M	Dr.S.Srinivasan	Cost Analysis and its effect on the Operational Efficiency of an eye care facility	Healthcare Finance	PO2, PO4, PO8, PSO1

Table 4.2.3.7 Sample MBA Dissertation details with Objectives, Outcomes and POs mapped

S.no	Reg No	Title	Objectives	Outcomes	PO & PSO
1	G0219004	Monitoring and Improving Turnaround Time of Radiology Department in Multispecialty Hospital	To study the entire process flow with time tags from patient entry to report generation from the radiology department	The entire process of the radiology department is studied to understand the process completely	PSO1, PO8
			To identify the cause of delay in radiology services using quality tools	Learned to analyse and predict the graphs, implementing the Quality management tools with the different software	
			Propose Recommendations to reduce the TAT in the radiology department	The analysis of turnaround time has helped in identifying the areas of bottleneck of the entire process and implementation using quality tools would help to reduce the Turnaround Time (TAT) with the proper effectiveness of the management.	
2	G0219007	A study on the socio-ecological and socio-	To identify the most energy-consuming and waste-generating unit in the hospital.	Identified the high energy consuming and waste-generating unit in the hospital.	PO2,PO4,PSO2

| economical impact of hospital | To assess the environmental costs and operation costs associated with carbon foot printing. | Helps the organization in the reduction of cost | |
| | To develop a sustainable toolkit to reduce the environmental costs, thereby improving the expected outcomes | The model and toolkit developed by this study have been successfully validated and hence, will aid any hospital management in their journey toward green sustainability | |

The supervisor monitors the quality of the dissertation. Based on their output, the students are encouraged to convert their dissertations into publishable articles. The Manuscript for publication is submitted online to the Publications Guidance Monitoring Committee (PGMC), SRIHER for assessing its suitability in terms of ethical compliance and plagiarism. The students are instructed to publish their dissertation as an article in Scopus-indexed journals or Web of Sciences or Pubmed or UGC Care Journals. The published research articles are posted in the notice board as a measure of recognition and dissemination of research findings.

CRITERION 5	Student Quality and Performance	100

MBA (Hospital & Health Systems Management) programme in SRFMS is offered to students of varied disciplines. The enrollment to the programme and academic process is made to identify the right candidates based on their aspirations and interests, subsequently, the learners are imbibed with the necessary skills, knowledge, abilities and attitude needed for the emerging healthcare sector. SRFMS has instilled a quality system resulting in increase of demand for the programme and succeeded in its mission of producing talented minds and successfully placing them in hospitals and related organizations. The initial sanctioned intake for the programme was 30 and the growing demand for the programme fuelled by huge demand in the market for healthcare professionals necessitated SRFMS to increase the intake from 30 to 60 in the Academic Year 2019-20, approved by AICTE.

Table 5.A Student Intake

Item	2023-24	2022-23	2021-22	2020-21	2019-20
Approved Intake	**60**	**60**	**60**	**60**	**60**
Number of students admitted (N)	**60**	**60**	**60**	**59**	**50**

Table 5.B Success Rate

Year of Entry	Total Number of Students Admitted	Number of students who have completed	
		I Year	II Year
2023-24	60	44	
2022-23	60	58	54
2021-22	60	56	52
2020-21	59	58	52
2019-20	50	50	48

SRFMS aims for 100 percent success rate every year. In this regard, the students were mentored and counselled regularly to support their progression to higher semesters without backlogs and complete the programme successfully. In addition, the slow learners were identified to provide special attention to cater to the needs of the students. Remedial classes were scheduled to enable them to successfully complete the programme.

5.1. Enrollment Ratio (Admissions) (20)

A vigorous process is in place designed by the team of faculty members led by the Principal to enroll the students on the programme. Besides MAT, XAT, CMAT, and TANCET, the prospective applicants were also admitted through SRIHER MAT, an Entrance examination administered by the University exclusively for MBA admission. In addition, the prospective applicants were screened through group discussion and personal interviews by internal panelists to find their fit for this unique programme. As a means to support the prospective applicants, the applicants were encouraged to visit the campus and interact with the admission coordinators and existing students to gain insights about the programme.

Figure 5.1 Enrollment (Admissions)

**Enrollment Ratio [ER]= Number of Students Admitted/ Sanctioned Intake**

$$= \quad 174/180$$

$$= \quad 0.97$$

5.2. Success Rate (Students clearing in minimum time) (10)

Table 5.2.1 Success Index and Success Rate

| Item	2022-24	2021-23	2020-22
Number of students admitted	60	60	60
Number of students who have graduated within the stipulated period of a program	55	54	52
Success Index(SI)	0.92	0.90	0.87
Average SI	0.90		

Figure 5.2.1 Success Index

Success Rate = 10*0.90	= 9
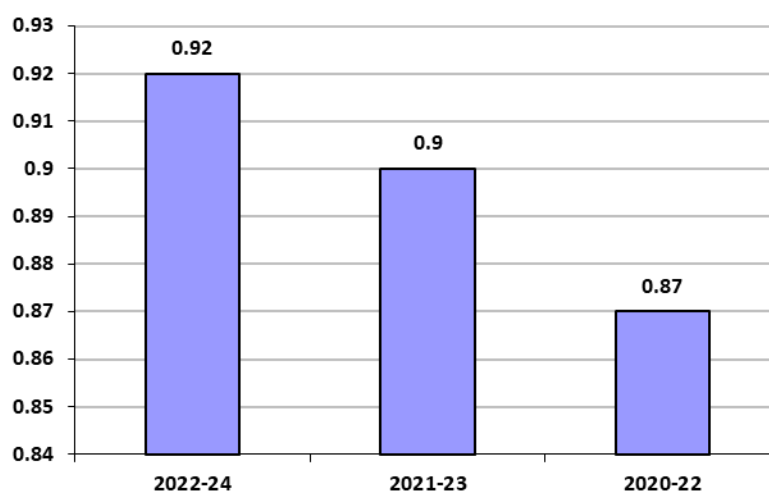
The success index is shown in Figure 5.2.1

5.3 Final Year Academic Performance (Percentage marks scored) (10)

Table 5.3.1 Academic performance

| AcademicPerformance	2021-23	2020-22	2019-21
Mean of CGPA or Mean Percentage of all successful students (X)	8.40	8.41	8.38
Total no.of successful students (Y)	54	52	48
Total no.of students appeared in the examination (Z)	56	58	49
API=X*(Y/Z)	8.1	7.54	8.21
AverageAPI=(AP1+AP2+AP3)/3	7.95		

Figure 5.3.1 Academic Performance
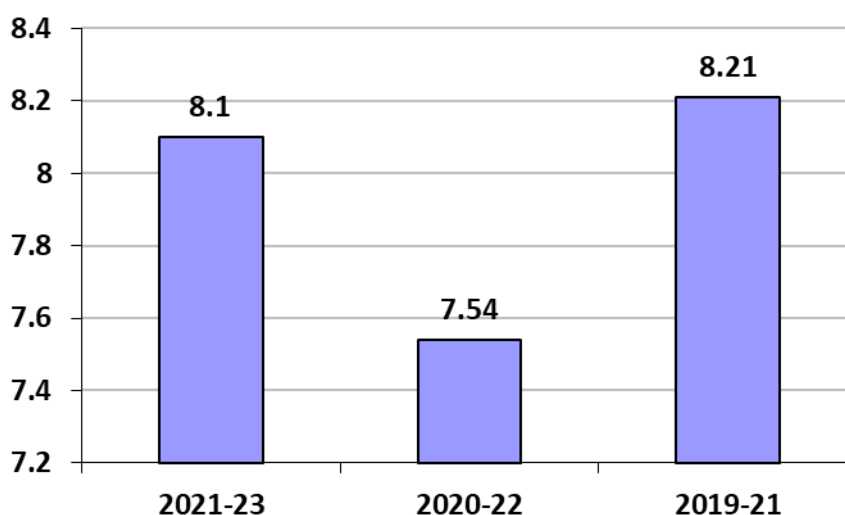
A well-constructed course plan outlining the methodology is developed for each course to ensure that content is delivered through relevant andragogy to kindle interest among the students. Predominantly case study technique is used in the classroom to improve reflection and problem-solving skills, which is a must skill for leaders. Further, small group discussions and role plays are used to encourage team learning. The students were continuously assessed through internal assessment tests, seminars, assignments, and article reviews to improve the academic performance of the students. Through these initiatives, the average Academic Performance Index is maintained in the range of 7.54-8.21.

Note: Refer to Annexure III for the course plan.

5.4 Placement, Higher Studies and Entrepreneurship (40)

5.4.1 . Placement (30)

Table 5.4.1.1 Placement, Higher Studies and Entrepreneurship

Item	2021-23	2020-22	2019-21
Total Number of students admitted in first Year of the program (N)	60	60	50
No.of students placed in Companies or Government Sector (X)	39	44	40
No.of students pursuing Ph.D./Higher Studies (Y)	**3**	7	4
No. of students turned entrepreneur (In the areas related to management discipline) (Z)	1	1	4
X+Y+1.2 Z	43.2	52.2	48.8
Placement Index:X+Y+(1.2 Z)/N$^{\#}$	0.72	0.87	0.98
Average placement=(P1+P2+P3)/3	0.86		
Assessment Points=30×average placement	25.8		

Figure 5.4.1.1 Placement Index
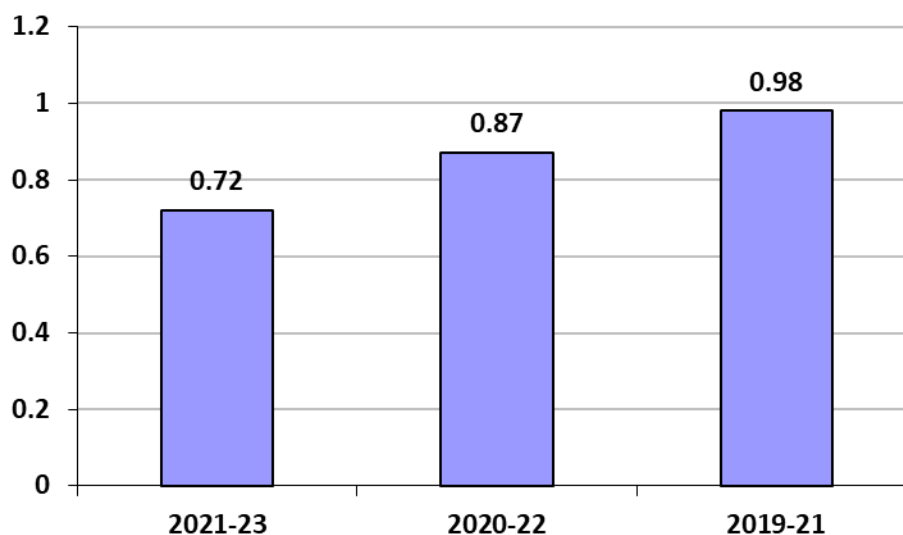
5.4.2. Quality of Placement (10)

Table No. 5.4.2.1 Quality of placement

Item	2021-23	2020-22	2019-21
No. of Students Placed	38	44	40
Median Salary for Placement	Rs. 3,60,000 p.a.	Rs. 2,40,000 p.a.	Rs. 216000 p.a.
Highest Salary	Rs. 6,00,000 p.a.	Rs. 5,05,000 p.a.	Rs. 6,00,000 p.a.

The students are trained and made corporate-ready through academic rigour where their skills are honed through intensive hands-on posting at Sri Ramachandra Medical Centre and, Sri Ramachandra Hospital, Summer Internship and Dissertation in various organizations.

Figure 5.4.3 Preparedness for Placement
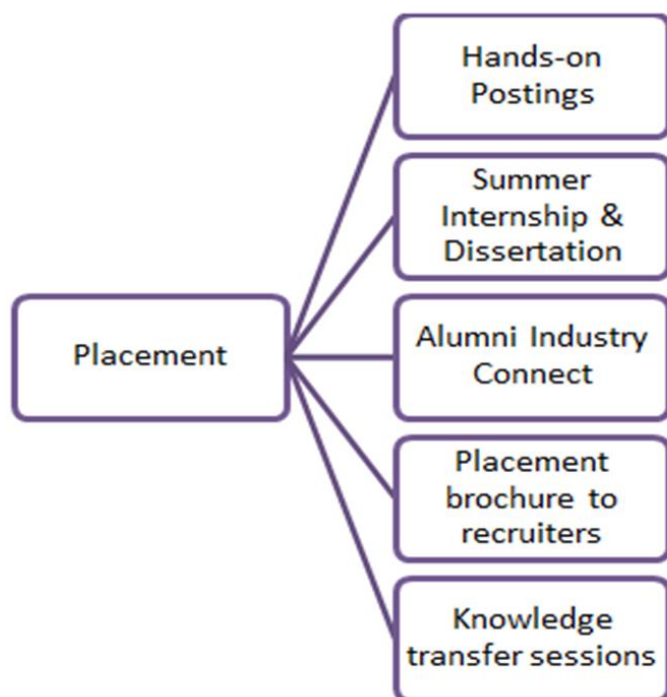
Knowledge transfer sessions by Alumni are regularly conducted who actively contribute by sharing their experiences and facilitating the students in placements. The student placement committee and the faculty placement coordinator ensure that the placement brochure is prepared and communicated with the identified recruiters to place the maximum number of students. Students were encouraged to pursue higher studies of their choice during mentoring sessions and they were facilitated by providing necessary assistance besides providing Letter

of Recommendation to the University applied. To encourage the sense of entrepreneurship among the students, the Faculty of Management Sciences works with the Sri Ramachandra Innovation Incubation Centre (SRIIC) and helps to enhance the creativity of the students and make their ideas operational.

5.4.a.Provide the placement data in the below-mentioned format with the name of the program and the assessment year:

Table 5.4.a provides the placement details of the students who completed their programme in the years 2021, 2022 and 2023

Table 5.4.a Placement data

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
		MBA (HHSM) Batch 2019-2021		
1.	Dharati.H	G0219003	Apollo Specialty Hospital, Chennai	2021
2.	Anu C M	G0219004	Vedanayagam Hospital	24.08.2021
3.	Murali.S	G0219005	Medway Hospital, Chennai	2021
4.	Nilamathari. S	G0219006	Kauvery Hospital	13.08.2021
5.	Geethika. K.	G0219007	Medisage	09.09.2021
6.	Lavanyaa.T	G0219008	Star Health And Allied Insurance Co.Ltd, Chennai	02.05.2022
7.	Madhu Preetha .K	G0219009	Star Health And Allied Insurance Co.Ltd, Chennai	02.05.2022
8.	Yeshwanth. B	G0219011	MGM Healthcare	17.08.2021
9.	Sangeetha.M	G0219012	Impactguru	01.06.2021
10.	Monica.V	G0219013	Kauvery Hospital, Chennai	13.08.2021
11.	Nandhini. B	G0219014	MGM Healthcare	22.10.2021
12.	Pavithraa.M	G0219015	Thryve Digital Health, Chennai	04.08.2021
13.	Shalini.V	G0219016	Medilabs	15.07.2021

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
14.	Shalini. A	G0219018	SRMC Chennai	16.12.2021
15.	Meena. G	G0219019	Parvathi Hospitals	2021
16.	Malini. R	G0219020	Be Well Hospitals, Chennai	22.07.2021
17.	Narumugai. L	G0219022	Medway Hospitals	14.10.2021
18.	Prarthi Balaji	G0219024	Kranium Healthcare Systems Pvt.Ltd, Chennai	2021
19.	Ashwini.Y	G0219025	Medway Hospitals	28.10.2021
20.	Martina Maicy. S	G0219026	Medilabs	15.07.2021
21.	Anjitha Sam	G0219027	Medilabs	15.07.2021
22.	Ganesh.K.	G0219028	Medilabs	15.07.2021
23.	Preethi.M	G0219029	Apollo Hospital	06.07.2021
24.	Dharshanya. N	G0219030	IMPACTGURU	01.06.2021
25.	Mogana Renga Raja. M	G0219031	MGM Healthcare	16.08.2021
26.	Saravanakumar.M	G0219032	PS Quality Certification Private Limited, Chennai	25.06.2021
27.	Soundarya .N	G0219034	MGM Healthcare, Chennai	03.01.2022
28.	Prabhu. M	G0219038	SRM Medical College and Hospital	09.10.2021
29.	Bhuvaneswari. R	G0219039	SRM - Kattankulathur	18.05.2022
30.	Kiran Kumar M	G0219040	Apollo Hospitals, Chennai	05.07.2021
31.	Rekha. K	G0219042	Anna University College of Engineering	2021
32.	Sharmila.S	G0219043	Adiparasakthi Hospital, Melmaruvathur.	08.11.2021

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
33.	Yamuna.S	G0219044	Panimalar Hospital, Chennai	13.09.2021
34.	Krithika. E	G0219045	SPI Globals	2021
35.	Arvind. M	G0219046	Ashwini eye care, chennai	29.09.2021
36.	Syed Shameer. J	G0219048	Kauvery hospital	13.08.2021
37.	Kirthana. R	G0219049	Tata Consultancy Services, Chennai	2021
38.	Syed Inzimamullah. S	G0219050	SRMC Chennai	2021
39.	Alice Mercydha. S	G0219051	BYJU'S	05.08.2021
40.	Praveen Kumar. R	G0219052	Teamlease	20.09.2021

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
MBA (HHSM) Batch 2020-2022				
1.	Julliyan Dilleban. A. Dr	G0220002	Kalasalingam Academy Of Research And Education	20.09.2022
2.	Rashmi. K.S	G0220004	Cloud Nine - Chennai	21.09.2022
3.	Megasri. R	G0220006	Blue Stone, Chennai	04.08.2022
4.	Varshini. C	G0220007	Sukraa Software – Chennai	21.09.2022
5.	Anjanapriya. S	G0220008	PS Quality Certification Pvt Ltd	28.04.2022
6.	Shashank. R	G0220009	CIEL HR Services	09.11.2022
7.	Tanya Sruti. I	G0220010	Dr. Mohan's Diabetics Centre, Chennai	2022
8.	Joy Deepika R	G0220012	MIOT Hospitals	08.12.2022
9.	Nobin Karthik R	G0220013	Sukraa Software-Chennai	21.09.2022
10.	Swathi M	G0220014	Meridian Hospital-Chennai	28.11.2022
11.	Swathi E	G0220015	UST Global - Chennai	30.09.2022
12.	Pavithra J	G0220016	Tech Mahindra - Chennai	23.06.2022
13.	Dhanushya V	G0220018	MGM Healthcare	10.10.2022

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
14.	Malavika M	G0220019	Apollo Proton	15.03.2023
15.	Yuvaraj K	G0220020	Guide House - Chennai	29.08.2022
16.	Kanishka P	G0220021	Kauvery Hospital	2022
17.	Praisy Joanofare	G0220022	MIOT	08.02.2023
18.	Vandhana Krishnan	G0220023	Kranium Health	22.09.2022
19.	Haritha B	G0220024	UST Global	30.09.2022
20.	Gnana Sangeeth Raj .E Dr	G0220026	UST Global - Chennai	30.09.2022
21.	Guru Jeya Balan G	G0220028	Co Guide, Chennai	2022
22.	Mohana Swetha G	G0220029	Sukraa Software, Chennai	21.09.2022
23.	Jaghtheesvari A.S	G0220030	RPK	01.01.2023
24.	Archana M	G0220031	Gleneagles Global Hospital, Chennai	2022
25.	Rochana BKN	G0220032	Akra Tech	21.04.2023
26.	Manikandan S	G0220034	Sukraa Software – Chennai	21.09.2022
27.	Madhumita M	G0220035	Ultramatics	27.10.2022
28.	Varsha K	G0220038	KPMG - Chennai	19.10.2022
29.	Balaji V	G0220039	Tech Mahindra - Chennai	23.06.2022
30.	Kaavya P	G0220040	Tech Mahindra - Chennai	23.06.2022
31.	Aishwarya A Dr	G0220041	Tech Mahindra - Chennai	23.06.2022
32.	Nandhinee J	G0220042	Skill Lync - Chennai	26.10.2022
33.	Girish A	G0220044	Dr.Agarwal's Eye Hospital, Chennai	19.11.2022
34.	Hepciba T	G0220045	Tech Mahindra - Chennai	23.06.2022
35.	Lisy Mary B	G0220046	Sagar Hospital - BSK	05.12.2022
36.	Zahra Shahmalak	G0220047	Apollo Porton	2022
37.	Bharath R	G0220048	SRM Global - Chennai	2022
38.	Subhakaran S	G0220051	Practo Healthcare, Bangalore	12.09.2022
39.	Chandramouli S	G0220052	Tech Mahindra - Chennai	23.06.2022
40.	Shania Susan Philip	G0220054	Frontier Lifeline Hospital – Chennai	19.09.2022
41.	Vignesh G	G0220056	Tech Mahindra - Chennai	23.06.2022
42.	Virgin Sylvia MD	G0220057	Kauvery Hospital	21.11.2022
43.	Girivasan J	G0220058	Apollo Hospitals Chennai	21.10.2022
44.	Santhosh Kumar K	G0220059	Kranium Health	22.09.2022

Batch 2021- 2023

S.No.	Name of the student placed	Enrollment No.	Name of the Employer	Appointment letter reference no. with date
1.	Swetha A	G0221001	UST Global	14-09-2023
2.	Keerthika.B	G0221002	Dr. MGR Educational and Research Institute	2023
3.	Melvin Joseph Richard	G0221003	Tech Mahindra	11-10-2023
4.	Abishek S	G0221004	UST Global	14-09-2023
5.	Danie Andrews Mathew	G0221005	Dr Moopen's Medical College	04-10-23
6.	Vishal G	G0221006	Bajaj Allianz	05-12-2023
7.	Aneesa Begam A	G0221007	UST Global	14-09-2023
8.	Saranya M	G0221008	UST Global	12-09-2023
9.	Swedha K	G0221009	UST Global	14-09-2023
10.	Krithika S	G0221011	UST Global	14-09-2023
11.	Srrinidhi Vijayaraghavan	G0221013	Neeyamo	22-05-2023
12.	Keerthana H	G0221015	UST Global	14-09-2023
13.	Sugumar M	G0221017	Elitaz Private Ltd	24-08-2023
14.	Pooja A	G0221018	Neeyamo Enterprise Solutions	02-11-2024
15.	Cindhiya I	G0221019	Thryve Digital	11-09-2023
16.	Shruthy S	G0221020	Kauvery Hospital	
17.	Divya Bharathi S	G0221021	ACME Consulting	29-06-2023
18.	Uthra V	G0221022	Tech Mahindra	11-10-2023
19.	Jayashree S	G0221023	Parvathy Multispeciality Hospital	11-09-2023
20.	Abuthaheer Basha A	G0221024	Panimalar Hospital, Chennai	18-02-2024
21.	Priyadharshini A	G0221025	Sri Ramachandra Hospital, Chennai	08-09-2023
22.	Nandha Kumar D	G0221026	Thryve Digital	14-08-2023
23.	Kersone Raja D	G0221030	MIOT Hospital	21-07-2023

|				
24.	Kaviyarasan A	G0221031	MIOT Hospital	21-07-2023
25.	Vijay V	G0221032	MIOT Hospital	21-07-2023
26.	Lavanya S B	G0221038	Neeyamo	22-05-2023
27.	Manoj Kumar S	G0221037	Higher Studies ULSTER University UK	30-09-2024
28.	Deepika Lakshmi G	G0221040	Sri Ramachandra Medical Centre	09-10-2023
29.	Yuvarajan C	G0221041	Vijaya Hospital	25-09-2023
30.	Sripathy S	G0221044	MSN Labs	21-03-2023
31.	Charishma Mary J	G0221045	Sirina Home Health care	16-10-2023
32.	Akshaya V	G0221047	Sri Ramachandra Hospital	08-09-2023
33.	Kumar Kiran	G0221049	Be Well Hospital	22-09-2023
34.	Immaculate Cecilia E	G0221050	Sri Ramachandra Hospital	25-07-2024
35.	Sruthilakshmi M	G0221054	Elitaz Private Ltd	04-03-2024
36.	Dhushanthini G	G0221056	UST Global	14-09-2023
37.	Kamalesh M	G0221057	Sri Ramachandra Hospital	08-09-2023
38.	Sristi V	G0221058	TCS	05-07-2023
39	Jidugu Sai Vaishnavi	G0221059	Red Health	06-07-2023

5.5 Student Diversity (5)

The students of various backgrounds like Management, Medicine, Dental Sciences, Nursing, Engineering, Journalism, Literature and other Allied Health Sciences join the programme who blossom to become competent and able administrative professionals to extend seamless support to the healthcare sector. The diversity can also be viewed in terms of gender, qualification, experience and the data are presented below. The female students form the majority.

Table 5.5.1 Student Diversity

Year	Sanctioned Intake		No. of students admitted							Total
			Within State	Outside State	Other Country	Management Stream	Other Streams	Fresher	Experienced*	
2023-24	60	M	20	0	0	7	13	15	5	20
		F	36	4	0	6	34	31	9	40
2022-23	60	M	24	0	0	0	24	14	10	24
		F	33	3	0	4	32	28	8	36
2021-22	60	M	19	0	0	3	16	15	4	19
		F	40	1	0	6	35	31	10	41

Table 5.5.1.1 Gender Diversity

Year	Total No. of Students	Male (%)	Female (%)
2023-2024	60	33	67
2022-2023	60	40	60
2021-2022	60	32	68

Figure 5.5.1.1 Gender Diversity
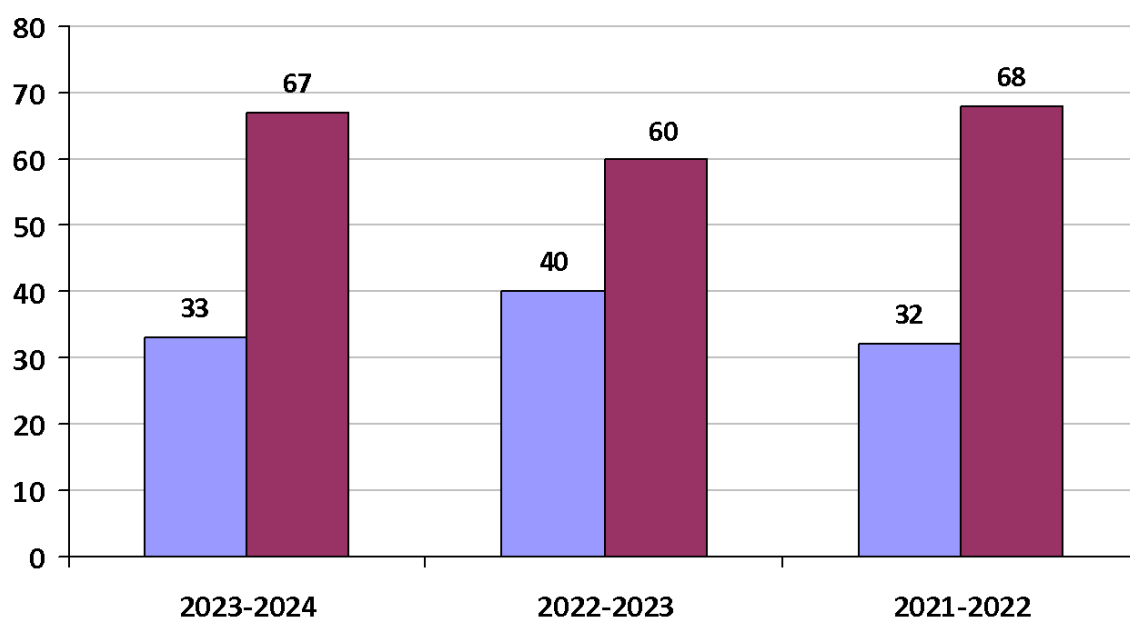
Table 5.5.1.2 Qualification Diversity

Year	Total No. of Students	MD, MBA, M.Sc. (%)	MBBS, BDS, Nursing, Pharm D. (%)	Commerce & Management (%)	Engineering (%)	Allied Health Sciences (%)	Others (%)
2023-2024	**60**	0	10	20	5	52	13
2022-2023	**60**	5	15	17	7	8	48
2021-2022	**60**	3	7	18	28	38	5

Figure 5.5.1.2 Qualification Diversity

	MD, MBA, M.Sc. (%)	MBBS, BDS, Nursing, Pharm D. (%)	Commerce & Management (%)	Engineering (%)	Allied Health Sciences (%)	Others (%)
2023-2024	0	10	20	5	52	13
2022-2023	5	15	17	7	8	48
2021-2022	3	7	18	28	38	5
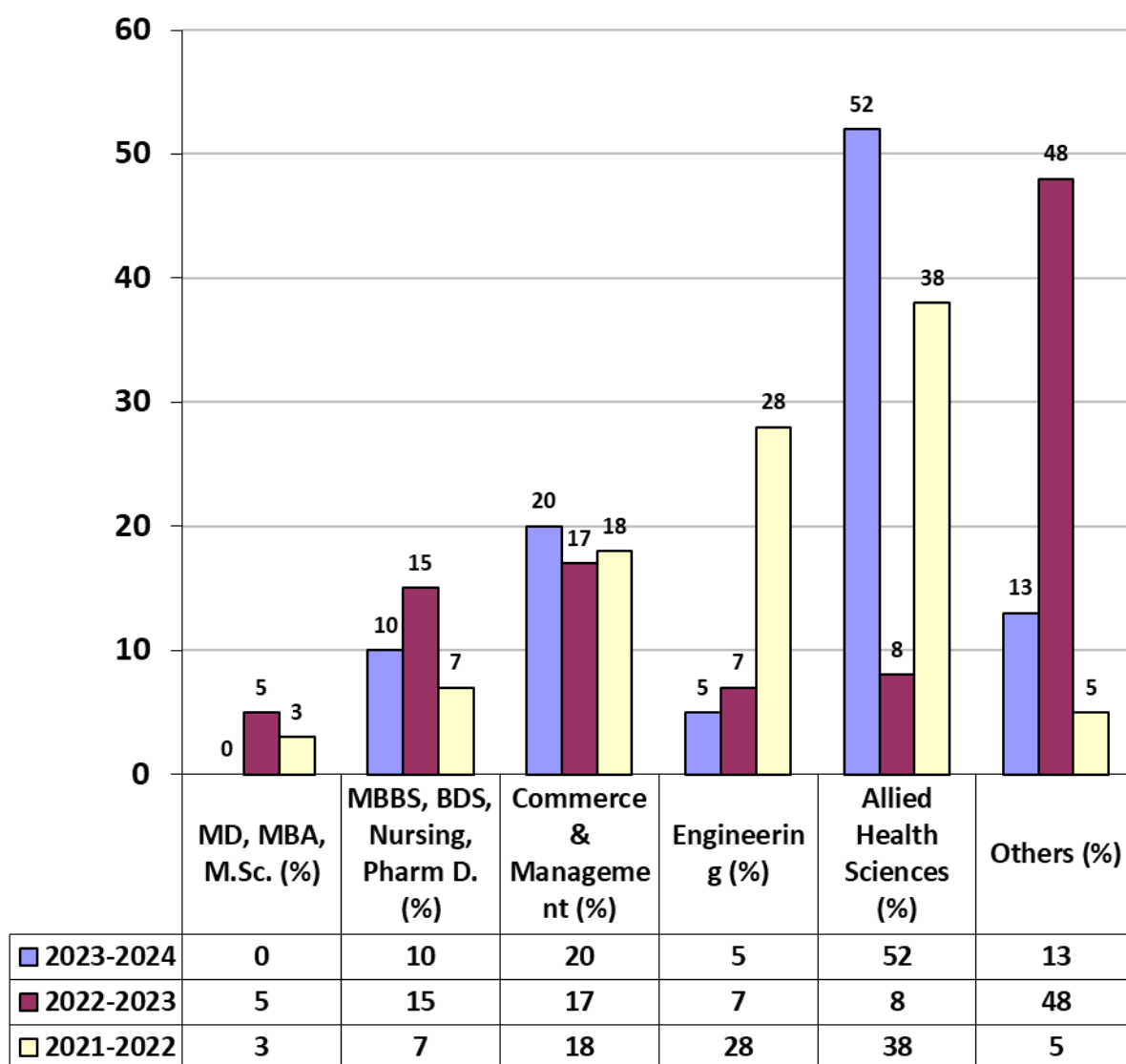
Table 5.5.1.3 Geographic Diversity

Year	Total No. of Students	Within State (%)	Outside State (%)
2023-2024	**60**	93	7
2022-2023	**60**	95	5
2021-2022	**60**	98	2

Figure 5.5.1.3 Geographic Diversity

	2023-2024	2022-2023	2021-2022
Within State (%)	93	95	98
Outside State (%)	7	5	2
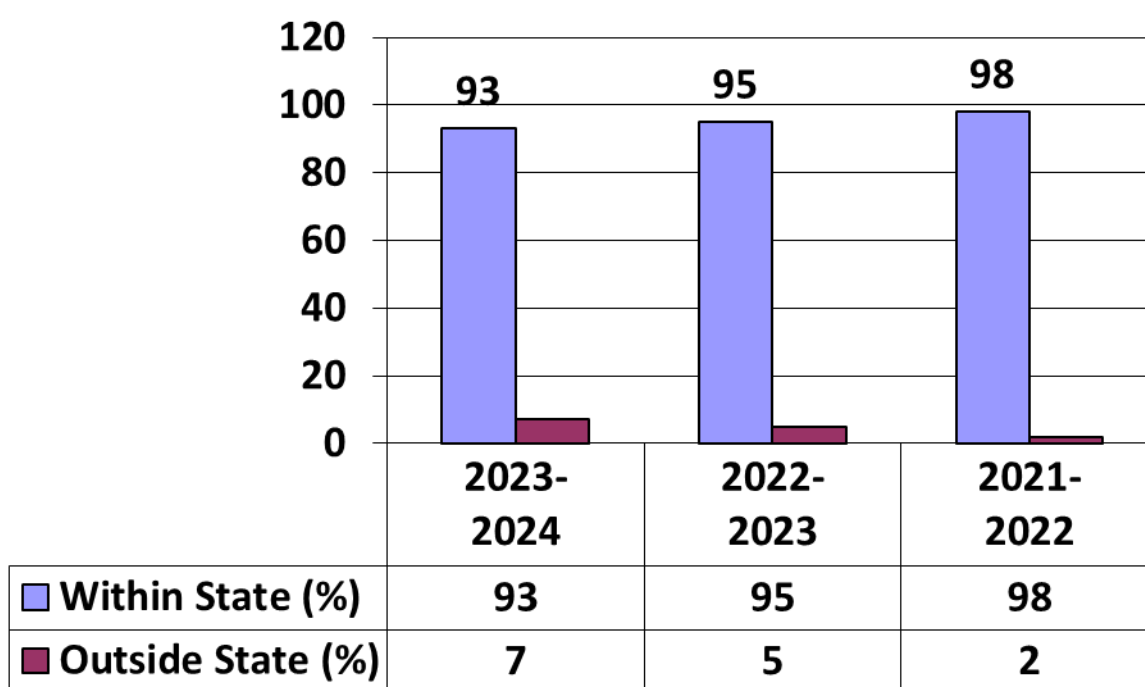
Table 5.5.1.4 Experience Diversity

Year	Total No. of Students	Fresher (%)	Experienced (%)
2023-2024	**60**	**77**	**23**
2022-2023	**60**	70	30
2021-2022	**60**	77	23

Figure 5.5.1.4 Experience diversity

	2023-2024	2022-2023	2021-2022
Fresher (%)	77	70	77
Experienced (%)	23	30	23
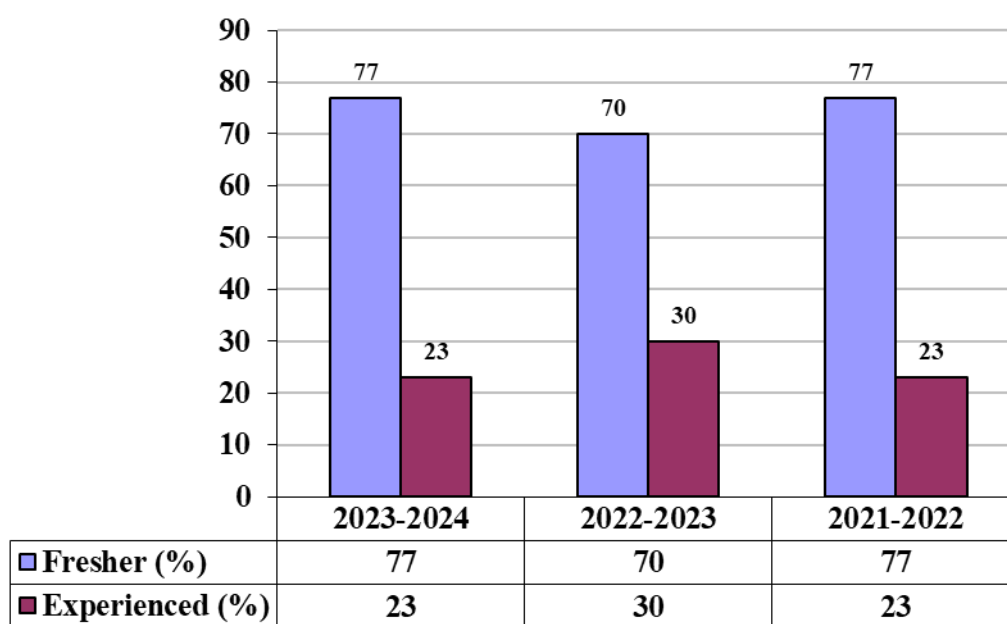
5.6 Professional Activities (15)

5.6.1 Students' participation in Professional societies / chapters and organizing management events (10)

To provide a diversified learning experience to the students, SRFMS conducts Student Development Activities (SDA) regularly to encourage the participation of students in extra-curricular and co-curricular activities.

Table 5.6.1.1 Students' participation in Professional societies/chapters

S. NO.	DATE	NAME OF THE EVENT	NAME OF THE STUDENT(S)	PARTICIPATED/ PRIZE WON
2021-22				
1.	6.12.2021	Case a thon: International case study Challenge by Think 5 analytics Inc	Ms Anjana Sundar and Ms madhumitha Muralidharan	10th Rank
2.	16.11.2022	National Level Business Plan competition at Sai Ram Institute of Management Sciences	Dr.Rishali Mudaliar, Dr.Sushumna Saproo and Dr.Vishalini	2nd place
2022-23				
1.	16-12-2022	Chain shot relay (operation management at SSN School of Management	Ms.Inbasree Kaviya	1st Place
2.	16-12-2022	Bootstrap outline- Daksha-Business Plan at SSN School of Management	Dr Sudarshan SS, Dr Rishali Mudaliar, Dr Vishalini V and Dr Sushumna Saproo	1st Place
3.	16-12-2022	Red handed - Daksha_ Crime Scene Investigation at SSN School of Management	Dr Rishali Mudaliar, Dr Sudarshan SS and Mr Arun Raj	1st Place
4.	16-12-2022	Trail by fire (general quiz) at SSN School of Management	Mr Arun Raj kumar and Dr SS Sudarshan	1st Place
5.	17.02.2023	Business Standard Project Award 2022 and a cash prize of one lakh	Ms.Harini (MBA 2020-22 batch)	Winner
6.	24.03.2023	Business Quiz at Amity Global Business School, Chennai	Mr. S.Thamizhvaanan, Ms. Varsha Nair and Ms. Zaina Mariam	1st Place
7.	24.03.2023	Dance at Amity Global Business School, Chennai	Mr. M. Arun Kumar, Mr. Rahul D, Dr. V.Vishalini, Ms. Claudia.J and Ms. A.Lithikasri	1st Place
8.	24.03.2023	Inter-collegiate cultural event,	25 students from	Overall Runnerup

			SRFMS	title
		organized by Amity Global Business School, Chennai		
9.	24.03.2023	Business Plan at Vellore Institute of Technology (VIT), Chennai	Dr Rishali Mudaliar, Dr Sudharshan S, Dr Vishalini V, Dr Sushumuna Saproo	1st Place
2023-24				
1.	01-01-2024	Business Standard - Case Study Competition	Ms Raja lakshmi	1st Place
2.	01-02-2024	Business Standard - Case Study Competition	Alogolu Swathi Bhargavi	3rd Place
3.	26-02-2024	Corporate Walk at Vel Tech Institute of science and technology, Chennai	Sanjay G, Immanuel Devakumar S, Malavika A J and Niruthika	2nd Place
4.	26-02-2024	Marketing Mavericks, College of Engineering , Guindy	Jayakumar M	Runner Up
5.	26.02.2024	Crickstrat, Department of Management, College of Engineering, Guindy	Naveen Samuel V	Winner
6.	26.02.2024	Guess the lyrics, Blitzkreig 2024, Alpha College of Engineering	Shanmugham R O	2nd prize
7.	Jan-24	Saveetha Engineering college	Kamaleeswari H	2nd prize
8.	Mar-24	Saveetha college of occupational therapy	Kamaleeswari H	2nd prize

Table 5.6.1.2 Internal Clubs – Description / Objectives

S. NO.	NAME OF THE CLUB	DESCRIPTION/OBJECTIVES
1.	Entrepreneurship Development Club	The mission of the Entrepreneurship Development Club (EDC) is to develop institutional mechanism to create entrepreneurial culture among the stakeholders and to foster growth entrepreneurship amongst the students
2.	Quality Master	The club will provide various in class activities like role – plays, mini projects, case study, real life exercises, critical thinking, team collaboration, and alignment with gamification, developing the communication gaps with the customer, in developing the empathy, customer experience and simulations.

3.	Corporate Relations Club	The Corporate Relations Club is committed to promote and facilitate interaction between academia, industry and students to act as a facilitator in building, maintaining & enhancing the corporate presence of the institute. Our primary focus is to bridge the expectation gap that exists between industry and the student community
4.	Culturals Club	Cultural activities not only help students to identify themselves, but also assist students to develop themselves in a desired field and also improve skills such as organizational, presentation, leadership and interpersonal communication.
5.	Sports Club	To be an exciting social, entertainment sports club which places members first and to explore the development opportunities to support and enlighten sport and physical education to youngsters

Table 5.6.1.3 Events Organized in Association with Professional Societies / Chapters

S.No	Date	Name of the Event	Number of Students Participated	Associating Professional Society/ Chapters	Chief Guests/ Resource Persons
1	24.04.2022 to 29.04.2022	Human Process Lab	54	Indian Society for Applied Behavioural Sciences (ISABS)	Trainers from ISABS

Table 5.6.1.4 Annual National Level Management Meet

S.No	Date	Name of the event	Type of the event	Number of students participated	List of activities	Chief Guests/ Resource Persons
1	12.08.2022	ETHOZ 2022	Annual National Level Management Meet	500	Best Manager, Business Quiz, Ad-zap, Corporate Walk, Connexions, Adapt Tune and Photograph	Shri M. Venkateshan, COO of Integra Software Services, PMJF Lion Shri S.V.Manickam, Multiple Council

S.No	Date	Name of the event	Type of the event	Number of students participated	List of activities	Chief Guests/ Resource Persons
					y	Chairperson in and PMJF (Progressive Melvin Jones Fellowship), Lion Shri K.V. Gopalakrishnan, Managing Director, KVP properties Ltd
2	09-11-2023	ETHOZ 2023	Annual National Level Management Meet	1600	Best Manager, Business Quiz, Ad-zap, Corporate Walk, Connexions, Adapt Tune and Photography	Mr. Sriram Venkat Lead Data & Analytics – Se3rvices team at Google Inc.

Table 5.6.1.5 Events Organized in association with Internal Clubs

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
1.	01-07-2021	Is Fluency in English an Over-Estimated Determinant of Smartness?	Corporate Relations Club	263	Ms. Danna MsPherson, Dr. Alan Gitobu, Ms. Joann Isley, Quality Assurance, PBM Company, San Diego, USA
2.	02-07-2021	Emotional Re-Engineering: "Bring Awareness to Your Emotions, Actions, and Intentions During the Pandemic"	HR Club	180	Mr. Ganesh Kumar S, Emotional Alchemist, Founder-EQ Universe Learning Solutions Pvt.

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
					Ltd.
3.	06-07-2021	Healthcare 4.0	Quality Club	60	Mr. Yelchur Dwarakanath, Management Consultant
4.	03.08.2021	Energizing your mind and body with yoga during pandemic	HR Club Activity	40	Dr.M.Manimekalai Narayanan, Assistant Professor in Yoga, SRIHER
5.	17-08-2021	Disaster Management and Humanitarian Response	Quality Club	30	Dr. Hari Balaji, Independent Consultant, National Consultant for Disaster Management, Chennai
6.	24.08.2021	Resume Makeover and Networking Strategies	HR Club Activity	100	Mr.Srikanth.R.S, Tag Specialist , L&D Specialist
7.	27.11.2021	Financial Opportunities/Schemes for Budding Entrepreneurs	Entrepreneurship Development Club Activity	125	Dr.E.Bhaskaran, Joint Director (Engg) Department of Industries and commerce, Government of Tamilnadu
8.	09.12.2021	Entrepreneurial Talk	Entrepreneurship Development Club Activity	60	Ms.Aarthy Rajesh, Founder of Aadhira Associates
9.	10-06-2022	Role of Administrators in Mental Health	HR Club	205	Ms. Tinu Anna Sam, Subject Matter Expert- Special Education, Daffodil Health, Bangalore
10.	16-08-2022	Drive Against Drugs	Quality Club	82	Smt. Shobana Kalyanaraman, Eminent Motivational

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
					Speaker, Proprietor of Event Eden
11.	15.10.2022	Talk on "Set the right goal and stay motivated"	HR Club Activity	60	Mr. Jaleesh Rahman B, Managing Director, Jaleesh Training Hub, TEDx Speaker, Public Speaker
12.	19-10-2022	Healthcare Marketing	Marketing Club	60	Ms. Vardhini Karthik, Founder and Director- UNIGENEUS, Advisor to CEO- Mangolia Community Health, Lead Auditor-QMS from BSI Standards
13.	05-11-2022	Venturing Ideas in Entrepreneurship	Entrepreneurship Development Club	60	Ms. Baby Masilamani, Founder, ZZUP, Bengaluru
14.	16-11-2022	Nuances of Investing	Finance Club	12	Mr. O.R. Nirmal, Founder, Setty Picks, USA-India
15.	23-11-2022	Financial Empowerment and Literacy	Finance Club	152	Ms. Vidya Shivakumar, Co-Founder, Team Ubuntu
16.	02.12.2022	Entrepreneurial Talk	Entrepreneurship Development Club Activity	50	Ms.Jaisri Chetty, Serial Entrepreneur, Philadelphia, USA
17.	17-12-2022	Business Manager: Support and Operations	Quality Club	58	Ms. Kalpana Aravind, ONDC Hearing Specialists, Australia
18.	01.04.2023	SRFMS Sports Fest	Sports club Activity	120	Organised by Dr.A..S.Poornima

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
19.	15.04.2023	Documentary Screening & Clubs Activity Day	SDA	58	Organised by Dr.A.S.Poornima
20.	06.05.2023	Quality Club Events	Quality Club	58	Organised by Dr.A.S.Poornima
21.	11-05-2023	Industry Expectations From Freshers	Corporate Relations Club	120	Ms. Vidyamani, Head Quality, Fortis Healthcare
22.	30-06-2023	Opportunities in Healthcare IT	Quality Club	-	Ms. Roja C, Senior Business Analyst, Accenture Health, Chennai
23.	01-07-2023	CEO Talk Series-1	Corporate Relations Club	48	Mr. Thirunavukkarasu, Founder, Prisi
24.	24-08-2023	FDP on Healthcare Innovation & Entrepreneurship Opportunities	Entrepreneurhsip Development Club	14	Dr. Anand Thirunavukarasu, SRIIC
25.	08-09-2023	Unlocking Success: Mastering Career Skills in the Smart Era		50	Mr. John Vallogia, SMIOTO Inc., USA
26.	16-09-2023	Delving Into Entrepreneurship	Entrepreneurhsip Development Club	80	Dr. E. Bhaskaran, GM, MSME, Govt. of Tamil Nadu Dr. Kamaludeen, CEO, Blue Bharath Exim Pvt. Ltd.
27.	26-09-2023	Transformational Leadership		130	Dr. S. Praveen Kumar, School of Commerce and Management
28.	20-10-2023	CEO Talk Series-2	Corporate Relations Club	130	Ms. Priyanka Palanisamy, Founder & CEO of J&JP Clothings
29.	14-11-2023	Organ Donation & Protocol		72	Ms. Arshiya Fathima Dr. Hemal Kaninde, Mohan

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
					Foundation, QAO, ISO Slider
30.	20-12-2023	Women Empowerment Programme		150	Dr. Deepamala Krishnamoorthy, Founder of Research and Action Centre for Local Democracy
31.	03-02-2024	Emotional Resilience		114	Dr. Manimegalai, Assistant Professor, SRFMS
32.	14-03-2024	Start up Success	Entrepreneurship Development Club	65	Mr. Santhosh Muruganantham, Co-founder MD, Kolapasi Chain of Restaurants
33.	17-04-2024	Expert Talk on Data Analysis	Marketing Club	58	Mr. S. Sudeesh, Associate Fellow in Data Science
34.	02-05-2024	International Yoga Day	Quality Club	52	Dr. Manimegalai, Associate Professor, FAHS
35.	09-05-2024	AI Trends in HR	HR Club	45	Dr. R. Sabarisan, Medical Director, Bewell Hospital
36.	05-06-2024	Rising Leader: Role of Youth in Volunteering	HR Club	70	Ms. Hasini, Young Nutrition Ambassador of Tamil Nadu, ALER
37.	04-04-2024	Influence of AI on current HR Practices	HR Club	108	Mr. Sivamani. D Senior Manger, HRD, CAMS Limited
38.	18-04-2024	Inflation proofing investments: Smart choices for everyone	Finance Club	112	Mr. Saravanaa Ramadass Signature Relationship Manager RBL Bank, Chennai

S.No	Date	Name of the event	Name of the club	Number of students participated	Chief guests/ resource persons
39.	09-05-2024	Healthcare Horizons: Exploring innovations and Interactive insights	Quality Club	102	Dr. R. Sabarisan Medical Director Bee well Hopital, Chennai
40.	13-06-2024	B-Plan Competition & Stall exhibition	Entrepreneurship Development Club	105	Dr. Sandhya Arun Kumar CEO of Pearl Detistry Chennai

5.6.2 Students' Publications (5)

The students are motivated by the faculty members to contribute to the research and the following are the details of their publications and presentations.

Table 5.6.2 Students' Publications details

S.No.	Name of the authors	Research paper title	Publication /Presentation details
1.	Ms.M.Pavithraa and Dr.G.Jabarethina (2022)	Investors mindset during and post covid-19	EXCEL International Journal of Multidisciplinary Management Studies, ISSN : 2249-8834, Vol.12(4), April 2022
2.	Pooja A., Bhoomadevi A	Emotional Labour And Its Outcomes Among Nurses At A Tertiary Hospital – A Proposed Model	International Journal of Experimental Research and Review ISSN: 24554855 Vol. 35 pp. 83-9, 2023
3.	S Abishek., A Bhoomadevi., M Revathy., Nithya Priya Sundar (2023)	Geographical Mapping And Socio-demographic Analysis Of Out-patient At A Tertiary Hospital In Chennai	*Journal of Advanced Zoology* ISSN: 0253-7214Volume 44Issue 03Year 2023Page 513:521
4.	Raja Shree K C., Bhooma Devi., Prasanna Sivanandam	An In-depth Study On Impact Of Health Scape Towards Patients' Health	*Journal of Survey in Fisheries Sciences* Vol. 10(4S) pp. 651-661, 2023
5.	Dr.C.Padma Prabha, N.Janani,E.Pavithra	Aligning Sustainable Development Goals (SDGs) with Business Practices: A Conceptual Framework for	NCPCBM 2024,XIME March 2024

S.No.	Name of the authors	Research paper title	Publication /Presentation details
		Integration and Impact Assessment"- with reference to India	
6.	Akshaya.V,Dr.S.Nithya Priya, Dr.A.Bhooma Devi	Factors affecting operational governance of a cancer care centre, Chennai	African Journal of Biological Sciences, June 2024, 2535-2543
7.	S. Abishek, A. Bhoomadevi, M. Revathy, S. Nithya Priya	Geographical Mapping and Socio-Demographic Analysis of Out-Patient at A Tertiary Hospital in Chennai	Journal of advanced zoology, August 2023, pp.513-521
Paper Presentation details			
5.	Ms.Pavithraa Murali and Dr.G.Jabarethina (2021)	Indian Investors' mindset during and post COVID-19	Presented the paper at the Two Day International Virtual Conference on Stand, Start Strive &Stabilize-Changing Business Scenario in the backdrop of COVID-19 at Loyola College, Chennai on 19& 20 April 2021.
6.	Sr.Merline Asha (MBA 2022-24) and Dr.S.Srinivasan (2024)	Exploring Influential Factors Impacting Insurance Discharge Delays	International Conference on Business Innovation Excellence for Strategic Transformation" organized by the University of Technology and Applied Sciences, Shinas, Oman in association with Mohammed Sathak College of Arts and Science, Chennai ON 28TH February 2024
7.	Dr.Prasanna Venkatesh.E (MBA 2022-24) and Dr.S.Srinivasan	Radiology-based AI System: Addressing the Gap between service providers and AI Integrators	International Conference on Global Business Transformation: Now, Next and Beyond jointly organized by the University of Wollongong, Dubai and Symbiosis Institute of Business Management, Hyderabad FROM 30TH and 31ST January 2024
8.	Ganesh B	Exploring the Skillsets	International Research

S.No.	Name of the authors	Research paper title	Publication /Presentation details
	N D Jai Sai	of Transgender Entrepreneurs	Conference on Mindfulness held at Indian Institute of Management on 3th and 10th February 2024.
9.	Swathi B	The Mediating role of Intrinsic Motivation between Psychological support and work outcomes	International Research Conference on Mindfulness held at Indian Institute of Management on 3rd and 10th February 2024.
10.	N Janani	Aligning Sustainable Development Goals (SDCs) Business Practices: A conceptual framework for integration and Impact Assessment with Reference to India	National Conference on Best Practices In business Management on 26th March 2024. Organised by XIME
11.	Prasanna Venkatesh	Radiology-based AI system: Addressing the gap between service provider and AI Integrator	Global Business Transformation: Now, Next and Beyond Symbiosis Institute of Business Management on 1st January 2024.

CRITERION 6	**Faculty Attributes and Contributions**	**250**

6. a List of faculty members

The details of faculty members and their cumulative information for the assessment years are given in **Annexure II**

6.1. Student - Faculty Ratio (SFR) (10)

Table 6.1.1 Student - Faculty Ratio

Year	CAY (2023-24)	CAYm1 (2022-23)	CAYm2 (2021-22)
MBA I Year	60	60	60
MBA II Year	58	60	60
Total Number of students (S)	118	120	120
Total Number of Faculty Members (F)	13	11	11
Student Faculty Ratio (SFR)	9.07	10.9	10.9
Average Student Faculty Ratio SFR = (SFR1+SFR2+SFR3) / 3	10.29		

The student-faculty ratio is 1:10, which is better than the AICTE norms of 1:20 and UGC norms of 1:20.

Figure 6.1.1
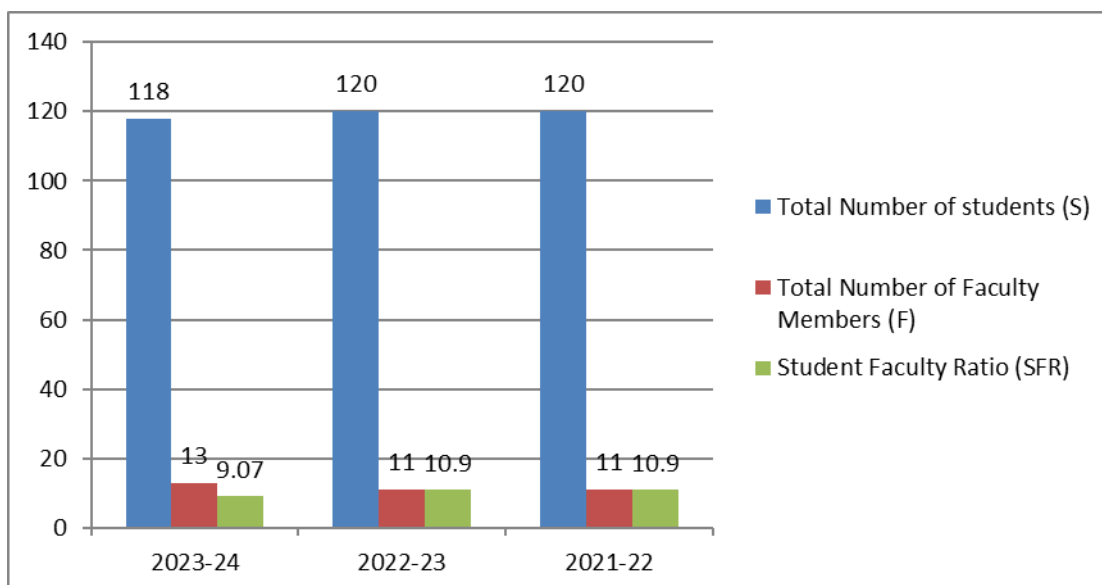
6.1.1. Provide the information about the regular and contractual faculty

Table 6.1.1.1Number of regular and contractual faculty members

Academic Year	Total number of regular faculty in the department	Total number of contractual faculty in the department
CAY (2023-24)	13	2
CAYm1 (2022 -23)	11	-
CAYm2 (2021-22)	11	-

Expansion of faculty with the increase of student intake from 30 to 60, the faculty strength is retained as 11 in the year 2021-22 and 2022-23, it has increased from 11 to 13 in the year 2023-24 and currently we have 13 faculty members and 2 contractual faculties.

6.2. Faculty Cadre (20)

The faculty cadre ratio is maintained as per the regulations of AICTE / UGC. SRFMS has an adequate number of teaching faculty members in each cadre compared to norms. The required number of faculty members was calculated based on the 1:20 Faculty-Student Ratio as indicated as ideal ratio by UGC.

Table 6.2.1 Faculty Cadre Ratio

	Professors		Associate Professors		Assistant Professors	
	Required F1	Available	Required F2	Available	Required F3	Available
CAY (2023-24)	0.67	1	1.33	2	4	10
CAYm1 (2022-23)	0.67	2	1.33	2	4	7
CAYm2 (2021-22)	0.67	2	1.33	1	4	8
Average Numbers	0.67	1.67	1.33	1.67	4	8.34

$$\text{Cadre Ratio Marks} = \left[\left[\frac{AF1}{RF1} \right] + \left[\frac{AF2 \times 0.6}{RF2} \right] + \left[\frac{AF3 \times 0.4}{RF3} \right] \right] \times 10$$

= [(2.49)+(0.75)+(0.83)] x 10

= (4.07) x 10

= 40.7 (Exceeding 20)

Figure 6.2.1 Faculty Cadre Ratio
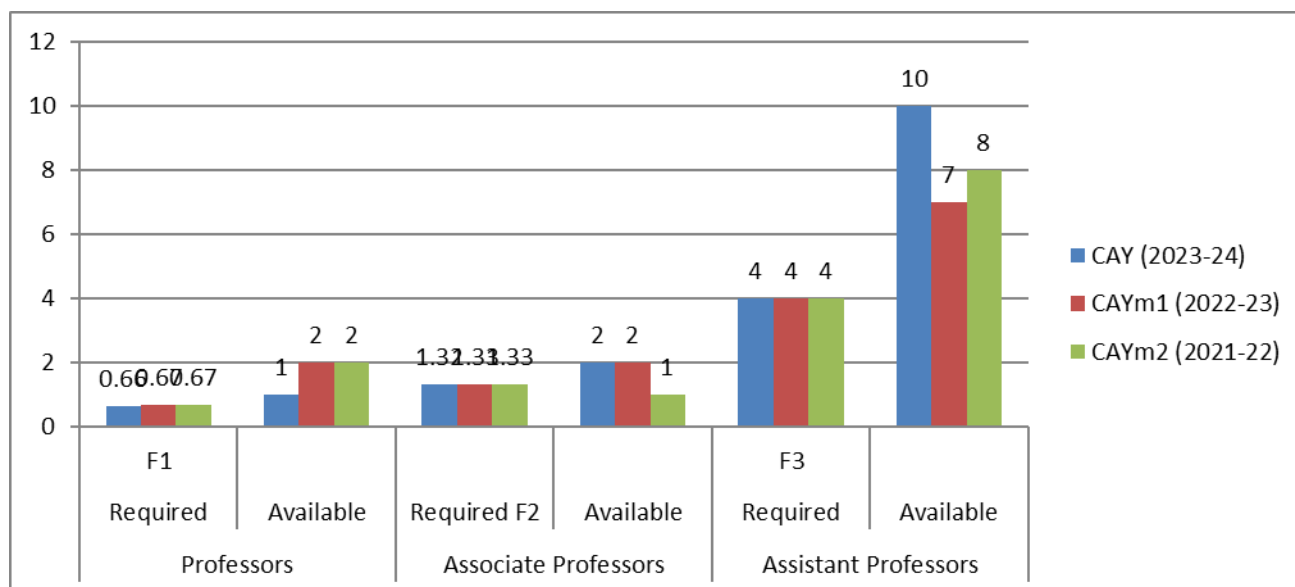
6.3. Faculty Qualification (20)

More than 92 percent of faculty members of SRFMS have a Ph.D. and the remaining 1 faculty member has registered for Ph.D. in 2024.

Table 6.3.1 Qualification of the Faculty members

Year	FACULTY WITH Ph. D (X)	FACULTY WITHOUT Ph.D (Y)	F	FQ=2x[(10X+4Y)/F)]
CAY (2023-24)	12	1	6	41
CAYm1 (2022-23)	8	3	6	31
CAYm2 (2021-22)	8	3	6	31
Average Assessment				34.3

Figure 6.3.1 Faculty Qualification
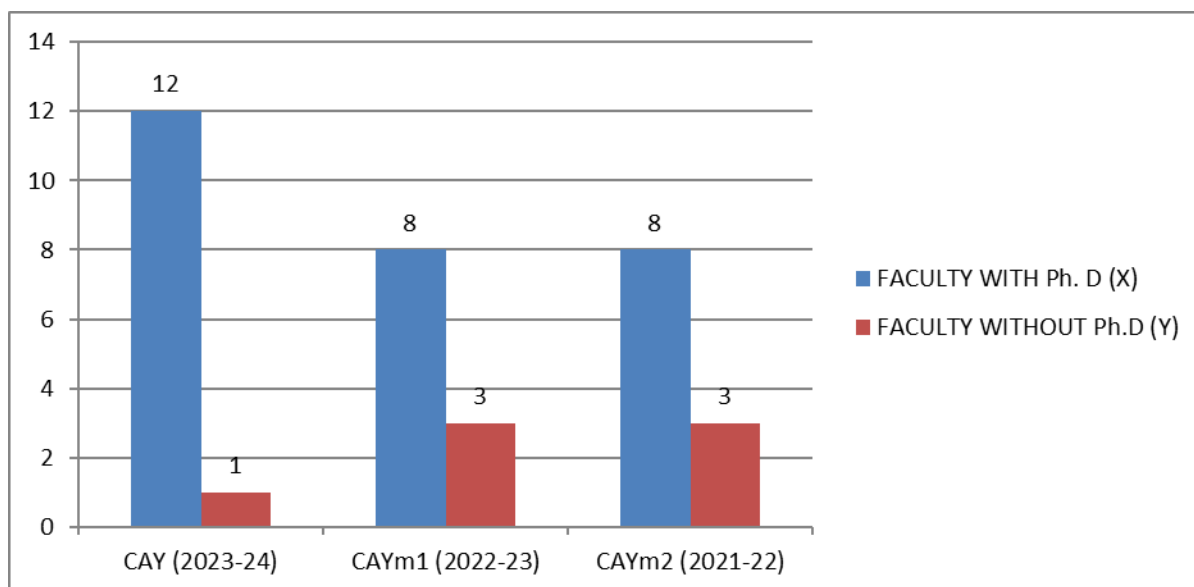
6.4. Faculty Retention (20)

- **No. of faculty members in CAYm1 = 11**
- **No. of faculty members in CAY= 13**

Table 4.1 Faculty Members retained during the assessment period

Item	CAY	CAYm1
No. of Faculty Retained	8	10
Total No. of Required Faculty in CAYm2	11	
% of Faculty Retained	72.7%	90.9%
Faculty Retained	81.8%	

6.5. Faculty Initiatives on Teaching and Learning (15)

Faculty members at SRFMS adopt a variety of innovative tools and techniques in the process of teaching and learning which enables students to develop team spirit, effective communication, problem-solving, and decision-making skills. These initiatives provide a way for the holistic personality development of the students as well as better placement opportunities to the students at the end of the program.

Listed below are some of the initiatives by SRFMS faculty members in the process of teaching and learning:

1. Hands-on Posting: Every student at SRFMS should undergo Hands-on Posting twice during the program which helps them to understand hospital functions and the processes involved in an uncertain healthcare environment. Teaching faculty members facilitate students to learn through direct, on-the-job experience working with successful professionals and experts in the field.

Faculty members are deputed each day and they accompany students to various clinical and non-clinical departments which includes Outpatient department, Inpatient department, Operation Theatre, Dialysis, Radiology, Nursing department, Laboratory, Pharmacy, Medical Records Department, Blood Bank, Pharmacy, International Patient Services, Telemedicine, CSSD, Dietary, Biomedical Engineering department, Housekeeping department, Linen and Laundry both in Sri Ramachandra Hospital (G block) and Sri Ramachandra Medical Centre (SRMC).

In SRFMS, an orientation of hands-on posting is conducted for a week before the students' postings where managers of different departments from SRMC and SRH are invited to give an overview about their own departments. Each faculty member is allocated a team of 4-6 students to mentor during the HoP. The Departmental heads of the hospital orient the student on the department's activities and functions. Checklists are given to students to educate them on what to observe, how to prepare the report, and evaluate the reports prepared by the student, where students reflect on the administrative issues faced, potential challenges that can arise in each department with possible solutions in certain cases and further research analysis in other cases. During the hands-on posting, end of every day, assigned student teams brief the learning to the allotted faculty member for further improvements.

Figure 6.5.1 Students during hands-on postings

Table 6.5.1 Checklist for Hands-on postings

Mark √ in appropriate places

Procedure / Process	Observation	Demo attended	Hands-on experience	Remarks
1. Health Insurance				
Understand the preauthorization process initiated by the Doctor				
Discharge process				

Claims settlement process				
Student and Employee Insurance				
Role of TPA in health insurance / IRDA				
2.Medical Records				
Generating periodical reports of hospital statistics / Daily census/ Hospital utilization statistics/ Admission and Discharge				
Indexing (ICD 10 – International Classification of Disease)				
Filing of records / storage of records / retrieval of records disposal of records				
Medico-legal importance of medical records				
Retention of Medical records				
Medical records Committee				
3.Central Sterile Stores Department				
Sterilization process / Equipment used for sterilization				
Biological indicator system / Statistics				
Protocol for sterile area				
Inventory control and supply / Distribution method				
Occupational hazards and compensation				
Managerial issues (shortage of dressing trays)				
4. Linen and Laundry services				
Equipment list / Infection control				
Quality assurance in laundry				
Inventory control and supply				
Blood strain removal process				
Managerial issues (Pilferage, shortage of linen)				
Linen washing process				
5. Dietary services				
Procurement and Inventory management / Equipment list				
Preparation of food based on census				
Packing and temperature control				

Presentation and delivery of the food				
Managerial issues handled by the department				
Vaccination/health check/ stool examination				
6.Housekeeping services				
Housekeeping process / Infection control practices / cleaning solutions				
Biomedical waste management rules and procedure / Collection & disposal of Biomedical waste to contractors				
Infection control committee / Manpower				
Pest control				
Occupational safety				
Waste treatment plant				
7. Hospital Engineering services				
Civil works				
Water supply/ water storage tanks/ distribution system				
Electricity/ generator capacity/ safety of electrical equipment/fuel storage				
Supply of steam				
Medical gases / sufficient medical gas/ availability of alternative sources of medical gases/ procurement of gas				
AC (HVAC systems in critical areas) and lift maintenance				
AMC, CMC procedure				
New expansion projects/expansion				
8. Biomedical Engineering Department				
Purchase of Biomedical equipment / Maintenance of equipment				
Asset list / Suppliers List				
Condemnation committee				
Purchase of spare parts and inventory control				
Regulatory authorities				
9. Pharmacy services				
License/ Hospital Formulary				

Drugs and Therapeutic Committee				
LASA /storage of drugs/purchase/ storage				
Inventory control and temperature control				
Managerial issues/ Billing/ Dispensing				
Recall of drugs / adverse effects / Narcotics				
Drug storage / checklist for drugs / Disposal of expired drugs				
10. Blood Bank				
License / Quality assurance system / Initial assessment process				
Guidelines for blood transfusion/ Blood transfusion committee/ Inventory control				
Blood components separation / temperature control				
Occupational safety				
Disposal Procedure				
11. Security services				
Security technology plan / Routine work				
Law and Security				
Critical assets of the hospital				
CCTV monitoring				
Manpower at security points				
Lost and found				
Vehicle check				
12. Quality Department				
Quality policies and review				
Quality indicators – NABH and JCI				
Incident report / quality monitor				
Root cause analysis, Corrective action and preventive action				
International patient safety goals (IPSG)				
13. Telemedicine				
Role of telemedicine during COVID-19				
E-Health				
Process flow				

Remote monitoring and Technology involved				
Legal perspectives				
Continuing medical education				
Collaboration (if any)				
14. International Patient Services				
OP, IP and critical care				
Travel arrangements				
Language interpretation services				
Facilities management				
Managerial issues				
15. Purchase Department				
Vendor selection / Purchase process				
Quotation				
Quality check for the materials				
Purchase committee and its functions				
Purchase terms and conditions				
Need assessment				
Process of consumption on regular basis				
16. Central Stores Department				
Inventory Management				
Distribution of materials to the users				
Storage requirements				
Managerial issues				
Storage of narcotics / inflammable materials/ chemicals				
17. Fire service department				
Fire Drill				
Fire alarms / extinguishers				
Safety Officer				
Safety and Utility Committee				
Emergency exit routes				

18.HRD				
Recruitment process / Categories of employees				
Welfare measures to employees / Employee monitoring				
Training and development				
Compensation / absenteeism				
Exit interview				
19. EDP / HIS				
Data Security				
Data Backup				
Data Recovery				
Software installation, update and support				
Hardware trouble shooting				
Remote access				
ERP server and other technical support				

1.   **Case Study Methodology**: In Teaching, using of case studies is one of best practices followed in SRFMS that helps in transforming the student as decision-maker by encouraging effective interactions during the case discussion. The faculty members develop case studies related to managerial issues of business units from the students' dissertation and real-time business scenarios. Case studies are given in advance to students and asked to present their views to their peers in a healthy debating environment overseen by the faculty members where the students present solutions to the problems identified in the case. Each case is developed to build knowledge and lead the students in applying their learning in any situation. The faculty members evaluate the students based on their conceptual/ analytical and communication skills. Every taught course is inclusive of a case study for discussion and this method enables the students to have active participation and more interaction in each class.

2.   **Role Plays**: The students are given a situation and asked to enact to know their team-leading skills, leadership skills and decision-making skills.

Figure 6.5.2 Students doing role play during a session

3.   LMS - Moodle: SRFMS Moodle is designed to provide students with a single robust, secure and integrated system to create a personalized learning environment. The faculty members upload the course plan, teaching and learning materials, quiz, assignments, video contents, case studies and research articles for their taught course in the respective folders which helps the student to access the learning materials from any corner of the world. The Internal assessment components like Quiz, Assignments, Seminars and Tests are conducted through online by using MOODLE ensure authenticity and ease of operations in various ways especially during pandemic.

Figure 6.5.3 SRFMS LMS Moodle

4.   Value added courses: SRFMS organizes certification courses on various topics like NABH internal auditor (ACME Consultancy Services), Business Analytics to improve the knowledge and skills of students in specific domains. Wadhwani foundation offers Entrepreneurship programs to help students develop their entrepreneurial skills through a practitioner's course on the topic IGNITE 3.2. The experts from industries deliver these courses and conduct exams to assess their knowledge gained through training. Students in their final semester complete these courses to be industry ready.

**Table 6.5.2 List of students attended value-added courses**

Batch	Topic	Number of students participated	Organized by
2021 -2022	NABH internal assessor program	56	ACME Consultancy Services
2022-2023	NABH internal assessor program	30	ACME Consultancy Services
2023-2024	NABH internal assessor program	60	ACME Consultancy Services
2023-2024	IGNITE 3.2 - Program on Entrepreneurship	58	Wadhwani Foundation

5.   Article Review: The Faculty members allot research articles of contemporary issues to students with the objective of preparing their presentation that imbibes facilitated discussions in classrooms. The evaluation strategies and rubrics are assigned to assist the communication ability, body language, eye contact+ and answering ability of the students.

6.   Theatrical learning: The Faculty members play videos related to their courses and motivate students to correlate the corporate world scenario with their course to understand the importance of the subject and also for easy learning of the management concepts. There are videos to break the myth that excel in mathematics can do better in Business Analytics. It is experimented that the students become more interested in Business Analytics after watching such videos.

Figure. 6.5.4 Students explaining the learning from the movie

https://drive.google.com/file/d/11VRpVirpRkcFEEfZaRmXWMLzVftXeUlc/view?ts=615ed9cb
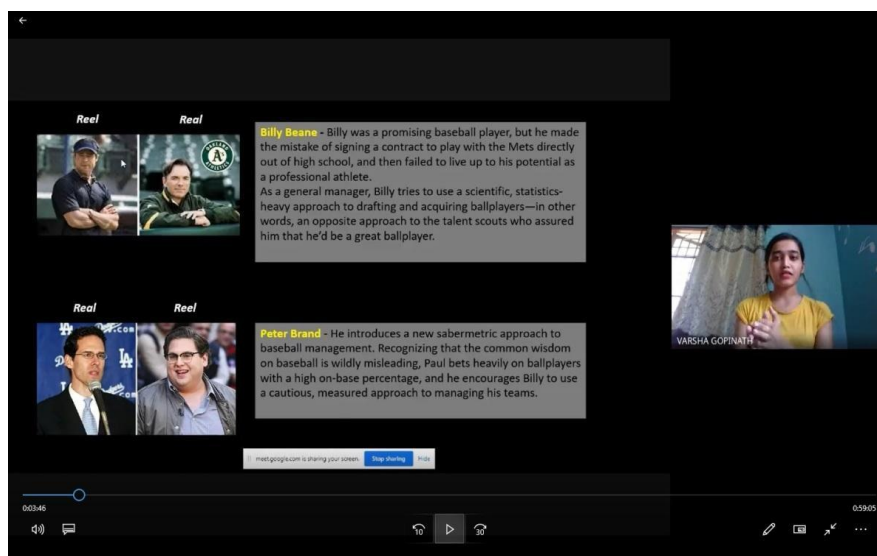
7.   B Smart app : SRFMS provides the Business Standard / Business Line newspaper for the class discussion on the recent happenings in healthcare, banking, etc. Students have installed B Smart app. This helps the students in real time market updates, news article discussions, Expert analysis and personalized watch lists.

8.   Students' research: Students are encouraged to write research articles based on the dissertation and they are motivated by the faculty members to publish their research work in reputed journals.

9.   Video Lectures: TheFaculty members record the video of the sessions and the same is uploaded in the LMS Moodle for the students to access the content in the portal that facilitates asynchronous learning.

10.   Activity learning: TheFaculty members conduct management games during the sessions to explicate the topics in an innovative way for easy understanding and better learning.

11.   Simulation learning:

Students are given hands-on training to assess the stock market to understand its nuances and to interpret financial statements, which will also help them to explore different financial solutions for real life.

12.   Concept videos:

The concept of a video has revolutionized communication and entertainments, shaping the way we share, learn, and experience the world. A video combines moving images, sound, and often text to convey information, tell stories, and evoke emotions in ways that written or spoken words alone cannot.

It captures moments in time, making them accessible for repeated viewing, analysis, and reflection. From educational tutorials and captivating documentaries to viral memes and powerful advertisements, videos cater to a diverse range of purposes and audiences. The rise of online platforms has democratized video creation and distribution, allowing individuals, businesses, and organizations to showcase their creativity and messages globally. As technology advances, the concept of video continues to evolve, integrating augmented reality, virtual reality, and interactive elements to provide even more immersive and engaging experiences. In essence, the concept of video transcends traditional communication, painting a dynamic and multi-dimensional canvas that captures the essence of our ever-changing world.

Students were encouraged to create concept videos as part of formative assessment for the subject of management and organizational behavior. The qualitative assessment of the learning sessions pertaining to the concept videos was great when compared to other sessions.

13.   Journey mapping:

Students are asked to observe a patient from registration to exit and the same to be mapped to understand the steps involved in the treatment process and how administrators can play their role to enhance quality healthcare delivery.

14.   Gamification:

Gamification pedagogy is a dynamic and innovative approach to education that harnesses the principles of game design and mechanics to enhance the learning experience. By integrating elements commonly found in games, such as competition, rewards, challenges, and interactivity, educators are able to create engaging and immersive learning environments. Gamification pedagogy recognizes that humans are inherently motivated by achievement and progression, and it leverages these natural inclinations to drive student engagement and participation. Through well-designed gamified activities, students are not only motivated to learn but also empowered to take control of their learning journey.

In gamification pedagogy, educational content is transformed into a series of quests, challenges, and tasks that students must complete to earn points, badges, or other rewards. This approach fosters a sense of accomplishment, making the learning process more satisfying and enjoyable. Furthermore, gamification pedagogy often promotes collaboration and social interaction, as students may work together to solve problems or compete against each other in a friendly manner.

However, effective gamification pedagogy requires a thoughtful balance between game elements and educational objectives. The integration of game mechanics should always serve the purpose of

enhancing learning outcomes rather than overshadowing the educational content. When executed skillfully, gamification pedagogy has the potential to transform traditional classrooms into dynamic, interactive spaces where students are not just passive recipients of information but active participants in their own education.

For the subjects namely services marketing, ethics and social responsibility, and management Organizational behavior, the gamified pedagogy was introduced. The outcomes of the gamification learning were appreciable when compared to the other forms of pedagogy.

15.   Incorporating dissertation outcome in the learning process

Every year, the dissertation reports relevant to taught courses are chosen and incorporated intothe course plan for the next academic year to discuss the outcome of the dissertation among the students.

16.   Patient real-time experiences:

Students are advised to converse with the patients in the outpatient department and inpatients those who are insured, which will help to identify the challenges faced by patients. The students are advised to talk to the concerned floor administrators to resolve their observed patient issues, which helps students to gain experience in their field and it also enhances patient satisfaction.

17.   One-Dollar Venture:

SRFMS conducts a One-Dollar venture event every academic year as a part of the Entrepreneurship course, where students are allowed to invest INR 100 and do a real-time business for one working day. All the teams need to present their Income Statements the next day and the team that generated the maximum revenue is acknowledged.

18.   Elevator Pitch of Business ideas:

Students are trained to pitch their business ideas in a fraction of a few minutes, which will help them grab opportunities in the competitive world. Novel ideas of the students are offered consultation to conceptualize the raw ideas to the extent of getting funds from investors to start their business.

19.   Entrepreneur Cell: SRFMS has its own Entrepreneur Cell encouraging the students to develop their business ideas or proposals and to start their own business. Every year, SRFMS conducts one dollar venture activity where students are engaged in real time business for a day with one Dollar as an investment. All the teams present their business model, income statement and learning experience to their peer teams. It also empowers students with entrepreneurial traits and builds leadership capabilities leading to success in entrepreneurship through:

1.   Mainstreaming entrepreneurship education on campus through curricular and practicum activities and programs (Wadhwani course)

2.   Support aspiring graduates who start meaningful ventures by connecting them to mentors, experts, service providers and learning mechanisms

Table 6.5.3 List of entrepreneurs invited for a guest lecture

Date	Name of the speaker	Designation	Topic
09.12.2021	Ms. Aarthy Rajesh	Aadhira Associates	Motivational session by a successful entrepreneur
16.11.2022	O.R.Nirmal	Founder - Setty Picks LLC	Nuances of Investing
01.07.2023	Mr.Thirunavukarasu	Founder – PRISI & Startup Mentor	Great IndiaStack& Impact of ONDC on e-commerce market
24.08.2023	Dr.AnanthThirunavu karasu	SRIIC	Healthcare Innovation & Entrepreneurship Opportunities
16.09.2023	Dr.E.Bhaskaran& Dr.Kamaludeen	Joint Director – MSME CEO – Blue Bharath EXIM Pvt Ltd	Delving into entrepreneurship
20.10.2023	Ms.PriyankaPalanisa my	Founder & CEO – J & JP Clothing	Boulevard Approaching in Business Whiz-kid
20.12.2023	Dr.Deepamala Krishnamoorthy	Founder of Research & Action Center for local democracy	Women Empowerment Program on Entrepreneurship
14.03.2024	Mr.SanthoshMurugan antham	Co-founder & MD – Kolapasi Chain of restaurants	Startup Success

Figure 6.5.5 Students involved in entrepreneurial activities

6.6 Management Development Programme (05)

SRFMS continuously involves in organizing various Management Development Programmes in order to enhance and empower the managerial skills among the faculty team. SRFMS has strategically leveraged its partnership with Bentley University to offer high-impact educational opportunities that enhance both professional and academic development. Through this partnership, SRFMS has successfully introduced globally relevant content, thereby expanding its educational footprint beyond traditional academic programs.

Table 6.6.1 Details of Management Development Programmes organized

S.No.	Title of MDP	Duration of MDP	No. of candidates attended	Year
1	Strategic Management in Higher Education Institution	1 day	30	2023
2	Finance for Non-Finance Professionals & Start-Up Financing	1 day	23	2024

6.7 Faculty Performance, Appraisal and Development System (15)

The Performance appraisal provides an annual written review of individual performance, which is designed to facilitate constructive discussion between the faculty members and principal in order to clarify performance objectives, provide feedback about the employee's performance with respect to skills and behavior, provide a framework for identifying faculty career advancement and opportunities to serve as a basis for arriving at decisions objectively.

Procedure:

Academic Performance Indicator (API) Scoring System is formulated by the institution based on UGC model to evaluate each faculty and based on the results, promotion and increments are awarded to the faculty.

Academic Performance Indicator (API) Scoring System for the Faculties of SRIHER

Faculty members send the appraisal form to the Pro-Vice Chancellor through the Principal of SRFMS. The Principal appraises the faculty members' performance and takes remedial action. Based on the appraisal outcomes and API score, due recognition and acknowledgment will be given to the faculty members.

Assessment of teaching effectiveness

Step 1: Mid-semester and semester end-semester feedback on teaching effectiveness and course effectiveness are collected from students

Step 2: Individual faculty meeting is scheduled with the Principal to discuss about the feedback received from students and ways of improving the teaching and learning process.

Step 3: Suggestions are given to the faculty members based on the feedback received from students to correct their teaching pedagogy, teaching style, learning material and the faculty is permitted to attend continuous learning programs which includes FDP and various training related to their area of specialization to enhance their teaching effectiveness.

Step 4: Teachers are assessed twice in a semester through student's feedback system on a scale of five. Those who scored less than 3 are advised and counseled by the Principal and Director and subsequently are encouraged to attend the faculty development programs/workshops of relevant areas.

FACULTY PERFORMANCE APPRAISAL FORM- BEFORE 2023-24
Part A: Faculty Performance Appraisal - Form 5
(To be completed and submitted at the end of each academic year)

PART A: GENERAL INFORMATION

1. Name:

2. Department:

3. Current designation:

4. Date of last promotion:

5. Telephone number:

6. Email:

7. Whether acquired any degree or fresh academic qualifications during the year:

PART B: FACULTY PERFORMANCE APPRAISAL - FORM 5
Category i. Teaching, Learning and Evaluation Related Activities (40%)

(i) Lectures, Seminars, Tutorials, Practical, Contact Hours (give details, where necessary) - (max. Score: 70)

s.no	score	indicator/ measure	course / paper	no. of hours allotted (for entire academic year)	no. of hours attended	% of classes/practical are taken as per documented record	self-assessed score	score assessed by HoD
1	maximum 20	lectures						
2	maximum 20	Tutorials / Seminars / Small group discussion/ Journal clubs						
3	maximum 20	skill based teaching (practical's / skill lab/ clinical lab teaching / clinical teaching (OP/IP/ OT/ ICU)/ case discussion etc)						

4	maximum 10	classes in excess of UGC norm					
Maximum score 70 total score							
Maximum aggregate limit score 50 total score							

(ii) Reading/instructional material consulted and additional knowledge resources provided to students. (max. score: 20)							
S. No	score	indicator/measure	shell created	assessment	additional resource provided	self-assessed score	score assessed by HoD
1	maximum score 10	Moodle courses / courses/doc tutorials and resources created					
2	maximum score 10	video lectures created and uploaded/linked in LMS	provide links for all the video lectures created				
Maximum score 20 total score							
Maximum aggregate limit score 20 total score							

(iii) Use of participatory and innovative-learning methodologies, updating of subject, content, course improvement etc. (max. score:70)					
S.No	score	indicator/ measure	short description	self-assessed score	score assessed by hod
1	maximum score 20	updating of course (5 each)			
		design / delivery of new course / added value-added course / specific course-specific specialized training (5 each)			
2	maximum score 10	innovative teaching method introduced (5 each)			

3	maximum score 20	remedial classes for slow learners (10)			
		activities for fast learners (10)			
4	maximum score 20	mapping & outcome analysis (PO-CO analysis) submitted to HoD			
maximum score 70 total score					
maximum aggregate limit score 25 total score					

(iv)   Examination duties assigned and performed - university college/university (max.score:10)

S.No.	score	indicator/ measure	duties performed	duties allotted	The extent to which carries out (%)	self-assessed score	score assessed by HoD
		examination work as per duties allotted					
1	Maximum score 10	Invigilation (5 each), flying squad (2 each)					
		Evaluation of answer scripts (5 per course)					
		Question paper setting / vetting (5 each)					
2		Evaluation responsibilities for internal/continuous assessment work as allotted (2 each)					
maximum score 10 total score							
maximum aggregate limit score 5 total score							

S.No.	nature of activity	weightage	maximum score	Self-assessed score	score assessed by HoD
i	lectures, seminars, tutorials, practical, contact hours undertaken taken as percentage of	50%	70	0	0

	lectures allocated &addional teaching loads				
ii	Preparation and imparting of instruction knowledge/instruction as per curriculum; syllabus enrichment by providing additional resources to students.	20%	20	0	0
iii	use of participatory and innovative teaching-learning methodologies; updating of subject content, course improvement, etc.	25%	70	0	0
iv	Examination duties (invigilation; question paper setting, evaluation/assessment of answer scripts) as per allotment.	5%	10	0	0
total score	100%		170	0	0

Minimum API Score Required
CATEGORY: II. CO-CURRICULAR, EXTENSION, PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES (20%)
Please mention your contribution to any of the following:
(i) (a) Extension, Co-Curricular & Field Base Activities (max. score: 40)

S.No.	score	indicator / measure	period	activity description	self-assessed score	score assessed by HoD
1	maximum score 40 (5 each)	Field studies/educational tour/ industry / in plant training / played in NSS / NCC / similar activity				
2		Student and staff related socio cultural and sports programme dept.				
3		Extension & outreach activities - including camps / pharmacovigilance / embalming / cadaver				

Maximum score 40 total score					
Maximum aggregate limit score of 30					
**(ii) Contribution to university development activities (max. score: 50)**					
S.No.	score	indicator / measure	period	activity description	self-assessed score	score assessed by HoD
1	maximum score 20	participation in university committees (5 each) HoD / principal/dean (5 each)				
		participation in college / hospital / department committees (5 each)				
		Participation in university specific activities e.g. anti-ragging squad, entrance exam, convocation related activities (2 each)				
2	maximum	student mentoring				
Maximum score 50 total score					
Maximum aggregate limit score 30 total score					
**(iii) Professional development related activities (max. score: 40)**					
S.No.	score	indicator / measure	number	period	activity description/ conference/ institution	self-assessed score	score assessed by HoD
Short term training course (minimum 2 days or can be sum of multiple courses [over the year] totaling 15 hrs)					
1	maximum score 10	faculty development program (5 point each) - relating to education technology				
Training courses, faculty development programmes (not less than 5 days)					

S.No.	score	indicator/measure	period	organized by	self-assessed score	score assessed by HoD
1	maximum: 20 (not less than 5 days duration: 10 each)	refresher course				
2		workshops				
3		training				
4		teaching learning evaluation technology programmes				
5		soft skills development programmes				
6		faculty development programmes				
Appearance in media						
1	maximum 10	TV/newspapers/magazines/magazines/magazines/magazines (not internal) / radio talks (5 each)				
maximum score 40 total score						
maximum aggregate limit score 40 total score						

Scoring - Category: ii. co-curricular, extension, professional related development-related activities

S.No.	Nature of activity	weightage	maximum score	self-assessed score	score assessed by HoD
i	Student related co-curricular, extension and based field-based activities (such as extension work through NSS / NCC and other channels, cultural activities)	30%	40	0	0
ii	Contribution to university development activities	30%	50	0	0
iii	Professional development activities (such as participation in seminars, conferences, training courses, FDPs)	40%	40	0	0
Total score		100%	130	0	0

Minimum API Score Required				

Category: iii. Research, publications, and academic contributions (40%)

a) published papers in journals (max.score:100*)

authorship position order/position	single author	first or and/or corresponding author	other positions (student authors need not be counted)	inter-institutional publication (beyond SRIHER) (student authors need not be counted)
score	100%	50%	50% / no. of authors excluding first author	50% / no. of authors from SRIHER

S.No.	score	indicator / measure	no. of article	no. of article as 1st author	no. of article as the corresponding author	no. of article as sole author	cumulative impact factor	self-assessed score	score assessed by HoD
1	maximum score 90	refereed journals (30 each) [Scopus, WOS, Pubmed/ UGC care]							
2	maximum score 10	conference proceedings full papers indexed in Scopus, UGC care journals (5 each)							

Maximum Score 100
Total Score

Maximum Aggregate Limit Score 45
Total Score

b) Book / Book Chapters (max score: 100)

authorship order / position	single author	first or and/or corresponding author	other positions (student authors need not be counted)	inter-institutional publication (beyond SRIHER) (student authors need not be counted)	
score	100%	50%	50% / no. of authors excluding first author	50% / no. of authors from SRIHER	
S.No.	score	indicator / measure / publisher	no. of publications	self-assessed score	score assessed by hod
research publications (books, chapters in books, exclude proceedings converted to books)					
1	maximum score 100	book-international (20 each)			
2		book chapter-international (10 each)			
3		book - national (15 each)			
4		book chapter-national (5 each)			
5		translated edited/translated book - international (10 each)			
6		translated edited/translated book chapter - international (5 each)			
7		Edited / translated book chapter – National (3 each)			
maximum score 100					
maximum aggregate limit score 10	total score				

<table>
<tr><td colspan="9" align="center">c) Research Projects, Consultancies And Patents</td></tr>
<tr><td colspan="9" align="center">(i) Research Projects / Consultancy / Clinical Trials (max.score:100)</td></tr>
<tr>
<td>investigator order / position</td>
<td>single investigator</td>
<td colspan="2">pi or co-pi</td>
<td colspan="2">other / co-investigators</td>
<td colspan="3">inter-institutional projects (beyond SRIHER) - only if funding is received by SRIHER</td>
</tr>
<tr>
<td>score</td>
<td>100%</td>
<td colspan="2">50% each</td>
<td colspan="2">50% / no. of investigators excluding pi</td>
<td colspan="3">50% / no. of investigators from SRIHER</td>
</tr>
<tr>
<td>S.No.</td>
<td>score</td>
<td>indicator / measure (grant amount received during the assessment year)</td>
<td>title of project</td>
<td>funding agency intramural / extramural /self-funded</td>
<td>role (principal/ co-investigator)</td>
<td>amount received during the assessment period (mentioned in INR /USD)</td>
<td>self-assessed score</td>
<td>score assessed by HoD</td>
</tr>
<tr><td colspan="9" align="center">**sponsored/consultancy / clinical trial projects**</td></tr>
<tr>
<td>1</td>
<td rowspan="5">maximum 90</td>
<td>external grants 10 lakhs and above (50 each)</td>
<td></td><td></td><td></td><td></td><td></td><td></td>
</tr>
<tr>
<td>2</td>
<td>external grants 5 - 10 lakhs (30 each)</td>
<td></td><td></td><td></td><td></td><td></td><td></td>
</tr>
<tr>
<td>3</td>
<td>external grants less than 5 lakhs (15 each)</td>
<td></td><td></td><td></td><td></td><td></td><td></td>
</tr>
<tr>
<td>4</td>
<td>icmr - sts (5 each) summer research fellowship (3 each)</td>
<td></td><td></td><td></td><td></td><td></td><td></td>
</tr>
<tr>
<td>5</td>
<td>internal seed grant - gate (5 each)</td>
<td></td><td></td><td></td><td></td><td></td><td></td>
</tr>
</table>

| 6 | maximum 10 | external grant proposal submitted to national and international agencies (5 each) (acknowledgement from agency to be submitted) | | | | | | | | |

Maximum score 100 Total score

(Ii) Patent & Copyrights (Max.Score:100)

inventor order / position	sole inventor	first / primary inventor	other inventors (student inventors need not be counted)		inter-institutional patent / copyright (beyond SRIHER)					
score	100%	50%	50% / no. of inventors excluding first inventor		50% / no. of inventors from SRIHER					
S.No.	score	indicator / measure	title	acceptancy from agency	period	grant/ amount mobilized (Rs. lakh)	whether policy documents/ patent as an outcome	self-assessed score	score assessed by hod	
1	maximum 20	Indian patent published (10 each)								
2	maximum 60	Indian patent granted (30 each)								
3	maximum 10	international patent granted (10 each)								
4	maximum	copyright (5 each)			-	-				

	10								

Maximum score 100 total score

Maximum aggregate (consultancy projects/consultancy/patent) limit score 20

d) Research Guidance (max.score:70)					
S.No.	score	indicator/ measure	self-assessed score	score assessed by HoD	
1	30 maximum	Ph.D. degree awarded (supervisor) (20 each)			
2		Ph.D. degree awarded (co supervisor) (10 each)			
3	20 maximum	MSc / MS / MD / other PG programs/ DM / MCH degree awarded (supervisor) (10 each) [hons program / 4 year UG program dissertation - 5 each]			
4	20 maximum	Ph.D. guidance (currently guiding) - supervisor/co-supervisor / RAC member (5 each)			
maximum score 70 Total score					
maximum aggregate limit score 15 total score					
(E) Awards / Recognitions / Fellowships Received By The Faculty From Professional Bodies / National & International Agencies / NGOs (max.score:20)					
S.No.	score	indicator/ measure	self-assessed score	score assessed by HoD	
1	Max. 20	awards / recognitions / fellowships received by the faculty from professional bodies / national & international agencies / NGOs (10 each)			

maximum score 20 total score
maximum aggregate limit score 5 total score
f) Conference/ Seminar / Workshop Papers / Resource Person
(f) (a) Papers Presented In Conference, Seminars, Workshop, Symposia (max. score:40)

S.No.	Score	Indicator/ measure	papers in conferences	self-assessed score	score assessed by HoD	
1	maximum 40	International (15 each)				
2		national / state (10 each)				
maximum score 40 total score				

f (b) Invited Lecturers And Chairmanships At National Or International Conference/ Seminar Etc. (max.score:20)

S.No.	score	indicator/ measure	invited lecture/resource person/ panel moderator discussion/moderator/chairmanship /observers and others [each 5]	self-assessed score	score assessed by HoD	
1	maximum 20 each	International/ national				
maximum score 20 total score				
maximum aggregate (conference / workshop / resource person) limit score 5	

Scoring - category: iii. Research, Publications and Academic Contributions

S.No.	nature of activity	weightage	score	self-assessed score	score assessed by Principal	
a	published papers in journals	45%	100			
b	Articles/ chapters published in books.	10%	100			

S.No.	category	weightage	maximum score				
c	research projects, consultancies and patents	20%	200				
d	research guidance	15%	70				
e	awards & recognitions	5%	20				
f	conference/ seminar / workshop / resource person	5%	60				
Total score		100%	550				
Required API score							

S.No.	category	weightage	maximum score				
i	teaching, learning and evaluation related activities	40%	170				
ii	co-curricular, extension, professional development related activities	20%	130				
iii	research, publications and academic contributions	40%	550				
Total score		100%	850				
API SCORE							

Faculty Development Programmes

Faculty Members of SRFMS are encouraged to undergo various Faculty Development programmes for further growth and development in their respective areas of specializationto get additional training and enhance their teaching capability.

Figure 6.7.1 Faculty Members participated in a seminar on 'Teaching with Cases' at IIM-A.

Table 6.7.1 Number of FDPs attended by the Faculty members

Year	Participation in Outside FDPs	Participation in In-house FDPs
	No. of FDPs	No. of FDPs
2023-2024	10	2
2022-2023	4	2
2021-2022	5	2

Table 6.7.2 Details of outside FDP's participated by faculty members during the academic year 2021-2022

S. No.	Title of the FDP	Agency	Name of the Faculty	Date
1.	Applications of Block chain Technology and AI in the Services Sector	ATAL - FDP - AICTE ATAL - Acharya Bangalore B School	Dr. A. Bhoomadevi	15/11/2021 – 19/11/2021
2.	Design Thinking: A Patient Centric Approach in Healthcare Industry	ATAL - FDP - AICTE - ATAL NIET, Pharmacy Institute	Dr. A. Bhoomadevi	13/12/2021 - 17/12/2021
3.	Recent Trends in Research	SRM - Vadapalani Campus	Dr. A. Bhoomadevi	09/02/22 -

				10/02/22
4.	Continuous quality improvement tools and techniques	Course from Quality Council of India	Dr. A. Bhoomadevi	22/02/2022
5.	Health research fundamentals	Course offered by NIE - ICMR	Dr. A. Bhoomadevi	27/03/2022

Table 6.7.3 Details of outside FDP's participated by faculty members during the academic year 2022-2023

S. No.	Title of the FDP	Agency	Name of the Faculty	Date
1.	Scale Development and SEM	VIT - Chennai	Dr. RajalakshmiVel	14/09/2022 - 16/09/2022
2.	Providing Telemedicine Facilities in Rural Areas	National Institute of Rural Development and Panchayati Raj, Ministry of Rural Development	Dr.G.Jabarethina	09/11/2022 - 10/11/2022
3.	Real time applications of machine learning in health sciences	SRM Institute of Science and Technology, Kattankulathur Campus	Dr. A. Bhoomadevi	07/12/2022 - 09/12/2022
4.	Intellectual Property right	SRM Institute of Science and Technology	Dr. A. Bhoomadevi	26/12/2022 - 30/12/2022

Table 6.7.4 Details of outside FDP's participated by faculty members during the academic year 2023-2024

S. No.	Title of the FDP	Agency	Name of the Faculty	Date
1.	NEP 2020 orientation & sensitization programme	Malaviya Mission Teacher Training Programme, MKU, TN	Dr K N Priya	20/06/2024 – 28/06/2024
2.	NEP 2020 orientation & sensitization programme	Malaviya Mission Teacher Training Programme, MKU, TN	DrRajalakshmiVel	20/06/2024 – 28/06/2024
3.	FDP on Revolutionizing Academia: AI Powered	DG Vaishnav College,	DrRajalakshmiVel	12/03/2024 –

	Discovery and Innovation	Chennai		16/03/2024
4.	NEP 2020 orientation & sensitization programme	Malaviya Mission Teacher Training Programme, MKU, TN	Dr. G.Jabarethina	20/06/2024 – 28/06/2024
5.	Certified Professional in Healthcare Quality	Consortium of Accredited Healthcare Organizations	Dr.K.N.Priya	03/02/2024 – 04/02/2024
6.	Entrepreneurial Finance	NITTTR	Dr.K.N.Priya	27/05/2024 – 31/05/204
7.	NEP 2020 Orientation and Sensitization Programme	Malaviya Mission Teacher Training Programme, MKU, TN	Dr.RenukaVidyashankar	20/06/2024 – 28/06/2024
8.	Assessor Training Course for Ambulatory Care Facility-Dental Clinic Accreditation Programme	Center for accreditation of health and social care	Dr.RenukaVidyashankar	10/06/2024 – 13/06/2024
9.	Role of Quality and Safety for Dental Facilities	Consortium of Accredited Healthcare Organization	Dr.RenukaVidayshankar	25-05-2024
10.	Short term training program on Data Analysis for Research Projects	CMR Institute of Technology	Dr.RenukaVidayshankar	26/05/2024 – 01/06/2024

Table 6.7.5 Details of in-house FDP Organized by the faculty members of SRFMS during the academic year 2021-2022

S. No.	Theme	Duration	Resource Person	Participants
1	Blooms Taxonomy for Assessment Design - Phase I	4 hours	Dr.Selvam Jesiah	Faculty members of various department of SRIHER(DU)
2	Blooms Taxonomy for Assessment Design - Phase II	4 hours	Dr.Selvam Jesiah	Faculty members of various department of SRIHER(DU)

Table 6.7.6 Details of in-house FDPs organized by the faculty members of SRFMS during the academic year 2022-2023

S. No.	Theme	Duration	Resource Person	Date	Participants
1.	Nursing Stewardship	3 days	Dr.K.Rohini	26/07/2022 – 28/07/2022	Nursing staff from nursing department – G block
2.	Blooms Taxonomy for Assessment Design - Phase II	4 hours	Dr. Selvam Jesiah and MEU members	24/08/2023	Dr. A. Bhooma Devi, Dr. G. Jabarethina, Dr. S. Srinivasan, Ms. S. NithyaPriya
3.	Nursing Stewardship	3 days	Dr.K.Rohini	06/09/2022 – 08/09/2022	Nursing staff from nursing department – G block
4.	Healthcare Costing and Healthcare Finance	4 hours	Dr.Selvam Jesiah along with officials of SRIHER and ICAI	18/02/2023	Faculty members of SRFMS and ICAI personnel
5.	Nursing Stewardship	3 days	Dr.K.Rohini	21/03/2023 – 23/03/2023	Nursing staff from nursing department – G block

Table 6.7.7 Details of in-house FDP Organized by the faculty members of SRFMS during the academic year 2023-24

S.No.	Theme	Duration	Resource Person	Participants
1	Delving into Entrepreneurship	1 day	Dr.K.S.Kamaludeen, CEO, Blue Bharat EXIM Pvt Ltd, Chennai, 2. Dr. E.Bhaskaran, General Manager, Joint Director, MSME, TamilnaduGovt, Thirupathur	Faculty members of various department of SRIHER(DU)
2	MDP on Finance for Non-Finance Professionals	1 day	MrChandramouleePalani, Mgmt Coach & Consultant, Banking & Corporate Finance, DrKartik Raman, Prof & Chair, Dept of Finance, Bentley University &Mr Chandrasekhar Kupperi, Start Up Consultant	Faculty members of various department of SRIHER(DU)
3	Business Analyst Job Assist	1 day	Ms.Saranya, Business Analyst, MAKO IT Lab	Faculty members of various department of

	Program			SRIHER(DU)
4	Health Analytics - A Primer	1 day	Dr Uma Lakshmi K, Associate Prof, Department of NBA, Head - CoE-Business Analytics, CMR Institute of Technology	Students from various departments of SRIHER
5	Finance Education Conclave	1 day	CMA Divya Abhishek, Chairperson, ICMAI	Faculty members of various department of SRIHER(DU)
6	FDP on Emotional Resilience	1 day	DrSelvamJesiah, Principal - SRFMS &DrManimegalai, Assistant Professor - SRFMS	Faculty members of various department of SRIHER(DU)
7	FDP on Art of Gamification	1 day	DrKaruppasamyRamanathan, Dean School of Management, Hindustan Institute of Science and Technology	Faculty members of various department of SRIHER(DU) and outside participants
8	FDP on Teaching through Cognitive Psychology	1 day	S.Jayachandran, PhD, Sr Vice President, Marutham Group	Faculty members of various department of SRIHER(DU) and outside participants

Table 6.7.8 Details of Conferences, Seminars, FDPs & Webinars participated by faculty members during the academic year 2021-2022

S No.	Topic	Agency	Name of the faculty member	Date
1.	Emotional reengineering	Sri Ramachandra Institute of Higher Education and Research (DU)	All faculty members	2/7/2021
2.	Webinar on importance in feedback in quality assurance for HEIs	Internal quality assurance cell – Sri Ramachandra Institute of Higher Education and Research (DU)	All faculty members	7/8/2021
3.	Business Analytics with Healthcare	MSME- Technology Development Center (PPDC)	Ms. K. N. Priya	14/8/2021 - 22/8/2021

S No.	Topic	Agency	Name of the faculty member	Date
4.	Orientation towards technical education and curricular aspects	NITTTR	Mrs.T.Bharathi	September 2021
5.	More than a Soap Company - A Case study of Medimix	AIMA 2nd Case Writing Competition & Conference 2022	Dr.RajalakshmiVel	24/3/2022 & 26/3/2022
6.	Business Renaissane-The era of digital cure	Ethiraj College for Women	Dr.G.Jabarethina	20/4/2022 & 21/4/2022
7.	Journal Article Writing and Reporting: Perspective from Sampling techniques	Shasun Jain College for Women	Dr.G.Jabarethina	29/4/2022
8.	Business Model Canvas Workshop	SRFMS	All Faculties of SRFMS	30/4/2022
9.	BIZ 2025 - Ideas, Challenges, Opportuntites towards the Trillion Dollar Economy	Department of Commerce, Loyola College	Dr.RajalakshmiVel	4/5/2022
10.	Structural Equation Model and Confirmatory Factor Analysis using AMOS	Inspire Softech Solutions	S.NithyaPriya	6/5/2022 - 8/5/2022

Table 6.7.9 Details of Conferences, Seminars, FDPs & Webinars participated by faculty members during the academic year 2022-23

S No.	Topic	Agency	Name of the faculty member	Date
1.	Systematic Review and Meta-Analysis	Faculty of Nursing, SRIHER.	Dr. S. Srinivasan and Dr.G.Jabarethina	03/03/2023 – 04/03/2023
2.	Data analysis and Modelling using MS-Excel	VIT Summer training school	Dr. S. Srinivasan	22/05/2023 – 26/05/2023
3.	Research Methodology and Academic Writing with Hands-on SPSS	Edmaestro Private Limited	Dr. S. Srinivasan	13/03/2023 - 17/03/2023
4.	Data Analysis for Multi-	VIT Business	Dr. S. Srinivasan	24/06/2023

S No.	Topic	Agency	Name of the faculty member	Date
	Disciplinary Research 2.0	School		– 30/06/2023
5.	Conducting Ethical Research using Chat GPT: Best practices	Method Simplify	Ms. K. N. Priya	June 2023
6.	Instructional Planning and Delivery	NITTTR	Ms. K. N. Priya	July 2022
7.	Communication Skills, Modes and Knowledge Dissemination	NITTTR	Ms. K. N. Priya	July 2022
8.	Professional Development Programme on 'Implementation of NEP-2020 for University and College Teachers'	Indira Gandhi National Open University	Ms. K. N. Priya	21/09/2022 – 29/09/2022
9.	Technology Enabled Learning and Life-Long Self Learning	NITTTR	Ms. K. N. Priya	February 2023
10.	Institutional Management and Administrative Procedures	NITTTR	Ms. K. N. Priya	February 2023

Table 6.7.10 Details of Conferences, Seminars, FDPs & Webinars participated by faculty members during the academic year 2023-24

S No.	Topic	Agency	Name of the faculty member	Date
1.	Two week national level virtual workshop on Advanced Research Methodology	SRMIST	Dr.A.Poomagal	03-07-2024
2.	Revolutionizing customer experience in Indian Postal services	ICISD 2024	Dr.A.Poomagal	05-04-2024
3.	Technological Innovation in Logistics: A comprehensive analysis of the impact of B-accuracy software on Export-import documentation efficiency and client satisfaction in the Indian business landscape	ICGCCT 2024	Dr.A.Poomagal	06-03-2024
4.	Harmonizing sustainability and Entrepreneurship: The Photo; paradigm in startup ecosystem	NCBPBM	Dr.A.Poomagal	26-03-2024

S No.	Topic	Agency	Name of the faculty member	Date
5.	Chauffer's in promoting robust entrepreneurial landscape in India: Tamilnadu in spotlight	ICETBM	Dr.A.Poomagal	22-03-2024
6.	Revolutionizing the consumer experience: Big basket impact on modern retail dynamics	ICETBM	Dr.A.Poomagal	22-03-2024
7.	Advancements and Challenges in Infectious Disease Surveillance and Response: A Systematic Literature	ICGCCT 2024	DrPoornima A S	06-03-2024
8.	Fostering Global Wellness: Harnessing the power of Social media to promote medical tourism	11th European Conference of Social Media, University of Brighton, United Kingdom	DrPoornima A S	31-05-2024
9.	Exploring Adolescents' Digital Landscapes: Self-Disclosure, Social Media Habits, and Privacy Risks	ICISD'2024, VIT, Amaravathy	DrPoornima A S	07-03-2024
10.	Integrating ESG (Environmental, Social, and Governance) Criteria into Stock Market Investment Strategies: Assessing Impacts on Financial Performance and SDG Alignment in India	ICISD'2024, VIT, Amaravathy	Dr.C.Padma Prabha	06-03-2024
11.	Sustainability in Finance: An In-depth Analysis through a Systematic Review of Green Computing practices and strategies	ICGCCT 2024	Dr.C.Padma Prabha	06-03-2024
12.	Aligning Sustainable Development Goals (SDGs) with Business Practices: A Conceptual Framework for Integration and Impact Assessment"- with reference to India	NCBPBM	Dr.C.Padma Prabha	26-03-2024
13.	Radiology-based AI system: Addressing the gap between service providers and AI	INCONSYM 2024	Dr.S.Srinivasan	30/01/2024 – 31/01/2024

S No.	Topic	Agency	Name of the faculty member	Date
	integrators			
14.	Insurance discharge delays	IC BIEST 2024	Dr.S.Srinivasan	28/02/2024
15.	Online Masterclass on Healthcare Mgmt	CAHO and IIM Shillong	Dr.S.Srinivasan	24 and 25 May 2024
16.	Quantitative Data Analysis using IBM SPSS	VIT	Dr.S.Srinivasan	4-8 September 2023
17.	National Level FDP on Revolutionizing Academia: AI Powered Discovery & Innovation	D G Vaishnav College	DrRajalakshmiVel	12th - 16th February 2024
18.	NEP 2020 Orientation & Sensitization Programme	School of Management, Hindustan Institute of Technology & Science	DrRajalakshmiVel	11 - 16 Sep 2023
19.	Statistical Data Analysis using IBM SPSS	SRET, SRIHER	DrRajalakshmiVel	Feb 11th2024
20.	Statistical Data Analysis using IBM SPSS	SRET, SRIHER	DrRenuka	Feb 11th2024
21.	NEP 2020 Orientation & Sensitization Programme	School of Management, Hindustan Institute of Technology & Science	DrRenuka	11 - 16 Sep 2023
22.	Short Term Training Program on Data Analysis for Research Project	Centre of Excellence-Business Analytics, CMR Institute of Technology, Bangalore	DrRenuka	26-05-2024
23.	Assessor Training Course for Dental Clinic Accreditation Program	Quality and Accreditation Institute ,Noida	DrRenuka	10-13th June
24.	Continuing Quality Education-Role of Quality and Safety for Dental Facilities	Consortium of Accredited Healthcare Organisations (CAHO) with ASQua(Asian Society for Quality in Healthcare	DrRenuka	25th May 2024

S No.	Topic	Agency	Name of the faculty member	Date
25.	NEP 2020 Orientation & Sensitization Programme	School of Management, Hindustan Institute of Technology & Science	Dr K N Priya	11 - 16 Sep 2023
26.	NEP 2020 Orientation & Sensitization Programme	School of Management, Hindustan Institute of Technology & Science	DrJabarethina	11 - 16 Sep 2023
27.	NEP 2020 Orientation & Sensitization Programme	School of Management, Hindustan Institute of Technology & Science	Dr. S. Balakrishnan	11 - 16 Sep 2023

6.8 Visiting / Adjunct Faculty (10)

SRFMS engaged visiting faculty from renowned industries and prestigious academic institutions. During the assessment period, ten courses were delivered by experts from esteemed organizations, including IIT-Madras, and industry professionals from relevant sectors, aimed at preparing students for industry readiness. Each visiting faculty member contributed contact hours per course as per the university norms thereby imparting their specialized knowledge to the students.

Table 6.8.1 Details of visiting faculty members

S. No	Name of the Faculty	Institution Name	Year	Course Title
1.	Mr.Samual Abraham	CMC	2021-2022	Healthcare Accreditation and Laws
2.	Prof Pattabiraman	Freelancer	2021-2022	Cross Cultural Management
3.	Dr. Surendran	SRMC	2021-2022	Hospital Management
4.	Ms. Jhansi Lakshmi	GM HR – SRIHER(DU)	2021-2022	Talent Management in Healthcare
5.	Dr. U.K. Ananthapadmanaban	TenX Health TechnologesPvt Ltd	2021-2022	Healthcare Governance and Technology
6.	Dr. Surendran	SRMC	2022-2023	Hospital Management
7.	Mr.Samual Abraham	CMC	2022-2023	Healthcare Accreditation and Laws
8.	Prof. Kabaleswaran	Lifeline Hospitals Pvt Ltd	2022-2023	Operations Management, Supply Chain and

S. No	Name of the Faculty	Institution Name	Year	Course Title
				Logistics Management
9.	Mr.Muthuraman	AM Jain College	2022-2023	Written and Oral Communication
10.	Mr. Rajarajan	MGM Healthcare	2022-2023	Innovation and Design Thinking
11.	Mr.R.Mohan	SRMC	2022-2023	Risk Management and Insurance
12.	Prof Pattabiraman	Freelancer	2022-2023	Cross Cultural Management
13.	Mr.VivekThandapani	SRIHER	2022-2023	Business Analytics
14.	Dr. U.K. Ananthapadmanaban	TenX Health Technologies Pvt Ltd	2022-2023	Healthcare Governance and Technology
15.	Prof. Kabaleswaran	Lifeline Hospitals Pvt Ltd	2023-2024	Operations Management, Supply Chain and Logistics Management
16.	Dr. Surendran	SRMC	2023-2024	Hospital Management
17.	Mr.R.Mohan	SRMC	2023-2024	Risk Management and Insurance
18.	Mr.VivekThandapani	SRIHER	2023-2024	Business Analytics
19.	Dr.T.S.Srinivasan	GM, Legal	2023-2024	Legal Aspects of Business

6.9 Academic Research (70)

SRFMS encourages the faculty members to publish research articles through the Faculty Level Research Promotion Committee. The Committee fixes the target for each faculty members, the number of articles to be published in reputed journals for each academic year. The abstracts of proposed articles of each faculty member are shared in the Faculty Level Research Promotion Committee Meeting among other faculty members for further improvements. Then the faculty members are given time for completing the full paper and publishing it in relevant refereed journals indexed either in Scopus, ABDC, Web of Science or UGC Care list. The Faculty Level Research Promotion Committee functioning in SRFMS is the part of University (SRIHER) Research Promotion Committee led by the Dean Research.

Objectives of FRPC:

1.   To motivate, facilitate and support the faculty members to create knowledge and produce research outcomes of National and International standard and importance.

2.   To set and revise research targets based on expertise, capacity and attainability

3.   To put forth the disciplined and concrete efforts to attain the research target set of SRFMS.

Faculty Paper Publication (50)

The summary and list of faculty publications in reputed journals indexed in Scopus, ABDC and UGC Care journals in the last three years are given below.

Table 6.9.1 Summary of research publications during the assessment period

Year	Total	Scopus Indexed	WoS / Pubmed	ABDC-B	UGC Listed	Conference Proceedings	Case Studies	Book
2023-24	35	21	2	-	1	11	-	1
2022- 23	10	3	1	1	3	1	1	-
2021-22	9	3	2	-	3	1	-	-
Total	54	27	5	1	7	13	1	1

Table 6.9.2 Details of Paper Publications by faculty members for the academic year 2021-2022

S. No.	Authors name	Title	Journal Name	Vol/Issue	Page No	Data Base Indexed
1	Dr.Selvam Jesiah	Disruptive Human Resource Practices in Agile Firms: Need for their Management to Management	SCMS Journal of Indian Management	Volume XVII Number 4	38-43	Scopus
2	Geethika&Bhooma devi	A Sustainable Approach On Socio-Ecological And Socio-Economical Impact Of Hospitals	Journal of Pharmaceutical Negative Results	0976-9234	3130-3141	Scopus / WoS

S. No.	Authors name	Title	Journal Name	Vol/Issue	Page No	Data Base Indexed
3	Akshaya R.B., Dr.G.Jabarethina	Employee engagment and hindrances to be tackled by HR professionals in the Healthcare industry during Covid-19 Pandemic	Indian Journal of Applied Research	2249-555X	40-43	UGC care / Pubmed
4	M.Pavithraa and Dr.G.Jabarethina	Investors' Mindset during and Post Covid-19	Excel-International Journal of Multidisciplinary Management Studies	2249-8834	1-14	UGC care
5	Dr.S.Srinivasan and Dr.G.Jabarethina	The challenges of sanitary workers: A case study of the multi speciality hospital, Chennai	ShodhaPrabha	0974-8946	305-308	UGC care
6	S.Srinivasan	Dataset on farmers perception of commodity futures market	Data in Brief	43, June 2022	1-6	Scopus
7	Dr.Bhoomadevi&S.NithyaPriya	"Process Enhancement In Emergency Department – A Lean Approach In A Multi-Specialty Hospital"	Vidyabharati International Interdisciplinary Research Journal	2319-4979.	1-8	WoS
8	MeeraAishwarya, Syed Mohammed Ali, S. NithyaPriya,	Workforce Engagement Using Green Ocean Strategy	Vidyabharati International Interdisciplinary Research Journal	2319-4979.	31-40	WoS

Table 6.9.3 Details of Paper Publications by Faculty Members for the academic year 2022 -2023

S. No.	Authors name	Title	Journal Name	Vol /Issue	Page No	Data Base Indexed
1.	Dr.Selvam Jesiah	Interdependence between Indian stock market and developed economies stock market during stock market crashes	Finance India	Vol XXXVI No. 2	537-550	Scopus
2.	Rajalakshmi Vel	Does issuance of green bonds explain Financial, Stock Market & ESG Ratings of Issuers?	Journal of Management and Entrepreneurship	Vol 16 No 2(XIV)	156-168	UGC
3.	S.NithyaPriya	Assessment of Patient Safety Culture Among Nurses In Multispecialty Hospitals	Journal of Pharmaceutical Negative results	Vol 13	9637-9642	Scopus
4.	DrSelvamJesiah	Telemedicine: A must for digital health in India	The Management Accountant	Vol 58, No 5	74-77	UGC
5.	Dr Srinivasan	Return and Volatility Spillovers of Asian Pacific Stock Markets' Energy Indices	International Journal of Energy Economics and Policy	2023, 13(1).	61-66	Scopus
6.	DrBhooma Devi	Role of brand image and its effect on brand equity in hospitals – a thematic review	International journal of early childhood special education	Issue 02 [5670 – 5677]	161 - 166	WoS
7.	DrPoornima	Actor network theory, Social networks and Marketing of mutual funds	Management Accountant	Vol 5	98 to 101	UGC
8.	Dr Salman Haider	Credit Accessibility Across Indian States: Evidence From Club Convergence	Asian Economics Letters	Vol 4	1-5	ABDC - B

Table 6.9.4 Details of Paper Publications by faculty members for the academic year 2023-2024

S. No.	Authors name	Title	Journal Name	Vol / Issue	Page No.	Data Base Indexed
1	Dr. Selvam Jesiah	Factors Indicating The Patient Perception Towards Virtual Consultation In Healthcare: An Assessment Through The Service Quality Dimensions	Tec Empresarial	18 (2) 2023		SCOPUS
2	Dr. Selvam Jesiah	Telemedicine: A Must for Digital Health in India	The Management Accountant Journal	58(5) 2023		UGCCARE
3	Dr. Selvam Jesiah	Bridging the gap: Using CHNRI to align migration health research priorities in India with local expertise and global perspectives	Journal of Global Health	13 (A No.04148) 11-2023		Q1-SCOPUS
4	Dr. Selvam Jesiah	Will Telemedicine Become a Future Preference of People Over In-Person Encounters Going by the Physicians' Perspectives?	Atlantic Press	15-Jul-05	305-308	WoS
5	Dr. Selvam Jesiah	Patients' awareness of their rights: A cross-sectional study exploring the Indian perspective	The National Medical; Journal of India	Feb-24		SCOPUS
6	G Jabarethina	Patients Zone of tolerance in the service process and service quality at a Multi-specialty	Asia-Pacific Journal of Health Management	18(3),Nov 2023		Scopus, Wos& ABDC

S. No.	Authors name	Title	Journal Name	Vol / Issue	Page No.	Data Base Indexed
		Hospital				
7	G. Jabarethina, K.C. John	Emergent Telemedicine Practice in India: Challenge and Response	Springer Proceeding in Business and Economics	Nov-23		Scopus
8	Dr. R. Anitha, Dr K.C. John, Dr.G.Jabarethina	Managerial perspectives of scaling up robotic-assisted surgery in healthcare systems: A systematic literature review	Laparoscopic, Endoscopic and Robotic Surgery	May-24	368-371	Scopus Q3
9	Dr. R. Anitha, Dr K.C. John, Dr.G.Jabarethina	Stakeholder perspectives on scaling robotic surgery in India: qualitative research	Journal of Robotic Surgery	Jun-24	586-594	Scopus Q1
10	Srinivasan S	Return and Volatility Spillovers of Asian Pacific Stock Markets	International Journal of Energy Economics and Policy	Jan-24	75-84	Scopus Q1
11	K.N.Priya, A.Bhoomadevi	Service encounter and experiences by the insured patients in Multi-Specialty hospitals, Chennai	Journal of Research Administration	5(2) 2023	171-174	Scopus
12	S.NithyaPriya	Factors affecting operational governance of a cancer care center, Chennai	African Journal of Biological Sciences	June 2024	305-308	Scopus
13	S.NithyaPriya	Geographical Mapping and Socio-Demographic Analysis of Out-	Journal of advanced zoology	August 2023	112-116	WoS

S. No.	Authors name	Title	Journal Name	Vol / Issue	Page No.	Data Base Indexed
		Patient at A Tertiary Hospital in Chennai				
14	RajalakshmiVel	Promoting online safety: The government's role in combating cyber harassment and cybercrime through social media platforms	Global Perspectives on Social Media Usage Within Governments (Book Chapter Publication Indexed in Scopus	IGI Global	785-792	Scopus
15	RajalakshmiVel	Impact of AI Powered Resources on Students Performance	IEEE Xplore	January 2024	498-503	Scopus
16	RajalakshmiVel	An Empirical Study of Health Insurance Literacy and Willingness to Pay	BIMA Quest	January 2024	391-402	UGC Care List & EBSCO
17	DrPoornima A S	Impact of Indian Healthcare Financing System on Healthoutcome of its population measured by life expectancy at Birth	Empirical economic letters	March 2024	365-371	ABDC, C
18	DrPoornima A S	Lung_Cancer Prediction from CT Images and using deep learning techniques	Pages 263 - 2672023 2nd International Conference on Trends in Electrical, Electronics and Computer Engineering,	23rd Aug 2023	236-241	Scopus
19	DrPoornima A S	Brain TumourImagePredic	Journal Of information	Mar-24	148-156	Scopus

S. No.	Authors name	Title	Journal Name	Vol / Issue	Page No.	Data Base Indexed
		tion from MR images using CNN Based Deep Learning Networks	Technology Management			
20	Dr.A.Poomagal, Dr.P.S.Velmurugan, Ms.Lakshmi Devi	Upshots of sustainable HRM practices in building employee fulfilment fostering towards Intrapreneurship	Atlantis Press Springer Nature	277, Feb-2024	258-264	WoS
21	Pooja A., Bhoomadevi A	Emotional Labor And Its Outcomes Among Nurses At A Tertiary Hospital – A Proposed Model	International Journal of Experimental Research and Review	2023	305-308	SCOPUS
22	Raja Shree K C., Bhooma Devi., PrasannaSivanandam	An In-depth Study On Impact Of Health Scape Towards Patients' Health	Journal of Survey in Fisheries Sciences (SFS)	2023	310 - 315	SCOPUS &WoS
23	Bhooma Devi., Revathy M	Nutritional Status Impacting Academics Among School Children In Selected Schools Of North Chennai	Journal of Diabology	2023	112-116	WoS
24	S Abishek., A Bhoomadevi., M Revathy., NithyaPriyaSundar	Geographical Mapping And Socio-demographic Analysis Of Out-patient At A Tertiary Hospital In Chennai	Journal of Advanced Zoology	2023	3126-3133	SCOPUS

Table 6.9.5 Details of publications in conference proceedings by faculty members for the academic year 2023-2024

S. No.	Name Title of the paper	Date	Name of the Conference	ISBN Number
1	Dr. SelvamJesiah	The Moderating role of Coercive Pressure in the Adoption of Electronic Health Record (EHR) systems by Healthcare Clinics	21st & 22nd July 2023	Conference Proceedings on International Conference on Creating Futuristic Work Design: Defying The Business Downturn
2	Ishrath, Indu&Manimegalai	GHRM practices in the IT sector	31.12.2023	Digital Transformation for organizational sustainability
3	Rohini, Vinisha&Manimegalai	GHRM practices among Chennai based Health care centres	31.12.2023	Digital Transformation for organizational sustainability
4	DrPoornima A S	Lung_Cancer Prediction from CT Images and using deep learning techniques	23-24 August 2023	Second International Conference on Trends in Electrical, Electronics, and Computer Engineering (TEECCON)
5	Dr.C.PadmaPrabha, N.Janani,E.Pavithra	Aligning Sustainable Development Goals (SDGs) with Business Practices: A Conceptual Framework for Integration and Impact Assessment"- with reference to India	March 2024	NCPCBM 2024,XIME
6	Dr.A.Poomagal, Ms.A.Vedasmriti, Ms.P.Nisha	Harmonizing Sustainability and Entrepreneurship: The Phool paradigm in startup ecosystem	March 2024	NCPCBM 2024,XIME

S. No.	Name Title of the paper	Date	Name of the Conference	ISBN Number
7	Dr.A.Poomagal,	revolutinizing customer experience: a holistic analysis of user satisfaction and relationship management in indian postal service	April, 5-6, 2024	ICISD'2024 VIT, Amaravathy
8	Dr. Poornima A S, Dr.S.Dinesh, Dr.C.PadmaPrabha	Exploring adolescence digital landscapes:self-disclosure, social media habits, and privacy risks	April, 5-6, 2024	ICISD'2024 VIT, Amaravathy
9	Dr.S.Dinesh, Dr.C.PadmaPrabha, Dr.Poornima A.S	Assessing the efficacy of learning management sytems to impart the quality of online academic delivery.	April, 5-6, 2024	ICISD'2024 VIT, Amaravathy
10	Dr.C.PadmaPrabha, Dr.Poornima A S, Dr.S.Dinesh	Integrating ESG (Environmental, Social, and Governance) Criteria into Stock Market Investment Strategies: Assessing Impacts on Financial Performance and SDG Alignment in India	April, 5-6, 2024	ICISD'2024 VIT, Amaravathy
11	Dr.S.Srinivasan	Early detection of health problems through Artificial Intelligence: Empowering Users	March 2024	RKM Vivekananda College, Chennai

Table 6.9.6 Details of publications in conference proceedings by faculty members for the academic year 2022-2023

S. No.	Name	Title of the paper	Date	Name of the Conference
1	Dr.G.Jabarethina	Emergent Telemedicine Practices in India: Challenge and Response	06-01-2023	INDAM 2023

Table 6.9.7 Details of publications in conference proceedings by faculty members for the academic year 2021-2022

S. No.	Name	Title of the paper	Date	Name of the Conference
1	Dr.G.Jabarethina	Indian Investors mindset during and post covid19	19-04-2021	Two days international virtual conference on stand, start, strive& stabilize-changing Business Scenario in the backdrop of Covid-19

Table 6.9.8 Details of book publications by faculty members for the academic year 2023-2024

S. No.	Name	Title of the Book	ISBN	Year & Publisher
1	Dr. S.Dinesh and Dr.A.S.Poornima	Data Analysis for Business Research: A Practical Guide with SPSS	Paperback &; e-book: 9798894751900 Hard Cover: 9798894751917.	2024 & Notion Press

Table. 6.9.9 Research Metrics of Faculty Members

S. No	Name of the Faculty	Designation	Google Scholar Citations	h-index
1	Dr.Selvam Jesiah	Professor	68	4
2	Dr.A.Bhooma Devi	Associate Professor	57	3
3	Dr.G. Jabarethina	Associate Professor	9	1
4	Dr.S.Dinesh	Associate Professor	93	6
5	Dr. S.Srinivasan	Assistant Professor	33	3
6	Ms.S.NithyaPriya	Assistant Professor	4	1
7	Dr.RajalakshmiVel	Assistant Professor	8	2
8	Dr.M.Manimegalai	Assistant Professor	102	3

Table 6.9.10 List of Book Chapters published by Faculty Members

S. No.	Author	Title of Book / Chapter	Publisher	Year of Publication
1.	Dr. S.P. Thyagarajan& Dr. Selvam Jesiah	Reinventing work culture & career management in response to change in Business in the COVID 19 era and beyond. Indian Perspectives	Bloom's bury	2021
2.	Dr.A.Bhooma Devi	Soft Skills - Chapter 7 : Communication Skills in Healthcare	LAMBERT Academic Publishing	2021
3.	Dr. A. Bhooma Devi	Application of equipment utilization monitoring system for ICU equipment's using IOT	Machine, Vision and Augmented Intelligence: Theory and Applications	2021
4.	Dr. A. Bhooma Devi	Management and IT practices in the Era of Industry 4.0	Chapter -13 - The role of data analytics in making strategic business	2022
5.	Dr. Bhooma Devi	A Paradigm shift in Marketing: Creating Value for a More Sustainable Future	Princeton Press , Overland Park, Kansas ,USA	2022
6.	Dr. Bhooma Devi Author position - 4	A Paradigm Shift in Marketing: Creating value for a new sustainable future.	Chapter 4 - Tourism marketing in an era of paradigm shift Princeton Press , Overland Part, Kansas ,USA	2022
7.	Dr. Bhooma Devi	Successful Hospital Accreditation Project through Committee Restructuring and People Management	"Case Studies in Management", published by Infinite Learning Solutions, First Edition 2022, ISBN: 978-81-959621-2-9.	2022
8.	DrRajalakshmiVel	Promoting online safety: The government's role in combating cyber harassment and cybercrime through social media platforms	Global Perspectives on Social Media Usage Within Government, IGI Global	2023
MONOGRAPH				
1	DrSelvamJesiah	Open Book Examination in Higher Education in India - Its Relevance and Application as an assessment tool	Impacting Quality Ecosystem	2022

List of Ph.D / Fellowship awarded during the assessment period while working in the Institute (20)

Table 6.9.11 Details of the Ph.D supervisors

Name of the faculty	No. of Ph.D. Awarded	No. of students guiding
Dr. Selvam Jesiah	-	2
Dr.A.Bhoomadevi	5	-
Dr.G.Jabarethina	-	1
Dr.S.Dinesh	-	4

6.10 Sponsored Research (20)

Table 6.10.1 List of Research / Seminar Grants received

Financial Year	Name of the Funding agency	Title of the Project	Sanctioned date	Amount Received (INR)
2021 - 2022	The Indian Council for Social Science Research (ICSSR)	Strategic Competency Framework for Digital Healthcare	March 2022	16,50,000

6.11 Consultancy / Testing / Training (25)

Table 6.11.1 Details of Faculty Testing

S.No.	Category	Title	Inventors	Year	Status
1	Indian Patent	A System for the Assessment of Biomedical Engineering (BME) Department in Indian Hospitals	Ms.ZerinZiaudeen, Dr.SelvamJesiah, Dr.AnushaDakshina Moorthi, Dr.PriestlyVivekkumar	2024	Published
2	Indian Patent	Hybrid Machine Learning Model for Customer Relationship Management	Dr.Selvam Jesiah	2024	Published
3	Indian Patent	Logical Device to calculate the probability of unemployment	Dr.A.Poomagal, Dr.A.S.Poornima, Dr.C.PadmaPrabha	2024	Filed

6.13 Preparation of Teaching Cases (10)

The faculty Members of SRFMS is trained in case method of teaching through FDPs. In order to apply the concepts to address the issues of management functions, faculty members of SRFMS discuss the real life case studies of selected hospitals.

Table 6.13.1 List of teaching cases related to Hospital Management

S. No.	Name of the Case	Source
1.	Hospital Operations Management - A Case study in CMC Hospital, Vellore	Hospital Management- Text and Cases- K.V. Ramani- Case 6.1-Pages 158-167- Pearson India Education Service Ltd (2018)
2.	Hospital Operation Management- A case study in Majestic Hospital, Mahanagar.	Hospital Management –Text and Cases- Case 6.2 –Pages 168-177
3.	Hospital Operations Management- A Case study in AbdurRazzaque Ansari Memorial (ARAM) Weavers' Hospital (Apollo Group), Ranchi.	Hospital Management-Text and Cases- Case 6.3- Pages 178-189
4.	Hospital Finance and Cost Management - A Case study in Apollo Hospitals- Financial Statement Analysis (2010-11)	Hospital Management –Text and Cases- K.V Ramani- Case 7.1- Pages 191-207
5.	Hospital Finance and Cost Management – Activity Based Costing Technique - A case studies in City Municipal Hospital.	Hospital Management Text and Cases- Case 7.2 – Pages 208-211.
6.	Hospital Human Resource Management- A case study in CMC Hospital, Vellore.	Hospital Management- Text and Cases- K.V. Ramani- Case 8.1- Pages 213-225.
7.	Hospital Human Resource management- A Case study in Ahmadabad Municipal Corporation (AMC Hospital)	Hospital Management-Text and Cases- Case 8.2- Pages 226 -233.
8.	Hospital Human Resource Management – A case study in Bangalore Baptist Hospital.	Hospital Management Text and Cases- Case 8.3- Pages 234-242
9.	Hospital Material Management- A case study in MP Shah Cancer Hospital, Gujarat.	Hospital Management- Text and Cases- Case 9.1- Pages 249-256.
10.	Hospital Material Management- A case study in MP Trust Hospital	Hospital Management –Text and Cases- Case 9.10- Pages 257-265.

Table 6.13.2 Case studies developed by Faculty Members and used in the Class for the AY 2022-2023

S. No	Name of the Faculty	Name of the Subject and Semester	Title of the case study
1.	Dr.Selvam Jesiah	Ethics and Social Responsibility – Semester IV	Impact of failure mode and effect analysis (FMEA) on the Pharmacy stock audit process for a small healthcare Organization in a tier-2 town in rural India
2.	Dr. A.Bhoomadevi	Service Quality Management – Semester III	Successful Hospital Accreditation Project through Committee Restructuring and People Management
3	Dr.S.Srinivasan	Managerial Accounting – Semester II	Variance Analysis of Estimated Billing and Final Billing in a Multi-Specialty Hospital
4	Dr. M. Manimegalai	Management and Organizational Behaviour – II Semester	Effects of Social loafing on work performance

Table 6.13.3 Case studies developed by Faculty Members and used in the Class for the AY 2023-24

S. No	Name of the Faculty	Name of the Subject and Semester	Title of the case study
1	Dr.A.Poomagal	Ethics and Social Responsibility	"Think Ethically"
2	Dr.A.Poomagal	Ethics and Social Responsibility	"Case on Alphabet"
3.	Dr.C.Padma Prabha	Medical tourism and management	Incredible India
4.	Dr.C.Padma Prabha	Medical tourism and management	Travel and Tourism in India - Focus on Innovation and Customer Experience
5	Dr.C.Padma Prabha	Medical tourism and management	ADB Program - Atithi Devo Bhavah (ADB), tourism costing - a case of narayana health care
6.	Dr.C.Padma Prabha	Cross culture management	Equalitea, leadership quality, Reluctant handshake
7	Dr.A.Poomagal	Ethics and Social Responsibility	"Ethics on Diversity in Wells Fargo"
8	Dr.A.Poomagal	Ethics and Social Responsibility	"Case on corporate governance in Facebook"

Criterion 7	Industry and International Connect	100

7.1 Industry Connect (60)

Sri Ramachandra Faculty of Management Sciences (SRFMS) has established strong industry connections that significantly enhance student development and career prospects. This commitment has enabled the institute to achieve 100% summer internship placements, a distinction recognized by the AICTE-CII survey since 2019. The institute's extensive alumni network, which spans globally, plays a key role in facilitating these valuable industry connections.

SRFMS has formalized partnerships with leading corporate organizations through Memorandums of Understanding (MoUs), involving students and faculty in collaborative research, consultancy projects, and internships. These partnerships effectively bridge the gap between academic learning and practical industry experience.

The institute also regularly organizes guest lectures featuring industry professionals who share insights on the latest trends and developments. Furthermore, industry experts are invited to deliver course-specific talks, providing practical perspectives that complement academic theory and equip students with the skills needed for the workforce.

7.1.1. Initiatives Related to Industry Interaction including Industry Internship /Summer Training/Study Tours/ Guest Lectures (15)

SRFMS fosters strong industry interaction through various initiatives such as industry internships, summer training programs, study tours, and guest lectures. These opportunities enable students to gain practical exposure, bridging the gap between academic learning and real-world business practices. By collaborating with industry professionals, SRFMS ensures that students are well-prepared for the evolving demands of the workforce.

7.1.1.1   Industry Internship/Summer Training

At SRFMS, summer internships are an integral part of its students' professional development. The institute views these internships as more than just temporary work experiences; they are essential opportunities for students to apply academic knowledge, develop critical workplace skills, and gain valuable insights into industry practices. By partnering with reputed organizations and ensuring 100% internship placements, SRFMS ensures that students are well-prepared for the challenges of their future careers, making these internships a crucial stepping stone toward long-

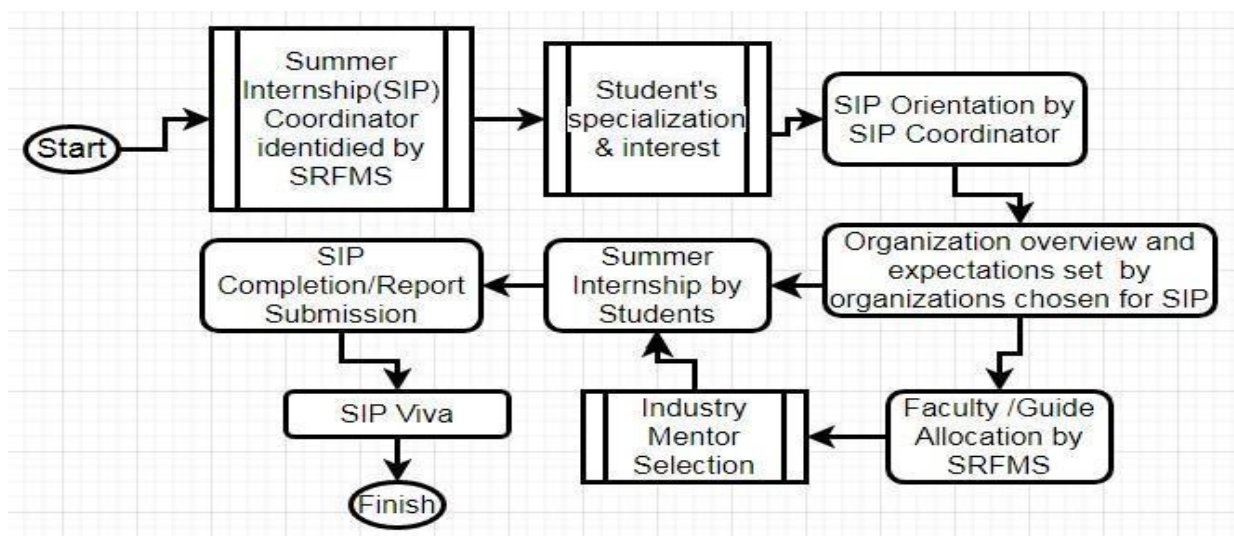term success.

Figure 7.1.1 A Summer Internship Process Flow

Table 7.1.1 B Students Internship Batch 2020-22

Reg.No	Student Name	Organization Name	Type of Organisation
G0220001	Varsha Gopinath. Dr	MGM Healthcare,Chennai.	Hospital
G0220002	Julliyan Dilleban. A. Dr	Rainbow Children's Hospital	Hospital
G0220003	Pavithra. R	SIMS,Vadapalani	Hospital
G0220004	Rashmi. K.S	Rainbow Children's Hospital	Hospital
G0220005	Vaiteiswari R	MGM Healthcare,Chennai.	Hospital
G0220006	Megasri. R	I Fortis Worldwide	IT
G0220007	Varshini. C	Dr. Rela's Multi Speciality Hospital	Hospital
G0220008	Anjanapriya. S	Qway Technologies Inc	Consultancy
G0220009	Shashank. R	Kauvery Hospital	Hospital
G0220010	Tanya Sruti. I	MGM Healthcare,Chennai.	Hospital
G0220011	Arunachalaprabu. S	Apollo Hospitals	Hospital
G0220012	Joy Deepika R	Apollo Hospitals	Hospital
G0220013	Nobin Karthik R	Mocero Health Solutions Private Limited	Digital health

Reg.No	Student Name	Organization Name	Type of Organisation
G0220014	Swathi M	Kauvery Hospital	Hospital
G0220015	Swathi E	SIMS,Vadapalani	Hospital
G0220016	Pavithra J	Apollo Hospitals	Hospital
G0220017	Yokesh S	Dr. Rela's Multi Speciality Hospital	Hospital
G0220018	Dhanushya V	Rainbow Children's Hospital	Hospital
G0220019	Malavika M	Fortis Vadapalani	Hospital
G0220020	Yuvaraj K	MGM Healthcare,Chennai.	Hospital
G0220021	Kanishka P	Dr. Rela's Multi Speciality Hospital	Hospital
G0220022	Praisy Joanofare	MGM Healthcare,Chennai.	Hospital
G0220023	Vandhana Krishnan	Fortis Vadapalani	Hospital
G0220024	Haritha B	Fortis Vadapalani	Hospital
G0220025	Shamreen Mohd Ilyas M	Dr. Rela's Multi Speciality Hospital	Hospital
G0220026	Gnana Sangeeth Raj .E Dr	SIMS,Vadapalani	Hospital
G0220027	Muzamil M	Dr. Rela's Multi Speciality Hospital	Hospital
G0220028	Guru Jeya Balan G	Apollo, Trichy	Hospital
G0220029	Mohana Swetha G	Dr. Rela's Multi Speciality Hospital	Hospital
G0220030	Jaghtheesvari A.S	Chennai Port Trust	Logistics
G0220031	Archana M	Dr. Rela's Multi Speciality Hospital	Hospital
G0220032	Rochana Bkn	Dr. Rela's Multi Speciality Hospital	Hospital
G0220033	Tejeswi U	Kauvery Hospital	Hospital
G0220034	Manikandan S	MGM Healthcare, Chennai.	Hospital
G0220035	Madhumita M	VS Hospital	Hospital

Reg.No	Student Name	Organization Name	Type of Organisation
G0220036	Prakash V	ACS Medical College And Hospital	Hospital
G0220037	Dhayalan R	ACS Medical College And Hospital	Hospital
G0220038	Varsha K	Kauvery Hospital	Hospital
G0220039	Balaji V	Qway Technologies Inc	Consultancy
G0220040	Kaavya P	Kauvery Hospital	Hospital
G0220041	Aishwarya A Dr	SIMS, Vadapalani	Hospital
G0220042	Nandhinee J	Kauvery Hospital	Hospital
G0220043	Harini S	MGM Healthcare, Chennai.	Hospital
G0220044	Girish A	Kauvery Hospital	Hospital
G0220045	Hepciba T	Dr. Rela's Multi Speciality Hospital	Hospital
G0220046	Lisy Mary B	Dr. Rela's Multi Speciality Hospital	Hospital
G0220047	Zahra Shahmalak	MGM Healthcare, Chennai.	Hospital
G0220048	Bharath R	ACS Medical College And Hospital	Hospital
G0220049	Ravichandran A	ACS Medical College And Hospital	Hospital
G0220050	Keran Shiny A	MGM Healthcare, Chennai.	Hospital
G0220051	Subhakaran S	Kauvery Hospital	Hospital
G0220052	Chandramouli S	SIMS, Vadapalani	Hospital
G0220053	Pramodkrishnaa H	Fortis Vadapalani	Hospital
G0220054	Shania Susan Philip	MMM Hospital	Hospital
G0220054	Sri Durga Priya K.G	Vishnu Sree Multispeciality Hospital	Hospital
G0220056	Vignesh G	Mocero Health Solutions Private Limited	Digital Health
G0220057	Virgin Sylvia Md	Danieli	Manufacturing

Reg.No	Student Name	Organization Name	Type of Organisation
G0220058	Girivasan J	SIMS,Vadapalani	Hospital
G0220059	Santhosh Kumar K	MGM Healthcare,Chennai.	Hospital

Table 7.1.1 C Student Internship Batch 2021-23

Reg No	Student Name	Organization Name	Organisation Type
G0221001	Swetha A	Neos HealthTech	Digital Health
G0221002	Keerthika B	MGM Healthcare	Hospital
G0221003	Melvin Joseph Richard	Naruvi	Hospital
G0221004	Abishek S	Apollo Hospitals, Greams Road	Hospital
G0221005	Danie Andrews Mathew	Believers Church Medical College Hospital, Tiruvallur	Hospital
G0221006	Vishal G	SIMS, Vadapalani	Hospital
G0221007	Aneesa Begam A	Fortis Healthcare	Hospital
G0221008	Saranya M	Prashant Super Speciality Hospital	Hospital
G0221009	Swedha K	Apollo Hospital	Hospital
G0221010	Akshaya R	Apollo Children & Women's Hospital	Hospital
G0221011	Krithika S	Fortis Healthcare	Hospital
G0221013	Srrinidhi Vijayaraghavan	Kavi Healthcare	Consulting
G0221012	Sreenithi S	Naruvi	Hospital
G0221014	Deepika M	Apollo Hospital	Hospital
G0221015	Keerthana H	Tenx Health Technologies Pvt Ltd	Healthcare IT
G0221016	Vandhana K	Apollo Hospital	Hospital
G0221017	Sugumar M	Dr. Rela's Multi Speciality Hospital	Hospital

Reg No	Student Name	Organization Name	Organisation Type
G0221018	Pooja A	Fortis Healthcare	Hospital
G0221019	Cindhiya I	Tenx Health Technologies Pvt Ltd	Healthcare IT
G0221020	Shruthy S	Dr Rela's Multispeciality Hospital	Hospital
G0221021	Divya Bharathi S	Tenx Health Technologies Pvt Ltd	Healthcare IT
G0221022	Uthra V	Manipal hospitals	Hospital
G0221023	Jayashree S	Apollo Hospitals	Hospital
G0221024	Abuthaheer Basha A	MGM Healthcare	Hospital
G0221025	Priyadharshini A	Prashant Super Speciality Hospital	Hospital
G0221026	Nandha Kumar D	Global Hospitals	Hospital
G0221027	Amarnath.S	Global Hospitals	Hospital
G0221028	Thulasi Malavika M	SIMS, Vadapalani	Hospital
G0221029	Mohamed Sarjoon M	SIMS, Vadapalani	Hospital
G0221030	Kersone Raja D	Dr Rela's Multispeciality Hospital	Hospital
G0221031	Kaviyarasan A	Sri Ramachandra Medical Centre	Hospital
G0221032	Vijay V	Sri Ramachandra Medical Centre	Hospital
G0221033	Deepika C S	Dr Rela's Multispeciality Hospital	Hospital
G0221034	Sankari S	Dr Rela's Multispeciality Hospital	Hospital
G0221036	Karnika U	SIMS, Vadapalani	Hospital
G0221038	Lavanya S B	Global hospitals	Hospital
G0221037	Manoj Kumar S	Dr Rela's Multispeciality Hospital	Hospital
G0221039	Darshini Sri H	Sri Ramachandra Medical Centre	Hospital
G0221040	Deepika Lakshmi G	O2 Saver	Digital Health
G0221041	Yuvarajan C	Sri Ramachandra Medical Centre	Hospital
G0221044	Sripathy S	Neos HealthTech	Healthcare IT
G0221045	Charishma Mary J	Manipal hospitals	Hospital
G0221047	Akshaya V	Apollo, Madurai	Hospital
G0221048	Sherlin Celcia M G	Apollo Hospital	Hospital
G0221049	Kumar Kiran	SRMC	Hospital
G0221050	Immaculate Cecilia E	O2 Saver	Digital Health

Reg No	Student Name	Organization Name	Organisation Type
G0221051	Vihirtha S	SIMS, Vadapalani	Hospital
G0221052	Barathi B	Apollo Hospital, Greams Road	Hospital
G0221053	Ashwin Sunder	Prashant Multispeciality Hospitals	Hospital
G0221054	Sruthilakshmi M	Dr Rela's Multispeciality Hospital	Hospital
G0221055	Punithavathi A	SIMS, Vadapalani	Hospital
G0221056	Dhushanthini G	Apollo Hospital	Hospital
G0221057	Kamalesh M	SIMS	Hospital
G0221058	Sristi V	Daffodil Health care	Digital Health
G0221059	Jidugu Sai Vaishnavi	Daffodil Health care	Digital Health
G0221060	Madhumitha	Apollo Hospital	Hospital

Table 7.1.1.D Students Internship Batch 2022-24

Reg No.	Name	Organization	Type Of Organisation
G0222002	Arun Kumar M	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222003	Dr Mudaliar Rishali P Gopikumar	Swath Chain Private Limited	Digital Health
G0222004	Pandiyarajan R	Acme Consulting Pvt Ltd	Consultancy
G0222005	Dr Vishalini V	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222006	Maria Susani Nihilan	Dr Rela's Multispeciality Hospital	Hospital
G0222007	Dr Prasanna Venkatesh E	Neos HealthTech	Digital Health
G0222008	Sivaram E	Neos HealthTech	Digital Health
G0222009	Merline Asha S	MGM Healthcare	Hospital
G0222010	Inbasree Kaviya.T	MGM Healthcare	Hospital
G0222011	Hemalatha D	Dr Rela's Multispeciality Hospital	Hospital
G0222012	Lavanya C G	Kauvery Hospital	Hospital

Reg No.	Name	Organization	Type Of Organisation
G0222013	S.Priyatharsani	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222014	Thamizvaanan	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222015	P. Jayashree	Apollo Hospitals	Hospital
G0222016	Arun Rajkumar	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222017	Dr.Sudharshan.S.S	Socio Dent	Digital Health
G0222018	Sakthivel.S	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222019	Jannani D	PSG Hospitals	Hospital
G0222020	Rahul D	Apollo Speciality Hospitals	Hospital
G0222021	Narchaithi Raja.S	Sri Ramachandra Medical Centre	Hospital
G0222022	Sowmiya. P	Apollo Speciality Hospitals	Hospital
G0222023	Naazil.I	MGM Healthcare	Hospital
G0222024	Sreeprasad.R	Sri Ramachandra Medical Centre	Hospital
G0222025	Suwetha.S	Apollo Hospital	Hospital
G0222026	Zaina Mariam	Apollo Proton Cancer Centre	Hospital
G0222027	Manasa Niverda S	Kovai Medical Center And Hospitals (KMCH)	Hospital
G0222028	Swetha K L	Apollo Hospitals	Hospital
G0222029	Varsha Nair	Sutherland Global Services Private Limited	IT & ITes
G0222030	Sweta Preeti.R	Kauvery Hospital	Hospital
G0222031	Dr. Sushumuna Saproo	Apollo Proton Cancer Center	Hospital
G0222034	Dhayanithi.K	Sukraa Software Solution Pvt.Ltd.	Healthcare IT
G0222035	Leelavathy.G	Sukraa Software Solution	Healthcare IT

Reg No.	Name	Organization	Type Of Organisation
		Pvt.Ltd.	
G0222036	Ashok.M	Apollo Hospital	Hospital
G0222037	Manju Priya.P	Apollo Hospital	Hospital
G0222038	William Carey. J	Apollo Hospital	Hospital
G0222039	Hemachandran P	CSI Multi Speciality Hospital	Hospital
G0222040	Lincy David.D	Naruvi Hospital	Hospital
G0222041	Shebi Rengitha.M	MGM Healthcare	Hospital
G0222042	Swathi B	Kauvery Hospital	Hospital
G0222043	M. Loga Lavanya	Sri Ramachandra Innovation Incubation Centre	Incubation Centre
G0222044	Jayalakshmi. J	Apollo Hospital	Hospital
G0222045	Roshini. N	Apollo Hospital	Hospital
G0222046	Diviya Dharshini S	Apollo Proton Cancer Centre	Hospital
G0222047	Diwakar N	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222048	Shilpa Kulhari	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222049	Prathyangara Devi.S	Apollo Hospital	Hospital
G0222050	Roshini. J	Apollo Hospital	Hospital
G0222051	Saraswathi. K	Sri Ramachandra Medical Centre	Hospital
G0222052	Reshma I	Apollo Speciality Hospitals	Hospital
G0222053	Jai Sai N D	Kauvery Hospital	Hospital
G0222054	Allan Bijukoshy	Kauvery Hospital	Hospital
G0222055	Janani. N	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre
G0222056	Pavithra. E	Sri Ramachandra Innovation Incubation Centre SRIIC	Incubation Centre
G0222057	Keerthiga. V	Dr Rela's Multispeciality Hospital	Hospital

Reg No.	Name	Organization	Type Of Organisation
G0222058	Ganesh B	Kauvery Hospital	Hospital
G0222059	Preethi.D	Sri Ramachandra Medical Centre	Hospital
G0222060	Princy Angela. A	Kauvery Hospital, Cantonment	Hospital
G0222061	Keerthivasan	Sri Ramachandra Innovation Incubation Centre (SRIIC)	Incubation Centre

Table 7.1.1 E Students Internship Batch 2023-25

Reg No	Name	Name of the SIP Organisation	Type of Organisation
G0223001	Urmila. B	Kauvery Hospital	Hospital
G0223002	Johanas J	Sri Ramachandra Medical Centre	Hospital
G0223003	Nishabanu. V	Sri Ramachandra Medical Centre	Hospital
G0223004	Saraswathi	TI Learning & Transformation Hub	Skill Development Centre
G0223005	Ponnarasi T	TI Learning & Transformation Hub	Skill Development Centre
G0223006	Elakiya P	Precision Informatics Limited	IT Infrastructure
G0223007	Balamurugan U S	Sri Ramachandra Medical Centre	Hospital
G0223008	Meena K	MIOT Hospital	Hospital
G0223009	M.Harshavarthini	Apollo Speciality Hospital	Hospital
G0223010	P. Dhakshanamurthy	Gem Hospital	Hospital
G0223011	Janani Priya S	Dr. Mehta's Hospitals	Hospital
G0223012	S. Sakthi Soundariya	BCC Healthcare Branding & Marketing Agency	Healthcare Consulting
G0223013	Nithyasri K	Kauvery Hospital	Hospital

Reg No	Name	Name of the SIP Organisation	Type of Organisation
G0223014	Sharumathi N	BCC Healthcare Branding And Marketing Agency	Healthcare Consulting
G0223015	H. Kamaleeswari	MGM Cancer Institute	Hospital
G0223016	Priyadharshini	Chennai Petroleum Corporation Limited	Manufacturing
G0223017	Raja Lakshmi.S	TI Learning And Transformation Hub	Skill Development Centre
G0223018	Rithikaa.M	Sri Ramachandra Medical Centre	Hospital
G0223019	Swarna S	Apollo Proton	Hospital
G0223020	Shunmugam R.O	Sri Ramachandra Medical Centre	Hospital
G0223021	Immanuel Devakumar S	MGM Healthcare	Hospital
G0223022	Priya B A	MGM Healthcare	Hospital
G0223023	Sherin Amala. A	NIHR Global Health Research Centre	Centre for Healthcare Research
G0223024	Jaya Kumar M	MGM Healthcare	Hospital
G0223025	D. Jose Robin	Sri Ramachandra Medical Centre	Hospital
G0223026	K.Shree Vishalini	Dr Mehta Hospital	Hospital
G0223027	Subashree Swaminathan	Dr. Mehta's Hospitals	Hospital
G0223029	Dr.Alugolu Swathi Bhargavi	NIHR Global Health Research Centre	Centre for Healthcare Research
G0223030	K.Mushitha	Apollo Speciality Hospitals	Hospital
G0223031	Agila P	Dr. Mehta's Hospitals	Hospital
G0223032	Dr.Malavika Aj	MGM Healthcare	Hospital
G0223033	B.Jeevitha	L&T Rubber Processing	Manufacturing

Reg No	Name	Name of the SIP Organisation	Type of Organisation
		Machinery	
G0223034	Pavithran S	Kauvery Hospital	Hospital
G0223035	Balasuriya R	MGM Healthcare	Hospital
G0223036	M.Premika	Kauvery Hospital	Hospital
G0223037	Samaran	Meridian Hospital	Hospital
G0223038	Niruthika Shri	MGM Healthcare	Hospital
G0223039	Sreeharan Ns	MGM Healthcare	Hospital
G0223040	Shakthi Ajay	Sri Ramachandra Medical Centre	Hospital
G0223041	Surya B	MGM Healthcare	Hospital
G0223042	S V Praveen	BCC Healthcare Branding & Marketing Agency	Healthcare Consulting
G0223043	Varshanaa S	Dr. Mehta's Hospitals	Hospital
G0223044	Ramiyashree M	Apollo Speciality Hospital	Hospital
G0223045	Krithika.S	Apollo Hospitals	Hospital
G0223046	Akshaya Shyaam M	MGM Healthcare	Hospital
G0223049	Ns Mohammed Riyaz	Meridian Hospital	Hospital
G0223050	Mirna Sainaf A	Dr. Mehta's Hospitals	Hospital
G0223051	Dr. Dharshini. V	MGM Healthcare	Hospital
G0223052	Shivaram Karthik	Sri Ramachandra Medical Centre	Hospital
G0223054	K.Sangeetha	Apollo Speciality Hospital -OMR	Hospital
G0223055	Jayasurya	Apollo Proton	Hospital
G0223056	K.Hema Sabarisswari	L&T Rubber Processing Machinery	Manufacturing
G0223057	Gokulalakshmi J	MGM Healthcare	Hospital
G0223058	Vivek G	Sri Ramachandra Medical Centre	Hospital

Reg No	Name	Name of the SIP Organisation	Type of Organisation
G0223059	Isha Raj	Dr. Mehta's Hospitals	Hospital
G0223060	R.Rohini	TI Learning & Transformation Hub	Skill Development Centre
G0223061	G.Sanjay	MGM Healthcare	Hospital
G0223062	Naveen Samuel V	Apollo Greams Road	Hospital

7.1.1.2 . Study tours

Sri Ramachandra Faculty of Management Sciences (SRFMS) facilitates a strong industry interface for students through industrial visits, helping them build valuable relationships with companies. These interactions emphasize the importance of networking, which is crucial for career growth. Additionally, study tours further strengthen the connection between the institute and the industry, offering students practical exposure to real-world business environments. Table 7.1.1.2 provides batch-wise student's industry visits: Industrial Visits / Study Tours

Table 7.1.1.2 Study Tours Details

Year	Place of Industry/Hospital Visit	No of students benefitted
2021	COVID - Not applicable	-
2022	Narayana Health- Mysore	34
2023	Bhat Biotech, Bangalore	55
2024	Dr Moopen's Medical College, Wayanad, Kerala	55

7.1.1.3 . Guest Lectures

SRFMS organizes guest lectures to strengthen its industry connections and provide students with valuable insights into real-world practices. These lectures are part of the institution's commitment to bridging the gap between academia and the industry by inviting seasoned professionals to share their expertise on emerging trends, challenges, and opportunities. Through these sessions, students gain practical knowledge and a deeper understanding of the expectations of various industries, enhancing their readiness for the workforce. The focus is on fostering an environment where students can interact with industry leaders, ask questions, and build a professional network, making the transition from the classroom to the corporate world smoother and more informed.

The guest lectures cover a wide range of topics, reflecting the diversity of the industries SRFMS connects with, from healthcare and IT to leadership and entrepreneurship. This initiative not only benefits students but also allows the institution to stay updated on current industry trends and integrate them into the curriculum. By developing these industry connections, SRFMS ensures its students are better equipped to meet the demands of the modern workforce, aligning their academic learning with the practical skills and knowledge required in their future careers.

The following eminent speakers were invited to SRFMS:

Table 7.1.1.3 A Guest Lectures

Sl.No	Date	Topic	Name of the Resource Person	No. of Students
1	20-01-2020	Three Box Solution: A Strategy for Leading Innovation	Dr. Vijay Govindarajan, Coxe Distinguished Professor of Strategy and Innovation, Tuck School of Business, USA	183
2	17-07-2020	Make a career in Healthcare Administration	Mr. Ahmed Meera Sahib, Lifecare Hospital, Abu Dhabi, UAE	85
3	31-07-2020	Opportunities in Healthcare IT and Operations	Ms. Sajima Joseph, Senior Healthcare Consultant, UST Global, Kerala	83
			Mr. Madhu Babu, Group Head Operations, Rainbow Children's Hospital, Hyderabad	

Sl.No	Date	Topic	Name of the Resource Person	No. of Students
4	28-08-2020	Career Talk	Mr. Sooraj Prabhakar, Manager, MD's Office, Ahalia Medical Group, UAE	70
5	20-04-2021	Fit India Session 1: "An Interactive Practical Session on Mind and Body Management in COVID-19"	Dr. Archana B, Faculty of Pathology, Sri Ramachandra Medical Centre, Chennai	71
6	26-05-2021	Fit India Session 2: "Beating the Grody Days"	Ms. Devimeena Sundaram, Strength and Conditioning Coach, Celebrity Fitness Specialist, Chennai	107
7	01-06-2021	Role of Accreditation in Hospitals and Challenges Faced During the Accreditation Process	Ms. Preethi Dharnesh, Quality Manager, Adi Parashakthi Hospital, Melmaruvathur	170
8	10-06-2021	Transitioning from the Classroom to the Corporate	Ms. Susan Rajan, Director, Information Services, Stanford Children's Health, San Francisco, USA	165
9	28-06-2021	Yoga During Pandemics: Self-Management of Excessive Tension and Enhancing Immunity Through Yoga	Ms. M. Muthumeena, Gyana Asiriyar, Bangalore Centre, Gyanodhayam Educational Trust	105
10	01-07-2021	Is Fluency in English an Over-Estimated Determinant of Smartness?	Ms. Danna MsPherson, Dr. Alan Gitobu, Ms. Joann Isley, Quality Assurance, PBM Company, San Diego, USA	263
11	02-07-2021	Emotional Re-Engineering: "Bring Awareness to Your Emotions, Actions, and Intentions During the Pandemic"	Mr. Ganesh Kumar S, Emotional Alchemist, Founder-EQ Universe Learning Solutions Pvt. Ltd.	180
12	06-07-2021	Healthcare 4.0	Mr. Yelchur Dwarakanath, Management Consultant	60
13	03-08-2021	Energizing Your Mind and Body With Yoga	Dr. M. Manimegalai Narayanan, Assistant Professor	40

Sl.No	Date	Topic	Name of the Resource Person	No. of Students
14	17-08-2021	Disaster Management and Humanitarian Response	Dr. Hari Balaji, Independent Consultant, National Consultant for Disaster Management, Chennai	30
15	24-08-2021	Resume Makeover and Networking Strategies	Mr. Srikanth R.S, Tag Specialist, L&D Specialist, Chennai	100
16	27-11-2021	Financial Opportunities/Schemes for Budding Entrepreneurs	Dr. E. Baskaran, Joint Director (Engineering), Dept. of Industries & Commerce, Govt. of Tamil Nadu, Chennai	125
17	10-06-2022	Role of Administrators in Mental Health	Ms. Tinu Anna Sam, Subject Matter Expert-Special Education, Daffodil Health, Bangalore	205
18	16-08-2022	Drive Against Drugs	Smt. Shobana Kalyanaraman, Eminent Motivational Speaker, Proprietor of Event Eden	82
19	15-10-2022	World Students' Day	Mr. Jaleesh Rahman B, Managing Director, Jaleesh Training Hub, TEDx Speaker, Public Speaker	60
20	19-10-2022	Alumni Talk: Healthcare Marketing	Ms. Vardhini Karthik, Founder and Director-UNIGENEUS, Advisor to CEO-Mangolia Community Health, Lead Auditor-QMS from BSI Standards	60
21	05-11-2022	Alumni Talk: Venturing Ideas in Entrepreneurship	Ms. Baby Masilamani, Founder, ZZUP, Bengaluru	60
22	16-11-2022	Nuances of Investing	Mr. O.R. Nirmal, Founder, Setty Picks, USA-India	12
23	23-11-2022	Financial Empowerment and Literacy	Ms. Vidya Shivakumar, Co-Founder, Team Ubuntu	152
			Ms. Aarthi Parameswaran, Professional Educator in Entrepreneurship & Community Service	
24	17-12-2022	Business Manager: Support and Operations	Ms. Kalpana Aravind, ONDC Hearing Specialists, Australia	58

Sl.No	Date	Topic	Name of the Resource Person	No. of Students
25	11-05-2023	Industry Expectations From Freshers	Ms. Vidyamani, Head Quality, Fortis Healthcare	120
26	30-06-2023	Opportunities in Healthcare IT	Ms. Roja C, Senior Business Analyst, Accenture Health, Chennai	-
27	01-07-2023	CEO Talk Series-1	Mr. Thirunavukkarasu, Founder, Prisi	48
28	24-08-2023	FDP on Healthcare Innovation & Entrepreneurship Opportunities	Dr. Anand Thirunavukarasu, SRIIC	14
29	08-09-2023	Unlocking Success: Mastering Career Skills in the Smart Era	Mr. John Vallogia, SMIOTO Inc., USA	50
30	16-09-2023	Delving Into Entrepreneurship	Dr. E. Bhaskaran, GM, MSME, Govt. of Tamil Nadu	80
			Dr. Kamaludeen, CEO, Blue Bharath Exim Pvt. Ltd.	
31	26-09-2023	Transformational Leadership	Dr. S. Praveen Kumar, School of Commerce and Management	130
32	20-10-2023	CEO Talk Series-2	Ms. Priyanka Palanisamy, Founder & CEO of J&JP Clothings	130
33	14-11-2023	Organ Donation & Protocol	Ms. Arshiya Fathima	72
			Dr. Hemal Kaninde, Mohan Foundation, QAO, ISO Slider	
34	22-11-2023	Health Analytics – A Primer	Dr K Uma Lakshmi, Associate Prorfessor, CMR Institute of Technology, Bangalore	58
35	20-12-2023	Women Empowerment Programme	Dr. Deepamala Krishnamoorthy, Founder of Research and Action Centre for Local Democracy	150
36	03-02-2024	Emotional Resilience	Dr. Manimegalai, Assistant Professor, SRFMS	114
37	17-02-2024	Teaching Through Cognitive Psychology	Dr. S. Jayachandran, VP, Marutham Group	38
38	27-02-2024	Business Analyst Job Assist Program	J Saranya, Business Analyst MAKO IT Lab	109
39	13-03-2024	Art of Gamification in Classroom	Dr. R. Karuppusamy, Dean, HITS	21

Sl.No	Date	Topic	Name of the Resource Person	No. of Students
40	14-03-2024	CEO Talk Series-3	Mr. Santhosh Muruganantham, Co-founder MD, Kolapasi Chain of Restaurants	65
41	17-04-2024	Expert Talk on Data Analysis	Mr. S. Sudeesh, Associate Fellow in Data Science	58
42	02-05-2024	International Yoga Day	Dr. Manimegalai, Associate Professor, FAHS	52
43	09-05-2024	AI Trends in HR	Dr. R. Sabarisan, Medical Director, Bewell Hospital	45
44	05-06-2024	Rising Leader: Role of Youth in Volunteering	Ms. Hasini, Young Nutrition Ambassador of Tamil Nadu, ALER	70

Table 7.1.1.3 B Summits

S.No	Date	Title	Speakers	Number of Attendees
1	19-02-2021	Research in Healthcare using Secondary Data	1. Dr. S. Valarmathi, Research Officer, Dept. of Epidemiology, The Tamil Nadu Dr. MGR Medical University	371
			2. Dr. Ilavenil, Dentist & Anatomist, Sri Ramakrishna Dental College & Hospital, Coimbatore	
2	14-06-2021	Healthcare Technology Summit 2021	1. Mr. U.K. Anantha Padmanabhan, Director- Tenxhealth Technologies, Chennai	302
			2. Dr. Masood Ikram, Managing Director, Mellon Ai	
			3. Mr. Aswath KP, Team Lead, Accenture, Bangalore	
			4. Jayakanth S. Kesan, Founder & CEO, ZMed Healthcare Technologies	
			5. Mohammed Farouk, Associate Vice President, Strategy & Marketing, Dr. Rela Institute & Medical Centre	
			6. Deeksha Senguttuvan, Head - Digital Technology Adoption, Kauvery Hospital	

S.No	Date	Title	Speakers	Number of Attendees
3	02-07-2021	Emotional Re-engineering"Bring Awareness to Your Emotions, Actions, and Intentions during this Pandemic"	Mr. Ganesh Kumar S., Emotional Alchemist, Founder-EQ Universe Learning Solutions Pvt. Ltd., Author, EI Trainer & Coach, Master Practitioner in NLP (Neuro Linguistic Programming)	488
4	10-11-2021	Global Healthcare Leadership Summit 2021	1. Dr. Prabhu Vinayagam, Group CEO, Mandalay Group of Hospitals, Myanmar 2. Dr. Iraivan Thiagarajah, CEO, Melista Hospitals, Sri Lanka 3. Dr. Nadarajah Varatharajah, Independent Consultant, Western Virginia, USA 4. Dr. Harsh Mahajan, CEO, Mahajan Imaging, President, Nat Health 5. Dr. Nandakumar Jairam, Chairman & CMD, Columbia Asia Hospitals 6. Dr. Nilesh Shah, President & Chief of Science & Innovation, Metropolis Healthcare Ltd. 7. Mr. Koustav Chatterjee, Industry Principal, Healthcare and Life Sciences, Frost and Sullivan 8. Mr. Sowmyanarayan, Head, Innovation & Strategy, Novartis Pharmaceuticals Ltd.	252
5	27-10-2021	E-CEO Reflections	1. Dr. Karan Thakur, Vice-President, Operations and Communications, Apollo Indraprastha Hospital, New Delhi 2. Dr. Sameer Mehta, CEO, Dr. Mehta's Hospital, Chennai 3. Mr. Narayanan Muthusamy, COO, HCL Technology 4. Dr. K. Ravi Shankar, CEO & Medical Director, Sri Ramana Eye Centre, Chennai 5. Mr. Pravin Shekar, Chairman & CEO, KREA Healthcare Analytics, Chennai	105

S.No	Date	Title	Speakers	Number of Attendees
			6. Dr. Rao Kolusu, CEO, Be a Pal LLC, USA	
6	07-11-2023	First Commerce and Finance Conclave	1. Dr. Uma Sekar, Vice-Chancellor, SRIHER	370
			2. CMA Divya Abhishek, Chairperson, Southern India Regional Council, ICMAI	
			3. Mr. Raghavendra Prasad, Founder & MD, Wifin Technologies	
			4. Mr. Chandrashekar Kupperi, Founder, ANOVA Corporate Services Private Limited	
			5. CA Sridhar Venkatraman, CFO, Blue Star India Limited	
			6. CMA Rakesh Shankar Ravisankar, Special Invitee, IT Committee, ICMAI	
			7. CA Dr. Gopal Krishna Raju, Partner, K Gopal Rao & Co	
			8. Ms. Uma Meiyappan, Director of Commercials, Iyappan Engineering Industries Private Limited	
			9. Ms. Jayashree S Iyer, Company Secretary, ICSI	

Table 7.1.1.3 C Workshops

Sl No	Title	Date	Speakers	Number of Attendees
1	Budget Session 2021	10-02-2021	1. Dr. P. V. Vijayaraghavan, Vice Chancellor, SRIHER	178
			2. CMA P. Raju Iyer, Vice President, Chairman IAASB and Agricultural Task Force	
			3. CMA K. Ch. A. V. N. S. Murthy, Central Council Member, Chairman - Journal & Publications Committee, Chairman - Regional Council & Chapter Co-ordination Committee	
			4. CMA Chittaranjan Chattopadhyay, Central Council Member, Chairman - Banking Financial Services Insurance Committee, Chairman - Indirect Taxation Committee	

Sl No	Title	Date	Speakers	Number of Attendees
			5. Shri Raghavendra Prasad, Management Expert & Consultant, Founder & Managing Director - CEO, Wifin Technologies, Astraquick Digi Solutions Private Limited, Chennai	
			6. CMA Rakesh Shankar Ravisankar	
4	Budget Session 2022	04-02-2022	1. Dr. P. V. Vijayaraghavan, Vice Chancellor, SRIHER	186
			2. Dr. Mahesh Vakamudi, Dean of Faculties, SRIHER, Chennai	
			3. Mr. Abheek Barua, Chief Economist, HDFC Bank	
			4. CMA Raju Iyer, President, Institute of Cost Accountants of India	
			5. Dr. Harsh Mahajan, CEO, Mahajan Imaging, President, NatHealth	
			6. Dr Shravan Subramanyam, President and CEO, GE Healthcare India and South Asia, MD Wipro GE Healthcare	
5	Nursing Stewardship	26-Jul-2022 to 28-Jul-2022	1. Dr. K. C. John, Director, SRFMS	18
		6-Sep-2022 to 8-Sep-2022	2. Dr. Selvam Jesiah, Principal, SRFMS	
		21-Mar-2023 to 23-Mar-2023	3. Dr. Rohini K, Assistant Professor, SRFMS	
2	Joint Management Development Programme in Healthcare Costing and Finance	18-02-2023	1. Dr. Selvam Jesiah, Principal, SRFMS	80
			2. Mr. T. A. Srinivasan, General Manager, SRIHER(DU)	
			3. Dr. P. V. Vijayaraghavan, Former Vice Chancellor, SRIHER	
			4. CMA P. Raju Iyer, Immediate Past President [2021-22] & Council Member, The Institute of Cost Accountants of India	
			5. Dr. Uma Sekar, Vice Chancellor, SRIHER	
			6. CMA [Dr.] K. Ch. A. V. S. N. Murthy, Central Council Member	

Sl No	Title	Date	Speakers	Number of Attendees
			7. Dr CMA CA V. Murali, President, All India Taxpayer's Association	
3	Regional Seminar (SEBI, NSE, NSDL)	10-10-2023	1. Mr. Illango, AGM, SEBI	130
			2. Mr. Kiran David, AM, NSDL	
			3. Mr. Muthu Kamal, DGM, NSE	
			4. World Bank IT Consultant	
4	Joint Management Development Programme in Finance for Non-Finance Professionals (with Bentley University)	11-01-2024	1. Mr. Chandramoulee Palani, Management Coach and Consultant, Banking and Corporate Finance	33
			2. Dr. Sanjay Putrevu, Dean of Business, Bentley University, Washington DC, USA	
			3. Dr. Kartik Raman, Professor, Bentley University, Washington DC, USA	
			4. Mr Chandrashekar Kupperi, Founder, ANOVA Corporate Services, Private Limited	
5	National Level Workshop - Data Analysis for Business Research (DABUR)	28-Jun-2024 & 29-Jun-2024	1. Dr. Selvam Jesiah	48
			2. Dr. S. Dinesh, SRFMS	
			3. Dr. A. S. Poornima	
			4. Dr. Kasilingam, Pondicherry University	
			5. Dr. P. Mathivanan, NSB Academy, Bangaluru	
			6. Dr. C. Ganeshkumar. IIFT, New Delhi	
			7. Dr. Arun, VIT Academicians	

7.1.2. Participation of Industry Professionals in Curriculum Development, Projects, Assignments as Examiners in Summer Projects (15)

Industry professionals play a crucial role in the academic development at SRFMS by actively participating in curriculum design, guiding projects and assignments, and serving as examiners for summer internships and research work. Their involvement ensures that the curriculum remains aligned with current industry trends and practices, providing students with relevant, real-world insights. This collaboration enhances the academic rigor and practical applicability of SRFMS programs, preparing students for successful careers.

7.1.2.1 Industry Professionals in Curriculum Development

At Sri Ramachandra Faculty of Management Sciences, the involvement of industry professionals in curriculum development is a foundational principle that underpins the mission to cultivate industry-ready students. This collaboration enhances the educational experience and facilitates a smoother transition from academia to the workforce, thereby reducing the time and effort required for employers to onboard new hires. SRFMS actively collaborates with industry representatives, inviting them to campus for meaningful discussions that inform and refine the syllabus. This proactive approach ensures that the curriculum remains relevant, comprehensive, and aligned with the evolving demands of the industry.

Table 7.1.2.1 Industry Professionals as part of the Curriculum Development

S.No	Name	Designation	Affiliation	Contribution
1	Dr. Giridhar Gyani	Founder	Association of Healthcare Providers (India)	Helped in developing the curriculum for Executive Diploma Programme
2	Mr. B.G. Menon	Managing Director	ACME Consulting	Supports in developing and conducting Value Added Courses
3	Dr. Samuel N. J. David	Senior Manager	CMC Hospital, Vellore	Supports students for their internship
4	Mr. Sameer Mehtha	Vice-Chairman, Director,	Dr. Mehta's Hospital	Supports students for their internship

7	CMA Raju Iyer	Past President	Institute of Cost and Management Accountants of India	Supports in Curriculum of Finance Subjects
8	CMA Rakesh shankar Ravi Shankar	Member Internal auditing and assurance Standards Board	Institute of Cost and Management Accountants of India	Supports in Curriculum of Finance Subjects
9	Mr. R. Madhusudhan	IT Delivery Head for Digital Workplace Practice	Infosys	Supports in curriculum of management subjects

Table 7.1.2.2 Industry Professionals as Examiners for Summer Internship & Hands-On-Posting

S.No	Name of the Industry	Designation	Organisation	Date
1	Dr.Rajalakshmi Ram Prakash	Consultant	World Health Organization	12-06-2021
2	Mr RajaRajan	Chief Operating Officer	MGM hospitals	07-01-2022
3	Mr Sivabalan.G	Regional lab Manager Operations,	Apollo Diagnostics- Apollo Health and lifestyle	07-01-2022
4	Mr.Arun.S	Senior Manager, Quality Department	Sri Ramachandra Medical Centre, Chennai	07.06.2022
5	Mr.Manivel	Assistant Administrator	Sri Ramachandra Medical Centre, Chennai	15.06.2022
6	Mr.Hariprasad	Senior Hospital Administrator	Sri Ramachandra Medical Centre, Chennai	22.07.2022
7	Ms Vidya Mani	Hospital administrator,	Fortis Hospitals	30-11-2022
8	Dr Renuka Vidyashankar	Hospital administrator,	Independent consultant	30-11-2022
9	Mr.Alexander	Administrator, Blood Bank	Sri Ramachandra Medical Centre, Chennai	20.01.2023
10	Dr.T.V.Ramakrishnan	Head of the Department, Dept. of Emergency Medicine	Sri Ramachandra Medical Centre Chennai	20.01.2023
11	Ms.Selma Thomas	Deputy Nursing Superintendent	SRH, Chennai	12-04-2023
12	Dr.T.V.Ramakrishnan	Head of the Department, Dept. of Emergency Medicine	Sri Ramachandra Medical Centre Chennai	09.01.2024
13	Mr.Arun.S	Senior Manager, Quality Department	Sri Ramachandra Medical Centre, Chennai	09.01.224
14	Mr.Hariprasad	Senior Hospital Administrator	Sri Ramachandra Medical Centre, Chennai	10.05.2024

Sri Ramachandra Faculty of Management Sciences (SRFMS) fosters strong industry connections by inviting esteemed professionals from various healthcare organizations to serve as examiners. By engaging experts such as consultants from the World Health Organization, senior administrators from MGM Hospitals and Apollo Diagnostics, and key personnel from Sri Ramachandra Medical Centre, SRFMS ensures that students gain industry insights and feedback. This approach bridges the gap between academia and industry, providing students with a deeper understanding of industry standards and expectations, which enhances their professional readiness.

7.1.3 Initiatives related to Industry, including Executive Education, Industry Sponsored Labs and Industry Sponsorship of Student Activities (15)

Initiatives related to industry collaboration play a vital role in enhancing the learning experience at SRFMS. These initiatives include executive education programs designed to upskill working professionals, industry-sponsored labs that provide students with access to cutting-edge technology and real-world projects, and the sponsorship of student activities by industry partners. By fostering close ties with the corporate world, SRFMS ensures that students gain exposure to the latest industry trends and practices, while also encouraging innovation, research, and professional development. These partnerships strengthen the bridge between academia and industry, preparing students to meet the evolving demands of the business landscape.

7.1.3.1 Executive Education at SRFMS

SRFMS has introduced key academic programs over recent years. In the 2022-2023 academic year, SRFMS launched a Certificate Programme in Healthcare Finance in collaboration with ICAI, aimed at equipping students with specialized financial knowledge and skills for the healthcare sector. Looking ahead, for the 2024-2025 academic year, SRFMS plans to introduce Executive Development Programmes in collaboration with XLRI, one of India's premier management institutes. These proposed programs are designed to offer cutting-edge education and practical expertise, strengthening SRFMS's commitment to providing high-quality, industry-relevant education. Table 7.1.3.1 outlines

Table 7.1.3.1 Executive Programmes

Academic Year	Programme
2022-2023	Certificate Programme in Healthcare Finance
2024-2025	Certificate Programmes with XLRI Proposed 1. Senior Management Programme(SMP) on Driving Strategic Choices in Healthcare 2. Senior Management Programme(SMP) on Managing Digital Business Models and Digital Transformation in Healthcare

7.1.3.2 Industry-Sponsored labs

The Language Lab, sponsored by Sri Ramachandra Medical Centre, is a vital resource aimed at developing effective communication skills among students. This facility uses specialized software to help students acquire Listening, Speaking, Reading, and Writing (LSRW) skills engagingly and interactively. The lab offers a structured platform for learning language fundamentals, enabling students to practice and refine their communication abilities. This initiative is instrumental in equipping students with the language proficiency required for professional success, ensuring they are well-prepared for future leadership roles.

7.1.3.3 Industry Sponsorship of Student Activities

At Sri Ramachandra Faculty of Management Sciences (SRFMS), industry sponsorships play a crucial role in supporting and enhancing student activities, such as the annual management fest, ETHOZ. SRFMS actively encourages students to engage with the corporate world by seeking sponsorships for their events. This not only provides financial backing but also offers students a real-world learning experience in business communication, networking, and event management.

The process of securing industry sponsorships involves concept selling, where students present their event ideas to potential sponsors, highlighting the benefits of associating their brand with a vibrant student community. SRFMS facilitates this by offering guidance and mentorship, enabling students to craft compelling sponsorship proposals, negotiate terms, and foster long-term professional relationships with industry leaders.

Through these sponsorships, students gain exposure to the corporate ecosystem, learning to

align their initiatives with industry interests while demonstrating their abilities to organize and manage large-scale events. This experience not only enhances the quality of student activities but also equips students with the skills needed to thrive in their future careers, making them industry-ready.

Table 7.1.3.3 Industry Sponsorship of Student Activities

S.No	Year	Organization	Amount (In Rs.)	Sponsor Type
1		KVG Builders	50000	Platinum Sponsor
2		Ola	10000	Silver Sponsor
3		Munchys	1000	Stall
4		Lil Tara	3000	Stall
5		Meric Bags	2500	Stall
6		Waf Bites (2 Stalls)	4500	Stall
7		Skoda Cars	10000	Stall
8	2022	Stalin Kitchen	4000	Stall
9		Hot Sandwiches	3000	Stall
10		Bbq Bullets	2000	Stall
11		Kancheepuram Silks	30000	Gold Sponsors
12		Navin Builders	10000	Silver Sponsors
13		Sprittle Technologies	10000	Stall
14		Karthik Sarees	1500	Stall
15		Mohana Jewelers	1000	Stall
16		Adhhya Creations (Incl Tax)	1,16,000	Sponsor
17		Frozen Bottle	3500	Stall
18		Madras Kneads	5000	Stall
19	2023	Adyar 1 Kg	5000	Stall
20		MB Foods	5000	Stall
21		1 By 2 Cafe	3500	Stall
22		Old Madras Goli Soda	5000	Stall
23		Yummy Cakes	5000	Stall
24		Daffodils	4000	Stall

S.No	Year	Organization	Amount (In Rs.)	Sponsor Type
25		Sri Kauvery Medical Care India Ltd	29,500	Sponsor

7.1.4. Involvement of Industry Professional as Members of Various Academic Bodies/Boards (15)

SRFMS enjoys the benefit of working under a university largely focusing on health sciences coupled with two hospitals inside the campus. Most of the internal members are health professionals with vast experience in hospital administration. However, the experts of varied expertise are chosen from outside the hospitals to bring interdisciplinary aspects into our curriculum and teaching and learning process. Table 7.1.4 presents the involvement of Industry professionals in our academic board apart from the professionals from two hospitals within our university.

Table 7.1.4 Involvement of Industry Professionals in Academic Board

S.No	Name	Designation	Affiliation
1.	Dr. Giridhar Gyani	Founder	Association of Healthcare Providers (India)
2	CMA P Raju Iyer	Former President	Institute of Cost Accountants of India
3	Dr. M. Kanagavel	Director	Gastropro, GI and Minimal Access Surgery, St Isabel's Hospital, Mvlaoore, Chennai - 600 004.
4	Mr. R. Madhusudhan	Practice Manager	Digital Workplace Services, Infosys, Chennai
5	Mr C N Kshetragna	Founder Director	Career High
6	CMA Rakesh Shankar Ravi shankar	Member- Internal Auditing and Assurance Standards Board	The Institute of Cost Accountants of India

7.1.4.A Industry Partnership

SRFMS has established strategic partnerships with several esteemed organizations to enhance academic excellence, industry collaboration, and skill development for students and faculty. These Memorandums of Understanding (MoUs) provide opportunities for joint programs, specialized training, and exposure to cutting-edge industry practices. Below is a summary of key collaborations across different academic years, highlighting the scope and impact of each partnership.

Table 7.1.4 A MoUs with Industries

S.No	Academic year	Organization	About the organization	Scope of the MoU	STATUS
1	2018-2019	National Entrepreneurship Network – Wadhwani Foundation	Wadhwani NEN empowers professionals, post-college, college and pre-college students with knowledge and skills to create high-potential startups.	National Entrepreneurship Network https://www.wfglobal.org/ offers various courses to Students and Faculty of SRFMS	LIVE
			College Entrepreneurship Programs for students with 360- degree transformation and real- world learning through Courses and Startup Labs	Massive Open Online Courses: Entrepreneurial courses consisting of various video lectures, contents, and assignments. Students are enrolled to the courses and tracked for completing the same. Courses are offered as General Elective papers across the university.	
			Wadhwani NEN Programs: NextGen: Activate (for those in the early semester of the graduate program) and Ignite (for professionals, PGs and those in advanced years of their graduate program)	Faculty training	

S.No	Academic year	Organization	About the organization	Scope of the MoU	STATUS
			Foundational Course: from a business model, MVP and Practice Venture (PV) to a Potential Real Venture (PRV) Advanced Course: from a PRV to a Validated Real Venture (VRV) with funding potential		
			Emphasis on _Do' pedagogy		
			through videos, activities and assignments, and PV pitches		
			Specialists and Project Managers is the largest in India today.		LIVE
2	2021-2027	Institute of Cost Accountants of India	The Institute of Cost Accountants of India is the only recognized professional body in India to promote, regulate, and develop the profession of Cost and Management Accountancy in India.	Guest lectures Certificate Programme in Healthcare Finance Joint MDP in Healthcare Costing and Healthcare Finance First Commerce and Finance Conclave	LIVE
3	2024- 2025	XLRI	Academic & Research Collaboration	Proposed joint programs through this MoU are 1. Short-term Management Development Programs (less than 6 months duration) 2. Short-term Certificate programs. 3. Long-term Certificate programs (1 year to 15 months duration) 4. Diploma Programs (1 year to 2 year duration)	LIVE
4	2024-2025	ZOHO Corporation	Academic Collaboration	Two Faculty members attended ZOHO Training.	LIVE

MoU with ICAI on 10.02.21

MoU with XLRI on 21.11.2023

MoU with ZOHO Corporation on 14.08.2024

7.2 International Connect (40)

In an increasingly interconnected world, the ability to work in multicultural environments has become essential for students. Global awareness is no longer just an advantage but a necessity. SRFMS, with its collaborations with renowned international universities, is dedicated to equipping students with the intercultural skills and global mindset required to succeed in today's competitive landscape. These partnerships provide our students with valuable exposure to diverse perspectives, fostering a learning environment that goes beyond borders.

By embracing a global approach to education, SRFMS ensures that students are not only academically proficient but also culturally adept, preparing them to navigate and excel in international settings. Our commitment to continuous improvement empowers students to become agile, inclusive leaders who are ready to meet the demands of an ever-changing global marketplace.

Table 7.2 A   MoUs with International Universities

S. No	Institution / Organization collaborated with	Country	Reason for MoU [Education/ Research/ Clinical Career etc]	Signed by MoU	Signed by SRMC	From	To	Renewal
1	University of Hull	UK	Exchange of students/ Faculty, Coordinate of such activities as Joint Research, Lecturing and Training	Prof. Philip Gilmartin-Pro-Vice Chancellor (International)	Dr. PV. Vijayaraghavan-Vice Chancellor	02.08.2019	02.08.2021	Live
2	Bentley University, USA	USA	Collaborative Programmes, Student & faculty exchange	Dr Sanjay Putrevu Dean of Business Bentley University	Dr Uma Sekar, Vice Chancellor, SRIHER	20/3/2023	19/3/2031	Live

Date : July 6th 2022 - July 14th 2022

University Of Hull – Students' Visit Program

The Faculty of Management Sciences, SRIHER, had the distinct honor of hosting a group of students from the University of Hull for an enriching India Immersion Program from 6th to 14th July 2022. This diverse group of 11 students, accompanied by a faculty member from the University of Hull and three facilitators from Think Education, visited as part of an international exchange initiative.

To provide the students with a genuine experience of India, a thoughtfully curated 5-day program was designed, blending expert lectures, student interactions, and cultural events. The visiting students gained fascinating insights into the Indian economy and its rich socio-cultural diversity, which they explored with enthusiasm and curiosity. Additionally, they were invited to share aspects of their life at the University of Hull, sparking lively conversations and an exchange of ideas that allowed both sides to appreciate the value of cross-cultural learning and explore opportunities for higher education abroad.

Innovation and entrepreneurship, central themes in today's world, took center stage during a high-powered session led by start-up founders Mr. Avnish Parekh and Ms. Sujini, who shared their perspectives on healthcare innovation. The visit concluded with a heartfelt farewell in the boardroom, where the institution's officials, along with the Principal and faculty members of SRFMS, expressed their gratitude and bid farewell to the guests, marking the end of a memorable and impactful program.

<div align="center">

January 11th 2024

MoU Exchange with the University of Bentley

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Sri Ramachandra Faculty of Management Sciences (SRFMS) has strategically leveraged its partnership with Bentley University to offer high-impact educational opportunities that enhance both professional and academic development. A prime example is the joint Management Development Program (MDP) titled "Finance for Non-Finance Professionals & Start-Up Financing," conducted on January 11, 2024. This initiative, led by Dr. Karthik Raman, Professor and Chair of the Department of Finance at Bentley University, was pivotal in equipping non-finance professionals with essential financial knowledge. Participants gained practical insights into financial planning, budgeting, and investment strategies, which are critical for making informed decisions in their respective fields. Dr. Raman's expertise not only bridged complex financial concepts but also tailored them to professionals and entrepreneurs seeking to navigate financial aspects of their ventures with confidence.

This MDP underscores SRFMS's commitment to offering cutting-edge executive education, a key advantage of the Bentley University collaboration. Through this partnership, SRFMS has successfully introduced globally relevant content, thereby expanding its educational footprint beyond traditional academic programs. The success of this program showcases the institution's ability to deliver impactful, real-world knowledge in a rapidly evolving business environment.

While the B.Com (Twinning Programme), introduced in 2023-24, benefits majorly from this partnership—offering students direct interaction with global faculty like Dr. Raman during orientation and beyond—the MDP serves as a flagship example of how SRFMS has harnessed the Bentley MoU to extend its reach, particularly in delivering executive education tailored to contemporary business needs. The collaboration not only elevates the academic experience but also empowers professionals to apply advanced financial concepts in practical settings.

SRFMS has consistently strengthened its industry and international connections through a series of well-structured initiatives that seamlessly blend academic rigor with practical exposure. The practice of industry internships, summer training, study tours, and guest lectures ensures that students are equipped with hands-on experience and real-world insights, creating a bridge between theoretical learning and practical application. Additionally, the active participation of industry professionals in curriculum development, project assignments, and acting as examiners for summer projects has infused the academic framework with current industry practices and standards.

SRFMS also places a strong emphasis on executive education, with programs like the joint MDP with Bentley University serving as flagship initiatives that bring global expertise directly to participants. Industry-sponsored labs and support for student activities further enhance this connection, fostering an environment where students can innovate and explore new frontiers in collaboration with industry leaders. Furthermore, the involvement of professionals as members of various academic boards ensures that the institution's programs remain dynamic, relevant, and aligned with the evolving needs of the Healthcare world.

Through these multifaceted initiatives, SRFMS has successfully cultivated a robust industry and international connect, ensuring that its students and faculty are well-integrated into the global Healthcare business landscape. This holistic approach to education, combining academic excellence with industry interaction, prepares students to emerge as competent professionals, ready to make significant contributions in both local and global contexts.

CRITERION 8	Infrastructure	75

8.1 Classroom & Learning Facilities (25)

SRFMS has adequate infrastructure that has been built with centralized air-conditioned classrooms, a seminar hall, an auditorium, and separate hostels for men and women. SRFMS is attached to two hospitals namely Sri Ramachandra Medical Centre and Sri Ramachandra Hospital with 2422 beds equipped with state-of-art infrastructure. Both Hospitals within the campus enhance the intense practicum which is facilitated through Hands-on Posting (a unique learning platform for practice and live projects on a need basis). These two hospitals are the centers for Healthcare quality and patient safety which is the fulcrum of teaching, learning, and research that has facilitated NABH and NABL accreditations. The classroom & learning facilities, and infrastructure details of SRFMS are given in Table 8.1A.

Table 8.1A Instructional Areas

S.no No.	Description	Room No.	Building Name &Floor	Room Area (Sqm)
1	Class Room-1 (64 nos. Seating Capacity)	10	Smt.Kamalam Ramaswamy Health Sciences Block- IV floor	95
2	Class Room-2 (60 nos. Seating Capacity)	11	Smt.Kamalam Ramaswamy Health Sciences Block - IV floor	83
3	Class Room-3 (48nos. Seating Capacity)	15	Smt.Kamalam Ramaswamy Health Sciences Block - IV floor	67
4	Tutorial Room-1 (36 nos. Seating Capacity)	16	Smt.Kamalam Ramaswamy Health Sciences Block - IV floor	49
5	Tutorial Room-2 (36 nos. Seating Capacity)	17	Smt.Kamalam Ramaswamy Health Sciences Block - IV floor	49
6	Tutorial Room-3 (30 nos. Seating Capacity)	17	Smt.Kamalam Ramaswamy Health Sciences Block- III floor	48
7	Tutorial Room-4 (30 nos. Seating Capacity)	18	Smt.Kamalam Ramaswamy Health Sciences Block - III floor	47
8	Seminar Hall (187 nos. Seating	20	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	150

S.no No.	Description	Room No.	Building Name &Floor	Room Area (Sqm)
	Capacity)			
9	Computer Lab	12	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	75
10	Language Lab	12 A	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	20
11	Exam Cell	16	Smt.Kamalam Ramaswamy Health Sciences Block III floor	23
12	Research Cell	15	Smt.Kamalam Ramaswamy Health Sciences Block III floor	23
13	Entrepreneurship Development Cell	14	Smt.Kamalam Ramaswamy Health Sciences Block III floor	23
14	Library Reading Room	23	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	24
15	Board Room	18	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	27
16	Placement Cell	1	Smt.Kamalam Ramaswamy Health Sciences Block III floor	17
17	Girls Common Room	10	Smt.Kamalam Ramaswamy Health Sciences Block III floor	35
18	Boys Common Room	9	Smt.Kamalam Ramaswamy Health Sciences Block III floor	31
19	First Aid cum sick Room	22	Smt.Kamalam Ramaswamy Health Sciences Block III floor	19
20	Director Room	1	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	30
21	Principal Room	22	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	15
22	Faculty Room -1	3	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	10
23	Faculty Room -2	4	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	10
24	Faculty Room -3	9	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	30
25	Faculty Room -4	19	Smt.Kamalam Ramaswamy Health Sciences Block IV floor	15
26	Library Reading Room -2		Sri Ramachandra Harvard Learning Centre & Ground Floor	3047
27	Computer Center		Medical College Building I Floor	150
28	Exam controller Office		Medical College Building III floor	217

S.no No.	Description	Room No.	Building Name &Floor	Room Area (Sqm)
29	Board Room		Medical College Building ground floor	102.6
30	Placement Office		Medical College Building III floor	55
31	Sports Club		Sports Medicine Centre	302
32	Girls Common Room-2		Girls Hostel	80
33	Boys Common Room-2		Boys Hostel	78
34	Principal's Quarter		3BHK Building	130
35	Guest House		3BHK Building	200
36	Auditorium		Main Auditorium	7540

*common facilities shared with SRIHER.

SRFMS has fulfilled the required room Areas (Sqm.) of AICTE norms and the details are given in Table 8.1B

Table 8.1B Required Room Areas (Sqm.) as per AICTE Norms

Type	Actual Room Area (Sq.m)	Required Room Area (Sq.m.) as per AICTE Norms
Classrooms	362	132
Tutorial Room	145	33
Seminar Hall	150	132
Computer Center	150	150
Library & Reading Room	3080	100
Language Laboratory	36	33

SRFMS meets the norms and standards of AICTE as per the instructional & learning facilities and the details are furnished in Table 8.1A & 8.1B and the details of infrastructure facilities are given in Table 8.1C.

Table 8.1C Infrastructure Facilities

Type	Room No.& Floor	Facilities	Quantity
Classroom-1	10 (IV floor)	Wall clock	1
		Projector	1
		Projector Screen	1
		CPU	1
		Keyboard	1
		Mouse	1
		Godrej Table	32
		Godrej Chair	64
		Podium	1
		Ceiling Fan	6
		White Board	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
		Computer Monitor	1
Classroom-2	11 (IV floor)	Wall clock	1
		Projector	1
		Projector Screen	1
		CPU	1
		Keyboard	1
		Mouse	1
		Godrej Table	30
		Godrej Chair	60
		Podium	1
		Ceiling Fan	8
		White Board	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
		Smart Board	1
		Computer Monitor	1
Classroom-3	15 (IV floor)	Wall clock	1
		Projector	1
		Projector Screen	1
		CPU	1
		Keyboard	1
		Mouse	1
		Godrej Table	23

Type	Room No.& Floor	Facilities	Quantity
		Godrej Chair	46
		Podium	1
		Ceiling Fan	6
		White Board	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
Tutorial Room-1	16 (IV floor)	Wall clock	1
		Projector	1
		Projector Screen	1
		CPU	1
		Keyboard	1
		Mouse	1
		Godrej Table	18
		Godrej Chair	36
		Podium	1
		Ceiling Fan	6
		White Board	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
Tutorial Room-2	17 (IV floor)	Wall clock	1
		Projector	1
		Projector Screen	1
		CPU	1
		Keyboard	1
		Mouse	1
		Godrej Table	18
		Godrej Chair	36
		Podium	1
		Ceiling Fan	7
		White Board	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
Tutorial Room-3	17 (III floor)	Table	1
		Ceiling Fan	4
		Steel chair	30
		LCD Projector / Screen	1
		Wooden cupboard	1

Type	Room No.& Floor	Facilities	Quantity
		Steel Cupboard	1
Tutorial Room-4	18 III floor)	Chairs	48
		Ceiling Fan	4
		Wall mount fan	1
		LCD Projector / Screen	1
Seminar Hall	20 (IV floor)	Cushion chairs	
		Wooden table (Long)	1
		Godrej chairs	100
		Ceiling fans	16
		Wall mount fan	1
		Podium with mike	1
		Iron table with granite top	3
		Wooden cupboard	1
		CPU	1
		Computer Monitor	1
		CPU	1
		Keyboard	1
		Mouse	1
		Audio system	1
		Projector	1
		Projector Screen	1
		Projector remote	1
		Wall clock	1
		Wall Decor	1
Computer Lab	12 (IV floor)	Computer Monitor	31
		CPU	31
		Keyboard	31
		Mouse	31
		UPS	31
		Pedestal Fan	1
		Ceiling Fan	6
		Blue plastic chair	4
		Godrej Chair	5
		Revolving chair	22
		Wall Decor	13
		Wooden Table	1
		Notice Board	1
Language Lab	12 A (IV Floor)	Computer Monitor	8
		CPU	8
		Keyboard	8

Type	Room No.& Floor	Facilities	Quantity
		Mouse	8
		Wall clock	1
		Projector	1
		Projector Screen	1
		Godrej Table	8
		Godrej Chair	16
		Wooden computer table	1
		Ceiling Fan	1
		White Board (mobile)	1
		CCTV Camera	1
		Dustbin	1
		Wooden Cupboard	1
		Wooden computer table	1
		Computer Monitor	1
		Web Camera	1
		Headset	1
Exam Cell	16 (III floor)	Table	12
		Centre Table	2
		Plastic Chair	6
		Ceiling Fan	1
		Television	1
Research Cell	15 (III Floor)	Table	10
		Chair	2
		Centre table	1
		Television	1
Entrepreneurship Development Cell	14 (III floor)	Plastic chair	17
		Table	8
		Centre Table	1
		Television	1
		Wooden Cupboard	1
		Computer Monitor/CPU/Keyboard/Mouse	1
Library Reading Room	23 (IV floor)	Godrej Cupboard	7
		Computer Monitor	1
		CPU	1
		Keyboard	1
		Mouse	1
		Plastic Chair (Blue)	1
		Wooden Table	3

Type	Room No.& Floor	Facilities	Quantity
		Wooden Table with cupboard & draw	1
		Ceiling Fan	3
		CCTV Camera	1
		Godrej Table	1
		Godrej Chair	2
Board Room	18 (IV floor)	Steel Cupboard	6
		Godrej Cupboard	3
		Godrej Table	2
		Computer Monitor	2
		CPU	2
		Keyboard	2
		Mouse	2
		Cushion chair	11
		Wooden conference table	1
		Ceiling fan	2
		Pedestal Fan	1
		CCTV Camera	1
		Wall Clock	1
Placement Cell	1 (III Floor)	Ceiling Fan	1
		Table	2
		Chair	2
		Steel Cupboard	5
		Plastic chair	4
		Sofa	1
Girls Common Room	10 (III Floor)	Steel Cupboard	1
		Granite Table	2
		Chair	20
		Board	1
		Ceiling Fan	2
Boys Common Room	9 (III Floor)	Table	3
		Steel Cupboard	1
		Board	1
		Chairs	12
First Aid and Sick Room	22 (III Floor)	Wooden Table with Draw	1
		Steel Cupboard	1
		Wooden Table	1
		Revolving chair	2
		Cushion chair	1

Type	Room No.& Floor	Facilities	Quantity
		Computer Monitor/CPU/Keyboard/Mouse	1
		Speaker set	1
Director Office	1 (IV Floor)	Wooden computer table with cupboard	1
		Wooden Table	1
		Wooden Cupboard	5
		Leather revolving chair	1
		Leather Cushion chairs	8
		Computer monitor	1
		CPU	1
		Keyboard	1
		Mouse	1
		Telephone (Intercom / Direct Line)	2
		HP Black & White printer	1
		wall clock	1
		Headset	1
		Collar mike	1
		Hand mike (Cordless)	3
		Pointer with slide changer	1
		i-pen for the smart board	2
		Biometric attendance device	4
		Laptop	1
		Ceiling Fan	2
		Dust Bin	1
		Wall clock	1
Principal Office	22 (IV Floor)	Ceiling Fan	1
		Wall clock	1
		Dust Bin	1
		Wooden Cupboard	1
		Notice board	2
		Wooden Table	1
		Wooden computer table with draw & cupboard	1
		Wooden computer table with cupboard	1
		Computer monitor	1
		CPU	1
		Keyboard	1

Type	Room No.& Floor	Facilities	Quantity
		Mouse	1
		Intercom	1
		Leather revolving chair	1
		Leather Cushion chairs	7
		Wooden stool with glass top	1
Faculty Room -1	3 (IV Floor)	Notice board	1
		Wooden computer table with draws	1
		Wooden computer table	1
		Wooden cupboard	1
		Godrej cupboard	2
		Cushion chair	1
		Computer monitor	1
		CPU	1
		Keyboard	1
		Mouse	1
		Intercom	1
		Ceiling Fan	1
		Revolving chair	1
		Dust bin	1
Faculty Room -2	4 (IV Floor)	Wall clock	1
		Ceiling Fan	2
		Wooden computer table with draws	2
		Computer monitor	2
		CPU	2
		Keyboard	2
		Mouse	2
		Intercom	1
		Wooden cupboard	1
		Godrej cupboard	2
		Cushion chair	1
		Plastic Blue chair	4
		Notice Board	4
		Revolving chair Black	1
Faculty Room -3	9 (IV Floor)	Wall clock	1
		Ceiling Fan	4
		Wooden table with draws	4
		Computer monitor	4
		CPU	4

Type	Room No.& Floor	Facilities	Quantity
		Keyboard	4
		Mouse	4
		Intercom	1
		Wooden cupboard	4
		Godrej cupboard	4
		Cushion chair	4
		Plastic Blue chair	8
		Notice Board	5
		Dust bin	1
Faculty Room -4	19 (IV Floor)	Wall clock	1
		Ceiling Fan	1
		Wooden table with draws	2
		Computer monitor	2
		CPU	2
		Key board	2
		Mouse	2
		Intercom	1
		Wooden cupboard	1
		Godrej cupboard	2
		Cushion chair	2
		Plastic Blue chair	4
		Notice Board	2
		Dust bin	1
		Revolving Chair	2
		Pedestal fan	1
		Plastic Blue chair	2

SRFMS has adequate and well-equipped air-conditioned classrooms with computers, wall-mounted LCD projector, and audio systems. There is a seminar hall for students' activities and presentations. Tutorial classrooms are used to advance students' learning in their respective disciplines. The close interaction between the faculty members and students through the scheduled tutorial hours has helped students to acquire active, constructive, deep, and experiential learning. The library cum reading hall is open for students till 6.00 pm. There is a computer center with an adequate number of computers and software installed. In addition, there are two common rooms for Girls and Boys each.

8.2   Library (20)

A central library (4000 sq.m) of SRIHER has a total seating capacity of 650, including self-reading rooms, which are open between 8 a.m. and 10 p.m., allowing the faculty members and students of the institution to utilize the facility. 75 computers with high-speed internet connectivity are attached, along with 3 photocopiers with online printers and 6 Laser Printers; the details are given in Table 8.2A.

Table 8.2A Library Infrastructure & Facilities

S.No	Particulars	Numbers/Available
1	The carpet area of the library (in sq.m)	4000 sq.m
2	Number of seats in reading space	650
3	Availability of Library Management Software	Available
4	Computerization for Search, Indexing (OPAC)	02
5	Availability of Exclusive Servers	Yes
6	Availability of Intranet / Internet	Yes
7	Computers with Internet Connectivity	75
8	WiFi Connectivity	Available (Bandwidth)
9	40" Touch Screen: Interactive User Interface	Available
10	Photocopier with Online Printer	03 (Photocopying Machine)
11	Laser Printer	06
12	Image Scanner	03
13	Projector cum Computer	Available in library Auditorium
14	SWAYAM Prabha 32 DTH Channels with LED	Available
15	Working Hours	8.00 A.M to 10.00 P.M

Figure 8.2 Library Infrastructure & Facilities

Learning Resources

SRIHER provides an educational ecosystem well appreciated by regulatory bodies which include AICTE and UGC as well as Accreditation bodies namely JCI, NABH, NABL, AERB, NAAC, NBA, and NIRF.

Relevance of available learning resources including e-resources & digital library

The Central Library holds 13139 volumes with 6696 books and is connected to DELNET e-resources and the National Digital Library Repository along with a remote access facility. Integrated Library Management Software (ILMS) and the Radio Frequency Identification Device (RFID) facilitate seamless library functions. Also, Ph.D. theses that were submitted to the Institute are uploaded to the INFLIBNET Shodhganga repository. Program-specific electronic gateways to global and national e-journal literature and academic journals such as Taylor and Francis and EBSCO are effectively utilized by students and faculty members. The details are given in Table 8.2B.

Table 8.2B Learning Resources Including E-Resources

S.No.	Particulars			Holdings
	I. Print Resources			
a	Titles	6696		14110
	Volumes	13139		
b	Periodicals	International	5	24
		National	19	
c	Projects		610	
d	Back Volumes (Bound volumes)		396	
	II. Non-Print Resources (E-Resources)			
e	E-Books	1.	CBS Eduport& Clinical key	2019
f	E-Journals	2.	EBSCO Health Business Elite	570
		3.	Taylor and Francis (Package)	192
		4.	Delnet Consortium	13275
g	AV (CDs & DVDs)			242
h	Inter Library Loan / Memberships	1. 2.	British Council Delnet membership	
i	Institutional & Associate Memberships	1. 2.	Shodhganga (INFLIBNET) Shodhsindhu	
j	Digital Portals	1. 2.	https://digicampus.sriramachandra.edu.in/ Library web portal: **library. sriher.com**	

Library Sections & Services

The institutional library provides advanced reading material with the help of e-Library and sriher.remotlog.com through the DELNET subscription. Integrated library management software (ILMS) was developed to facilitate operations of the library which provides seamless generation of summary reports of the number of documents circulated, use of features like member profile, user profile, counter services, journal master entry, member search, admin master facilities like password change, transfer of books to the department library, retransfer, transfer for binding, stock verification and reservation of documents are enabled in the software. Besides the software helps to generate reports on counter service usage reports, master reports, department statistics, transfer reports, fine receipts, library collections, random reports, and student biometric registration. The basic search features help to trace the document's location. The details of Library Sections and Services are given in Table 8.2C.

Table 8.2C Library Sections and Services

S.No.	Section	Services
1	Textbook	Volumes available for circulation Accessioned in the stock register, cataloged, and made available on OPAC
2	Reference	Consists of handbooks, pharmacopeia, encyclopedias, dictionaries, yearbooks, atlas, etc…
3	Periodicals	National and international journals, magazines, and dailies available in print and online version
4	Back Volumes	Back volumes are bound and available for reference
5	Circulation	Lending services provide access to the Text and general book collections in the main library to the faculty and students on the production of ID cards. The materials lent can be held by the borrowers for 14 days period and can be renewed if required. Materials can also be checked out through an automated machine kiosk using the smart card integrated with RFID technology.
6	Reprography	The importance of photocopying in libraries has become obvious in the areas of inter-library lending and distant consultation of books, journals, and other rare or fragile library materials that could easily be damaged during transportation or through direct consultation over time.
7	Virtual Knowledge	Digital library with 70 nodes housed with all the e-resources content in the central library available for use on

S.No.	Section	Services
	Resource Centre	all the days of a week.
8	e-Knowledge Resource Centre	The center has the facilities to provide electronic access to content subscribed by the central library to all the faculty, Research Scholars, and students through on-campus and off-campus 24x7x365
9	Research Scholar Carrels	The central library has rich archival collections dating back 18th centuries are the boons to the research community.
10	New Arrivals	New arrivals are displayed in a separate showcase and screened on the display screen
11	Question Bank	Question bank available at the library portal and in the photocopier's section for ready reference to the students
12	Competitive Examination	Students are made known about the competitive examinations conducted by the different governments through clipping on the library notice board.

Information Services

Central Library of SRIHER provides the following information services:

- Library holdings through OPAC
- Self-check-in/checkout machine provided
- Digital library
- Off-campus facility (24x7)
- Archives (Since 1892)
- RFID technology
- Wi-Fi-enabled library premises
- Reprography Service
- Article request service
- Online database service
- Interlibrary loan
- User Orientation
- Question bank
- Reference service
- Books exhibitions at regular intervals

Accessibility to Students

Central Library of SRIHER- Rules and regulations are as follows:

● Lending services provide access to the general book collections in the main library to the faculty and students

● The materials lent can be held by the borrowers for 14 days and can be renewed if required.

● Materials can also be checked out/in through an automated machine kiosk using the smart card integrated with RFID technology.

● Library invested heavily in electronic resources such as e-journals, eBooks, and specialty online databases. These facilities are provided central library through on-campus and off-campus.

● Library user should register their physical presence through a biometric registry for the effective utilization of physical materials.

● Book bank facility can be availed.

● The Journal section is open to all Faculties and students.

Table 8.2D Central Library Accessibility- Lending Services

User Category	No. of Books	Retention Period (in days)	Renewal (in days)
PG	3 (Library) + 3 (Book Bank)	14 (Library) 180(Book Bank)	14 (Library) 180(Book Bank)
Research Scholar	3 (Library) + 3 (Book Bank)	14 (Library) 180(Book Bank)	14 (Library) 180(Book Bank)
Faculty	3	14(Library)	14(Library)

SRFMS- Rules and Regulations are as follows:

General Rules

● An Identity Card is compulsory for getting access to library books.

● Issue and return of books are between 3.30 p.m to 4.30 p.m. on Fridays of every week.

Circulation

● Books are issued on the presentation of the ID card.

● Students are instructed to sign in the register on issue and return of book(s)

● Students are instructed to check the books while borrowing and they will be responsible for any type of damage noticed at the time of return.

- Books can be kept in the custody of the Students for 14 days from the date of issue of the book.

- A maximum of 3 books can be kept in the custody of the students.

- Books borrowed should be returned on or before the due date.

- If books are returned late, a fine will be charged for the delayed period.

From 15 days to 22 days –Rs.5/- per day.

From the 23rd day onwards- Rs. 10/- per day.

If the books are lost, then the borrower has to replace the books of the same edition or the latest edition or pay double the cost of the book after getting permission from the Principal.

8.3 IT Infrastructure and Learning Management System (30)

8.3.1 IT Infrastructure

Availability of composite hardware, software, network resources, and services required for the existence, operation, and management of an institution's IT environment. SRFMS has fulfilled the IT requirements of AICTE and the details are given in Table 8.3A.

Table 8.3A IT Infrastructure

IT Infrastructure	Details/Remarks
Number of Systems in Computer Lab& Language Lab connected by LAN and WAN	31 Systems (computer lab)+ 8 systems (language lab) connected on LAN. The Wi-Fi is enabled to complete Block (Smt. Kamalam Ramaswamy Health Sciences Block) and can connect to Captive Portal with their respective user name and password at any time by using campus Wi-Fi. (Pulse Communication for Wi-Fi)
System Configuration	HP /ACER systems with 4 GB RAM and 500 GB HDD with i3 Processor.
Software installed	Operating System. Windows 10 64 bits and MS –Office 2010 Quest for Backup. E-Governance software is used for academic purposes and also developed a

IT Infrastructure	Details/Remarks
	student App for the same.
Number of PCs to student ratio	31 + 8 PCs Ratio=1:4
Internet Bandwidth	2 Gigabyte Dedicated Line and +1 Gigabyte Shared Line. Bandwidth details : 1. 1:1 leased line of 1gbps 2nos, Shared Internet NKN teased line of 1gbps 1no.
Major Software Packages are available.	Using E-Governance software for academic purposes and also developed students' Apps for the same.
Special purpose facilities	Smartboard Facility enabled in Classroom. MOODLE is used for Learning Management Systems.
Legal System Software	39
Application Software	16
Number of Desktops in SMART class	1
Number of Laptops	1
Number of WIFI devices	5
Number of Wall Mounted Projectors	7
Smart LED TV	1
UPS	2
Printers including Color Printer	1 color heavy-duty printer with scanner and Photocopier 3 black and white printer

Application Software

SRFMS technology infrastructure can facilitate the requirements of faculty members, students, and research scholars. SRIHER has incorporated Moodle-based LMS into its e-governance portal to promote a blended learning environment. Integrated Library Management Software (ILMS) and the Radio Frequency Identification Device (RFID) facilitate seamless library functions. All the electronic resources available for discipline-specific learning and subject

specialty-related databases can be accessed by the faculty and students in and out of the campus through EzProxy with a unique ID and password. The library staff creates a unique ID and password for all the faculty and students. An Online software 'Alum-book' connects all SRIHER alumni across the globe. Manuscripts for publications are routinely submitted online to the Publications Guidelines Monitoring Committee (PGMC). Each faculty member has a unique username and password for accessing iThenticate to perform a plagiarism check. Each faculty member has a username and password for using iThenticate to check plagiarism. The Custom-built E-MIS [COE- MIS] is versatile, purpose-built software, created to seamlessly connect between the user departments and the office of Controller of Examinations. High-quality, web-compliant audio and video recordings using Audacity and Pinnacle studio software perform post-recording editing and processing. The application software is licensed where few are developed in-house and the details are given in Table 8.9.

Table 8.3B Application Software and its Usage

S. No.	Software	Purpose	User
1	SPSS (10 users)	For analysis of data	Faculty and Students
2	TABLEAU	Business Analytics	Faculty and Students for research scholars
3	MS-Project	Project Planning	Faculty and Students for research scholars
4	Tally	Accounting	Faculty and Students
5	LMS-Moodle	For Teaching – Learning and Resource Management	Faculty and Students
6	Language Software-DLM	English proficiency	Students
7	Office 2007 & Office 2010	For Teaching – Learning and Resource Management For day-to-day activities	Faculty, staff, and students
8	Kaspersky	Antivirus	Faculty, staff, and students
9	iThenticate software for Plagiarism	Publication Guidelines Monitoring Committee (PGMC)	CRF, SRIHER (DU), Researchers, and Faculties
10	sriher.remotlog.com	World eBook collections for users	Faculties and Students for Research Scholars
11	Online class82 &83 (lecture capturing	Recording of online classroom lectures	Students can access these lectures anytime and

	solution) Google meet		anywhere
12	Online software 'Alum-book'	To connect all SRIHER alumni across the globe	Alumni, Faculties, and Current Students
13	Integrated Library Management Software (ILMS) (In house-developed software)	To facilitate speedy access to documents, journals, and housekeeping operations of the library.	All stakeholders- viz., students, departments, faculty, and Librarian
14	Custom-built E-MIS[COE- MIS] Course Evaluation Software (In house-developed software)	To seamlessly connect between the user departments and the office of CoE.	All stakeholders- viz., students, departments, faculty, academic sections, CBCS office, and CoE
15	Biometric Attendance Software (In house-developed software)	For attendance management	By HR administration and the Accounts Department
16	HRIS System (In- house developed software)	For leave management, online appraisal system management, etc.	HR department and Faculty staff

8.3.2 Learning Management System (LMS)

Sri Ramachandra Institute of Higher Education and Research (DU) is a frontrunner in leveraging emerging technologies to provide an experiential learning environment. The MOODLE (Modular Object-Oriented Dynamic Learning Environment) Open-source Learning Management System of the university was installed in 2016 with Moodle Version 3.8. SRIHER has customized MOODLE and created a web link for uninterrupted academic activities. The Moodle-based LMS introduced in 2017 has enabled the seamless integration of blended learning into the Teaching-Learning processes. The Heads of various departments are given full autonomy for managing online academic activities. Every student and the instructor have their username and password to access MOODLE. Sri Ramachandra Faculty of Management Sciences is using the LMS-Moodle effectively for enhancing teaching and active learning. All faculty members of SRFMS are trained in site administration as well. Figure 8.3.1a &b portray the homepage of LMS portal, whereas the major details of the LMS are furnished in Table 8.3.1A.

Figure 8.3.2a Learning Management System- SRIHER portal
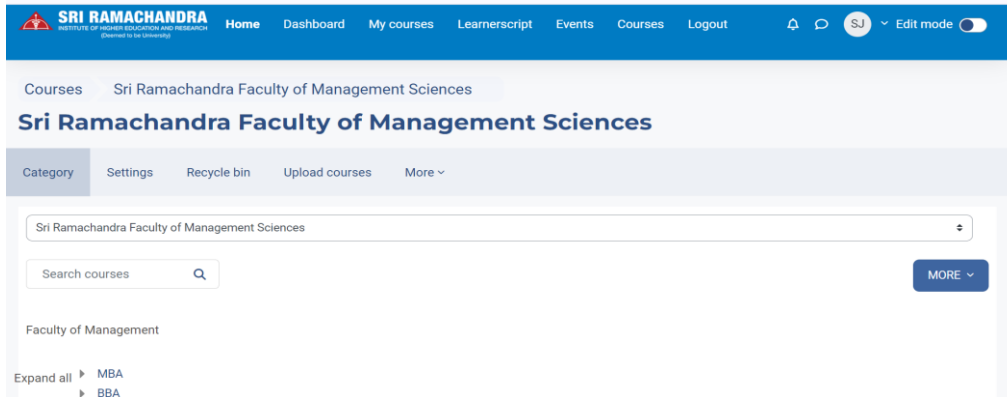
Figure 8.3.2b Learning Management System- Moodle Tutorial
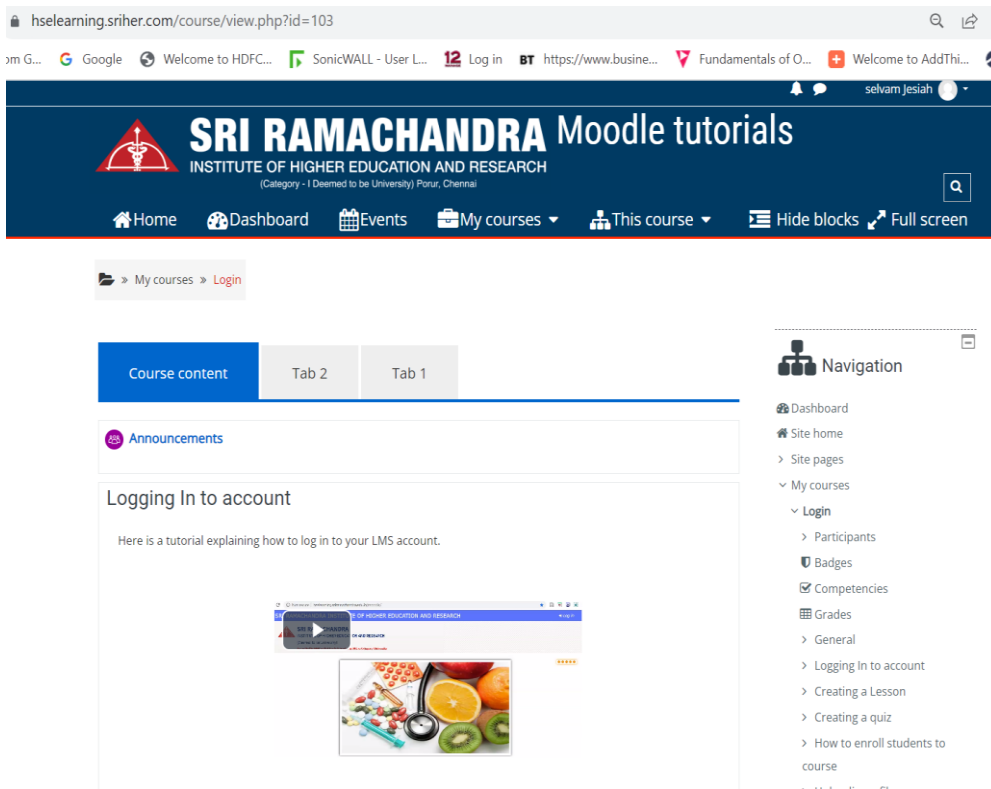
Table 8.3.2A SRFMS-Moodle-Based Learning Management System

S.No.	SRFMS-LMS	Web-Link	
1.	Moodle-LMS weblink	https://hselearning.sriher.com/	
		https://www.sriramachandra.edu.in/university/	
	Student's Portal login link	https://digicampus.sriramachandra.edu.in/	
	Tutorial link for the following topics: Logging in to the account Creating a Lesson Creating a Quiz How to enroll students in the course Uploading a file	https://hselearning.sriher.com/course/view.php?id=103	
2	**LMS-MBA COURSES CURRENT STATUS**		
	MBA I year (I semester) (2021-2023 Batch)	9 courses	MBA (2021-2023 Batch) -25 courses MBA (2022-2024 Batch -8 Courses) MBA (2023-2025 Batch)-17 Courses
	MBA I year (II semester) (2021-2023 Batch)	8 courses	
	MBA II year (IV semester) (2021-2023 Batch)	8 courses	
	MBA II year (III semester) (2022-2024 Batch)	8 courses	
	MBA I year (IV Semester (2022-2024 Batch)	8 Courses	
	MBA I year (I Semester (2023-2025 Batch)	9 Courses	
	MBA I Year (II Semester(2023-2025 Batch)	8 Courses	
	Number of the students enrolled	2021-2022 Academic year	59 +60 =119 students
		2022-2023 Academic year	56 +60= 116 students
		2023-2024 Academic Year	58+58=116 students
3.	**LMS-FACILITIES**		
	LMS facilities	**Usage**	**Remarks**
	LMS Navigations& Administration	Students log Grader report/user Report Enrolled user details Activity Reports Overview Statistics Course Participation Participants / Cohort	Each course coordinator can access the details and take necessary action

	LMS students access	Assignment Quiz Case study Videos e-books Journal article Internal Assessment Announcements	Students can upload and download the documents as per the instructions of the course coordinator.
	LMS Query handling process	Step 1 Students report to the respective course coordinator. Step:2 The course coordinator reports to the LMS coordinator Step 3 The LMS coordinator sends the grievance or queries to the University LMS coordinator with the consent of the LMS manager /Principal, SRFMS.	Students are allowed to contact through phone and email.
	Feedback	The LMS coordinator collects mid-term feedback and end-semester feedback from the students.	Google Forms are used for collecting feedback.

In 2015, the need for a robust LMS to support the educational activities of the University was identified. In 2016, a dedicated 2 TB IBM server was installed to host the full-fledged MOODLE LMS. Faculty members undertook online training to operate the LMS. The teachers and students have adopted ICT to enhance the teaching-learning processes, such as (i) web-facilitated learning (ii) hybrid or blended learning courses (iii) exclusive online courses. SRIHER has incorporated MOODLE-based LMS into its e-governance portal to promote a blended learning environment.

LMS Audit

SRFMS conducts LMS audits twice a semester. Faculty members provide the details of documents uploaded in the Moodle portal in the prescribed form (Table 8.3.2B). The LMS coordinator verifies the audit sheet and the Principal validates the audit sheet.

Table 8.3.2.B LMS Audit Template

Faculty Name:

BATCH	20__ - 20__		20__ - 20__	
Content	Semester: I/II/III/IV		Semester: I/II/III/IV	
Name of the Course				
Course Plan latest uploaded	Yes/No		Yes/No	
No. of PPT/study material & Case study in each unit	PPT	Case Study	PPT	Case Study
Unit-1				
Unit-2				
Unit-3				
Unit-4				
Unit-5				
Unit-6				
Unit-7				
No. of Google Meet Class link				
No. of Videos/ video links				
No. of eBooks				
No. of Journal Article				
No. of Assignments				
Seminar presentation				
No. of Quizzes				
No. of students attended MCQs –IA-I &II.				
No. of students submitted –IA –I & II answer scripts				

Faculty Signature: Principal

Hosting the MOODLE Platform

The MOODLE platform is hosted using a unique server which is located within the SRIHER Campus. Maintenance of the server is under the jurisdiction of the IT Head and team. The IT team ensures that maintenance tasks of the server are undertaken regularly and downtime of the server is kept to a minimum period as required. IT team also ensures that monthly backup of all content in the server is done so that data is not inadvertently lost.

Site Organization

The site has been organized in such a way as to provide maximum autonomy to all Heads of Departments and LMS coordinators nominated by the HOD. Every department Head nominates an LMS coordinator. Sub-domains have been created for every constituent college of SRIHER. The Heads of respective departments are administrators of their sub-domains. They are free to navigate the organization and layout of their respective subdomain as per their preferences. In addition, they are also free to upload academic content, schedule various activities, and generate reports.

Responsibility of Site Administrator

The site administrator can add faculty members and students to the MOODLE system. The site administrator is responsible for imparting training in sub-domain administration to Heads of Departments/faculty members nominated by HOD. The site administrator is also responsible for the training of faculty members in the use of the Rapid Authoring tool Knowledge Presenter Version XII. Additionally, the site administrator performs routine maintenance tasks and troubleshoots minor issues/problems at the sub-domain level.

Responsibility of Heads of Departments/ LMS Coordinators

To provide complete autonomy to the departments, the Heads are provided with complete control of all activities at their respective department subdomains. The Heads of Departments will ensure that their nominated faculty member undergo sub-domain site administration training and are capable of performing all activities in their subdomain. They create courses as per the course allocation within their sub-domain and assign various roles to their faculty like course creators, teachers, and non-editing teachers. The Heads will also ensure that the students are enrolled in the courses offered in the sub-domain.

Access to MOODLE platform:

All the students of the SRIHER can access the MOODLE platform via the e-governance portal. On logging in to their e-governance portal, the students can access the e-learning site by clicking on the E-learning > auto-login link available in their control panel.

The Faculty can access the e-learning site by directly going to the URLs

http://elearning.sriramachandra.edu.in, and https://hselearning.sriher.com/login/index.phpusing their credentials. The username and password to the e-learning site are provided by the MOODLE site administrator and are different from the e-governance portal username and ID.

8.3.3 Other Infrastructure and Facilities

Hostel Facilities

SRIHER has two gents hostels, and six ladies hostels with 3467 rooms accommodating 3740 students. Gymnasia with the latest equipments are available for students in the Gents' and Ladies' hostels. City Union Bank ATM is located near Ladies Hostel (5.5 sq.m) and Gents Hostel (10 sq.m). Biometrics and security guards to monitor the movement of students in the girl's hostel are available. The e-waste from the hospitals and hostel buildings is stored in a designated location until it is handed over to the authorized recyclers of the Tamil Nadu Pollution Control Board. The details of the students accommodated in the hostel are given in Table 8.3.3A

Table 8.3.3A SRFMS –Hostel Details

Hostel Details					
Year	**No. of students requested**		**No. of students accommodated**		**Percentage of accommodation**
	Boys Hostel	**Girls Hostel**	**Boys Hostel**	**Girls Hostel**	
2021-22(I+II year)	2+2	10+11	4	21	100
2022-23 (I+II year)	5+2	7+10	7	17	100
2023-24(I+II year)	4+5	9+7	9	16	100

Figure 8.3.3A Hostel Infrastructure

Hostel Administration

The hostel committee is responsible for the hostel administration of the Deemed to be University and the policies framed are executed by Chief Warden, Resident Wardens, Deputy Resident Wardens, and Assistant Resident Wardens. The Wardens are assisted by the support staff of the Deemed to be University in the discharge of their responsibilities. Assistant wardens are available round the clock in the hostel premises. All hostels are to be managed by resident wardens who reside within the Deemed to be University campus. Students may approach any of the above-named officials for help, guidance, and any other assistance at any time of the day.

(a) Sri Ramachandra Institute of Higher Education and Research (Deemed to be University) strives hard to provide the best possible hostel environment for studies and all-around personality development. The Students are requested to cooperate with the hostel

administration and follow all rules and regulations to facilitate their comfortable, enjoyable, and safe stay in the hostel. A hostel inmate will continue to enjoy the privileges of being an inmate so long as he/she follows the rules and regulations of the hostel and there is no rent due from him/her.

(b) The Deemed to be University reserves the right to change/amend the rules from time to time. Students are informed of the changes through general circulars displayed on the hostel notice boards.

Sports Facility

The Department of Physical Education established in the year 1986 is headed by a Director, with two Assistant Physical Directors and three instructors. Two cricket fields, an international standard turf ground with G2 Korean grass outfield, and a multi-user ground are available. The overall facilities are as given in Table 8.3.3B.

Table 8.3.3B Indoor and Outdoor Sports Facilities

S. No.	Description	Area in Sq.m	Year of Establishment
OUTDOOR GAMES			
1.	Football Field	29,240	1988
2.	Basketball ground (2 nos.)	1,267	1988
3.	Volleyball ground	666	1988
4.	Throwball court, Tennikoit, Kho-Kho	666	2000
5.	Tennis court	2,063	1987
6.	Turf Cricket ground	14,675	1993
7.	Hockey Field	7,150	2019
INDOOR GAMES			
1.	Multipurpose Hall (Table Tennis, Shuttle court, etc.	1,200	2000
2.	Swimming Pool (Centre for Sports Science Ground floor)	344	2014
3.	Yoga (Centre for Sports Science, Third floor)	333	2018
4.	Gym (Gents Hostel Third floor)	140	1988
5.	Gym (Ladies Hostel Ground floor)	220	2000
6.	Snooker (Gents Hostel II-floor)	140	2000
7.	Shooting Gallery (Centre for Sports Science)	666	2019

Figure 8.3.3B Indoor and Outdoor Sports Facilities

Centre for Sports Sciences is an internationally recognized sports/games/athletics facility for staff, students, and external sports persons. Its modern infrastructure of 1.6 lakh sq. feet building houses besides sports/games facilities also the Biokinetic and Biomechanic laboratories, High Altitude Chamber, Sports Physiology, and Sports Physiotherapy

laboratories. SRIHER has international quality infrastructure and manpower for sports and games in cricket, football, volleyball, hockey, throw the ball, track events, shooting, water sports, and gymnasia. The University of Cape Town mentored the Centre for Sports Sciences and Yoga Centre which are recognized by ICC, BCI, and Sports Authority of India. It also houses the Yoga Centre in addition to the meditation hall in the university on top of the Founder Chancellor Memorial. Gymnasia with the latest equipment is available for students in the Gents' and Ladies' hostels and also at the Centre for Sports Sciences. The Centre for Sports Sciences has been awarded the "Khel India" national programme to develop physical fitness and sports training for school children of South India. Similar recognitions for sports outreach services were accorded by the Sports Authority of India (SAI), and the Ministry of Youth Affairs & Sports (MYAS), Govt. of India.

Fit India initiatives are made at SRFMS whereby the students and the faculty members are trained to meditate and perform yoga at regular intervals.

Figure 8.3.3C Fit India Initiatives

Medical Facilities

Sri Ramachandra Hospital and Sri Ramachandra Medical Centre are available inside the campus 24/7. The most essential clinical units General Medicine/General Surgery with 20 specialty services and 25 super-specialty services are housed in SRIHER (DU). These facilities are accredited by the National Accreditation Board for Hospitals and Healthcare (NABH), National Page 86/159 03-01-2020 10:37:25 Accreditation Board for Testing and Calibration Laboratories (NABL) and Joint Commission International (JCI). The faculty

members, staff, and students are provided with free medical services including first aid facilities, ambulance facilities, and emergency care facilities. The Centre for Women's Advancement emphasizes women's sense of self-worth and their ability to create a more just social and economic order. Apart from this, regular training programmes on soft skills and healthy living such as work-life balance, yoga, pranayama, and meditation have been organized. The institute has also set up an exclusive lactation room for the staff who are nursing mothers and crèche facilities for working mothers. International Yoga Day is celebrated highlighting the benefits of yoga on the campus every year. Experts demonstrate important Yoga asanas to the students and faculty members.

CRITERION 9	Alumni Performance and Connect	50

9.1 Alumni Association (10)

Sri Ramachandra Faculty of Management Sciences is a pioneer in Hospital and Health Systems Management and its first batch graduated in 2003. Over 600 alumni have been working and contributing to the cause of health by putting forth all the efforts in reputed organizations across the world. The Faculty of Management Sciences has nurtured hospital administrators, entrepreneurs, and educators, working with NGOs and healthcare IT Professionals.

SRIHER Alumni Association Vision

- To advance Sri Ramachandra Institute of Higher Education and Research (Deemed to be University) by connecting alumni and to the university through meaningful programs, benefits, services, and communication.

SRIHER Alumni Association Mission

- Creating a worldwide community among the alumni body of Sri Ramachandra Institute of Higher Education and Research (Deemed to be University) and facilitating opportunities for lifelong engagement with the university.
- Representing the interests of the alumni body by gathering a voice for alumni and facilitating communication with the university.
- Creating a culture of philanthropy among the alumni body, to ensure to contribute their time, talent, and financial resources for the betterment of the university
- To increase alumni participation and involvement in university and fundraising activities
- To promote pride, tradition, and loyalty among both current students and former students
- To strengthen bonds and build relationships between alumni, students, and the university and provide opportunities for them to contribute to its welfare.

Objectives of SRIHER Alumni Association

- To conduct health care camps, donate medical aids, books and do community development, environmental cleaning, and eco-friendly activities.
- To support poor and needy students in the nearby villages for their education, social upliftment, for their healthy lifestyle.
- To conduct seminars, conferences, workshops, and meetings of medical professionals and faculties for the promotion of medical knowledge and s.

SRIHER Alumni Association Registration

The association was duly registered as the "Alumni Association of Sri Ramachandra Institute of Higher Education and Research" on 13th November 2018 under the Society Registration Act and it has lifetime validity.

Figure 9.1.1 SRIHER Alumni Association- Certificate of Registration

Alumni Office Bearers

In August 2016, the nomination of new committee members of SRFMS was formed. The names were proposed and seconded for the various posts of office and the office bearers introduced their profile and professional background.

Table 9.1.1 Details of the current office bearers of the SRFMS Alumni Association

S.no	Designation in Alumni Body	Name	Batch	Organization and Designation	Contact Info
1	President	Mr.Dhinakaran.M	2001-2003	Operations – Head, SRM, Kattankulathur	dhina.aecs@gmail.com Phone number: 8754593123
2	Vice President	Mr.V.Manikandan	2011 - 2013	Annai Multi Specialty Hospital, Chennai	mvr287@gmail.com Phone number: 9841297257
3	General Secretary	Mr.Karunakaran	2009 - 2011	Manager, K.M.Multi Specialty Hospital, Chennai	karna.serviceprovider@gmail.com Phone number: 9944903256
4	Joint Secretary	Ms.T.Bharathi	2010 - 2012	Assistant Professor, SRFMS, SRIHER	bharathi@sriramachandra.edu.in Phone number: 9940282351
5	Treasurer	Ms.K.N.Priya	2002 - 2004	Assistant Professor, SRFMS SRIHER	priya.kn@sriramachandra.edu.in Phone number: 9884928432
6	Executive Member	Dr.Ragini Narendra Mohanty	2004 - 2006	Professor, Welingkar Institute of Management, Mumbai	raginind_2000@yahoo.com 9833985558
7	Executive Member	Mr.E.Nirmal	2003-2005	Project Manager, Madras Diabetes Research Foundation	nirmal.19@gmail.com 98840847095
8	Executive Member	Dr.P.Sharanya	2007 - 2009	Entrepreneur	sharuaaru@gmail.com 9940673174
9	Executive Member	Ms.Vidyamani	2006 - 2008	Vijaya Hospital, Chennai	vidyamani24@gmail.com 9940648142
10	Executive Member	Ms.Krithika.R	2010 - 2012	Bangalore	krithika.rajkumar31@gmail.com 9901137206

9.2 Involvement of Alumni (25)

9.2.1 Purpose of Alumni Meet

SRFMS organizes alumni meetings every year and students interact with alumni. The members of the alumni share their experiences and help the current students in upskilling newer opportunities. The alumni from all the MBA batches join from various countries like the United States, United Arab Emirates, Australia, the United Kingdom, Canada, and also from various locations like Chennai, Mumbai, Bangalore, Coimbatore, etc.

9.2.2 Alumni Visit to the Institution

Table 9.2.2.1 Alumni Visit to the Institution

S. No	Academic Year	Name	Name of the Organization	Purpose of the visit	Date of visit
1.	2021-2022	Dr.Renuka Vidyashankar (Batch 2011-2013)	Quality Head – Dr.Mehta's Hospital, Chennai	Coordinated in MoU with Dr.Mehta's Hospital, Chennai	25.08.2021
2.	2021-2022	Mr.V.R.Haribalaji (Batch 2010-2012)	Head –Information, Education and Communication (IEC) Urbaser Sumeet	Distinguished Alumni Award	20.09.2021
3.	2021-2022	Mr.Sivabalan.G (Batch 2006-2008)	Regional Lab Manager Operations, Apollo Diagnostics, Apollo Health and Lifestyle Ltd, Chennai	Invited as an Examiner for Summer Internship Placement	07.01.2022
4.	2021-2022	Mr.Arun.S (Batch 2009-2011)	Senior Manager, Quality Department Sri Ramachandra Medical Centre, Chennai	Invited as an Examiner for Hands-on Posting Viva-voce	07.06.2022
5.	2021-2022	Mr.Manivel. (Batch 2006 – 2008)	Assistant Administrator, Sri Ramachandra Medical Centre, Chennai	Invited as an Examiner for Hands-on Posting Viva-voce	15.06.2022

6.	2021-2022	Mr.Hariprasad (Batch 2005- 2007)	Senior Hospital Administrator, Sri Ramachandra Medical Centre, Chennai	Invited as an Examiner for Hands-on Posting Viva-voce	22.07.2022
7.	2022 – 2023	Ms.Vardhini Karthik (Batch 2008-2010)	Founder and Director – Unigeneus Advisor to CEO – Magnolia Community Health Lead Auditor – QMS from BSI Standards	Invited as a resource person for the alumni talk	19.10.2022
8..	2022 - 2023	Ms.Baby.M (Batch 2016 – 2019)	Zzup Founder, Bengaluru	Invited as a resource person for the alumni talk	05.11.2022
1.	2022 - 2023	Ms.Saranya.V (Batch 2010 – 2012)	Centre Head, Vasan Health Care Private Limited, Chennai	Alumni Meet	18.03.2023
2.	2022-2023	Ms.K.Vasumathi (Batch 2010 – 2012)	Expertise in Recruitment and HR Administration, MacroHire, Chennai	Alumni Meet	18.03.2023
3.	2022 - 2023	Dr.Renuka Vidyashankar (Batch 2011 – 2013)	Cofounder & Director, MiTran Global, Chennai	Alumni Meet	18.03.2023
4.	2022 - 2023	Ms.Sangeetha.M (Batch 2019 – 2021)	Healthcare Management Professional, Dr.Rela Institute and Medical Center, Chennai	Alumni Meet	18.03.2023
5	2022-2023	Mr.Yeshwanth.G (Batch 2019 – 2021)	Healthcare Management Professional, MG Healthcare, Chennai	Alumni Meet	18.03.2023
6.	2022-2023	Ms.VidyaMani (Batch 2006 – 2008)	Quality Head – Fortis Hospital, Chennai	Resource person for Alumni Talk	11.05.2023
7.	2022-2023	Ms.Roja.C (Batch 2015 – 2017)	Senior Business Analyst, Acentra Health - Chennai	Resource person for Alumni Talk	30.06.2023
8.	2022-2023	Ms.Dhivya.R (Batch 2015 – 2017)	HR executive, MIOT Hospital - Chennai	Resource person for Alumni talk	30.06.2023

S. No	Academic Year	Name	Name of the Organization	Purpose of the visit	Date of visit
1.	2023-2024	Ms.Vasumathi.K (Batch 2010 – 2012)	Head - HR, Viveks, Chennai	Alumni Interaction with MBA Freshers	07.09.2023
2.	2023-2024	Ms.Geethika.K (Batch 2019 – 2021)	Assistant Professor, Saveetha College, Chennai	Alumni Interaction with MBA Freshers	07.09.2023
3.	2023-2024	Ms.Sajimma Joseph (Batch 2001 – 2003)	Healthcare Business Functional Head, Advisory and Consulting, UST Healthproof, Ernakulam, Kerala	Alumni Talk and recipient of the Distinguished Alumni Award	20.09.2023
4.	2023-2024	Mr.Ahamed Sahib (Batch 2005 – 2007)	Quality Consultant, NMC Healthcare, Abu Dhabi, United Arab Emirates	Alumni Webinar (Online)	02.11.2023
5.	2023-2024	Mr.Mogana Renga Raja (Batch 2019 – 2021)	Implementation Consultant, PS Quality Certification private Limited, Chennai	Alumni interaction (Online)	24.01.2024
6.	2023-2024	Mr.Syed Shameer (Batch 2019 – 2021)	General Manager, Rabak International LLC, Sharjah	Alumni interaction (Online)	24.01.2024
7.	2023-2024	Ms.Swetha.A (Batch 2021 – 2023)	Configuration Developer, UST Healthproof	Alumni interaction (Online)	24.01.2024
8.	2023-2024	Ms.Megasri (Batch 2020 – 2022)	Retail Training Manager, Learning and Development, GIVA	Alumni interaction (Online)	24.01.2024
8.	2023-2024	Mr.Ali Mohammed Yunus (Batch 2008 – 2010)	Manager, Stanford Healthcare, USA	Alumni Talk	26.02.2024
9.	2023-2024	Ms.Vardhini Karthik (Batch 2008 – 2010)	Founder, Unigeneus, Chennai	AHMP Conference	21.04.2024

| 10. | 2023-2024 | Mr.R.J.T.Nirmalraj (Batch 2001 – 2003) | Assistant Professor, Hindustan College, Chennai | AHMP Conference | 21.04.2024 |
| 11. | 2023-2024 | Mr.Sivabalan.G (Batch 2006-2008) | Enterprise Sales Manager,Augnito | AHMP Conference | 21.04.2024 |

9.2.3 Alumni Involvement in curriculum development

The alumni of the institute serve as members in the curriculum development.

Table 9.3 provides details of alumni involvement in curriculum development.

Table 9.2.3.1 SRFMS Alumni Involvement in Curriculum Development

S. No	Name of Alumni	Affiliation
1	Dr.Babu Joseph (Batch 2014- 2016)	Entrepreneur, Orange Health, Chennai
2	Mr.K.G.Sabrish (Batch 2017-2019)	Manager, Aster Medcity, Kerala.
3	Ms.Bharathi (Batch 2010-2012)	Hospital Administrator, PES University, Bangalore

9.2.4 Alumni – Project Guidance

The following alumni helped the students with project guidance.

Table 9.2.4.1 SRFMS Alumni - Project Guidance

S. No	Name of Alumni	Institute Name	Student benefited
1	Mr.Dhinakaran.M (Batch 2001-2003)	Deputy General Manager – Operations in SRM Medical College Hospital, Kattankulathur	Ms.Agnes Anitha (Batch 2016 – 2018) Mr.Dilly Prasanth (Batch 2016 – 2018)
2	Mr.Richard.S (Batch 2011-2013)	Manager, Dr.Rela Institute & Medical Centre, Multi- specialty hospital, Chennai	Mr.Mogana Renga raja (Batch 2019 – 2021)

3	Dr.Renuka Vidyashankar (Batch 2011-2013)	Healthcare Management Professional, Dr.Mehta's Hospitals, Chennai	Mr.Saravanakumar (Batch 2019 – 2021)
4	Mr.Butharasan.R (Batch 2017-2019)	Administrator, Prime Indian Hospital, Arumbakkam, Chennai.	Ms.Arthi (Batch 2019 – 2021) Ms.Kirthana (Batch 2019 – 2021)
5	Ms.Vidya Mani (Batch 2006- 2008)	Quality Manager, Apollo Proton Cancer Centre, Chennai	Ms.Saranya. (Batch 2021-2023) Ms.Aneesha Begum (Batch 2021-2023)

9.2.5 Alumni Assistance in Entrepreneurship

SRFMS alumni are actively involved in helping budding healthcare entrepreneurs.

Table 9.2.5.1 SRFMS Alumni Assistance in Entrepreneurship

S. No	Batch	Name of Alumni	Name of the Venture	Name of the student
1	2014 - 2016	Dr.Babu Joseph	Entrepreneur, Orange Health, Chennai	Assisted the student M.Prabhu (2019 – 2021) in shaping his idea.
2	2008 - 2010	Dr.P.Sharanya	Entrepreneur, Swathi Group of Companies, Chennai	Assisted the student Ms.Sruthi.B (2017 – 2019) in establishing her idea.

9.2.6 Alumni Mentoring students

SRFMS alumni actively assist in mentoring the students.

Table 9.2.6.1 SRFMS Alumni – Mentoring students

S. No	Name of Alumni	Name of the Organization	Student benefited
1	Mr.Dhinakaran.M (Batch 2001 – 2003)	Deputy General Manager – Operations in SRM Medical College Hospital, Kattankulathur	Ms.Dharshanya (2019-2021)

2	Ms.Harini.S (Batch 2002- 2004)	Client Initiative, QA Tech Analyst Med impact Healthcare Systems USA	Mr.Prabhu (2019 – 2021) Ms.Martina Maicy (2019 – 2021)
3.	Ms.Susan Rajan (Batch 2002 – 2004)	Director, Information Services, Stanford Children's Health San Francisco, USA	Mr.Prabhu (2019 – 2021)
4	Mr.Ahmed Meera Sahib (Batch 2005 – 2007)	LLH & Life Care Hospitals, UAE	Ms.Alice Mercyda (2019-2021)
5	Mr. Rufus Shakin (Batch 2011-2013)	SRM Hospital, Trichy	Mr.Aravind (2019-2021)
6.	Dr.V.R.Haribalaji (Batch 2010 – 2012)	Head – Information, Education and Communication (IEC) Urbaser Sumeet	Ms.Hema Rosy (2018-2020) Ms.Sonali (2017-2019) Ms.Sanghavi (2017-2019) Ms.Nivedha (2017-2019)
7	Ms.Vidhya.V (Batch 2001 – 2003)	Department of MBA, Sankara College of Science and Commerce, Coimbatore	DR.Varsha Gopinath Dr.Julliyan Dilleban.A.S K.S.Rashmi R.Vaithieswari R.Megasri
8	Mr.R.J.T.Nirmalraj (Batch 2001-2003)	Assistant Professor Hindustan University, Chennai	C.Varshini S.Anjana Priya R.Shashank I.Tanya Sruti S.Arunachala Prabu R.Joy Deepika
9	Ms.Abhirami Ravikumar (Batch 2001-2003)	Spi-Global Technologies Chennai	R.Nobin Karthik Swathi.M Swathi.E Pavithra.J Yokesh.S Dhanushya.V
10	Ms.Pakkiyalakshmi.B (Batch 2002-2004)	Foodhub Software Solutions India Private	Malavika.M Yuvaraj.K

		Limited, Chennai	Kanishka.P Praisy Joanofare Vandhana Krishnan Haritha.B
11	Ms.Tinu Anna Sam (Batch 2003-2005)	Special Educator Daffodil Health, Bangalore	Shamreen Mohd Ilyas.M Gnana Sangeeth Raj .E DR Muzamil.M Guru Jeya Balan.G Mohana Swetha.G Jaghteesvari.A.S
12	Mr.Ahamed Sahib (Batch 2005-2007)	VPS Healthcare, UAE	Archana.M Rochana.BKN Tejeswi.U Manikandan.S Madhumita.M Prakash.V
13	Mr.Sivabalan.G (Batch 2006-2008)	AHLL, Chennai	Dhayalan.R Varsha.K Balaji.V Kaavya.P Aishwarya .A DR Nandhinee.J
14	Ms.Vidya Mani (Batch 2006-2008)	Deputy Manager Medical Administration - Quality, Fortis Hospital, Chennai	Harini.S Girish.A Hepciba.T Lisy Mary.B Zahra Shahmalak Bharath.R
15	Mr.V.R.Haribalaji (Batch 2010 – 2012)	Urbaser Sumeet, Chennai	Ravichandran.A Keran Shiny.A Subhakaran.S Chandramouli.S Pramodkrishnaa.H Shania Susan Philip
16	Ms.Shridevi Seshadri (Batch 2010 – 2012)	SRM, Trichy	Sri Durga Priya K.G Vignesh.G Virgin Sylvia. M.D Girivasan. J Santhosh Kumar

9.2.7 Alumni Assistance in Placement

SRFMS alumni help the students in assisting placement.

Table 9.2.7.1 SRFMS Alumni Assistance in Placement

S.no	Name of Alumni	Institute Name	Students benefited
1	Mr.Dhinakaran.M (Batch 2001-2003)	DGM – Operations, SRM University, Kattankulathur, Chennai	Ms.Agnes Anitha Mr.Dilly Prasanth (2017-2019)
2.	Mr.R.Somu sundaram (Batch 2002-2004)	Quality Management Officer, Saudi Arabia	Mr.Madhan Britto (2018-2020)
3.	Mr.Ahmed Meera Sahib (MBA 2005-2007)	LLH & Lifecare Hospitals, UAE	Ms.Diana (2015 – 2017)
4.	Dr.Renuka Vidyashankar (Batch 2011-2013)	Healthcare Management Professional, Dr.Mehta's Hospitals, Chennai	Ms.Dharshanya (2019 – 2021)
5.	Mr. Rufus Shakin (Batch 2011-2013)	SRM Hospital, Trichy	Mr.Prabhu (2019-2021)
6.	Ms.Prarthi Balaji (Batch 2019-2021)	Business Analyst, Kranium Healthcare	Ms.Vandhana, (2020 – 2022) Mr.Santhosh Kumar (2020 – 2022)
7	Ms.Sajimma Joseph (Batch 2001-2003)	Healthcare Consultant, UST Global, Ernakulam, Kerala	Dr.Swathi.E (2020-2022) Dr.Gnana Sangeeth Raj (2020 – 2022) Ms.Haritha (2020 -2022)
8.	Ms.Vasumathi.K (Batch 2010-2012)	MacroHire – Manager Recruitment	Ms.Madhumitha.(2020-2022)
9.	Ms.Sajimma Joseph (Batch 2001-2003)	Healthcare Consultant, UST Global, Trivandrum	Ms.Saranya, Ms.Aneesha, Ms.Kirthika, Ms.Swetha.A Ms.Swetha.K, Ms.Dhushanthini, Mr.Abishek, Ms.Keerthana (2021-2023)
10.	Ms.Pavithraa (Batch 2019-2021)	Business Analyst, Thryve Health	Mr.Nandhakumar, Ms.Thulasi Malavika, Ms.Cinthiya.I (2021-2023)

| 11. | Ms.Sajimma Joseph (Batch 2001-2003) | Healthcare Consultant, UST Global, Ernakulam, Kerala | Ms.Swathi.B, Ms.Swetha.K.L, Ms.Jayalakshmi, Ms.Jayashree, Mr.Arun Rajkumar, Mr.Pandiyarajan, Mr.Sakthivel, Mr.Diwakar, Ms.Prathyankara Devi, Ms.Reshma (2022-2024) |
| 12. | Mr.Santhosh Kumar (Batch 2020-2022) | Implementation and support Engineer, Kranium Healthcare | Ms.Priyadharshini and Ms.Leelavathy, Ms.Jannani.N (2022-2024) |

9.2.8 Resources raised through SRFMS Alumni

| S.no	Name	Batch	Year	Financial assistance (in Rupees)	Funds utilized
1.	Alumna	2002 - 2004	2020	Rs.45,000	Oxygen Concentrator
2.	Alumni Contribution	Management chapter	2021	Rs.39,750	Samsung slim LED Television 49"
3.	Alumni Contribution	Management Chapter	2022	Rs.30,000	Napkin wall mountable vending machine
4.	Alumni Contribution	Management Chapter	June 2023	Rs.2,20,000/-	SRIHER Alumni Association – Management Chapter Gold Medal

Figure: 9.2.1.1 Alumni Contribution

SRIHER Alumni Association initiated PG scholarship and PhD scholarship for the Academic Year 2022-2023

9.3 Methodology to Connect with Alumni and its Implementation (15)

Figure 9.3.1 Alumni Portal
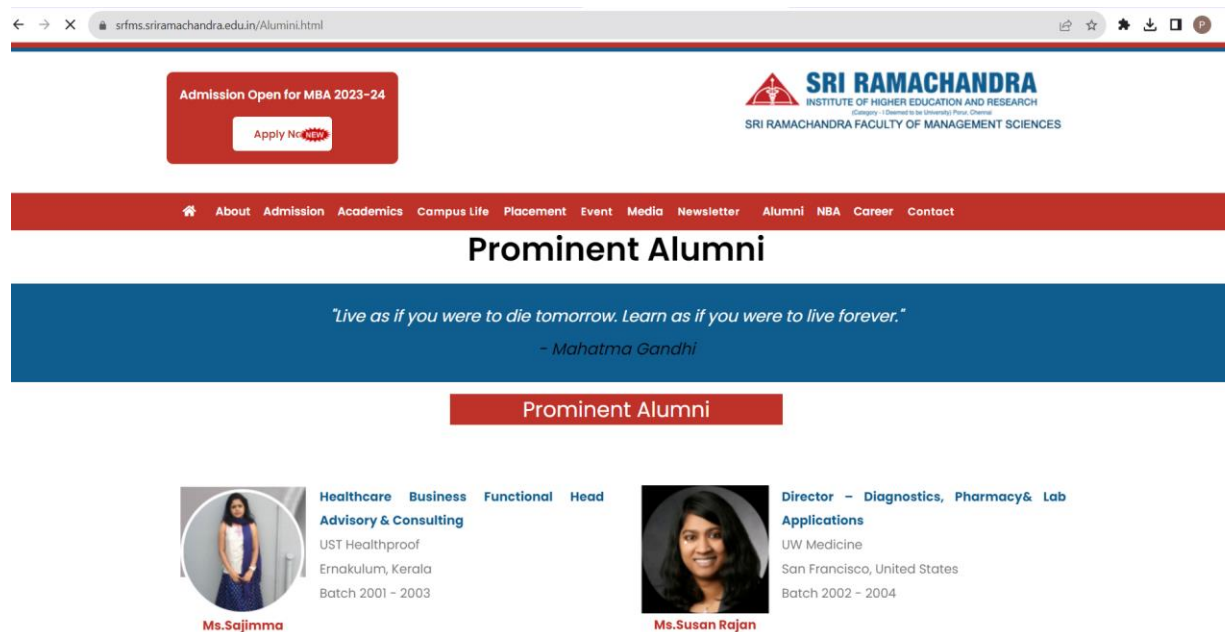
The institute connects with the alumni in the following ways:

- Dedicated Facebook page for Alumni:

    - The institute has created a dedicated Facebook page for alumni connect and updates (Job openings) the activities daily.

- WhatsApp group:

    WhatsApp common group is created to disseminate messages on an everyday basis.

- The Alumni database is maintained in Microsoft Excel for all the batches and is updated regularly.

- Email: srumbaalumni@gmail.com

- The institute has a separate email id to disseminate information through it.

- About Alumbook:

- Alumbook is an alumni management system that helps the institution & students connect with their Alumni.

- Alumbook allows interaction & knowledge sharing between fellow alumni as well as within the students & faculty of the institution thereby maintaining long-term relationships.

    Alum book Features:

- Custom Alumni website

- Mobile Application

- We can create events with detailed information like Agenda, description, event banner, venue, and guests allowed.

- Alumni can post the jobs on the job portal which can be utilized by the juniors or other alumni of the college.

- If an alumnus requires a job he/she can post the job requirement on the Job Seekers portal Each alumnus will be given an e-member card based on the details they enter while registering with the portal.

- Alumni can chat with other fellow alumni through this application
    Link: alumni@sriramachandra.edu.in

- Chapters are the backbone of an alumni association. Based on alumni's current location they are mapped to the concerned chapter automatically.

Figure 9.3.2 SRFMS Alumni- Social Media Connect
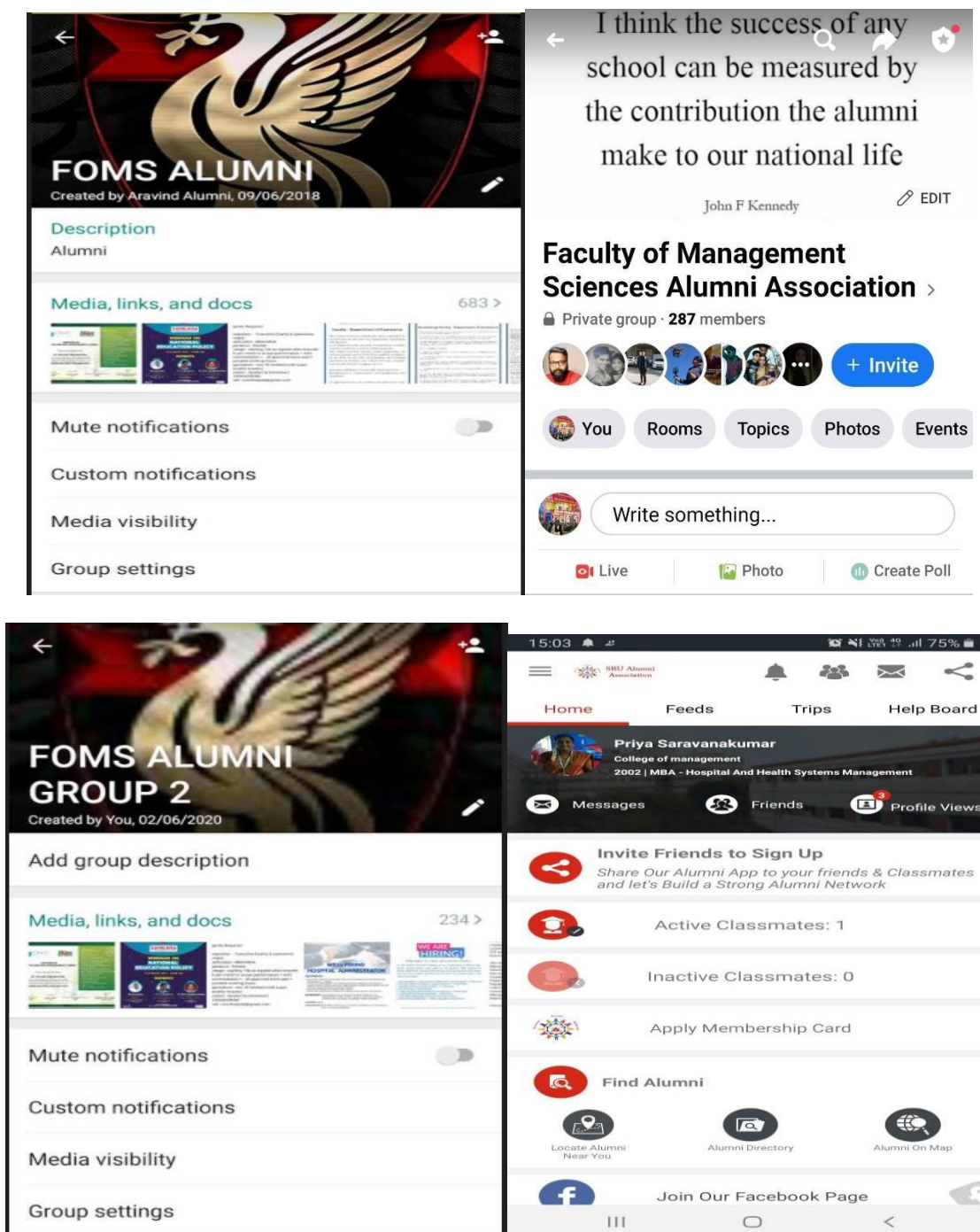
SRFMS organizes alumni talk for the benefit of students every month. During pandemic, SRFMS organized many virtual webinars.

Figure 9.3.3 SRFMS Alumni Webinars

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

FACULTY OF MANAGEMENT SCIENCES

ORGANIZES

ALUMNI TALK WEBINAR SERIES – 8

Redefining Healthcare Skills

Ms.LIPIKA SARMAH
BATCH (2010 -2012)
ASSISTANT PROFESSOR
SCHOOL OF BUSINESS
KAZIRANGA UNIVERSITY
ASSAM

DATE: SEPTEMBER 29, 2021
TIME: 2 - 3 PM IST
GOOGLE MEET: MEET.GOOGLE.COM/ZPF-KOYT-OEN

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

Faculty of Management Sciences
Organizes

Alumni Talk Webinar Series - 9

Quality Beyond Accreditation in Hospitals

Ms Vidya Mani
Deputy Manager
Medical Administration-Quality
Fortis Hospital, Chennai

Date: 29th January, 2022
Time: 12.30PM - 1.30PM

MEET.GOOGLE.COM/TZT-DKDZ-QNX

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai

FACULTY OF MANAGEMENT SCIENCES
ORGANIZES

ALUMNI TALK WEBINAR SERIES - 10
ROLE OF ADMINISTRATORS IN MENTAL HEALTH

MS.TINU ANNA SAM
BATCH 2003 - 2005)
SUBJECT MATTER EXPERT - SPECIAL
EDUCATION
DAFFODIL HEALTH, BANGALORE

FRIDAY 10.06.2022
TIME: 2- 3 PM IST
meet.google.com/nak-zgpr-juu

SRFMS conducted virtual International webinar on "Is Fluency in English an over estimated determinant of smartness" July 1st 2021 led by Ms.Harini.S Batch (2002 – 2004) working as Client Initiative in MedImpact, PBM Company, San Diego, USA. A total of 263 participants joined across the world and benefitted from the session

Figure 9.3.4 SRFMS Alumni International Webinar

Table 9.3.1.1Alumni Database

Reg.no	Batch	Name	Organization
G0221001	2021-2023	SWETHA A	Developer I - Software Engineering, UST Health Proof, Trivandrum
G0221002	2021-2023	KEERTHIKA B	Entrepreneur, Skin up India, Chennai
G0221003	2021-2023	MELVIN JOSEPH RICHARD	Associate Software Engineer , Tech Mahindra, Chennai
G0221004	2021-2023	ABISHEK S	Business Analyst - Software Engineering, UST Health Proof, Trivandrum
G0221005	2021-2023	DANIE ANDREWS MATHEW	Quality Executive, Dr.Moopens Medical College, Wayanad
G0221006	2021-2023	VISHAL G	Retainer, Bajaj Allianz Life Insurance company limited, Chennai
G0221007	2021-2023	ANEESA BEGAM A	Developer I - Software Engineering, UST Health Proof, Trivandrum
G0221008	2021-2023	SARANYA M	Developer I - Software Engineering, UST Health Proof, Trivandrum

G0221009	2021-2023	SWEDHA K	Developer I - Software Engineering, UST Health Proof, Trivandrum
G0221010	2021-2023	AKSHAYA R	Business Analyst, Compunet Connections, Chennai
G0221011	2021-2023	KRITHIKA S	Business Analyst - Software Engineering, UST Health Proof, Trivandrum
G0221012	2021-2023	SREENITHI S	Preparing for competitive exams
G0221013	2021-2023	SRRINIDHI VIJAYARAGHAVAN	Assistant Manager, Neeyamo, Chennai
G0221014	2021-2023	DEEPIKA M	Preparing for competitive exams
G0221015	2021-2023	KEERTHANA H	Developer I - Software Engineering, UST Health Proof, Trivandrum
G0221016	2021-2023	VANDHANA K	Preparing for competitive exams
G0221017	2021-2023	SUGUMAR M	Accounts Executive, Elitaz, Chennai
G0221018	2021-2023	POOJA A	Assistant Manager, Neeyamo, Chennai
G0221019	2021-2023	CINDHIYA I	Analyst, Thyrve Digital Health LLP
G0221020	2021-2023	SHRUTHY S	Preparing for competitive exams
G0221021	2021-2023	DIVYA BHARATHI S	Planning Executive, Acme Consulting, Kanchipuram
G0221022	2021-2023	UTHRA V	Associate Software Engineer , Tech Mahindra, Chennai
G0221023	2021-2023	JAYASHREE S	Quality Executive, Parvathy Hospital - Chennai
G0221024	2021-	ABUTHAHEER BASHA A	Junior Hospital Administrator, Sri

	2023		Ramachandra Hospital, Chennai
G0221025	2021-2023	PRIYADHARSHINI A	Quality Executive, CMC, Vellore
G0221026	2021-2023	NANDHA KUMAR D	Analyst, Thyrve Digital Health LLP
G0221027	2021-2023	AMARNATH.S	Preparing for competitive exams
G0221028	2021-2023	THULASI MALAVIKA M	Analyst, Thyrve Digital Health LLP
G0221029	2021-2023	MOHAMED SARJOON M	Manager on duty, SIMS, Vadapalani, Chennai
G0221030	2021-2023	KERSONE RAJA D	Operations Executive - MIOT Hospital, Chennai
G0221031	2021-2023	KAVIYARASAN A	Insurance PRO - MIOT Hospital, Chennai
G0221032	2021-2023	VIJAY V	Operations Executive, MIOT Hospital, Chennai
G0221033	2021-2023	DEEPIKA C S	Preparing for competitive exams
G0221034	2021-2023	SANKARI S	Preparing for competitive exams
G0221036	2021-2023	KARNIKA U	Preparing for competitive exams
G0221037	2021-2023	MANOJ KUMAR S	International Business Management with Data Analytics, Ulster University, UK
G0221038	2021-2023	LAVANYA S B	Assistant Manager, Neeyamo, Chennai
G0221039	2021-2023	DARSHINI SRI H	Recruiter, Edutech IT Consulting and HR Services, Chennai
G0221040	2021-2023	DEEPIKA LAKSHMI G	HR Executive- SRMC, Chennai

G0221041	2021-2023	YUVARAJAN C	HR Exeutive, Meenakshi Medical College Hospital and Research Institute, Kancheepuram
G0221044	2021-2023	SRIPATHY S	Product Management Trainee - MSN Labs, Chennai
G0221045	2021-2023	CHARISHMA MARY J	Guest Relations Executive, MGM Cancer Health centre, Chennai
G0221047	2021-2023	AKSHAYA V	Junior Administrator, Sri Ramachandra Hospital, Chennai
G0221048	2021-2023	SHERLIN CELCIA M G	M.Sc in Financial Technology with Data Science, University Bristol, UK
G0221049	2021-2023	DR.KUMAR KIRAN	Branch Coordinator, Dr.Agarwal's Eye Hospital,
G0221050	2021-2023	IMMACULATE CECILIA E	HR Learning and Development Trainee Executive, Sri Ramachandra Medical Centre, Chennai
G0221051	2021-2023	VIHIRTHA S	Preparing for competitive exams
G0221052	2021-2023	BARATHI B	HR Recruiter, Skylark HR Solutions Private limited
G0221053	2021-2023	ASHWIN SUNDER	Serving Indian Army
G0221054	2021-2023	SRUTHILAKSHMI M	Associate Frauds and claims operations, Wells Fargo, Chennai
G0221055	2021-2023	PUNITHAVATHI A	Preparing for competitive exams
G0221056	2021-2023	DHUSHANTHINI G	Developer I - Software Engineering, UST Health Proof, Trivandrum
G0221057	2021-2023	KAMALESH M	Junior Administrator, Sri Ramachandra Hospital, Chennai
G0221058	2021-	SRISTI V	Assistant Manager, Neeyamo, Chennai

	2023		
G0221059	2021-2023	JIDUGU SAI VAISHNAVI	Financial Counsellor, Kauvery Hospital, Chennai
G0221060	2021-2023	MADHUMITHA S	Placement Program Manager, Error Makes clever, Chennai
G0222002	2022-2024	ARUN KUMAR M	Inside sales strategist, Rinex Technologies, Bangalore
G0222003	2022-2024	DR MUDALIAR RISHALI P GOPIKUMAR	Preparing for competitive exams
G0222004	2022-2024	PANDIYA RAJAN R	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222005	2022-2024	DR VISHALINI V	Healthcare Feasibility studies - Executive, ACME Consulting, Chennai
G0222006	2022-2024	MARIA SUSANI NIHILAN	Hospital Manager, , KMMC Medical College and Hospital, Muttam, Kaniyakumari
G0222007	2022-2024	DR PRASANNA VENKATESH E	Preparing for competitive exams
G0222008	2022-2024	Dr.SIVARAM E	Preparing for competitive exams
G0222009	2022-2024	MERLINE ASHA S	HR, KMMC Medical College and Hospital, Muttam, Kaniyakumari
G0222010	2022-2024	INBASREE KAVIYA T	Preparing for competitive exams
G0222011	2022-2024	HEMALATHA D	Intern - Marketing, Dr.Rela Institute and Medical Centre, Chennai
G0222012	2022-2024	LAVANYA C G	Preparing for competitive exams
G0222013	2022-2024	PRIYATHARSANI S	Business Analyst, Kranium Healthcare, Chennai

G0222014	2022-2024	THAMIZ VAANAN S	Operations, Kauvery Hospital, Chennai
G0222015	2022-2024	JAYASHREE P	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222016	2022-2024	ARUNRAJKUMAR N S	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222017	2022-2024	DR SUDHARSHAN S S	Customer service Manager, Provider Management in Band, ICICI Lombard, Coimbatore
G0222018	2022-2024	SAKTHIVEL S	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222019	2022-2024	JANNANI D	
G0222020	2022-2024	RAHUL D	Preparing for competitive exams
G0222021	2022-2024	NARCHAITHI RAJA S	Operations Manager, KMMC Medical College and Hospital, Muttam, Kaniyakumari
G0222022	2022-2024	SOWMIYA P	Senior Executive - Operations, Dr.Agarwal's Eye Hospital,Chennai
G0222023	2022-2024	NAAZIL I	Preparing for competitive exams
G0222024	2022-2024	SREEPRASAD R	Preparing for competitive exams
G0222025	2022-2024	SUWETHA S	Preparing for competitive exams
G0222026	2022-2024	ZAINA MARIAM	Preparing for competitive exams
G0222027	2022-2024	MANASA NIVERDA S	Executive - Quality, Kovai Medical Centre and Hospital, Coimbatore
G0222028	2022-	SWETHA K L	Developer I- Software Engineering, UST

	2024		Healthproof, Trivandrum
G0222029	2022-2024	VARSHA NAIR	Preparing for competitive exams
G0222030	2022-2024	SWETA PREETI R	Customer service Manager, Provider Management in Band, ICICI Lombard, Chennai
G0222031	2022-2024	SUSHUMUNA SAPROO	Management Trainee - Client servicing, Datrux systems private limited, Bangalore
G0222034	2022-2024	DHAYANITHI K	Aswa Hospitals, Thiruvarur
G0222035	2022-2024	LEELAVATHY G	Quality Executive, Kauvery Hospital, Chennai
G0222036	2022-2024	ASHOK M	Intern - Marketing, Dr.Rela Institute and Medical Centre, Chennai
G0222037	2022-2024	MANJU PRIYA P	Medicall, Chennai
G0222038	2022-2024	WILLIAM CAREY J	Preparing for competitive exams
G0222039	2022-2024	P HEMACHANDRAN	Preparing for competitive exams
G0222040	2022-2024	LINCY DAVID D	Intern - Marketing, Dr.Rela Institute and Medical Centre, Chennai
G0222041	2022-2024	SHEBI RENGITHA M	HR, KMMC Medical College and Hospital, Muttam, Kaniyakumari
G0222042	2022-2024	SWATHI B	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222043	2022-2024	LOGA LAVANYA M	Inside sales strategist, Rinex Technologies, Bangalore
G0222044	2022-2024	JAYALAKSHMI J	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222045	2022-	ROSHNI N	Preparing for competitive exams

	2024		
G0222046	2022-2024	DIVIYA DHARSHINI S	Finance and Human Resource Manager, Aswa Hospitals, Thirvarur
G0222047	2022-2024	DIWAKAR N	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222048	2022-2024	SHILPA KULHARI	Executive- Operations, Sharda Hospitals, Noida
G0222049	2022-2024	PRATHYANGARA DEVI S	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222050	2022-2024	ROSHINI J	Intern - Marketing, Dr.Rela Institute and Medical Centre, Chennai
G0222051	2022-2024	SARASWATHI K	Preparing for competitive exams
G0222052	2022-2024	RESHMA I	Developer I- Software Engineering, UST Healthproof, Trivandrum
G0222053	2022-2024	JAI SAI N D	Executive Operations, CEO's Office, Aster Digital Health, Bangalore
G0222054	2022-2024	ALLAN BIJUKOSHY	Preparing for competitive exams
G0222055	2022-2024	JANANI N	Business Analyst, Kranium Health, Chennai
G0222056	2022-2024	PAVITHRA E	Guest Relation Officer, Geri care, Chennai
G0222057	2022-2024	KEERTHIGA V	Intern - Marketing, Dr.Rela's Institute and Medical Centre, Chennai
G0222058	2022-2024	GANESH B	Senior Executive - Operations, Dr.Agarwal's Eye Hospital,Chennai
G0222059	2022-2024	PREETHI D	Preparing for competitive exams
G0222060	2022-2024	PRINCY ANGELA A	Inside sales strategist, Rinex Technologies, Bangalore

G0222061	2022-2024	KEERTHIVASAN. M	Kauvery Hospital, Chennai

Frequency of Meeting

- Alumni Association: The Office bearers meet once in three months and also on a need basis. The meeting is scheduled offline or online.
- Alumni meetings is conducted once in a year.

'Insight' – Newsletter of SRFMS

SRFMS has a newsletter and separate pages allocated for alumni which provides content such as alumni achievements, success stories as entrepreneurs, alumni visit to the institution, alumni webinars, and alumni meet. SRFMS organizes alumni talk every month regularly. During the COVID 19 pandemic, the institute has conducted webinars through the Google Meet platform. A half-yearly newsletter is published and sent to all the alumni through email and updated regularly on the website.

Figure 9.3.5 Glimpses of Newsletter
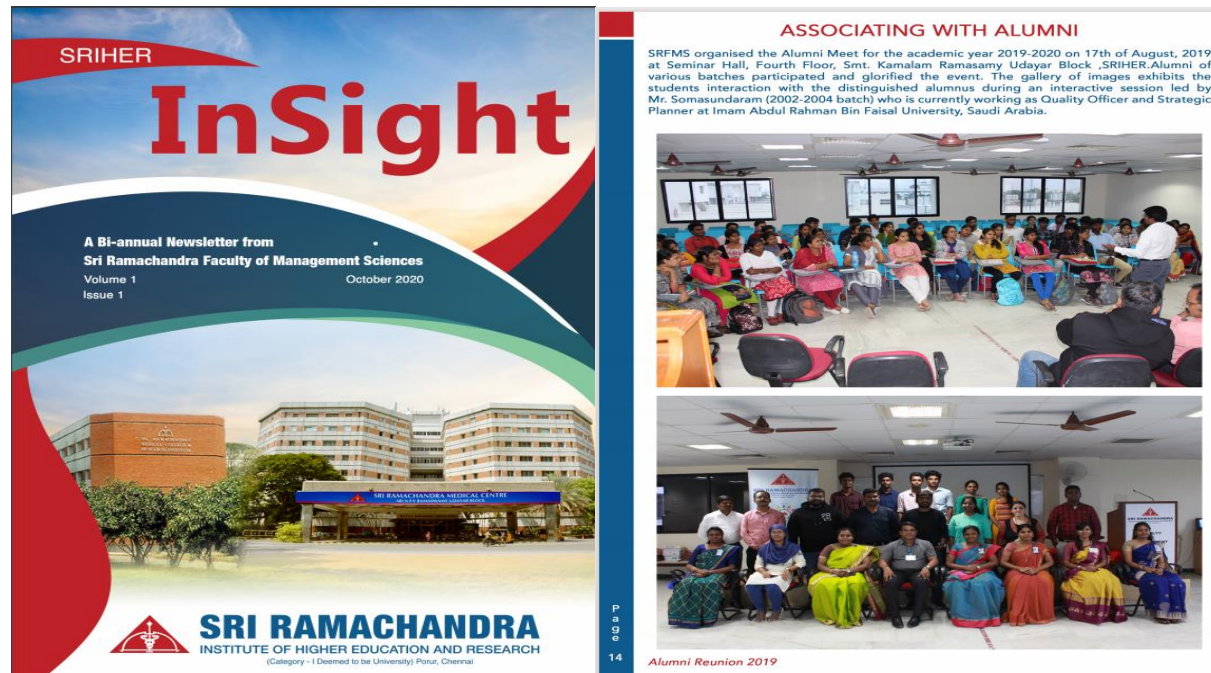
Alumni knowledge sharing sessions:

Date	Name of the speaker	Designation	Topic
22.07.2019	Mr.Hari Balaji VR	National Consultant – Disaster Management and Humanitarian Response	Disaster Management
07.09.2019	R.J.T.Nirmalraj	Assistant Professor, Hindustan Institute of Technology & science (Deemed to be University)	Emotional Resilience
01.02.2020	E.Nirmal	Project Manager Madras Diabetes Research Foundation (A Unit of Dr.Mohan's Diabetes Specialties Centre)	Perspectives in Public Healthcare in India

SRIHER

InSight

A Bi-annual Newsletter from
Sri Ramachandra Faculty of Management Sciences

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SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Category - I Deemed to be University) Porur, Chennai
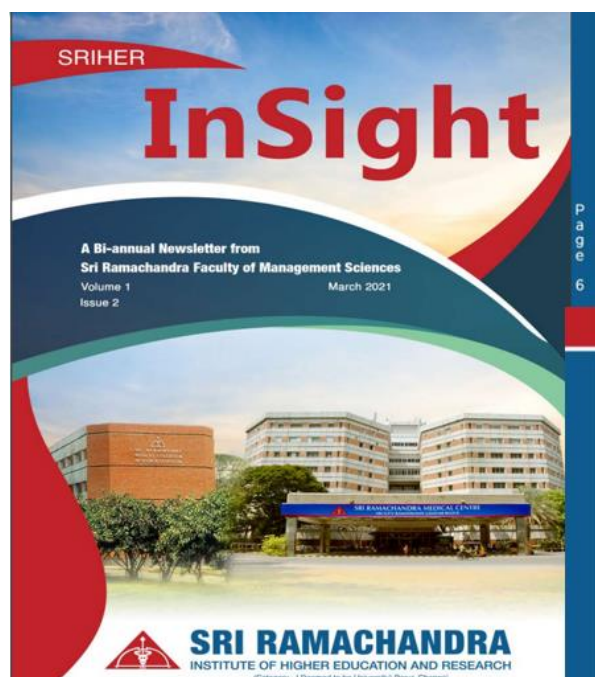
The Faculty of Management Sciences organized an alumni interaction for the Undergraduate students (2020 – 2021) as a part of the Orientation program on 5th November 2020. Mr. Mathew Maurice, Ms. Baby. M, Ms. Catakam Keshika and Ms. Suganya. C 2016-2019 batch Alumni of the department were the resource persons. The session was informative and interactive, allowing the freshers to help come out of the beginner's stigma. The student participants registered their positive feedback about the session

Virtual orientation of BBA Batch 2020-2021

The Faculty of Management Sciences organized an alumni interaction for the Postgraduate students (2020 – 2022) as part of the Orientation program on 21st November 2020. Mr.R.Somu Sundaram.R (2002- 2004), Mr.Sooraj Prabhakaran (2002 – 2004), Dr.Ragini Mohanty (2004- 2006), Mr.Ahamed Meera Sahib (2005- 2007), Mr.Sivabalan.G (2006 -2008), Dr.V.R.Haribalaji (2010 – 2012) batch alumni of the department were the resource persons. The session was informative and interactive, helping the freshers to help come out of the beginner's stigma. The student participants gave positive feedbacks about the session.

Virtual orientation of MBA Batch 2020-2022

ALUMNI WEBINAR SERIES AND ALUMNI CONTRIBUTION

Ms. Harini Swaminathan delivered a talk on "Opportunities in Pharmacy Benefit Management (PBM)" on 1st March, 2021. She pursued her MBA in SRIHER (Batch 2002-2004) is now a "Client initiative QA tech analyst" in MEDIMPACT HEALTHCARE SYSTEMS located in the United States. 200 students including faculty and alumni members participated in the session and benefited. She discussed the opportunities in Pharmacy Benefit Management for nursing, pharmacy, and healthcare professionals.

Faculty of Management Sciences – SRIHER organized a webinar on 17th April 2021 on the topic "Solid Waste – A Resource". All the management students were a part of the alumni talk. The resource person was Dr. Hari Balaji, Alumnus (Batch 2010 -2012) Head of Information, Education and Communication department, Urbaser Sumeet. The Corporate Relations Club of Faculty of Management Sciences in association with the Institute of Cost Accountants of India organized a career guidance talk on 22nd April 2021. The session presented "Placement opportunities for students specializing in Health Care Finance" for which more than 100 students from Sri Ramachandra Faculty of Management Sciences participated.

A webinar on "Role of Accreditation in Hospitals & Challenges Faced during Accreditation Process" was organized on 1st June 2021. The resource person was Ms. Preethi Dharnesh (MBA Alumna 2010-2012 Batch), Quality Manager of Adhiparashakthi Hospital, Melmaruvathur. About 170 attendees were part of the forum.

Faculty of Management Sciences organized Alumni Webinar Series on 10th June, 2021 on the topic "Transitioning from the classroom to the corporate". Ms. Susan Rajan (MBA Batch 2002 -2004) addressed students on the topic. The objective of the session was to introduce the students to learn the skills to face the corporate world. Around 165 students participated in the webinar.

AWARDS AND ACCOLADES OF SRFMS ALUMNI

An alumna of 2002-2004 batch contributed INR 45000 towards the purchase of Oxygen Concentrator for Sri Ramachandra Hospital to help the needy.

Name of the Alumni	Batch	Awards
Ms.Vidhyamani	2006-2008	Selected as CAHO Governing Committee Quality Professional Zonal Representative (Administrative Category)
Mr.Narayan Mitra	2008-2010	Awarded for ten years of service with Apollo family
Ms.Mythili	2009-2011	"COVID WARRIOR 2020" presented by NOBLE HOSPITAL
Dr.A.Devakumar	2009-2011	Selected as State Joint Secretary (East Zone), Tamilnadu Physiotherapy Doctors Association
Ms.Asha	2015-2017	Appreciation for developing website for marketing automation in Apollo Proton Center

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Table 9.3.2 SRFMS Alumni pursuing higher studies

S.no	Enrolled Year	Name of Alumni	Institute Name
1	2020	R.J.T.Nirmal raj (Batch 2001-2003)	Pursuing Ph.D, Assistant Professor, Hindustan Institute of Technology & Science (Deemed to be University)
2	2018	K.N.Priya (Batch 2002- 2004)	Pursuing Ph.D, Assistant Professor, Faculty of Management Sciences, Sri Ramachandra Institute of Higher Education and Research, Chennai
3	2019	A.Priya (Batch 2003 – 2005)	Pursuing Ph.D, Centre for Public Health, Queen's Belfast University, UK
4	2016	Mr.Ahmed Meera Sahib (Batch 2005 – 2007)	Pursuing Ph.D, Annamalai University, Chithambaram, Tamilnadu
5	2021	T.Bharathi (Batch 2010 – 2012)	Pursuing PhD, Assistant Professor Central University of Tamilnadu, Thiruvarur
6	2020	Mr.Srinivasan.N (Batch 2015-2017)	Public Health Analytics, Health Data Scientist, Society of Medical Innovation, Sydney, New South Wales,Australia
7.	2023-2024	Mr.Aravind Murugadas (Batch 2015 – 2017)	Post Graduate Degree in Business Analysis and Process Management in Sheridan College and Postgraduate degree in International Business Management in Fleming College, Toronto, Ontario, Canada
8.	2019	Ms.Nithya Priya.S (Batch 2016-2018)	Pursuing Ph.D, Assistant Professor, Faculty of Management Sciences, Sri Ramachandra Institute of Higher Education and Research, Chennai
9.	2022	Ms.Sri Durga Priya (Batch 2020 – 2022)	LLM,University of Kent – UK

Figure 9.3.6 SRFMS Prominent Alumni
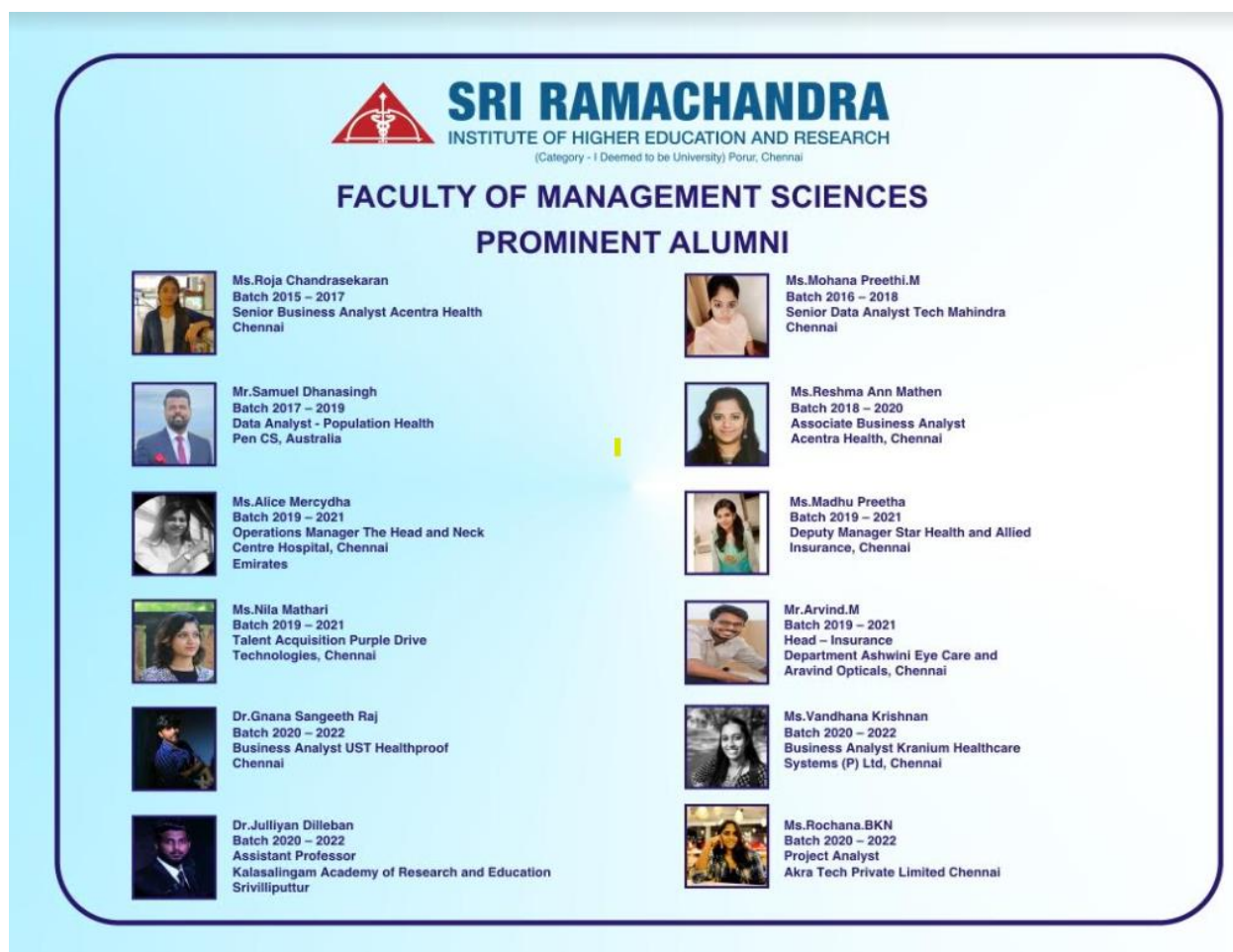
Table 9.3.3 Distinguished Alumni Award – Title winners

Purpose

To recognize the alumni who have made significant contributions to the Alma mater, service to the community and professional accomplishment in respective fields.

Policy

The nominee for distinguished alumnus award must have graduated from constituent colleges of Sri Ramachandra Institute of Higher Education and Research (DU) and should satisfy the following criteria,

- **Contributions to Alma mater:** Alumnus/Alumnae whose deeds and contributions to department/university has helped in promoting academic, clinical, administrative and research facilities.

- **Service to community:** Alumnus/Alumnae who has extended their service for the betterment of the society and has brought pride to the university.

- **Professional Accomplishment:** Alumnus/Alumnae whose unique achievements in their respective field have brought distinction to themselves and credits to the university.

The award will be presented to one distinguished alumnus/alumnae from each constituent college The distinguished alumnus awards will be presented annually by the institution during the university day celebrations in September.

S.no	Year	Batch	Name of Alumni	Institute Name
1	2015	2003 - 2005	Mr.Nirmal.E	Project Coordinator, Dr.Mohan's Diabetes Specialities Centre
2	2018	2003 - 2005	Ms.Priya.A	Manager, Aravind Eye Care System, Pondicherry
3	2019	2001 - 2003	Mr.Dhinakaran.M	Deputy General Manager – Operations in SRM Medical College Hospital, Kattankulathur
4	2020	2010 - 2012	Dr.V.R.Haribalaji	Head – Information, Education and Communication (IEC) Urbaser Sumeet, Chennai
5	2021	2011 - 2013	Dr.Renuka Vidyashankar	Director – MiTran Innovation Systems Pvt.Ltd, Bangalore
6	2022	2001-2003	Ms.Sajimma Joseph	Healthcare Consultant, UST Global, Ernakulam, Kerala
7	2023	2006-2008	Ms.Vidya Mani	Quality Manager, Apollo Proton Cancer Centre, Chennai

CRITERION 10	CONTINUOUS IMPROVEMENT	50

10.1 Actions taken based on the results of the evaluation of each of the POs (20)

SRFMS aims to provide high-quality education and prepare students for leadership roles in the business world. It also aims to provide a rigorous and comprehensive education that equips students with the knowledge, skills, and tools needed to succeed in various business disciplines.

Table 10.1.1 Steps taken to sustain attainment of Program Outcomes

PO No.	Program Outcomes Description	Action plan
PO1	Apply knowledge of management theories and practices to solve business problems.	• Incorporate real-world business case studies and problem-solving workshops into the curriculum. • Encourage collaborative projects with industry partners to address current business challenges. • Organize seminars by industry experts to provide practical insights into management theories.
PO2	Foster Analytical and critical thinking abilities for data-based decision making.	• Introduce critical thinking orientation in all courses. • Include problem-solving case studies in Courses. • Integrate data analysis software and tools (such as Excel, R, and Python) into coursework.
PO3	Develop Value based Leadership.	• Conduct leadership development programs focusing on ethical and responsible leadership. • Facilitate mentoring programs where students can learn from experienced leaders in industry. • Introduce subjects focusing on corporate governance, ethics, and sustainability. • Encourage participation in community outreach or CSR projects to develop leadership in social responsibility.
PO4	Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.	• Include courses on international business, legal frameworks, and business ethics in the curriculum.. • Organize expert talks on global economic trends and their impact on businesses. • Promote projects focused on analyzing the ethical and societal impacts of business decisions.

PO No.	Program Outcomes Description	Action plan
PO5	Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	• Provide group projects that mimic real-life team dynamics and encourage leadership roles. • Incorporate team-building exercises and peer evaluations in group assignments. • Introduce courses or modules on conflict resolution, team management, and interpersonal communication. • Arrange leadership workshops focusing on emotional intelligence and collaborative working.
PO6	Communicate effectively and use information and knowledge effectively.	• Offer courses on business communication, presentation skills, and negotiation. • Encourage students to give presentations and lead discussions in a professional setting. • Conduct workshops on knowledge management and effective information dissemination within an organization. • Provide opportunities for students to engage in peer teaching and knowledge sharing
PO7	Inculcate entrepreneurship ability.	• Introduce entrepreneurship courses that cover startup management, business model development, and innovation. • Provide incubation support, mentoring, and funding opportunities for student startups. • Organize entrepreneurship boot camps, hackathons, and pitch competitions. • Invite successful entrepreneurs for talks, mentorship, and guidance.
PO8	Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.	• Promote self-directed learning through online courses, and certifications. • Encourage students to pursue internships, workshops, and fieldwork during semester breaks. • Facilitate access to a rich library of resources, including research papers, books, and journals. • Introduce reflection and feedback sessions where students set and assess personal learning goals.

Table 10.1.2 Activities undertaken for improvements of POs

Po's	Activities undertaken for improvements of PO's
PO1	• National Seminar on Healthcare system and Healthcare delivery in India - Challenges and opportunities • Global Leadership Summit 2021 • Guest talk -Is fluency in English an overestimated Determinant of smartness, Resume makeover and networking strategies, Role of Administrators in Mental Health, Transitioning from the classroom to the Corporate, Yoga during pandemics: Self- Management of excessive tension and enhancing immunity through Yoga, Is Fluency in English an over estimated determinant of smartness? • TN Apex Skill Development Centre for ,Healthcare - "Healthcare Skill Summit" • Training Human Process Lab- Indian Society for applied Behavioral Science • India Immersion Program to students of University of Hull • **Hospitals and Industries Visits:**, Bhat Biotech- Bengaluru, Narayana Health- Mysuru. Dr Moopen's Medical College, Wayanad, Kerala. • Seminar on Organ Donation & Protocol, Mohan foundation • FDP on Emotional Resilience • FDP on Teaching through cognitive psychology • Workshop on Art of Gamification in Classroom **Students sports and cultural activities:** • Business alchemy case study competition –I place • Case a thon: International case study Challenge by think 5 analytics Inc -10th rank • National level Business Plan competition at Sai Ram Institute of Management Sciences-2 nd place • Chain shot relay (operation management at SSN School of Management- 1st place • Bootstrap outline- Daksha- Business Plan at SSN School of Management-1st place • Red handed - Daksha_ Crime Scene Investigation at SSN School of Management-1st place • Trail by fire (general quiz) at SSN School of Management-1st place • Trail by fire (general quiz) at SSN School of Management-Winner • Business Standard Project Award 2022 and a cash prize of one lakh-1st place • Business Quiz at Amity Global Business School, Chennai1st place • Dance at Amity Global Business School, Chennai-overall runner up title • Inter-collegiate cultural event, organized by Amity Global Business School, Chennai-1st place • Business Plan at Vellore Institute of Technology (VIT), Chennai-1st place • Corporate Walk at VIT, Chennai-2nd place • Marketing Mavericks, College of Engineering , Guindy-runner up • Crickstrat, Department of Management, College of Engineering, Guindy-winner • Guess the lyrics, Blitzkreig 2024, Alpha College of Engineering-2nd place

	• BSmart case study competition –All India first place • BSmart case study competition –Third place **Alumni Talk** - Redefining Healthcare skills

PO2	• Guest talk on the topics, Chartered Accountant & Faculty in Finance, Union Budget Proposals 2021-2022
	• Emotional Re-engineering
	• Role of Administrators in Mental Health
	• Course on Research – Qualitative & Quantitative with designing of Questionnaire and its Validation
	• Workshop on Financial Empowerment & Literacy
	• Opportunities in Healthcare IT
	• Guest talk on Nuances of Investing
	    o Guest talk on Opportunities in Healthcare IT
	    o Workshop on Art of Gamification in Classroom
	• FDP on Teaching through cognitive psychology
	• Expert talk on data analysis

PO3	• Annual Management Meet- Ethoz 2021, Ethoz 2022 Ethoz 2023. • Entrepreneurial Opportunities in Healthcare, Emotional Resilience, Transformational leadership. • Energizing your mind and body with yoga during pandemic • **Hospitals and Industries Visits:** Bhat Biotech- Bengaluru, Narayana Health- Mysore, Dr Moopen's Medical College, Wayanad , Kerala • Health Care Leadership Summit 2021 • Cyber Security awareness program • FDP on Teaching through cognitive psychology
PO4	• Guest talk under its Distinguished Lecture Series on "Strategy through Innovation and Breakthrough" • Guest talk, on the topics, "Three Box Solution : A Strategy for Leading Innovation", "Disaster Management" • Workshop on Financial Empowerment & Literacy • Drive against Drug • Health Care Leadership Summit2021 • Signed a Memorandum of Understanding (MoU) with Qur Health and ACME Consulting Private Limited • Build Up Outdoor Classrooms and healthy open places on campus **Students Activities** • International Yoga day
PO5	• Annual Management Meet- Ethoz, 2021, 2022,2023 Guest talk on the topic, "Emotional Resilience", Resume makeover and networking strategies, Role of Accreditation in hospitals and challenges faced during the accreditation process. Exploring International Collaboration with Bentley

PO6	• Guest talk on the topic, "Union Budget Proposals 2021-2022",Industry Expectations from fresher's, Ms.Vidya Mani, Head- Quality, fortis Healthcare,E-CEO reflections • Guest lecture - Financial opportunities/schemes for budding entrepreneurs, • Guest talk on Rising leader-Role of youth in volunteering
PO7	• Guest talk -Entrepreneurial Opportunities in Healthcare. Mastering Entrepreneurship from idea to success, Delving into entrepreneurship, CEO talk series-1, CEO talk series-2, CEO talk series 3, Mastering Entrepreneurship from idea to success. **Students activities:** • Business Plan at Vellore Institute of Technology (VIT), Chennai-1st place
PO8	• Guest talk -Unlocking success-Mastering career skill in the smart era, AI Trends in HR • Alumni talk on the topics, "Opportunities in Healthcare IT and Operations and Career talk". • Regional seminar on securities markets by SEBI, NSE, and NSDL. • National level workshop-Data Analysis for Business Research (DABUR) • Yoga during pandemics: Self- Management of excessive tension and enhancing immunity through Yoga
PSO1	• Guest lecture on "Emerging opportunities in Healthcare Industry, Perspectives in Public Healthcare in India • Hospitals and Industries Visits: Bhat Biotech- Bengaluru, Narayana Health- Mysuru. Dr Moopen's Medical College, Wayanad , Kerala • Alumni talk on the topics, "Opportunities in Healthcare IT and Operations and Career talk".
PSO2	• Hospitals and Industries Visits: Bhat Biotech- Bengaluru, Narayana Health- Mysuru, Dr Moopen's Medical College, Wayanad , Kerala

Continuous Improvement Initiatives:

At SRFMS, we are committed to continuously enhancing instructional methodologies and adopting innovative pedagogical initiatives to ensure an enriching learning experience for our students. At the start of each semester, detailed course outlines, session plans, textbook references, reading materials, and assessment schedules are shared with students. Faculty members clearly communicate their expectations to foster transparency and engagement.

Our instructional approach combines lectures, case discussions, project work, and student presentations, tailored by individual faculty to suit the specific needs of their courses. These methods are integrated into continuous internal assessments, designed to actively involve students and enhance their participation. Classrooms are equipped with state-of-the-

art IT infrastructure and Information and Communication Technology (ICT) is leveraged wherever applicable, including the use of relevant video content to support learning.

To complement theoretical learning, industry visits are organized, providing students with practical, real-world insights. Faculty members maintain comprehensive course files, documenting all aspects of the course throughout the semester, ensuring structured and consistent delivery.

In our commitment to professional development, faculty members regularly participate in Faculty Development Programs (FDPs) and attend seminars organized by industry bodies and associations. These initiatives ensure our faculties remain at the forefront of pedagogical innovation and industry trends, enriching the learning experience at SRFMS. Table 10.1.3 shows the mapping of various events with the respective POs.

Table 10.1.3 Mapping of events with POs

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
1.	1.7.2021	Is fluency in English an overestimated Determinant of Smartness	Ms. Danna McPherson Ms. Joann Isley Dr. Allan Gitu	Quality Assurance - PBM Company San Diego, USA	165	PO1
2.	2.7.2021	Emotional Re-engineering	Mr. Ganesh Kumar S, Emotional Alchemist,	Founder of EQ Universe learning solutions Pvt. Ltd, Chennai	175	PO2
3.	3.8.2021	Energizing your mind and body with yoga during pandemic	Ms. M. Manimegalai Narayanan, Asst. Prof. in yoga	FAHS	125	PO3
4.	24.8.2021	Resume makeover and networking strategies	Mr. Srikanth R.S, Tag Specialist,	L&D Specialist Chennai	100	PO1, PO5
5.	3.9.2021 & 4.9.2021	ICSSR sponsored National Seminar on Healthcare system and Healthcare delivery in India - Challenges and opportunities	Dr. Shakti Kumar Gupta Director Dr. Keerthi Bhushan Dr.VijayBangale (B.Pharm., M.M.S., Ph.D) Dean – Academics,	AIIMS – JAMMU, Medical Superintendent, AHA Pradhan Healthcare Management Advisor IES Management College Bandra, Mumbai. Star Health	150	PO1

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
			Dr.S.Prakash Managing Director	Insurance and Allied Insurance Co.Ltd., Associate General Superintendent, Senior Manager,		
			Dr.Samuel N J David	Head of the Department of Hospital Management Studies, Staff Training and Development at Christian Medical College, Vellore		
6.	29.9.2021	Alumni Talk - Redefining Healthcare skills	Ms. Lipika Sarmah	(2010-12 batch)	125	PO1
7.	28.10.2021	E-CEO Reflections	Dr. Karan Thakur	Vice-President, Operations and Communications, Apollo Indraprastha Hospital, New Delhi.	150	PO6
			Dr. Sameer Mehta	CEO, Dr. Mehta's Hospital, Chennai HCL Technology		
			Mr. Narayanan Muthusamy, COO Dr. K. Ravi Shankar, CEO & Medical Director Mr. Pravin Shekar, Chairman & CEO, Dr. Rao Kolusu, CEO	Sri Ramana Eye Centre, Chennai KREA Healthcare Analytics, Chennai Be a Pal LLC, USA		
8.	10.11.2021	Global Healthcare Leadership summit-2021	Dr Prabhu Vinayagam,	Group CEO, Mandalay group of Hospitals, Myanmar ,Melista hospitals, Srilanka	165	PO1, PO3
			Dr Iraivan Thiagarajah, CEO	Independent consultant,Western Virginia, USA		
			Dr Nadarajah			

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
			Varatharajah			
			Dr Harsh Mahajan	CEO, Mahajan Imaging , President, Nat health		
			Dr Nandakumar Jairam,	Chairman and CMD,Columbia Asia Hospitals		
			Dr. Nilesh Shah,	President & Chief of Science & Innovation, Metropolis Healthcare Ltd.		
			Mr Koustav Chatterjee,	Industry Principal, Healthcare and life sciences, Frost and Sullivan		
			Mr Ashish Ambasta,	Managing Director and Life sciences Industry Lead, Accenture India ltd,Head ,		
			Mr Sowmyanarayan,	Innovation and strategy, Novartis pharmaceuticals ltd		
9.	27.11.2021	Guest lecture - Financial opportunities/schemes for budding entrepreneurs	Dr. E. Baskaran, Joint Director	(Engg), Dept.of industries & commerce, Govt. of Tamil Nadu, Chennai	125	PO6
10	16.12.2021	Seminar on organ donation	Dr. Hemal Kavinde QA Officer, Ms. Ishwarya Thyagarajan-Research Associate, Ms. Sherlyn Fernandez Program officer,	Mohan foundation, Chennai	125	PO4
1	4.2.2022	Union Budget 2022	Mr. Abishek Barua Chief Economist & Executive Vice President,	HDFC CMA Mr. Raju Iyer President, ICAI	300	PO2
1	24.4.2022 – 29.4.2022	Human Process Lab	Trainers from ISBAS	Indian Society for applied Behavioral Science	60	PO1

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
13	10.6.2022	Role of Administrators in Mental Health	Ms. Tinu Anna Sam, Subject Matter Expert,	Special Education, Daffodil Health, Bangalore	100	PO1, PO2
14	6.7.2022 – 14.7.2022	India Immersion Program to students of University of Hull	Prof. Philip Gilmartin-Pro-Vice Chancellor (International)	SRFMS	11 (External) 25 (Internal)	PO1
15	15.7.2022	Exploring International Collaboration with Bentley	Dr.Kartik Raman, Professor & Chairman, School of Accounting and Finance	Bentley University. USA	165	PO5
16	12.8.2022	Annual Management Talent Extravaganza Ethoz 2022	Corporate	SRFMS, SRIHER	500	PO3, PO5
17	16.8.2022	Drive against Drug	Smt. Shobana Kalyanaraman	Propretrix of Event Eden	82	PO4
18	27. 10.2022	Cyber Security awareness program		State Cyber Command Centre, Chennai	150	PO3
19	16.11.2022	Guest Lecture (Nuances of Investing	O.R.Nirmal	Founder - Setty Picks LLC	148	PO2
20	23.11.2022	Workshop on Financial Empowerment & Literacy	Ms.Vidya shivakumar Ms.Arathi parameswaran	Co –founder of Team UBUNTU Professional educator in entreprenuership and community service	152	PO2,PO4
21	2.12.2022	Guest Lecture	Ms.Jaisri Chety	Serial Entrepreneur, USA	56	PO6
22	16.12.2022	TN Apex Skill Development Centre for Healthcare - "Healthcare Skill Summit"	Dr. Sugan Chinna Maran	Head - Operations Mob:9445298204	100	PO1
23	11.5.2023	Industry Expectations from freshers	Ms.Vidya Mani	Head- Quality, fortis Healthcare	140	PO6
24	22.6.2023	International Yoga day	Dr.Manimegalai	SRFAHS	40	PO4

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
25	30.6.2023	Opportunities in Healthcare IT	Ms.Roja	Senior Analyst, Acentra Health	82	PO2
26	01.07.2023	CEO talk series-1	Mr.Thirunavukkarasu	Founder, PRISI	48	PO7
27	24.08.2023	FDP on healthcare innovation & entrepreneurship opportunities	Dr.Anand Thirunavukarasu	SRIIC	14	PO7
28	08.09.2023	Unlocking success-Mastering career skill in the smart era	Mr.John vallogia D.C	SMIOTO,INC,USA	5O	PO8
29	16.09.2023	Delving into entrepreneurship	Dr.E.Bhaskaran Dr.Kamaludeen	GM, MSME, GOV. TN CEO, Blue Bharath Exim, PVT.LTD	80	PO7
30	26.09.2023	Transformational leadership.	Dr.S.Praveen Kumar	School of commerce and management	130	PO3
31	10.10.2023	Regional seminar SEBI, NSE, NSDL	Mr.Illango Mr.Suruleeswaran Mr.Kiran David Mr.Muthu kamal	AGM,SEBI AM,NSLD DGM,NSE World Bank IT consultant	130	PO8
32	20.10.2023	CEO talk series-2	Ms.Priyanka Palanisamy	Founder & CEO of J&JP clothings	72	PO7
33	14.11.2023	Organ Donation & Protocol	Ms.Arshiya Fathima Dr.Hemal Kaninde	Mohan foundation QAO, ISO slider	150	PO1
34	20.12.2023	Women Empowerment Programme	Dr.Deepamala Krishnamoorthy	Founder of Research and Action Centre for local democracy	114	PO7

S.No	Date	Topics	Name of the Resource Person	Industry	No. of students benefitted	PO Mapping
35	11-01-2024	Joint Management Development Programme in Finance for Non-Finance Professionals (with Bentley University)	1.Mr. Chandramoulee Palani, 2. Dr. Sanjay Putrevu, 3. Dr. Kartik Raman, 4. Mr Chandrashekar Kupperi	Management Coach and Consultant, Banking and Corporate Finance Dean of Business, Bentley University, Washington DC, USA. Professor, Bentley University, Washington DC, USA Founder, ANOVA Corporate Services, Private Limited	33	PO8
36	03.02.2024	Emotional Resilience	Dr.Manimegalai	Assistant Professor, SRFMS	38	PO1 & PO2
37	17.02.2024	Teaching through cognitive psychology	Dr.S.Jayachandran	VP marutham group	21	PO1, PO2, PO3
38	13.03.2024	Art of Gamification in Classroom	Dr.R.Karuppusamy	Dean, HITS	65	PO1 & PO2
39	14.03.2024	CEO talk series-3	Mr.Santhosh Muruganantham	Co-founderMD, Kolapasi Chain of Restaurant	58	PO7
40	17.04.2024	Expert talk on data analysis	Mr.S.Sudeesh	Associate fellow in data science,	52	PO2
41	02.05.2024	International Yoga Day	Dr.Manimegalai	Associate Professor, FAHS	45	PO8
42	09.05.2024	AI Trends in HR	Dr.R.Sabarisan	Medical Director, Bewell hospital	51	PO8
43	05.06.2024	Rising leader-Role of youth in volunteering	Ms.Hasini	Young Nutrition Ambassador of Tamilnadu and ALERT	92	PO6
44	19.06.2024	Mastering Entrepreneurship from idea to success	Mr.Sathish Raj	Founder & CEO, E-Crusaders	100	PO7
45	28.06.2024 & 29.06.2024	National level workshop-Data Analysis for Business Research (DABUR)	Dr.Selvam Jesiah Dr.A.S.Poornima Dr.S.Dinesh, SRFMS Dr. Kasilingam, Pondicherry University Dr.Arun, VIT	Academicians	48	PO8

10.2. Academic Audit and actions taken thereof during the period of Assessment (10)

Course files: All faculty members maintain a course file for each course handled. The Principal periodically reviews the course files.

Class committee: A class committee is formed in the first few weeks of the students joining the program. The purpose of this forum is explained to the students in the class. A team of two students per class of sixty is drawn up to ensure representation. The committee meets the Principal twice in a semester and all academic issues are discussed. The sample copy is attached.

Sri Ramachandra Faculty of Management Sciences

Table 10.2.1 Minutes of the Meeting

Venue: Sri Ramachandra Faculty of Management	Date:26.09.2022	Time: 10:00 to 11.00 a.m.
Headed By	Dr. Selvam Jesiah	
Class Coordinator	Dr. Srinivasan	
Members	Mr. Hemachandran.P	
	Ms. Swathi.B	
Agenda	1. Course wise academic discussions	
	2. Attendance position	
	3. Student development activities	

MINUTES

1. Meeting started with introduction regarding the purpose of class committee meeting.

2. Discussion on the following issues were done:
   - Course wise academic discussions were made. The students are happy with the delivery of academics
   - Students Attendance percentage and steps to improve the attendance percentage
   - Student's expectations on development activities.

3. Other faculty members shared their observations, the points were summarized and meeting concluded.

CLASS COORDINATOR   **PRINCIPAL**

Question papers for internal assessments:

These are discussed with the principal and reviewed before the administration of the tests. The quality of the question papers is checked for difficulty levels and coverage of COs.

An academic and administrative readiness audit is done before the start of each semester. The audit is done in three phases.

Phase I: Preparedness for the forthcoming semester

Phase II: Semester-in-Progress (during the semester)

Phase III: Semester nearing completion

To fulfil the goal of high integrity and academic rigour, faculty members are asked to prepare the course plan for each subject they are allotted. Regular review meetings are held, and the suggested measures are taken. Regular feedback on the curriculum from students, industry experts, and teachers is taken, and accordingly, the curriculum is designed and amended. A review of teaching pedagogy is done, and corrective and preventive measures are taken.

The steps involved in the assessment:

Step 1: In the initial process before teaching the course, the faculty members prepare the course plan with learning objectives, learning outcomes, and performance indicators. It also includes a course evaluation, a session plan, and references.

Step 2: The prepared course plan is reviewed by the principal and shared with the students by the respective course instructor.

Step 3: After completion of the course, feedback is collected from the students. The feedback is assessed, and a review meeting is conducted by the principal with the faculty member concerned, where various training programmes are organised based on the feedback.

The comments and suggestions as a result of periodic academic audits and the action taken are briefed below in tabular form:

Table 10.2.2. Academic audit and actions taken

Year	Academic Audit Comments / Suggestions	Action Taken
2021-22	Skill enhancement lectures	To ensure students are acquiring various skills that are required for getting placements, various guest faculties from eminent institutes addressed the students on topics like, Unlocking success, Transformation strategies, Networking strategies, and so on.
	Improvement in the students placement offer	There will be a gradual development in student intake across various sectors from 2023-2024
	Improvement measures for un der-performing students	The performance of the weaker students is being taken care of through tutorials and remedial classes.
2022-2023	Award of scholarships to meritorious students	Two of the students have been awarded the Sri Ramachandra Alumni Association PG scholarship to motivate them in their studies.
	Skills based learning	Students were exposed to various skill-based learning activities. Alumni series are held on a regular basis to enhance the learning experience as well as build rapport among the practitioners for effective networking.
	Activities	Students participated in various events and bagged prizes at the intra- and intercollegiate levels.
2023-2024	Innovative learning	Various innovative teaching methods using ICT were implemented to promote innovative learning
	Improvement measure for slow learners	Self-learning materials and tutorials are provided additionally to improve them
	Student support system and progression	Placement to be improved

10.3 Improvement in Placement, Higher Studies, and Entrepreneurship (10)

Improvements in placements

One of the most important success factors for a MBA program is the final placement of graduating students.

SRFMS offers a unique programme in MBA (Hospital and Health Systems Management) and facilitates the students' placements in various sectors. Our students are from diversified backgrounds, such as medical, alternative medicine, dental, physiotherapy, engineering, and arts and health sciences programmes like nursing, allied health science, emergency trauma, and nutrition.

The placement process starts in the month of December every year and has witnessed more than 71 companies, including both regular and first-time recruiters, recruiting for different profiles on and off campus.

Table No 10.3.1 Placement statistics for the batches 2020-2022, 2021-2023, 2022-2024,

	2020-2022	2021-2023	2022-2024
No. of Companies shown interest	54	47	60
No. of Companies recruited	28	30	33
Batch Strength	59	56	58
No. of students Registered	44	43	42
Total Number of Students placed	38	39	35
Highest Salary (Rs. Lacs p.a.)	5.05 LPA (Tech Mahindra)	6 LPA (TCS)	5.95 LPA (ICICI Lombard)
Average Salary (Rs. Lacs p.a.)	2.4 LPA	3.60 LPA	4.2 LPA
Minimum Salary	2 LPA	2 LPA	2.4 LPA

The roles given were consulting, marketing, hospital operations, and business analyst for IT companies. The placement process received healthy participation from companies across domains like Hospital Healthcare IT, Healthcare Consulting, hospital operations, Health Science Education General Management to ensure ample choice for the students to pursue careers in the field of their preference. The placement statistics for the last three years are indicated in table 10.3.1. They show a consistency in the number of students placed and an improvement in the salary levels offered to the students. Overall, SRFMS achieved 84.67 percent placement on average for the last three years. The year-wise split is reflected in the table and chart 10.3.1.

Figure 10.3.1 Percentage of students placed (2021, 2022 and 2023)
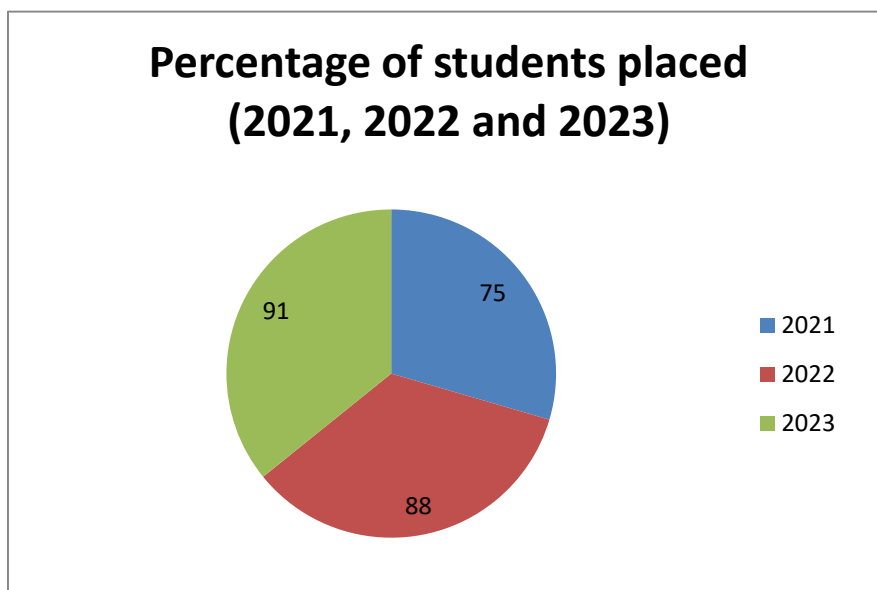
Figure 10.3.2 Salary structure for the three years (2021, 2022 and 2023)
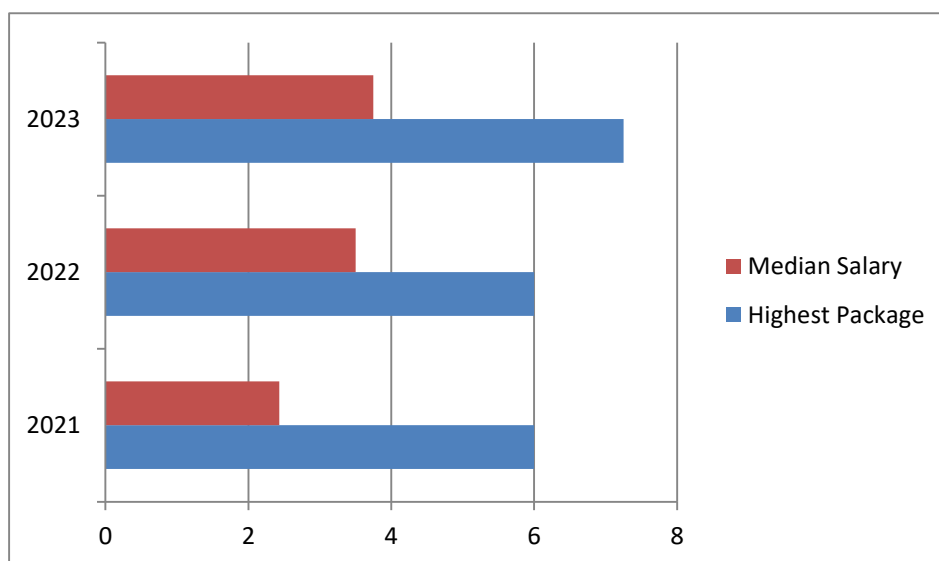
There exists gradual development in student intake across various sectors from 2021 to 2023. The year 2022 witnessed a 13% increase and 2023 witnessed an increase of 16% and it is expected that the current year will be in a better position than the last two years as the placement is on progress. This incremental growth validates the existence of strong academic and extracurricular activities that enable students and faculties to befit the student in the right place. Student placement could be accelerated across a few more healthcare companies like biomedical equipments, life sciences tools and services, and biotechnology.

Table 10.3.3 Improvements in Students Pursuing Higher Studies

Batch	Students Name	Degree Admitted	Country/City	University
2019 -2021	Ms.Anjitha Sam	M.Sc Global Public Health	UK	University of Essex
2019- 2021	Ms.Narumugai	Health Informatics	Ontario Canada	Confederation College
2020-2022	Ms.K.G.Durga devi	LLM in Healthcare Law	UK	University of Kent
2020-2022	Dr.Varsha Gopinath	Master's in UT Health, Houston	USA	
2021-2023	Ms.Priyadharshini	Ph.D	India	SRIHER
2021-2023	Manoj Kumar.S	M.S International Business Analytics	UK	University of Birmingham

Table 10.3.4 Improvements in Entrepreneurship

Batch	Students Name	Name of the Business, Place	Details of Proprietorship (Director, Co-Director etc.,)	Registration Certificate Number, if obtained	Sector
2018-2020	Mr.T. Jeyenthiran	Winged Athletes, Vellore	Founder and Proprietor		Exports
2019-2021	Mr.Syed Shameer	RBK & Noor Marbles	Managing Director	33KCMPS 4246E1ZA	Real Estate
2019 2021	Mr.Kumar Benjamin	Kuppi Paparazzo,Chennai	Founder and Proprietor		Photography
2019-2021	Mr.Jack Pearson	New path Real Estates and Builders	Managing Director		Real Estate
2019 - 2021	Mr.Arvind.M	Ashwini Eye care	Head of the Insurance Department		Healthcare
2019 - 2021	Ms.Swetha Sri.R	PTS Powertronic solutions Pvt.Ltd	HR Head		Energy
2020-2022	Ms.ShaniaSusan Philip	Eternal private limited	Entrepreneur		
2021-2023	Dr.Sripathy	Medicometrix Private Limited		U47413TN 2024PTC1 69332	Healthcare

10.4 Improvement in the quality of students admitted to the program (10)

Table 10.4.1 Profile of the students admitted for the last three years

	2023-24	2022- 23	2021-22
Work Experience (Both)	14	6	4
No. of Male Students	20	24	19
No. of Female Students	40	36	38
Total No. of Students	60	60	57
Qualification (UG) Management Stream	13	10	7
Other Stream	47	49	50
Within State (Both)	56	60	57
Outside State (Both)	4	-	-
Outside country (Both)	0	-	1
Diversity			
Engineering	3	3	5
Commerce & Management	12	10	9
BDS, Nursing, Pharm.D	6	9	8
Others (Allied Health Science)	39	38	38s

SRFMS believes that the quality of input determines the quality of output. In the academic year 2021–2022, only 41 students were admitted using the SRIHER entrance. In the years 2022-2023, the number of students admitted increased to 50, and in the years 2020–21, it increased to 59. This indicates twofold increases in intake. Since the year 2020–21, SRFMS has started admitting students from nationally approved tests like MAT and TANCET. Around 28 students were admitted by MAT/TANCET in the years 2021–2022. There has been a steady increase in students of BDS and other health sciences backgrounds preferring MBA (HHSM) in the years 2022–2023, making our course more diverse. The trend continued for the batch of 2022–2024, where 33 students were selected by MAT, TANCET, or CMAT. The years 2021–2023 also saw the admission of one international candidate who completed his MBBS in Ukraine. The trend continued in the years 2022- 2023.We had 2 doctors admitted, 5 dentists, and many other allied health professionals with working experience.

There has been tremendous improvement in the quality of students admitted to the institute. The quality of a student is measured by the following parameters:

1. Number of students admitted against the sanctioned intake.
2. Number of students admitted through national-level management aptitude tests such as MAT, CAT, SRFMS MAT, and other tests.
3. Number of applications received in comparison to the number of students admitted.

Table 10.4.2 Number of students admitted against the sanctioned intake.

YEAR	2021-2022	2022-23	2023-24
Sanctioned Intake	60	60	60
Admitted Students	60	58	60

Table 10.4.2 presents the data for the last 3 years' admission scenario in terms of the number of sanctioned seats and actual admissions.

Table 10.4.3 Number of applications received

YEAR	2021-2022	2022-2023	2023-2024
No. of applications received	95	85	80
No. of students admitted	60*	58	60*

Table 10.4.4 Number of students admitted through competitive exam

BATCH	MAT	XAT	CMAT	TANCET	CAT	SRIHERMAT	TOTAL
2020 – 2022	18					41	59
2021 – 2023	28		1	6	1	24	60
2022 - 2024	26		1	6		25	58
2023 - 2025	23		1	6	1	29	60

Part – C

DECLARATION BY THE INSTITUTION

Sri Ramachandra Faculty of Management Sciences

Declaration

I undertake that, the institution is well aware about the provisions in the NBA's accreditation manual concerned for this application, rules, regulations, notifications and NBA expert visit guidelines in force as on date and the institute shall fully abide by them.

It is submitted that information provided in this Self-Assessment Report is factually correct. I understand and agree that an appropriate disciplinary action against the Institute will be initiated by the NBA in case any false statement/information is observed during pre-visit, visit, post visit and subsequent to grant of accreditation.

(SELVAM JESIAH)

Date: 18/10/2024

Place: Chennai

Signature & Name

Head of the Institution with seal

PRINCIPAL
SRI RAMACHANDRA
FACULTY OF MANAGEMENT SCIENCES
SRI RAMACHANDRA INSTITUTE OF
HIGHER EDUCATION AND RESEARCH
(Deemed to be University), Porur, Chennai-116.

ANNEXURES

SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Deemed to be University)
SRI RAMACHANDRA FACULTY OF MANAGEMENT SCIENCES
M.B.A (HOSPITAL AND HEALTH SYSTEMS MANAGEMENT)

ANNEXURE I

PROGRAMME GOVERNANCE DOCUMENT

Introduction

This document is a part of governing document depicting the vision and mission of SRFMS and the purpose of MBA programme. It depicts the vision and mission of SRIHER & SRFMS along with the Graduate Attributes (GA), Programme Educational Objectives (PEOs), Programme Outcomes (POs), Competency and Performance Indicators (PIs) of MBA Programme. Programme Specific Outcomes (PSOs) are stated in the document to specify the unique specialization of the programme we offer in Hospital and Health Systems Management.

Graduate attributes (GAs) articulate the generic abilities to be looked for in a MBA graduate which form the POs that reflect the skills, knowledge and abilities of graduates we produce. In outcome-based education, a "design down" process is employed which moves from Vision to Graduate attributes and Graduate attribute to PEOs. The design down continues that it moves from PEOs to POs (PSO) and POs to COs ultimately to attain individual learning experiences. COs, which need to be aligned with, and contribute to, the program outcomes, should be developed for each course. Achieving a particular COs vouch for the accomplishment of certain Competencies and PIs leading to attainment one or more POs. While preparing the course plan, the instructor should identify the appropriate Competencies and PIs depending on the content of the course. A big question is: where do these Competencies and PIs come from?. Answer is: They are derived from POs. As POs are generic in nature, they are broken into competencies required for managers and leaders who possess the required knowledge, skills and attitude to operate their business in a competitive and complex environment. Each competency is divided into 1 to 4 PIs depending on the intensity of a particular POs.

MBA in SRFMS has 33 courses which are the building blocks to the MBA programme. For each course, teaching strategies, learning activities, assessments and resources should all be designed and organized to help students achieve the learning outcomes at the course level. The instructors are directed to display in their course plan: COs, PIs, and POs and their mapping with each other. The course plan also contains the assessment activities which students demonstrate their level of achievement of the COs and POs. Hence, this document helps various stakeholders, largely instructors and students to understand these components to execute and ensure that the purpose of MBA programme is achieved.

Vision & Mission (SRIHER)

The Vision

"To offer diverse educational programmes that facilitate the development of competent professionals and valuable citizens, who demonstrate excellence in the respective disciplines, while being locally and globally responsive in areas of education, healthcare delivery and research".

The Mission

Sri Ramachandra Institute of Higher Education and Research (Deemed to be University) will actively promote and preserve the higher values and ethics in education, health care and research and will pursue excellence in all these areas while consciously meeting the expectations of the people it serves without prejudice and in all fairness stay socially meaningful in its propagation of the various arts and sciences to enrich humanity at large.

Vision & Mission (SRFMS)

Vision:

- To make the Sri Ramachandra Faculty of Management Sciences, a potential, global centre of excellence in education, healthcare and research.

Mission:

- To educate and develop individuals to be professionally, ethical and socially responsible.

- To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.

- To undertake quality research, consultancy and training programs

- To collaborate with stakeholders for support and participation in its program in education, service, outreach and research.

- To strive for the promotion of health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged.

Quality Policy Statement

SRFMS is committed to imparting quality education, ethical value, social responsibility, research, consultancy and continuous research programs by implementing quality management system in the field of hospital and health systems management. It also aims to meet global standards through continuous improvement of its academic ability that benefits the stakeholders.

Graduate Attributes

Academic and Cognitive

• Academic excellence, Discipline, Creativity, Critical Thinking, Positive Attitude, Decision Making

Social attributes

• Communication and Team Orientation

Values

• Ethics, Leadership, Commitment and focus

Academic Excellence

• Strong foundation in the concepts is required for any graduate and it will demonstrate the ability to perform and exhibit superior performance.

Discipline

• Every human is required to be regulated in accordance with the particular system of governance. Whatever the field our graduates enter into, discipline is the foremost priority.

Creativity

• We are living in an era, where the work force is being replaced by Robots everywhere. Now, if we desire not to be replaced, a management graduate should be highly creative and out of box thinker.

Critical Thinking

• Our graduates should have strong analytical skills and he/she must think critically to evaluate the factual evidence and draw conclusions.

Positive Attitude

• Positive Attitude will make a person optimistic and helps to avoid negative thoughts. Developing this attitude within our graduates will help them to see the brighter side of their career and life.

Decision Making

• Effective and timely decisions will have a great impact on the growth of any organization. A Management graduate should not decide based on herd instinct, rather analyse the situation and take timely decisions.

Communication

•   To be effective in their chosen field, one has to have great communication skills and Healthcare is not an exception. Being an Administrator one should equip themselves in oral and written communication skills.

Team Orientation

•   No one is going to work in isolation; organization expects more of teamwork and outcomes from the team. Hence, graduates should prepare themselves to work in a group and contribute towards the success.

Ethics

•   Ethics is doing right even when nobody is watching us. Both personal and professional ethics is expected from the management graduates.

Leadership

•   Leadership, a skill to lead or guide is required from any successful leader and graduates who aspire to become great leader should focus on this skill

Commitment and Focus

•   Most of the successful personalities in this world are the ones who were committed to their dreams and passion and the same focus and commitment is required for a management graduate to fulfil their dreams and passion.

Programme Educational Objectives

MBAPEO 1: Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.

MBAPEO 2: Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.

MBAPEO 3: Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.

MBAPEO 4: Graduates will excel in a competitive environment through extraordinary communication and teamwork

MBAPEO 5: Graduates will have a leading role in corporates and life-long learning to contribute to the society.

Sri Ramachandra Faculty of Management Sciences has documented each process of developing Program Outcomes (POs) and Course Outcomes (COs). Program outcomes are mapped with the course outcomes which is verified and validated by the curriculum committee at the Faculty level along with the course transactor concerned. The program outcomes are identified with their respective competencies and performance indicators which help in mapping COs with POs. Question Papers are prepared in line with the requirements of performance indicators and Bloom's taxonomy level that enable the transactors ascertain the course and programme outcomes attainment.
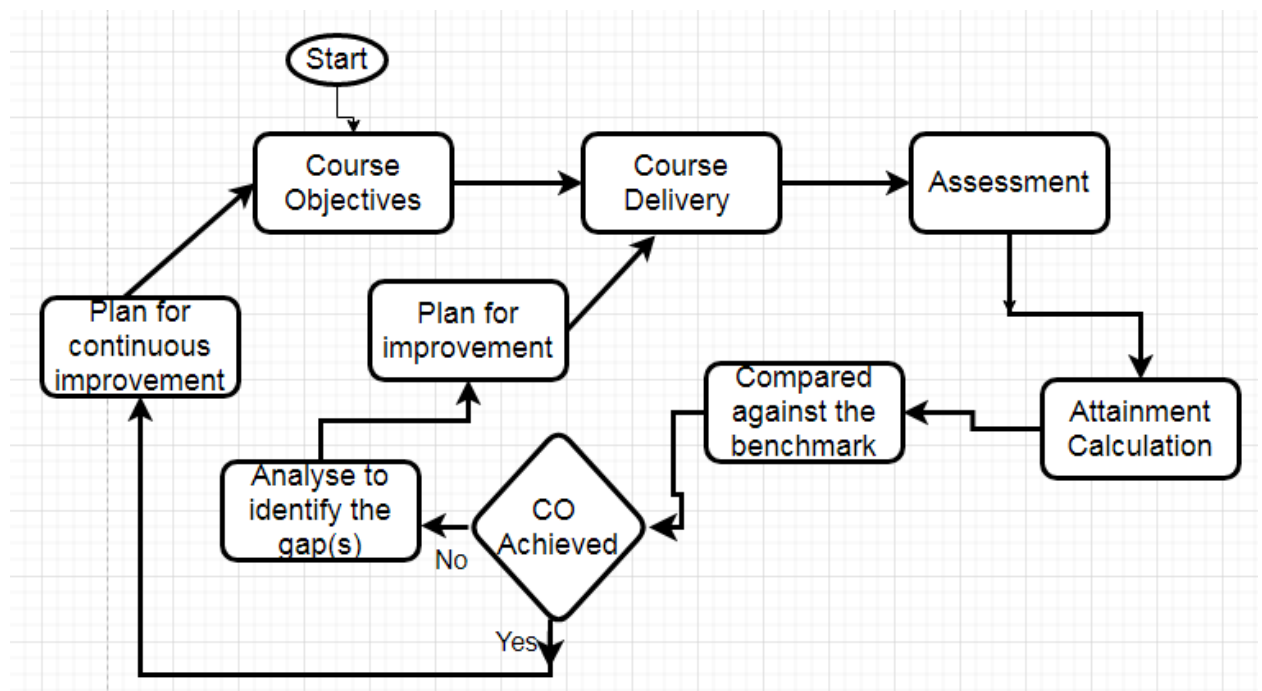
Figure 3.1: Teaching Learning Process

Process involved in defining Program Educational Objectives (PEOs)

Defining the PEOs of SRFMS begins with internalizing the vision, mission of the faculty. A SWOC analysis matrix is prepared after getting the views of all the stakeholders, including students, parents, alumni, employers, hospital administrators, faculty members, and academic experts. The views of all the stakeholders are consolidated and summarized by the review committee. The same is presented in the Faculty Meeting, and the draft PEO's are formulated. The PEO's are then presented to the Academic Advisory Council for their review and approval. If the Council approves without any corrections/suggestions, it becomes the final PEO's of the Faculty. If any suggestions, clarifications are given by the Council, they will be reviewed in the Faculty Meeting, and again draft PEO's are presented to the Council for approval.

Figure 1.1: Process of formulating the Program Educational Objectives (PEOs)
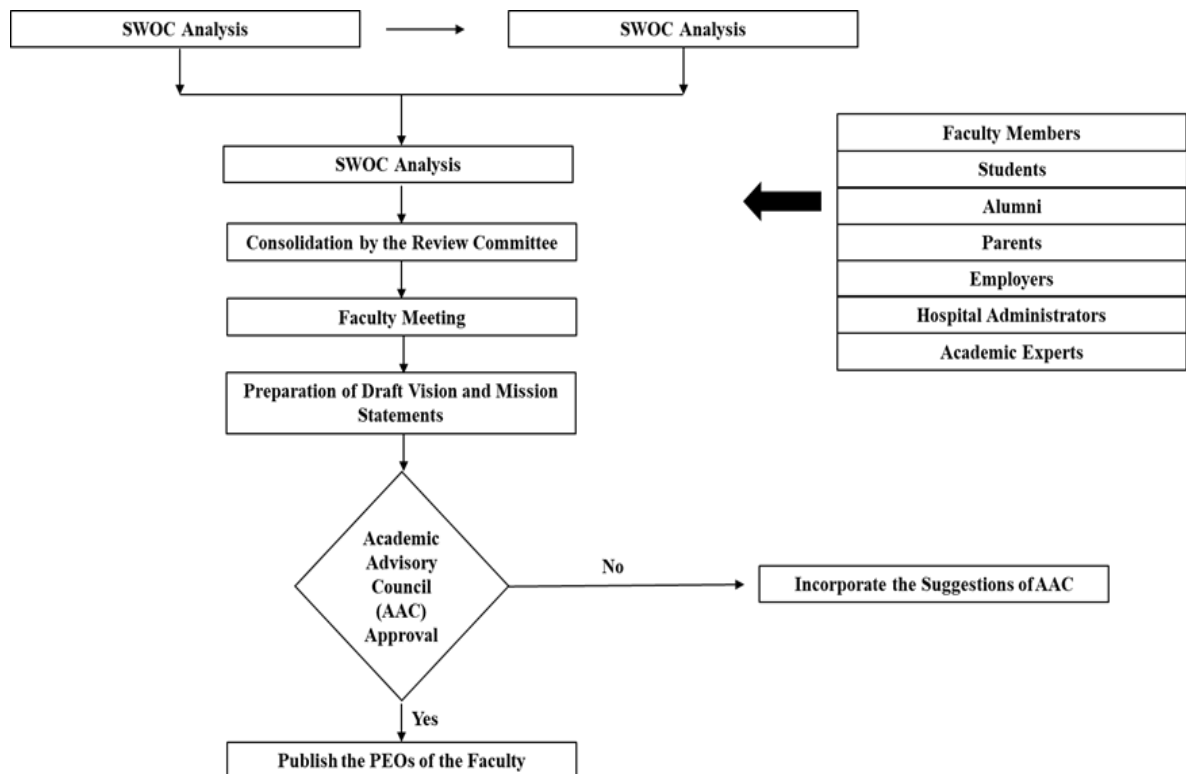
Consistency of PEOs with Mission of SRFMS

The PEOs are based on the mission of SRFMS. The mission statement is split into five parts for the purpose establishing the connection between the mission statement and the PEOs. A score of three is given for high relationship between PEO and mission, a score of two for medium/moderate relationship and a score of one for low relationship. The detailed relationship matrix between PEOs and mission are illustrated in the table below,

Table 1.1: Mapping of PEOs and the Mission Statement

PEO Statements	M1 Professional Ethics and Social Responsibility	M2 Culture of Care and Empathy	M3 Quality Research, Consultancy, and Training	M4 Collaboration with stakeholders	M5 Promotion of Health and Wholeness in Individuals
PEO 1: Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.	High	High	High	High	Medium
PEO 2: Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.	High	High	High	High	High
PEO 3: Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.	High	High	High	High	High
PEO 4: Graduates will excel in a competitive environment through extraordinary communication and teamwork.	High	High	Medium	High	Medium
PEO 5: Graduates will have a leading role in corporates and life-long learning to contribute to the society.	High	High	Medium	High	High

Table 1.2 Justification for the scores assigned in the mapping of PEOs with the Mission

PEOs	Mission	Justification
PEO 1	M1	The students are aspirants of hospital administrators. They are trained to be professionally ethical and socially responsible in providing patient care. Professional Ethics and Social Responsibility are included in the taught course. Hence PEO1 strongly supports achieving M1.
	M2	PEO 1 strongly supports M2 by developing and understanding patient expectations in delivering care.
	M3	The summer internships, hands-on-posting, and dissertation work enhance students' capability for leadership and problem-solving abilities. Therefore, PEO1 strongly supports the achievement of M3.
	M4	The MOU's signed by the faculty with the corporates helps students pursue summer internships and dissertations, enabling them to acquire managerial positions in hospitals. The curriculum involves the case-based method of teaching, which will test the students' skills in problem-solving. Hence PEO1 strongly supports achieving M4.
	M5	The fit India initiatives of the faculty and outreach/extension activities contribute to achieving M5, which is least associated with PEO 1
PEO 2	M1	Hospital management, entrepreneurship, design thinking, ethics, and social responsibility are developed through livid experiences and courses. Various club activities help students attain general competency and to explore Entrepreneurial ideas. Hence PEO2 contributes slightly to M1.
	M2	PEO 2 moderately contributes to the achievement of M2 through outreach and extension activities.
	M3	Guest talk, seminars, alumni interaction provides opportunities for students to undergo training, consultancy, and research under the supervision of industry experts. Hence PE02 strongly supports M3.
	M4	The students can participate in various conferences, seminars, workshops, entrepreneurship activities organized by the industry/ colleges. The entrepreneurship cell of the faculty and the institute promotes feasible ideas for the students. Therefore, PE02 contributes high to achieve M4.
	M5	PEO2 in-directly contributes to M5 through extension and outreach programs.

PEO3	**M1**	The curriculum embeds knowledge on various managerial aspects of hospital and general administration. The students are also enrolled in National Savings Scheme, outreach/extension activities that imbibe a commitment to society and the nation, and hence PEO3 strongly supports M1.
	M2	The in-class and hands-on- experience gained in hospitals helps students provide a culture of care and empathy to patients when employed as hospital administrators. Hence PEO3 moderately supports M2.
	M3	PEO3 strongly supports M3 through the students who gained their knowledge during the two-year program, which will help them undertake research, consultancy, and training.
	M4	The MOU's signed by the faculty with the industries will help students' practical learning where PEO3 contributes high to M4.
	M5	The contribution of PEO3 to achieve M5 is high through various Extension/outreach activities, and the taught courses instill a sense of ethical commitment to society.
PEO4	**M1**	The curricular and co-curricular activities help the students develop a sense of commitment to become competent management professionals at graduation. Hence, PEO4 contributes highly to M1.
	M2	PEO4 contributes high to M2 through various academic activities and non-academic activities.
	M3	PEO4 contributes slightly to achieve M3 through internships and dissertations.
	M4	The MOU's signed by the faculty with the industries will help in students' professional development where PEO4 contributes high to M4.
	M5	A sense of responsibility and accountability is imparted to the students through various academic and co-curricular activities where PEO4 helps achieve M5.
PEO5	**M1**	The hands-on posting experiences provide the students with exposure to the various ethical dilemmas and the relevance of social responsibilities in decision making and leadership. PEO5 contributes significantly to M1 since leadership encompasses various dimensions such as professional ethics, social responsibilities, and continuous learning.

	M2	The broad tenets of contribution to society involve empathizing with the fellow people with whom we interact daily. The students' interactions with the patients and the stakeholders at the hospital's various departments provide them an understanding of the role of care and empathy in the service delivery process. Therefore, PEO5 indirectly contributes to M2.
	M3	The capability for continuous learning stems from the curiosity to explore and solve new problems. The consultancy and research activities provide access to wicked real-world problems, and PEO 5 sets the fundamental for continuous learning, thus contributing to M3.
	M4	The contribution to society lies in the interaction with various stakeholders and gathering multiple viewpoints. PEO 5 relates to developing the intention to contribute to society, and M4 acts as its window. Therefore, PEO 5 contributes significantly to M4.
	M5	Social commitment and life-long learning are required to gather awareness about the different people around us. This awareness will lead to efforts that cater to the well-being of those with limitations. Thus, PEO5 indirectly contributes to M5.

Programme Outcomes

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop Value based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.

<div style="text-align: center;">**Programme Specific Outcomes**</div>

PSO1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

PSO2: Demonstrate problem solving skills and decision making abilities across all functional areas of management in hospitals and its allied organizations.

<div style="text-align: center;">**Competency and Performance Indicators**

(Derived from POs)</div>

PO 1 : Apply knowledge of management theories and practices to solve business problems

Competency	Performance Indicators
1.1 Demonstrate Competence in Management Principles	1.1.1* Apply the knowledge of management principles such as Unity of Command, Division of Work, Authority, Responsibility etc., to solve business and managerial problems
1.2 Demonstrate Competence in Management Concepts, Theories and Practices	1.2.1 Apply the knowledge of management concepts, theories and practices to solve business and managerial problems
1.3 Demonstrate Competence in various functional areas of Management (specialized management knowledge)	1.3.1 Apply the knowledge of management principles, concepts, theories and practices of various functional areas such as Finance, Marketing, Human Resources, Operations etc. to solve various functional problems

*Denotes the first PI of PO1

PO 2: Foster Analytical and critical thinking abilities for data-based decision making

Competency	Performance Indicators
2.1 Demonstrate capability in understanding and analyzing numerical data	2.1.1 Design and develop new management tools frameworks, ideas, products, services, standards, and procedures. 2.1.2 Apply statistical tools such as measures of central tendency and dispersion chi square, correlation, regression, etc for health care data

	2.1.3 Draw inferences from data and analyse conditions of internal and external environments.
	2.1.4 Understand and apply graphical tools such as Gantt chart, Pareto analysis in health care setting.
2.2 Demonstrate capability in analyzing data through application softwares.	2.2.1 Understand and apply Excel , Tableau, SPSS for data analysis
	2.2.2 Apply analytical tools and make data driven decisions.

PO 3: Develop Value based Leadership

Competency	Performance Indicators
3.1 Demonstrate honesty, humility, motivate themselves and persuade the team.	3.1.1 Ability to take decisions beyond self-interest;
	3.1.2 Plan and organize goal based activities.
3.2 Demonstrate the ability to understand the value of Human relationships.	3.2.1 Articulate aspects of Human Behavior to enhance People Management in changing scenario.
	3.2.2 Listen, Persuade and Influence fellow mates to ensure accomplishment of goals.
	3.2.3 Understand and evaluate cross-cultural differences and similarities
3.3Demonstrate the power of decision making	3.3.1 Ability to balance the interest of multiple stakeholders when making decisions

PO 4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

Competency	Performance Indicators
4.1 Demonstrate an ability to understand the impact of management practices on global, economic, legal, societal, environmental and ethical	4.1.1 Ability to understand, analyse and evaluate different environments of business.
	4.1.2 Interpret legislation, regulations, codes, rights and standards relevant to the area/subject and explain its contribution to the protection of the public.
	4.1.3 Recognize the difference between legal and ethical compliances
	4.1.4 Identify, understand and design the conceptual models, methods and techniques associated with the context of

Competency	Performance Indicators
	business
4.2 Demonstrate an ability to Analyze and communicate the various aspects of business	4.2.1 Analyze the impact or relationship of environmental factors on business strategies 4.2.2 Apply appropriate instruments and/or research tools to analyze the factors and its impact on various aspects of business 4.2.3 Ability to use deductive reasoning to basic legal and ethical problems in business and effectively communicate through oral and written forms

PO 5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Competency	Performance Indicators
5.1 Demonstrate effective individual and team operations, and Leadership skills	5.1.1 Ability to identify the capability of team members, learning synergies and differences in group dynamics 5.1.2 Examine their own values and importance of ethical dimension in business and work with a team for taking effective decisions 5.1.3 Understand causes of organizational conflicts and resolving them through negotiations, motivation and leadership 5.1.4 Articulate the importance of communication, empowerment, risk assessment in clinical governance
5.2 Demonstrate the ability to create collaborative goals and contributing effectively to a team enviornment	5.2.1 Recognize and get familiar about leadership in cross cultural environment 5.2.2 Ability to acknowledge, support the team to create collaborative goals and for effective contribution 5.2.3 Exhibit and nurture the attributes that facilitate effective teamwork to create cross functionality, innovation and design thinking.

PO 6: Communicate effectively and use information and knowledge effectively.

Competency	Performance Indicators
6.1 Demonstrate	6.1.1 Ability to persuade and motivate people through use of

communication skill	appropriate medium and body language
	6.1.2 Ability to analyze situations and audience to make choices of writing and delivering efficiently
	6.1.3 ability to comprehend information to write business document, prepare formal reports very accurately
	6.1.4 Capability of providing, accepting and using feedbacks to improve written and oral communication continuously.
6.2 Demonstrate knowledge on Latest Technology	6.2.1 Examine and interpret the data and information effectively
	6.2.2 Ability to use a variety of technology and media effectively **in acquiring** and disseminating information

PO 7: Inculcate entrepreneurship ability.

Competency	Performance Indicators
7.1 Demonstrate an ability to Innovate & Create ideas	7.1.1 Apply formal Idea generation tools
	7.1.2 Identify the criteria for evaluating the idea
	7.1.3 Develop business plan
7.2 Demonstrate an ability of critical thinking & Problem solving	7.2.1 Recognizing the need for problem definition
	7.2.2 Identify the wide range of alternatives for problem solving
	7.2.3 Compare and contrast the alternatives and to judge the best solution
7.3 Demonstrate an ability to negotiate, network and manage the resources	7.3.1 Exhibit effective communication skills
	7.3.2 Apply listening skills to negotiate
	7.3.3 Analyze the effective utilization of available resources.

PO 8: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning.

Competency	Performance Indicators
8.1 Demonstrate effective leadership skills	8.1.1 Exhibit effective communication and conflict resolution skills
	8.1.2 Understand the team members and treat them

		respectfully.
	8.1.3	Recognize the need to maintain composure in difficulty situation.
8.2 Demonstrate an ability to identify gaps in business process and a strategy to close this gap	8.2.1	Identify deficiencies or gaps in knowledge and business process
	8.2.2	Develop strategy to close the gaps in knowledge and business process
	8.2.3	Portray the foundation for continuing professional development
8.3 Demonstrate an ability to identify and access the sources for new information	8.3.1	Identify and comprehend credible sources of information
	8.3.2	Analyze sourced information for feasibility, viability and sustainability.
	8.3.3	Apply feasible sources of information for effective decision making.

PROGRAMME SPECIFIC OUTCOMES

PSO 1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

Competency	Performance Indicators
9.1 Demonstrate Competence in various functional areas of Hospitals	9.1.1 Apply the knowledge of management principles, concepts, theories and practices of various functional areas such as Finance, Marketing, Human Resources, and Operations etc., to solve various functional problems in hospitals..
	9.1.2 Apply analytical tools and make data-driven decisions in hospitals.
	9.1.3 Apply feasible sources of information for effective decision-making in hospitals
PSO 2: Demonstrate problem-solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations	

10.1 Demonstrate effective individual and team operations in hospitals.	10.1.1 Articulate aspects of Human Behaviour to enhance People Management in changing scenario in hospitals. 10.1.2 Ability to acknowledge, support the team to create collaborative goals and for effective contributions in hospitals	

COURSE MATRIX

Courses are the building blocks of an MBA programme. Teaching strategies, learning activities, assessments and resources should all be designed and organized to help students achieve the learning outcomes at the course level. In the assessment activities, students demonstrate their level of achievement of the course learning outcomes. In a constructively aligned program, the courses are carefully coordinated to ensure steady development or scaffolding from the introduction to mastery of the learning outcomes, leading to achievement of the intended POs. For the effectiveness of the program, the achievement of POs is crucial which needs to be proven through accurate and reliable assessments. The time when a course is over, the attainment of POs matters a lot that determine the success of that course.

Semester	Core Courses (3 credit units each)	Electives (3 credit units each)		
		Healthcare Finance	Healthcare Quality	Healthcare HR
1	Written and Oral Communication	Hospital Management (Common Elective)		
	Human Resource Management			
	Managerial Economics			
	Marketing Management			
	Financial Analysis and Reporting			
	Operations Management			
	Legal Aspects of Business			
	Service Quality Management			
2	Management and Organizational Behavior	Financial Management in healthcare system	Total Quality Management in hospitals	Talent Management in healthcare system
	Research Methodology			
	Business Analytics			
	Managerial Accounting			
	Quantitative Techniques			
	GE/CBCS/NPTEL			
	Hands-on-Posting—I (3			

	Cr)			
3	Business Environment and Strategic Management	Security Analysis & Portfolio Management	Healthcare Accreditation and Laws	HR Analytics
	Entrepreneurship	Financial System & Markets in healthcare	Innovation & Design Thinking	Training & Development
	Services Marketing and Management			
	Supply Chain and Logistics Management			
		Medical Tourism and Management (Common Elective)		
	Practical 3: Hands-on-Posting—II (3 Cr)			
4	Cross Cultural Management	Entrepreneurial Finance	Quality Assurance Framework in hospitals	Compensation & Benefits Management
	Ethics & Social Responsibility	Risk Management & Insurance	Healthcare Governance and Technology	Performance Management
Practical 4: Dissertation (12 Credits)				

Semester	Core Courses (Cr)	Elective Courses (Cr)	Elective Practical (Cr)	Generic Elective	Total Credits/ Semester
1	8 (24)	1 CE (3 Cr)			27 Credits
2	5 (15)	1 (3)	HoP -I (3)	GE/CBCS/ NPTEL (3)	24 Credits
3	4 (12)	2 + 1 CE (9)	HoP II (3) Summer Trg (6)		30 Credits
4	2 (6)	2 (6)	Dissertation (12)		24 Credits
Total	**19 (57)**	**7 (21)**	**(24)**	**1** **(3)**	**105 Credits**

COURSE OUTCOME STATEMENTS

Course Outcome Statements for Batch 2018-20

Course Title	Course Code	CO statement
Management Principles in Healthcare Organizations	CO101.1	The students will be able to Understanding the Managerial skills and functions
	CO101.2	Integrate management principles into management practices

Course Title	Course Code	CO statement
	CO101.3	Evaluate and Determine the most effective action to take in specific situations.
Financial & Management Accounting	CO103.1	Students will be able to understand, apply and critically evaluate financial and management accounting theories and techniques.
	CO103.2	Assess the results of the business by applying the different tools of analysis like ratio analysis, fund and cash flow situation of a business organization for taking decisions
	CO103.3	Analyze and make presentation and communicate his/ her views clearly in choosing a worthy project to the investors based on the capital budgeting techniques in the real life situation.
Managerial & Health Economics	CO105.1	Understand the principles of Managerial Economics in real business scenario
	CO105.2	Understand the nature and function of demand/supply and design Price and Output Strategies accordingly under varied market structure
	CO105.3	Apply the tools of Production function, Cost Analysis to make optimum allocation of resources of business.
	CO105.4	Internalize the applications of major macro-economic parameters and take business decisions accordingly
	CO105.5	Apply Economic Principles to design suitable Healthcare Delivery models
Bio-Statistics & Operations Research	CO107.1	Students will gain broader understanding of statistical concepts and techniques
	CO107.2	Students will understand scientific methods available in operations Research
	CO107.3	Students will apply and analyze research problems using statistical techniques
Hospital Planning, Architecture & Project Management	CO109.1	Students will gain knowledge in Project Management and planning of Hospital facilities.
	CO109.2	Understand the statutory compliance and implement in Project management
	CO109.3	Develop the project feasibility report
Organization & Management Of Hospitals	CO111.1	Understand the process, functions and structure of clinical & non-clinical departments of hospitals
	CO111.2	Understand the process, functions and structure of support services, diagnostic services and utility services
	CO111.3	Apply the knowledge gained and analyze in various healthcare settings.
	CO111.4	Analyze and evaluate the processes and functions of various departments in different healthcare setting.
Basics In Medical Science	CO113.1	Students will gain knowledge about structure and functions of different systems of human body.
	CO113.2	Students will also acquire knowledge on determinants of health and basic concepts of epidemiology.
	CO113.3	Apply practically the theoretical knowledge gained from

Course Title	Course Code	CO statement
		concept of medical science
	C0113.4	Evaluate the functions of various determinants of health
Human Resource Management	CO102.1	Students will be equipped with the knowledge and skills to manage humanresources in an organization
	CO102.2	Students will be able to understand the Recruitment and selection function and training needs of individuals
	CO102.3	Students will be able to justify the importance of performance appraisals leading to employee motivation and a rewards program
Marketing Management	CO104.1	Students will be equipped with knowledge about the basic concepts ofMarketing
	CO104.2	Students will be familiarized about the environment of market and consumer behavior
	CO104.3	Demonstrate the right mix of marketing and take decisions in complex market environment and analyze customer markets
Organizational Behaviour	CO106.1	Understand the concepts of Organizational Behavior and determine the implications of personality and individual differences in organization.
	CO106.2	Justify the importance of attitude, perception, learning, synergies and differences in group dynamics and team work
	CO106.3	Understand causes of organizational conflicts and resolving them through negotiation, motivation and leadership
Financial Management In Healthcare	CO108.1	Demonstrate an understanding of the finance function in hospitals
	CO108.2	Communicate effectively using standard finance terminology for gaining decision support
	CO108.3	Solve decision problems including consumption and investment decision
	CO108.4	Analyse a range of real-time financial situations of hospitals using the frameworks and theories of financial management
Public Health Systems & Health Insurance	CO110.1	Students will understand the various functions of Public Health and the role of various International Organizations in Healthcare.
	CO110.2	Students will gain knowledge about Risk Management and Health Insurance.
	CO110.3	Analyze the application of health system research
Total Quality Management In Hospitals	CO112.1	Understand the Total Quality Management (TQM) philosophies and frameworks in healthcare sector
	CO112.2	Apply the knowledge on various tools and techniques of Total Quality Management (TQM) in hospitals.
	CO112.3	Understand the principles of quality management system and its application in hospitals.

Course Title	Course Code	CO statement
	CO112.4	Analyze the tools and techniques for controlling, improving and evaluating the performance of healthcare organizations.
Healthcare Laws	CO114.1	Understand the legal procedures related to hospitals
	CO114.2	Demonstrate administrative activities pertaining to medical law, health related laws and pharmacy law
	CO114.3	Assess the rights and responsibilities of patients and providers framed in any healthcare organization
	CO114.4	Analyze the process of clinical trials followed by any pharmaceutical company before procuring any medicines
Hospital Hands-On Posting I	CO152.1	The students will be able to acquire knowledge from various clinical departments and their practice.
	CO152.2	Gain insights in administration and functional aspects
	CO152.3	Understand the process flow in clinical departments
Research Methodology In Management Sciences	CO201.1	Student will be able to comprehend the research process including theory and provide an overview of methodologies and methods associated with carrying out independent research
	CO201.2	Ability to create, develop and Demonstrate the research design and sampling design in the context of health care industry
	CO201.3	Design, process, analyse and interpret the data, write the report and ability to carrying out independent research
Logistics And Supply Chain Management	CO203.1	Understand of role of supply chain management in today's business environment
	CO203.2	Apply supply chain drivers to improve the performance
	CO203.3	Adopt & implement best supply chain strategies
	CO203.4	Familiarize with current supply chain management trends and apply the current supply chain theories, practices and concepts.
Business Policy And Strategic Management	CO205.1	Student will be able to understand the strategy formulation, implementation and evaluation
	CO205.2	Student will able to understand the impact of environmental factors on analysing strategy
	CO205.3	Students will be able to appraise different models in strategy analysis, formulation and implementation
Safety And Disaster Management	CO207.1	Understand the basics of occupational safety like hospital acquired infection, fire safety, radiation hazards in hospital
	CO207.2	Apply the knowledge of disaster management and preparedness in the challenging situation in hospitals
	CO207.3	Analyse the current knowledge and apply feasible sources of information in the hospital security services
Hospital Information System	CO209:1	Students will have a general idea about the utilization of Information technology in healthcare setting.
	C0209.2	To understand the concept clinical information system
	C0209.3	To apply the knowledge of information system in clinical decision making

Course Title	Course Code	CO statement
	C0209.4	To evaluate the use of data base management in hospital information system
Services Marketing	CO211.1	Students will be equipped with the knowledge to apply the concepts of services marketing in promoting healthcare services & identifying the service quality gap.
	C0211:2	To understand the service quality concepts
	C0211:3	To study various service marketing strategies
	C0211:4	Apply principles and behaviours underlying effective performance in teams
Internship	CO251:	Students will have the ability to expose to and practice the acquired knowledge
International Health Management	CO202:1	Understand various health care systems followed in various countries
	CO202:2	Understand and apply the knowledge of health insurance in National and International (managed care) perspective
	CO202:3	Apply the knowledge of IPR in National and International perspective
	CO202:4	Analyse the future of healthcare systems and challenges in Medical tourism.
ELECTIVES: 1. Health care Technology	GDE026.1	Students will gain the overview of recent trends and developments in Healthcare
	GDE026.2	Students will gain the overview of recent trends and developments in Healthcare
	GDE026.3	Students will have complete knowledge of HMS/EMR
	GDE026.4	Students will be able to identify the difficulties of the users and convert them into requirements for computerization
	GDE026.5	Students will be able to validate if the application is right for their use and report them appropriately
2. NGO Management	GDE027.1	The students will be able to know the role played by NGO and the related Socio-Economic Projects offered by government and non-government agencies
	GDE027.2	They will be able to understand the legal procedure and registration process to establish NGO
	GDE027.3	They will apply the knowledge and understanding of NGOs in the practical life situation.
3. Business Analysts and Requirement Management	GDE028.1	Identify opportunities for improvement in business operations and processes
	GDE028.2	Gather, document, and analyze business needs and requirements
	GDE028.3	Assess the need for change in management process and procedures
	GDE028.4	Demonstrate the abilities to plan a team with the resources available
Hands on posting – II	CO252.1	The students will be able to associate learning with non-clinical and administrative departments in the hospital
	CO252.2	Identify good practices in hospitals
Dissertations	CO254	The students will be able to perform statistical analysis and

Course Title	Course Code	CO statement
		understand the significance of a problem and able to give suggestions.

Course Outcome Statements for Batch 2019 – 21

Course Title	Course Code	CO Statements
Human Resource Management	PHM19CT101.1	Interpret the importance of managing people and functions of human resource management
	PHM19CT101.2	Conduct Job analysis and examine the recruitment function and training needs as part of talent management.
	PHM19CT101.3	Apply the methods of performance appraisals leading to employee motivation and a rewards program
	PHM19CT101.4	Analyse the modes of collective bargaining & industrial relations in a global-era and the importance of diversity in contemporary organizations
Managerial Economics	PHM19CT103.1	Apply the principles of Managerial Economics in real business scenario
	PHM19CT103.2	Design Price and Output Strategies based on demand & supply under varied market structures.
	PHM19CT103.3	Apply the tools of Production function, Cost Analysis to make optimum allocation of resources of business.
	PHM19CT103.4	Articulate the applications of major macro-economic parameters and take business decisions accordingly
	PHM19CT103.5	Apply Economic Principles to design suitable Healthcare Delivery models
Marketing Management	PHM19CT105.1	Apply marketing concepts and understand customer needs and build and create customer value, engagement and relationship
	PHM19CT105.2	Access and Analyse the market information to gain customer behaviour & insights
	PHM19CT105.3	Demonstrate the right mix of marketing and take decisions in complex market environment and analyse customer markets
	PHM19CT105.4	Understand and capturing customer value through developing right products and devising pricing strategies
	PHM19CT105.5	Analyse and make presentations and communicate his/her perspective and ideas clearly and confidently to the audience in the market and with marketing channels
Financial Analysis and	PHM19CT107.1	Acquire a foundation knowledge of financial

Course Title	Course Code	CO Statements
Reporting		accounts and reports
	PHM19CT107.2	Analyse and interpret all types of ratios related to company's financial position and profitability
	PHM19CT107.3	Apply standard analytical techniques (DuPont) to predict impact of change on internal & external factors
	PHM19CT107.4	Synthesise financial information for useful decision making
	PHM19CT107.5	Analyse and make presentation and communicate his/ her views clearly in choosing a worthy project to the investors based on the capital budgeting techniques in the real life situation.
Legal aspects of Business	PHM19CT109.1	Identify concepts related to law and how it aids decision making in business
	PHM19CT109.2	Interpret the basic idea of how to approach any disparity in business dealings
	PHM19CT109.3	Apply negotiation and finalizing a contract in win-win situations
	PHM19CT109.4	Articulate the importance of law in business decisions and make presentations to communicate the perspective ideas confidently to the management.
	PHM19CT109.5	Evaluate business proceedings of the organizations in a legal perspective
Service Quality Management	PHM19CT111.1	Apply the basic concepts, theories and dimensions of quality in various sectors including healthcare.
	PHM19CT111.2	Identify and manage customer satisfaction and focus to retain them in the business
	PHM19CT111.3	Apply and analyse the business through processes and evaluate based on the set of guidelines for business decisions
	PHM19CT111.4	Evaluate the service quality through application of statistical process control and analyse the cost of quality
Written and oral Communication	PHM19CT113.1.	Effectively realise the required knowledge of different forms of written and oral communication and practicing it in daily routine
	PHM19CT113.2	Analyse situations and audience to make choices of writing and delivering efficiently
	PHM19CT113.3	Write business document, prepare formal reports very accurately
	PHM19CT113.4	Effectively write letters, memos and emails to reach the customers
	PHM19CT113.5	Approaching feedbacks to improve written and oral communication continuously
Operations Management	PHM19CT115.1.	Use operations concepts to answer healthcare operations related problems.

Course Title	Course Code	CO Statements
	PHM19CT115.2	Employ various operations techniques to a given data.
	PHM19CT115.3	Understand the data needs of a problem and map a technique to a given data
	HM19CT115.4	Analyse operations problem from a multidisciplinary, multi-stakeholder view point.
Hospital Management	PHM19CT117.1	Interpret theoretical ideas and materials from this course to resolve problems and develop opportunities in healthcare organizations;
	PHM19CT117.2	Develop their leadership and teambuilding abilities
	PHM19CT117.3	Apply modern change and innovation management concepts to optimize healthcare structures, processes and outcomes;
	PHM19CT117.4	Foster critical thinking in order to improve patient safety and the quality of care
Management and Organizational Behaviour	PHM19CT102.1	Explain the importance and role of management in Organisations.
	PHM19CT102.2	Examine the various aspects of the decision-making of control processes
	PHM19CT102.3	Infer the importance of perception, learning, and differences in group dynamics and team work
	PHM19CT102.4	Analyse the organizational power, politics and the causes of organizational conflicts and resolving them through negotiation, motivation and leadership
Research Methodology	PHM19CT104.1	Acquire a thorough knowledge on research methodology in the context of business and able to differentiate theoretical research form empirical research
	PHM19CT104.2	Ability to determine and develop the research design and sampling design in the context of business
	PHM1CT104.3	Analyse and infer the various methods of data collection by using research tools with appropriate measurement techniques
	PHM19CT104.4	Evaluate and interpret the data, write the report and ability to carrying out independent research
Business Analytics	PHM19CT106.1	Create value to Organizations by using business analytics in formulating and solving business problems
	PHM19CT106.2	Identify opportunities to create value by developing, reporting , and analysing business data.
	PHM19CT106.3	Develop insights and predictive capabilities by using and applying Excel add-ins.
	PHM19CT106.4	Able to create powerful visualizations using BI Tools such as Tableau.
Managerial Accounting	PHM19CT108.1	Measure and analyse the cost of different business.
	PHM19CT108.2	Design cost reduction strategies by assessing the value and non-value added activities in the process

Course Title	Course Code	CO Statements
		flow of the product or services.
	PHM19CT108.3	Articulate the principles of standard costing and analyse the deviation of actual cost from standard cost
	PHM19CT108.4	Analyse the relationship between cost, volume and profit in different business situations and take decisions accordingly.
	PHM19CT108.5	Monitor the performance of business by preparing budgets.
Quantitative Techniques	PHM19CT110.1	To familiarize with the statistical terms
	PHM19CT110.2	To give a broader understanding of the statistical concept and techniques
	PHM19CT110.3	To facilitate the students in understanding the scientific methods available in Operations Research
	PHM19CT110.4	To employ appropriate mathematical tools to solve problems
	PHM19CT110.5	Apply and analyse research problems using statistical techniques
Hospital Hands-on Postings – I	PHM19CR152.1	Gain insights into the administrative and functional aspects in a hospital.
	PHM19CR152.2	To have exposure in a hospital and cover various departments.
	PHM19CR152.3	Interact with employees working in various departments and understand the process flow
	PHM19CR152.4	identify good practices in hospitals
Elective Stream: I HEALTH CARE FINANCE [HF] Financial Management in Healthcare	PHF19DE112.1	Demonstrate an understanding of the finance function in hospitals
	PHF19DE112.2	Communicate effectively using standard finance terminology for gaining decision support
	PHF19DE112.3	Solve decision problems including consumption and investment decision
	PHF19DE112.4	Analyse a range of real-time financial situations of hospitals using the frameworks and theories of financial management
Elective Stream: II HEALTH CARE QUALITY [HQ] Total Quality Management in hospitals	PHQ19DE112.1	Demonstrate the Total Quality Management (TQM) philosophies and frameworks in healthcare sector.
	PHQ19DE112.2	Apply the knowledge on various tools and techniques of Total Quality Management (TQM) in hospitals.
	PHQ19DE112.3	Apply the principles of quality management system and its application in hospitals.
	PHQ19DE112.4	Analyse the tools and techniques for controlling, improving and evaluating the performance of healthcare organizations.
Elective Stream: III HEALTH CARE HR (HR) Talent Management in	PHR19DE112.1	Equipped with knowledge of talent management framework
	PHR19DE112.2	Able to know the ways to acquire, develop and retain talent in an organization and analyse and

Course Title	Course Code	CO Statements
Healthcare		assess the Competency and measure the performance.
		Able to assess and analyse the challenges and best practices of talent management in organization
	PHR19DE112.3	Equipped to use information system in talent management system
Business Environment and Strategic Management	PHM19CT201.1	Appreciate the importance of the need for strategy in organization
	PHM19CT201.2	Develop an awareness of the impact of external environmental forces on business and corporate strategies
	PHM19CT201.3	appraise the concept of strategy formulation and implementation
	PHM19CT201.4	Develop habits of orderly, analytical and practical thinking in critical strategic decision making.
Entrepreneurship	PHM19CT203.1	Interpret the importance of entrepreneurship and its process
	PHM19CT203.2	Foster critical thinking in preparing business models and viable business plans
	PHM19CT203.3	Assess opportunities and constraints for new business ideas
	PHM19CT203.4	Analyse the resources to be pooled from various governmental organizations
Services Marketing and Management	PHM19CT205.1	Understand services, services marketing and technology and their roles in healthcare organizations
	PHM19CT205.2	Apply Gaps model of service quality and focus on the customer and their requirements
	PHM19CT205.3	Foster critical thinking in order to align service design and standards
	PHM19CT205.4	Understanding employees, customers intermediaries and market role in service delivery
	PHM19CT205.5	Ability to manage service promises, pricing and customer satisfaction
Supply Chain and Logistics Management	PHM19CT207.1	Understand of role of supply chain management in today's business environment
	PHM19CT207.2	Perform basic cost calculations for efficient supply chain management
	PHM19CT207.3	Apply supply chain drivers to improve the performance
	PHM19CT207.4	Adopt & implement best supply chain strategies
	PHM19CT207.5	Familiarize with current supply chain management trends and apply the current supply chain theories, practices and concepts.
Medical Tourism and Management	PHM19CT209.1	Identify the significance of travel agency and tour operation business
	PHM19CT209.2	Predict the current trends and practices in the tourism and travel trade sector

Course Title	Course Code	CO Statements
	PHM19CT209.3	Interpret the knowledge and skills applicable to medical travel industry
	PHM19CT209.4	Analyse challenges, issues and the factors affecting medical tourism and its costs
Hospital Hands-on Postings–II	PHM19CR252.1	Gain insights into the administrative and functional aspects of a hospital.
	PHM1CR252.2	Exposure in a hospital and cover various departments. They are required to interact with employees working in various departments, make an independent observation, note the practices, situations, issues of concern,
	PHM19CR252.3	Identify good practices in hospitals.
Summer Internship	PHM19CR254.1	Apply their existing knowledge in the area of internship
	PHM19CR254.2	Bridge the gap between theory and practice
	PHM19CR254.3	Expand their familiarity in the chosen area of work
	PHM19CR254.4	Enhance their Skill, Knowledge, Ability (SKA) in their domain
	PHM 19CR 254.5	Develop intellectual ability professional judgment and decision-making ability, inter- disciplinary approach, skills for data handling, and sense of responsibility.
Elective Stream: HEALTH CARE FINANCE [HF] Security Analysis and Portfolio Management	PHF19DE211.1	Understand the different types of investors and their investment behaviour in the different segments of financial market.
	PHF19DE211.2	Assess the risk and return of investments in the context of optimal portfolio and make asset allocation decisions.
	PHF19DE211.3	Analyse and evaluate the trading behaviour of retail investor, mutual funds, Investment companies and the application of capital asset pricing model.
	PHF19DE211.4	Characterize the implications of the market efficiency evidence on active portfolio management.
	PHF19DE211.5	Analyse and make presentation and communicate his/ her perspectives and ideas clearly in the financial market as an investment analyst.
Elective Stream: HEALTH CARE FINANCE [HF] Financial System and Markets in healthcare	PHF19DE213.1	Acquire a sound foundation on Indian financial system
	PHF19DE213.2	Evaluate financial products & services indigenous to healthcare entities
	PHF19DE213.3	Analyse fund raising options for growth & expansion of hospitals through a sound understanding of financial markets, investors and strategic partnerships
Elective Stream: HEALTH CARE QUALITY [HQ]	PHQ19DE211.1	Identify the basic concepts of state, national and international healthcare accreditation in hospitals
	PHQ19DE211.2	Interpret the ways to choose accreditation policy for

Course Title	Course Code	CO Statements
Healthcare Accreditation and Laws		an healthcare organization
	PHQ19DE211.3	Demonstrate the importance of Standard Operating Protocols in various departments with respect to NABH standards
	PHQ19DE211.4	Analyse the importance of recent updated standards in the accreditations
	PHQ19DE211.5	Evaluate the Accreditation problems faced by the hospitals
Elective Stream: HEALTH CARE QUALITY [HQ] Innovation and Design Thinking	PHQ19DE213.1	To think and enhance innovation activities in terms of market impact, value creation and speed.
	PHQ19DE213.2	To think about design and innovation beyond the design and development of new Products.
	PHQ19DE213.3	To identify customer needs, create sound Concept hypotheses, collect appropriate data, and develop a prototype that allows for meaningful feedback in a real-world environment.
	PHQ19DE213.4	To translate broadly defined opportunities into actionable innovation possibilities and recommendations for client organizations.
Elective Stream: HEALTH CARE HR [HR] HR Analytics	PHR19DE211.1	Able to understand the Importance of HR analytics in solving business problems
	PHR19DE211.2	Understand Hr data generated in the organization and use bell curve for taking decisions appropriately
	PHR19DE211.3	Equipped to create effective surveys and develop, report, and analyse HR data.
	PHR19DE211.4	Use predictive analytics techniques, build qualitative information into the model and take data driven decisions.
Elective Stream: HEALTH CARE HR [HR] Training and Development	PHR19DE213.1	Describe Training – learning process.
	PHR19DE213.2	Analyse the training needs of an organization.
	PHR19DE213.3	Assess, design and implement various methods of training.
	PHR19DE213.4	Evaluate the value of the training once completed from the individual employee and the organization's viewpoint
Cross Cultural Management	PHM19CT202.1	Acquire a global perspective on management in terms of cross-cultural understanding and adaptation.
	PHM19CT202.2	Develop a broad awareness regarding management in cross-cultural settings and contexts and of what it takes to achieve success in managing those tasks and functioning effectively as managers
	PHM19CT202.3	Understand the cross cultural behavior and to work effectively as a team
	PHM19CT202.4	Adapt the different strategies of doing business across different cultures and learn about the effective strategies for addressing cross-cultural communication

Course Title	Course Code	CO Statements
Ethics and Social Responsibility	PHM19CT204.1	Explain the evolution, importance, practices and apply regulations of Corporate Governance, Social responsibility, and Ethics.
	PHM19CT204.2	Assess ethical issues in business and understand the difference between legal and ethical compliance
	PHM19CT204.3	Apply governance practices and ethics to business.
	PHM19CT204.4	Evaluate the own values and the importance of the ethical dimension in business and workplace decision making
	PHM19CT204.5	Apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics.
Dissertation	PHF19RP256.1	Identify and refine an appropriate research question, analyse the principles of research design to the question and select an appropriate methodology.
	PHF19RP256.2	Assess and select from different methodologies, methods and forms of analysis to produce a suitable research design and justify this design.
	PHF19RP256.3	Synthesis knowledge and skills previously gained and design as well as mange a piece of original project work.
	PHF19RP256.4	Discuss the ethical dimensions of the study and obtain the appropriate ethical approval if needed.
	PHF19RP256.5	Establish links between the theory and the methods in the related field of study and present the results in an appropriate written format.
Elective Stream: HEALTH CARE FINANCE [HF] Entrepreneurial Finance	PHF19DE206.1	Prepare Business plan and feasibility report for new ventures.
	PHF19DE206.2	Demonstrate good decision making skills based on life cycle of Entrepreneurial venture and exhibit knowledge of important laws which have financial implication of the business.
	PHF19DE206.3	Develop short term and long term financial planning and analyse the financial situation according to life cycle of the venture
	PHF19DE206.4	**Appraise projects based on financial implications**
Risk Management and Insurance	PHF19DE208.1	Understand the different types of risks and its sources and identify the different risk aversion and Management techniques for the mitigation of those risks.
	PHF19DE208.2	Assess the Process of risk aversion and Management techniques like risk avoidance, risk retention etc. in order to pool and diversify such risks.
	PHF19DE208.3	Analyse and evaluate the different risk management tools like options, Future and Forward contracts, swaps and hedging to reduce the risks in the real life

Course Title	Course Code	CO Statements
		situation.
	PHF19DE208.4	Demonstrate the application of contractual provisions of policies and practices of Insurance as a Risk Management tool.
	PHF19DE208.5	Analyse as well as communicate his/ her perspectives and ideas clearly on the application of information technology in the Insurance sector and the role of Insurance companies in insurance security.
Elective Stream: HEALTH CARE QUALITY [HQ] Quality Assurance Framework in Hospitals	PHQ19DE206.1	Analyse the quality assurance program in various departments (like patient care and diagnostic Services)in hospitals
	PHQ19DE206.2	Identify patient safety in clinical processes
	PHQ19DE206.3	Determine the importance of communication, empowerment, risk assessment in clinical governance
	PHQ19DE206.4	Evaluate the importance of patient centric hospital and develop road map for implementing quality in hospitals
Healthcare Governance and Technology	PHQ19DE208.1	Classify the different clinical set up in various types of hospitals
	PHQ19DE208.2	Examine the records and registers in a hospital
	PHQ19DE208.3	Assess the audit meeting organized and the audit reports generated after audit rounds
	PHQ19DE208.4	Analyse the technology required for the hospital and methods to adopt it
	PHQ19DE208.5	Evaluate the key result areas of the hospital
Elective Stream: HEALTH CARE HR [HR] Compensation and Benefits Management	PHR19DE206.1	Interpret the basics of compensation concepts
	PHR19DE206.2	Conduct the Job Analysis, prepare Job Description and Job Evaluation
	PHR19DE206.3	Evaluate basics of pay structure
	PHR19DE206.4	Analyse the short term and long term incentives
Performance Management	PHR19DE208.1	Describe the structuring of performance management systems. Ability to systematically decide and communicate strategic performance aims, objectives, priorities and targets
	PHR19DE208.2	Apply effective performance management policies and practices and use performance analysis to develop individuals and organization development.
	PHR19DE208.3	Analyse and make decisions based on performance management system data by using appropriate performance management techniques, tools, methodologies and ratings to improve performance.
	PHR19DE208.4	Infer the effectiveness of performance management systems through the best practices and automation. Demonstrate communication skills required when managing achievements.

Mapping of POs with COs (POs & COs Relationship)

Course Code	Course Title	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
First Year - Semester I									
PHM19CT101.1	Human Resource Management	L	L	L		L			
PHM19CT101.2		L	L	H	M	L	M	H	H
PHM19CT101.3		L	L	H	L	M	L	M	L
PHM19CT101.4		L		H	M	H	L	L	L
PHM19CT103.1	Managerial Economics				L			L	
PHM19CT103.2			H	L	L			L	L
PHM19CT103.3			H		L			L	L
PHM19CT103.4			H		L			L	
PHM19CT103.5			H				L	L	
PHM19CT105.1	Marketing Management	L	M					M	M
PHM19CT105.2			H				L		
PHM19CT105.3		L	M		H				
PHM19CT105.4			L		L			H	
PHM19CT105.5			H	M		M	H		
PHM19CT107.1	Financial Analysis and Reporting	M		M	M	H			
PHM19CT107.2			H	M			H		
PHM19CT107.3			M	M	M	L	L	M	
PHM19CT107.4					H		H	H	
PHM19CT107.5			H	M				M	M
PHM19CT109.1	Legal aspects of Business	L		L	H	L			L
PHM19CT109.2		L		L	M	L			H
PHM19CT109.3				L	L	L	L	L	
PHM19CT109.4			L	M	M			L	L

Course	Course Name								
PHM19CT109.5				L	H		L		
PHM19CT111.1	Service Quality Management	M							
PHM19CT111.2			M	L					
PHM19CT111.3			M	H	M	L	M	H	L
PHM19CT111.4				H	M	L	M	H	L
PHM19CT111.5		M							
PHM19CT113.1.	Written and oral Communication	M	L	L	M	M	M	L	L
PHM19CT113.2			M	L	M	L	M	M	
PHM19CT113.3		M	L	L	M		L	L	
PHM19CT113.4				M	M		L	L	
PHM19CT113.5		M	M	M	M	L	M	L	L
PHM19CT115.1.	Operations Management	L	L					M	
PHM19CT115.2			M					L	
PHM19CT115.3			L		H		L		L
HM19CT115.4			L		L	L	L	L	L
PHM19CT117.1	Hospital Management	L		M		L	L	M	M
PHM19CT117.2		L	L	M	L	M	L	M	L
PHM19CT117.3					L	H	L	M	M
PHM19CT117.4		L		M	M	H	L	M	M
PHM19CT117.5									

First Year-Semester II

Course	Subject								
PHM19CT102.1	Management and Organizational Behaviour	M	L	L	L				
PHM19CT102.2		M	M	M	M	L	M	M	M
PHM19CT102.3			L	M		M	L	L	M
PHM19CT102.4		M	M	M	L	L	M	L	L
PHM19CT102.5		M	L	L	L				
PHM19CT104.1	Research Methodology	L	L	L	M	L	L	L	L
PHM19CT104.2		L	M	L	L	L	L	L	M
PHM1CT104.3		L	M	L	L	L	L	L	M
PHM19CT104.4		L	L	L	M	L	M	L	M
PHM19CT106.1	Business Analytics	L	H	L	L	L	L	L	
PHM19CT106.2		L	H	L	L	L	M	L	
PHM19CT106.3		L	H	L	L	L	M	L	L
PHM19CT106.4		L	H			L	L	L	L
PHM19CT108.1	Managerial Accounting	L	H	L	M		L	M	M
PHM19CT108.2			H	L	M		L	M	M
PHM19CT108.3		L	H	L	M		L	M	M
PHM19CT108.4		L	H	L	M		L	M	M
PHM19CT108.5		L	H	L	M		L	M	M
PHM19CT110.1	Quantitative Techniques	L	H						
PHM19CT110.2			M				L	L	
PHM19CT110.3		L	L		H		L	H	
PHM19CT110.4			M		L				
PHM19CT110.5					M				M
PHM19GE114	To be chosen by student								
PHM19CR152.1	Hospital Hands-on Postings – I	L	L	L	L	L	L	L	L
PHM19CR152.2		L	L	L	L	L	L	L	L

Code	Subject								
PHM19CR152.3				L	L	L	L	L	
PHM19CR152.4		L	L	L	L	L			L

Elective Stream: HEALTH CARE FINANCE [HF]

Code	Subject								
PHF19DE112.1	Financial Management in Healthcare	M	L				L		
PHF19DE112.2			M		L			L	
PHF19DE112.3		L			M				
PHF19DE112.4				M	M		M		
PHF19DE112.5						M		M	M

Elective Stream: HEALTH CARE QUALITY [HQ]

Code	Subject								
PHQ19DE112.1	Total Quality Management in hospitals	L							
PHQ19DE112.2			H	L					
PHQ19DE112.3			M	L	M	M	M	H	L
PHQ19DE112.4			H	H	M	M	M	H	M

Elective Stream: HEALTH CARE HR (HR)

Code	Subject								
PHR19DE112.1	Talent Management in Healthcare	M	L	L		L			L
PHR19DE112.2			M	L	L	L		L	
PHR19DE112.3			L	L	L		L	L	
PHR19DE112.4							N		L
PHR19DE112.5			L	L	L		L	L	L

Second Year - Semester III

Code	Subject								
PHM19CT201.1	Business Environment and Strategic Management	L	L	M	L				L
PHM19CT201.2		L	L		M	L	L	L	L
PHM19CT201.3			M		L	L	L	L	L
PHM19CT201.4		L	L		L	L	L	M	L
PHM19CT203.1	Entrepreneurship	L	L		L			H	L

Course	Title								
PHM19CT203.2			L	L	L	L	L	H	L
PHM19CT203.3		L	L	L	M	L	L	H	L
PHM19CT205.1	Services Marketing and Management	L				L			
PHM19CT205.2			L	L	L				L
PHM19CT205.3			M						
PHM19CT205.4			L		L	L	L		
PHM19CT205.5				L	L				
PHM19CT207.1	Supply Chain and Logistics Management	M			L				H
PHM19CT207.2			M			L			
PHM19CT207.3			L	L			M		
PHM19CT207.4		L		L			M		
PHM19CT207.5		L				H			H
PHM19CT209.1	Medical Tourism and Management	M	M	M	H	M	M	M	
PHM19CT209.2		M	M	M	H	M	H	M	H
PHM19CT209.3					M	M	H	M	
PHM19CT209.4			M	H	H	M	M	H	
PHM19CR252.1	Hospital Hands-on Postings–II	L	L	L	L	L	L	L	L
PHM1CR252.2		L	L	L	L	L		L	L
PHM19CR252.3			L	L	L	L		L	L
PHM19CR254.1	Summer Internship	H	M		M	M	H	L	H
PHM19CR254.2		H	M	L	H	H	H	M	H
PHM19CR254.3		L	H	L	L	L	M	L	L
PHM19CR254.4			M	L	M	H	H	L	H
PHM 19CR 254.5			H	M	H	H	H	L	H
PHM 19CR 254.6							M	M	H

Elective Stream: HEALTH CARE FINANCE [HF]

Code	Course								
PHF19DE211.1	Security Analysis and Portfolio Management	M		M	M				
PHF19DE211.2			H	M					
PHF19DE211.3				M			M		
PHF19DE211.4							M	H	
PHF19DE211.5						M			H
PHF19DE213.1	Financial System and Markets in healthcare	L	M	L	M	L	L	L	M
PHF19DE213.2		L	L	L	L	L	L	L	M
PHF19DE213.3		L	L		L	L	L		L
PHF19DE213.4		L	M	L	M	L	M	M	M

Elective Stream: HEALTH CARE QUALITY [HQ]

Code	Course								
PHQ19DE211.1	Healthcare Accreditation and Laws	L	L	L	L	L	L	L	M
PHQ19DE211.2			L	L	M		L	L	L
PHQ19DE211.3		L	L	L	L	L	L	L	M
PHQ19DE211.4			L	L	M	L	L	H	M
PHQ19DE211.5		L	L	L	M	L	L	M	M
PHQ19DE213.1	Innovation and Design Thinking	M	H	M	M	M	H	M	
PHQ19DE213.2			M	M	M	H	H	H	H
PHQ19DE213.3				M	M	M	M	H	M
PHQ19DE213.4			M	M	M	M	M		H

Elective Stream: HEALTH CARE HR [HR]

Code	Course									
PHR19DE211.1	HR Analytics	L	H	L			L	L	L	
PHR19DE211.2		L	H	L			L	M	L	
PHR19DE211.3		L	H	L			L	M	L	
PHR19DE211.4		L	H				L	L	L	L
PHR19DE213.1	Training and Development			M	L	M	M	M	M	
PHR19DE213.2		L	M	M		M	L	M	M	
PHR19DE213.3		L	L	M	L	M	M	M	H	
PHR19DE213.4		L	M	M			M		M	

Second Year - Semester IV

Course	Name								
PHM19CT202.1	Cross Cultural Management	Y		Y	Y	Y	Y		
PHM19CT202.2		Y	Y	Y	Y	Y			
PHM19CT202.3		Y		Y	Y	Y	Y		
PHM19CT202.4			Y		Y	Y	Y		
PHM19CT202.5					Y	Y	Y		
PHM19CT204.1	Ethics and Social Responsibility	L				L			
PHM19CT204.2					L				
PHM19CT204.3			L						
PHM19CT204.4			H	H		L			M
PHM19CT204.5					L				
PHF19RP256.1	Dissertation	M	M	L	M	L	M	M	M
PHF19RP256.2		M	M	L	M	L	M	H	M
PHF19RP256.3		M	H		H	L	M	L	M
PHF19RP256.4		M	M		H	M	M	L	M
PHF19RP256.5		M	M	L	M	L	M	M	M

Elective Stream: HEALTH CARE FINANCE [HF]

Course	Name								
PHF19DE206.1	Entrepreneurial Finance	L	M			L	L	H	
PHF19DE206.2		L			M		L		M
PHF19DE206.3		L	H		H		L	L	
PHF19DE206.4		L	L		M	L	M	L	M
PHF19DE208.1	Risk Management and Insurance	M	M		M				
PHF19DE208.2				M		M			
PHF19DE208.3			H				M		
PHF19DE208.4					H			M	
PHF19DE208.5						L	H	M	H

Elective Stream: HEALTH CARE QUALITY [HQ]

Code	Course								
PHQ19DE206.1	Quality Assurance Framework in Hospitals	M	H	M	M	M	H	M	
PHQ19DE206.2			M	M	M	H	H	H	H
PHQ19DE206.3				M	M	M	M	H	M
PHQ19DE206.4			M	M	M	M	M		H
PHQ19DE208.1	Healthcare Governance and Technology	L	M	M	H	L		L	L
PHQ19DE208.2				L	L			L	
PHQ19DE208.3		L		M	L	L	L	L	
PHQ19DE208.4		L	H	L	M		M	L	L
PHQ19DE208.5		M	M	L	M			L	L

Elective Stream: HEALTH CARE HR [HR]

Code	Course								
PHR19DE206.1	Compensation and Benefits Management	L							
PHR19DE206.2		L			L				
PHR19DE206.3			M		L		L	L	L
PHR19DE206.4							L	L	L
PHR19DE208.1	Performance Management	M			L	L	L	L	
PHR19DE208.2		L	M	M					L
PHR19DE208.3		L	M	L	L	L	L	M	M
PHR19DE208.4		L	L		L	L	M	L	M

CONNECTING POs (PIs) TO ASSESSMENT

Once POs and PSOs along with competencies and performance indicators are clearly defined for the program, the assessment of COs for all the courses is designed by connecting assessment questions (used in various assessment tools) to the PIs. By following this process, where examination questions map (Annexure III(A)) with COs, PIs and BLs (Bloom's Taxonomy Learning Level), we get the clarity and better resolution for the assessment of COs, POs and BLs.

A well-tailored course plan (Annexure III) helps teachers and students to ascertain the association between COs and POs and assist teachers to prepare assessment strategy to facilitate formative and summative evaluations.

The pictorial representation of the process is given in Fig 1.
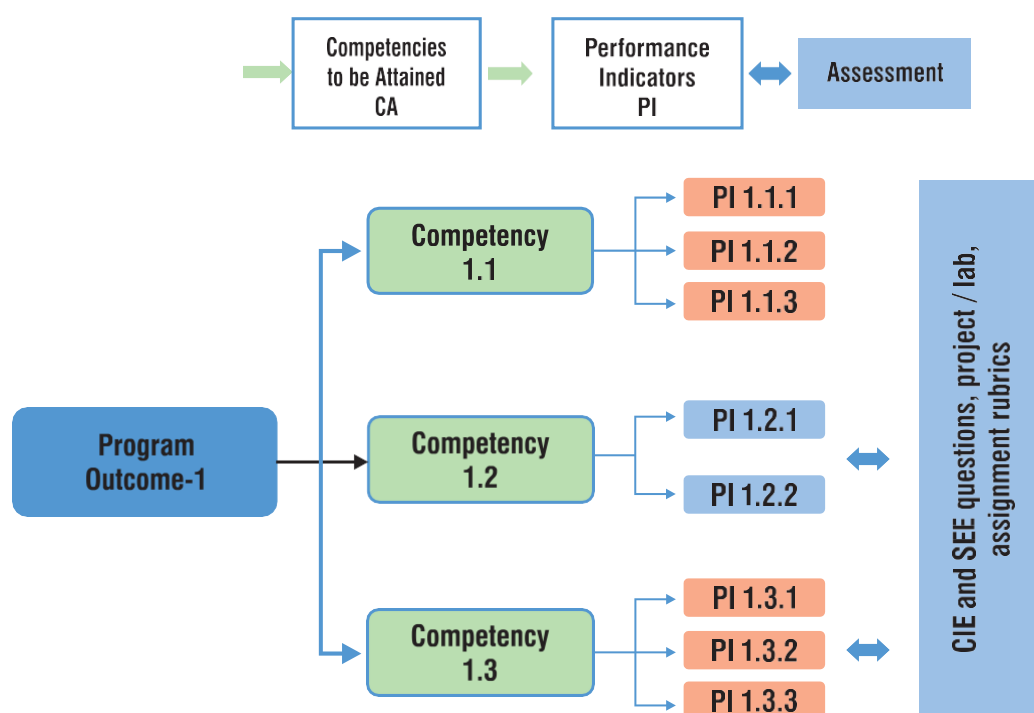
Fig. 1: Connecting POs to Assessment

Source: AICTE Examination Reforms Policy Document (2018)

Performance Indicators should carry the appropriate action verbs in line with the verbs/question cues slated under each Bloom's Taxonomy Level (Learning Level-(BL): Level 1 : Remember'; Level 2: Understand; Level 3: Apply; Level 4: Analyze; Level 5: Evaluate and Level 6: Create.

Revised Bloom's taxonomy in the cognitive domain includes thinking, knowledge, and application of knowledge. It is a popular framework in management education to structure the assessment as it characterizes complexity and higher-order abilities. It identifies six levels of competencies within the cognitive domain (Figure 2) which are appropriate for the purposes of management educators. According to revised Bloom's taxonomy, the levels in the cognitive domain are as follows:

Level	Description	Level of Attainment
1	Remembering	Recalling from the memory of the previously learned material
2	Understanding	Explaining ideas or concepts
3	Applying	Using the information in another familiar situation
4	Analysing	Breaking information into the part to explore understandings and relationships
5	Evaluating	Justifying a decision or course of action
6	Creating	Generating new ideas, products or new ways of viewing things

Fig. 2: Revised Bloom's Taxonomy

Bloom's taxonomy is hierarchical, meaning that learning at the higher level requires that skills at a lower level are attained.

ACTION VERBS FOR ASSESSMENT (DESIGN OF QUESTION PAPERS)

Choice of action verbs in constructing assessment questions is important to consider. Quite often, the action verbs are indicators of the complexity (level) of the question. Overtime, educators have come up with a taxonomy of measurable verbs corresponding to each of the Bloom's cognitive levels. These verbs help us not only to describe and classify observable knowledge, skills and abilities but also to frame the examination or assignment questions that are appropriate to the level we are trying to assess.

Suggestive list of skills/ competencies to be demonstrated at each of the Bloom's level and corresponding cues/ verbs for the examination/ test questions is given below:

Level	Skill Demonstrated	Questions Cues / Verbs for the tests
1.Remember	• Ability to recall of information like facts, conventions, definitions, jargon, technical terms, classifications, categories, and criteria • ability to recall methodology and procedures, abstractions, principles, and theories in the field • knowledge of dates, events, places • mastery of subject matter	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where
2. Understand	• understanding information • grasp meaning • translate knowledge into new context • interpret facts, compare, contrast order, group, infer causes • predict consequences	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
3. Apply	• use information • use methods, concepts, laws, theories in new situations • solve problems using required skills or knowledge • demonstrating correct usage of a method or procedure	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
4. Analyse	• break down a complex problem into parts • Identify the relationships and interaction between the different parts of a complex problem • identify the missing information, sometimes the redundant information and the contradictory information, if any.	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select

5. Evaluate	• compare and discriminate between ideas • assess value of therories, presentations • make choices based on reasoned argument • verify value of evidence • recognize subjectivity • use of definite criteria for judgments	assess, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
6. Create	• use old ideas to create new ones • Combine parts to make (new) whole, • Generalize from given facts • Relate knowledge from several areas predict, draw conclusions	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

Source: AICTE Exam reform policy, 2018

It may be noted that some of the verbs in the above table are associated with multiple Bloom's Taxonomy levels. These verbs are actions that could apply to different activities. We need to keep in mind that it's the skill, action or activity we need students to demonstrate that will determine the contextual meaning of the verb used in the assessment questions.

While using Bloom's taxonomy framework in planning and designing of assessment of student learning, following points need to be considered.

1. Normally the first three learning levels; remembering, understanding and applying and to some extent fourth level analysing are assessed in the Continuous Internal Evaluation (CIE) and Semester End Examinations (SEE), where students are given a limited amount of time. And abilities; analysis, evaluation and creation can be assessed in extended course works or in a variety of student works like course projects, mini/ minor projects, internship experience and final year projects.
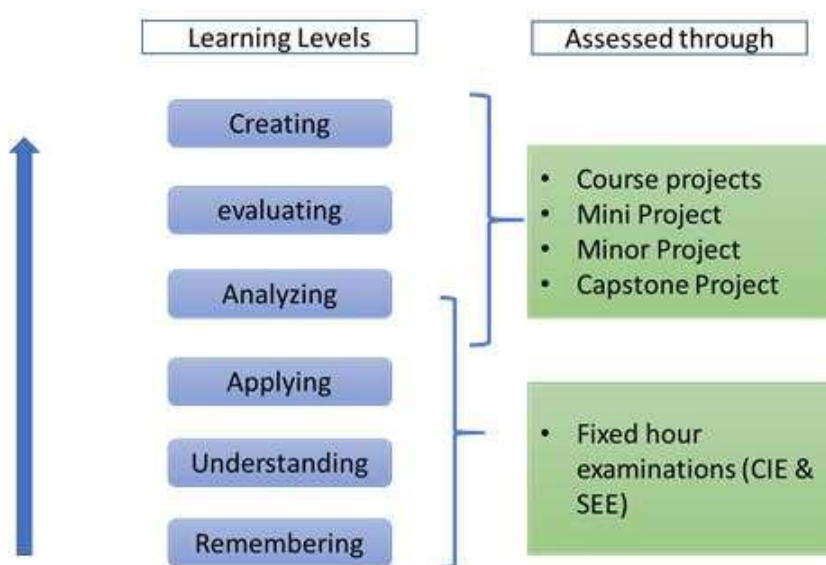
Fig. 3: Assessment methods for different Bloom's cognitive level

2. For adopting this framework for reforms in examination system, it is worthwhile to study the present pattern of assessment in each of the course in the program to gain insight about:
   - Alignment of assessment questions with course learning outcomes
   - Whether all the learning outcomes are tested; sometimes some learning outcomes are over-tested at the expense of others which may be not tested at all.
   - Overall weightage in the assessment, to each of Bloom's learning levels
   - Assessment methods used to adequately assess the content and desired learning outcomes
   - Based on the study, improvement priorities for each of the above factors need to be arrived at. The reform process needs to be well planned and implemented through institutional strategy and communicated to all stakeholders, particularly to the students.
3. A good and reasonable examination paper must consist of various difficulty levels to accommodate the different capabilities of students. Bloom's taxonomy framework helps the faculty to set examination papers that are well balanced, testing the different cognitive skills without a tilt towards a tough or easy paper perception. If the present examination questions are more focused towards lower cognitive skills, conscious efforts need to be made to bring in application skills or higher cognitive skills in the assessment. It is recommended that at institution/ University level, upper limit need to be arrived for lower order skills (for example, no more than 40% weightage for knowledge-oriented questions). It is important to note that, as nature of every course is different, the weightage for different cognitive levels in the question papers can also vary from course to course.

ANNEXURE -II Table No. 6.a.1 List of faculty members for the academic year (2023-2024)

S. No	Name of the Faculty Member	Qualification			Association with the institution	Designation	Date on which designated as Professor/ Associate Professor	Date of joining the institution	Department	Specialization	Academic Research			Currently Associated (Y/N) Date of Leaving (In case currently associated is ("No")	Nature of Association (Regular / Contract)
		Degree (Highest Degree)	University	Year of attaining higher qualification							Research Paper Publications	Ph. D Guidance	Faculty Receiving Ph. D during the Assessment Years		
1	Dr. K. C. John	Ph. D	IIM-A	02/12/1987	12/10/2020	Professor	12/10/2020	12/10/2020	HHSM	Entrepreneurship, Innovation and Design Thinking	-	-	-	Yes	Regular
2	Dr. Selvam Jesiah	Ph. D	ManonmaniamSundaranar	2001	03/01/2019	Professor	03/01/2019	03/01/2019	HHSM	Marketing and International Business	1	1	-	Yes	Regular
3	Dr. G. Jabarethina	Ph. D	University of Madras	2018	13/06/2007	Assistant Professor	-	13/06/2007	HHSM	Finance and Human Resource Management	1	-	August 2018	Yes	Regular

4	Dr. S. Srinivasan	Ph. D	Bharathidasan University	2017	26/08/2019	Assistant Professor	-	26/08/2019	HHSM	Financial Derivatives and Risk Management	1	-	-	Yes	Regular
5	Dr. A. S. Poornima	Ph. D	University of Madras	2018	02/12/2019	Assistant Professor	-	02/12/2019	HHSM	Digital Marketing	-	-	-	Yes	Regular
6	Ms. K. Rohini	PhD	Bharathidasan University	2007	03/02/2015	Assistant Professor	-	03/02/2015	HHSM	Human Resources and Systems	1	-	Pursuing	Yes	Regular
7	Ms. K. N. Priya	Ph. D	Sri Ramachandra Institute of Higher Education and Research (DU)	2004	01.06.2002	Assistant Professor	-	17/08/2017	HHSM	Hospital and Health Systems Management	1	-	Pursuing	Yes	Regular
8	Ms. S. Nithya Priya	MBA	Sri Ramachandra Institute of Higher Education and Research	30/04/2018	July 2016	Assistant Professor	-	12/09/2019	HHSM	Hospital and Health Systems Management	2	-	Pursuing	Yes	Regular
9	Dr.A.Poomagal	Ph. D	Bharathiyar University	2022	06.06.2023	Assistant Professor	-	06.06.2023	HHSM	HR & Marketing	14	-	-	Yes	Regular
10	Dr.Renuka Vidhyashankar	MBA	SRIHER	2013	15/12/2023	Assistant Professor	-	15/12/2023	HHSM	Healthcare Quality Management	-	-	-	Yes	Regular
11	Dr.S.Dinesh	Ph. D	Madurai Kamaraj University	2015	29/11/2023	Associate Professor	-	29/11/2023	HHSM	Finance	65	-	-	Yes	Regular
12	Dr.Padma Prabha	Ph. D	Mother Theresa Women's University	2022	11/08/2023	Assistant Professor	11/08/2023	SRFMS	HHSM	Finance & Accounts	-	--	-	Yes	Regular
13	Dr.Balakrishnan	PhD	Madras University	2017	22/12/2022	Assistant Professor	22/12/2022	SRFMS	HHSM	Finance & Accounts	7	-	-	Yes	Regular

Table No. 6.a.2 List of faculty members for the academic year (2022-2023)

S. No	Name of the Faculty Member	Qualification			Association with the institution	Designation	Date on which designated as Professor/ Associate Professor	Date of joining the institution	Department	Specialization	Academic Research			Currently Associated (Y/N) Date of Leaving (In case currently associated is ("No")	Nature of Association (Regular / Contract)
		Degree (Highest Degree)	University	Year of attaining higher qualification							Research Paper Publications	Ph. D Guidance	Faculty Receiving Ph. D during the Assessment Years		
1	Dr. K. C. John	Ph. D	IIM-A	02/12/1987	12/10/2020	Professor	12/10/2020	12/10/2020	HHSM	Entrepreneurship, Innovation and Design Thinking	-	-	-	Yes	Regular
2	Dr. Selvam Jesiah	Ph. D	ManonmaniamSundaranar	10/04/2001	03/01/2019	Professor	03/01/2019	03/01/2019	HHSM	Marketing and International Business	1	1	-	Yes	Regular
3	Dr. A. Bhooma Devi	Ph. D	Sri Ramachandra Institute of Higher Education and Research (DU)	01/03/2014	11/06/2007	Associate Professor	30/08/2018	11/06/2007	HHSM	Hospital Management and Service Quality Management	5	5	-	Yes	Regular

4	Dr. G. Jabarethina	Ph.D	University of Madras	06/08/2018	13/06/2007	Assistant Professor	-	13/06/2007	HHSM	Finance and Human Resource Management	1	-	August 2018	Yes	Regular
5	Dr. S. Srinivasan	Ph.D	Bharathidasan University	07/12/2017	26/08/2019	Assistant Professor	-	26/08/2019	HHSM	Financial Derivatives and Risk Management	1	-	-	Yes	Regular
6	Dr. A. S. Poornima	Ph.D	University of Madras	25/06/2018	02/12/2019	Assistant Professor	-	02/12/2019	HHSM	Digital Marketing	-	-	-	Yes	Regular
7	Ms. K. N. Priya	MBA	Sri Ramachandra Institute of Higher Education and Research (DU)	30/04/2004	July 2002	Assistant Professor	-	17/08/2017	HHSM	Hospital and Health Systems Management	1	-	Pursuing	Yes	Regular
8	Ms. T. Bharathi	M.Phil	BITS, Pilani	21/12/12016	July 2010	Assistant Professor	-	23/10/2017	HHSM	Hospital and Health Systems Management	1	-	Pursuing	Yes	Regular
9	Ms. S. Nithya Priya	MBA	Sri Ramachandra Institute of Higher Education and Research	30/04/2018	July 2016	Assistant Professor	-	12/09/2019	HHSM	Hospital and Health Systems Management	2	-	Pursuing	Yes	Regular
10	Dr.Salman Haider	MBA	University of Madras	30/04/2007	09/12/022	Assistant Professor	-	09/12/022	HHSM	Human Resources and Systems	1	-	-	Yes	Regular
11	Dr.Manimegalai	MBA	IITMadras	30/04/2007	02/12/2022	Assistant Professor	-	02/12/2022	HHSM	Human Resources and Systems	1	-	-	Yes	Regular

Table No. 6.a.3 List of faculty members for the academic year (2021-2022)

S. No	Name of the Faculty Member	Qualification			Association with the institution	Design ation	Date on which designated as Professor / Associate Professor	Date of joining the institution	Depart ment	Specialization	Academic Research			Currently Associated (Y/N) Date of Leaving (In case currently associated is ("No")	Nature of Association (Regular / Contract)
		Degree (Highest Degree)	University	Year of attaining higher qualification							Research Paper Publications	Ph. D Guidance	Faculty Receiving Ph. D during the Assessment Years		
1	Dr. K. C. John	Ph. D	IIM-A	02/12/1987	12/10/2020	Professor	12/10/2020	12/10/2020	HHSM	Entrepreneurship, Innovation and Design Thinking	-	-	-	Yes	Regular
2	Dr. Selvam Jesiah	Ph. D	Manonmaniam Sundaranar	10/04/2001	03/01/2019	Professor	03/01/2019	03/01/2019	HHSM	Marketing and International Business	1	1	-	Yes	Regular
3	Dr. A. Bhooma Devi	Ph. D	Sri Ramachandra Institute of Higher Education and Research (DU)	01/03/2014	11/06/2007	Associate Professor	30/08/2018	11/06/2007	HHSM	Hospital Management and Service Quality Management	5	5	-	Yes	Regular
4	Dr. G. Jabarethina	Ph. D	University of Madras	06/08/2018	13/06/2007	Assistant Professor	-	13/06/2007	HHSM	Finance and Human Resource Management	1	-	August 2018	Yes	Regular

5	Dr. S. Srinivasan	Ph. D	Bharathidasan University	07/12/2017	26/08/2019	Assistant Professor	-	26/08/2019	HHSM	Financial Derivatives and Risk Management	1	-	-	Yes	Regular
6	Dr. A. S. Poornima	Ph. D	University of Madras	25/06/2018	02/12/2019	Assistant Professor	-	02/12/2019	HHSM	Digital Marketing	-	-	-	Yes	Regular
7	Dr. A. Subashree	Ph. D	SRM University	24/07/2018	09/12/2019	Assistant Professor	-	09/12/2019	HHSM	Cyber Security and Information Technology	1	-	-	Yes	Regular
8	Dr. V. Krithika	Ph. D	IIT- Madras	29/01/2021	21/11/2020	Assistant Professor	-	01/06/2021	HHSM	Health Operations and Strategy	1	-	-	Yes	Regular
9	Ms. K. Rohini	MBA	University of Madras	30/04/2007	03/02/2015	Assistant Professor	-	03/02/2015	HHSM	Human Resources and Systems	1	-	Pursuing	Yes	Regular
10	Ms. K. N. Priya	MBA	Sri Ramachandra Institute of Higher Education and Research (DU)	30/04/2004	July 2002	Assistant Professor	-	17/08/2017	HHSM	Hospital and Health Systems Management	1	-	Pursuing	Yes	Regular
11	Ms. S. Nithya Priya	MBA	Sri Ramachandra Institute of Higher Education and Research	30/04/2018	July 2016	Assistant Professor	-	12/09/2019	HHSM	Hospital and Health Systems Management	2	-	Pursuing	Yes	Regular

SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Deemed to be University)
Faculty of Management Sciences

Course Plan

Programme	**: MBA**	
Semester	**: I**	**Academic Year: 2024-25**
Course	**: Marketing Management (PHM 19CT 105)**	**Duration: Aug – Jan 2025**
Faculty Member	**: Selvam Jesiah**	
Course Credits	**: 3**	

Introduction

The course focuses on providing students with understanding of the principles of marketing and marketing management. It is designed to develop analytical and decision making skills in marketing. Through this course, the student learns the importance of understanding customers and creating value customers. It helps analyse marketing mix, develop rights products, devising pricing strategies and setting right communication channels and communications. This course, which will be taught largely in generic corporate perspective, is a pre-requisite course for Services Marketing and Management.

Learning Objectives

This course helps students:

1. Demonstrate knowledge of the fundamental principles, concepts, theories and frameworks of marketing.

2. Demonstrate the ability to understand customers and create value for customers

3. Analyse marketing phenomena and formulate an opinion, decision or conclusion.

4. Articulate ideas and decisions related to marketing mix.

5. Develop new products, design pricing strategies and setting right marketing channels and communication.

Learning Outcomes: On completion of the course, the student will be able to:

CO Index	COURSE OUTCOMES	BLOOMS TAXONOMY	RELATED PIs
CO105.1	Apply marketing concepts and assess customer needs and build and create customer value, engagement and relationship	**BL 3 & BL6**	**PI 1.2.2, 1.3.3, 2.1.1, 2.2.1, 2.2.2, 7.1.1, 7.1.2, 7.2.2, 7.2.3, 9.1.1**

CO105.2	Assess and Analyse the market information to gain customer behaviour & insights	BL3 &BL 4	PI 2.1.1, 2.1.2, 2.1.3, 2.2.1, 2.2.2, 6.2.2
CO105.3	Demonstrate the right mix of marketing and take decisions in complex market environment and analyse customer markets	BL 3 & BL5	PI 1.3.3, 2.1.3, 2.2.1, 2.2.2, 4.1.1, 4.1.2, 4.1.3, 4.1.4, 4.2.2, 4.2.3, 6.2.2, 6.2.2, 9.1.3
CO105.4	Discuss and capture customer value through developing right products and devising pricing strategies	BL 2 & BL5	PI 2.1.1, 4.1.1, 4.1.3, 7.1.1, 7.1.2,7.1.3, 7.2.1, 7.2.2, 7.2.3
CO107.5	Analyze and make presentations and communicate his/her perspective and ideas clearly and confidently to the audience in the market and with marketing channels	BL 4 & BL5	PI 2.1.1, 2.1.2, 2.2.2, 3.2.1, 3.2.2, 3.3.1, 5.1.1, 5.2.2, 5.2.3 6.1.1, 6.1.2, 6.1.3, 6.2.1, 6.2.2

Mapping COs with POSs through relevant PIs (POs-COs Relationship)

CO Index	RELATED PIs	PO1	PO2	PO3	P04	PO5	PO6	PO7	PO8	PSO1	PSO2
COP105.1	PI 1.2.2, 1.3.3, 2.1.1, 2.2.1, 2.2.2, 7.1.1, 7.1.2, 7.2.2, 7.2.3, 8.3.1, 8.3.2, 8.3.3	L	M					M	M	L	
COP105.2	PI 2.1.1, 2.1.2, 2.1.3, 2.2.1,2.2.2, 6.2.2		H				L				
COP105.3	PI 1.3.3, 2.1.3, 2.2.1, 2.2.2, 4.1.1, 4.1.2, 4.1.3, 4.1.4	L	M		H					L	

Course Code	Related PIs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
COP105.4	**PI 2.1.1, 4.1.1, 4.1.3, 7.1.1, 7.1.2, 7.1.3, 7.2.1, 7.2.2, 7.2.3**	**L**		**L**			**H**				
COP105.5	**PI 2.1.1, 2.1.2, 2.2.2, 2.1.1, 2.1.2, 2.1.3, 3.2.1, 3.2.2, 3.3.1, 5.1.1, 5.2.2, 5.2.3 6.1.1, 6.1.2, 6.1.3, 6.2.1, 6.2.2**	**H**	**M**		**M**	**H**					

Note: 1-2 PIs=Low Relationship (Level of Relationship 1), 3-4PLs = Moderate Relationship, 5 & Above PLs=High/Substantial relationship

Mapping the Course with POs (POs and Course Relationship)

Course Code	RELATED PIs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2
CO105		**M**	**H**	**M**	**H**	**M**	**H**	**H**	**M**	**L**	

Pedagogical Approach

Pedagogy involves three parts:
   (i) Learning through a combination of lectures, class exercises and discussions
   (ii) Case studies will be initiated by student groups (each group would have 4-5 students)
         by making a presentation of the marketing issues facing the hospital and then
         taken up for discussions
   (iii)Take home assignments.

Course Evaluation

Students will be evaluated on the following components:

Assessment Tool	% of Marks
Assignments, Periodic quizzes	10
Seminars & Case Study	10
Class Participation	10

Internal Exams	20
Final Exam	50

Setting Expectations

Expectations of students in several crucial areas like the following to make this course successful:

- Good preparation for each class
- Prompt arrival before each session begins
- Complete attendance throughout the course
- Regular participation in class discussions
- Attentiveness to other students' comments
- Constructive comments to facilitate other students' learning

Text Book

Principles of Marketing, 17/e – By Philip Kotler, Gary Armstrong and Prafulla Agnihotri (Pearson)

Reference Books

- Principles of Marketing-2016-Paul Baines et al., Oxford

- Marketing Management 15/e – By Philip Kotler and Keven Lane Keller (Pearson)

- Marketing – By Paul Baines, Chris Fill, Kelly Page and Piyush K. Sinha (Oxford Higher Education, Asian Edition)

- Marketing, 5e – By Grewal and Levy (McGraw Hill Education, Indian Edition)

- Principles of Marketing – By Lamb, Hair, Sharma and McDaniel (Cengage, A South-Asian Perspective)

Course Design

Unit I   Introduction to Marketing Management

Unit II   Marketing Research (Managing marketing information to gain customer insights)

Unit III   Consumer Markets and Buying Behaviour

Unit IV   Market Segmentation and Dealing with Competition

Unit V   Product, Services and Brands

Unit VI   Pricing

Session plan:

Unit	Session	Topic	Pre-Class Reading (Text Book)	Assignment/ Case/Quiz/Class Tests	Focus (Knowledge/ Skills/ Attitude)
	1-2	**Introduction to Marketing: Creating Customer Value and Engagement:** • What is Marketing in a medical care organizations? • Understanding Needs, wants, demands, products, value, satisfaction and quality, Exchange Transactions and Relationships	Chapter 1	Lecture, Activity & Discussion	Knowledge
	3	**Evolution of Marketing:** Relationship Marketing, Strategic Planning & Setting Marketing Objectives	Chapter 1	Lecture, Activity & Discussion	Knowledge
	4-5	**Marketing Process: Creating Customer Value and Engagement:** • Designing a Customer Value-Driven Marketing Strategy and Plan • Managing Customer Relationships and Capturing Customer Value • The Changing Marketing Landscape • Class Exercises and Assignments *Case 1: Chick-Fil-A: Getting* ***Better before Getting Bigger***	Chapter 1 Pg. 33-35	Lecture, Discussion / Class Exercises and Assignments **Class Activity:** Winning Marketing Strategy for Hospitals: What customers? How can we serve?	Knowledge
	6	**Hospitals and marketing Strategy: Partnering to Build Customer Engagement, Value and Relationship**: • Company-Wide Strategic Planning: Defining Marketing's Role • Designing the Business Portfolio • Planning Marketing: Partnering to Build Customer Relationships • Marketing Strategy and the Marketing Mix	Chapter 2	Lecture, Activity & Discussion	Knowledge/ Skill/Attitude
	7-8	*Case 2: Starbucks-HB Case*		Presentation and	Knowledge/

				Discussion	Skill/Attitude
	9-10	**Marketing Environment**: • The Microenvironment and Macro environment • The Natural and Technological Environment • The Political-Social and Cultural Environment • Resounding to Market Environment	Chapter 3	Lecture, Activity & Discussion	Knowledge/ Skill/Attitude
	11-12	**Tutorial *for Unit I**	Self-directed/regulated learning, consultation		
II	13-14	**Market Research (Managing Marketing Information to Gain Customer Insights):** • Marketing Information and Customer Insights Assessing Information needs and Developing Data	Chapter 4	Lecture, Activity & Discussion	Knowledge/ Skill/Aptitude /Aptitude
	15-16	**Marketing Research (Managing Marketing Information to Gain Customer Insights):** • Marketing Research • Analysing and Using Marketing Information Other Marketing Information Considerations	Chapter 4	Lecture, Activity & Discussion	Knowledge/ Skill/Attitude /Aptitude
	17-18	• **Case Study 3** – **Campbell Soup Company: Watching What You Eat** Class Exercises and Assignments		Presentations and Discussions	Knowledge/ Skill/Attitude /Aptitude
	19-20	**Tutorial *for Unit II**	Self-directed/regulated learning, consultation		
III	21-22	**Consumer Markets and Buyer Behaviour**: • Model of Consumer Behaviour Characteristics Affecting Consumer Behaviour	Chapter 5	Lecture, Activity & Discussion	Knowledge/ Skill/Attitude
	23-24	**Consumer Markets and Buyer Behaviour:** • Buying Decision Behaviour and the Buyer Decision Process Buyer Decision Process for New	Chapter 5	Lecture, Activity & Discussion	Knowledge/ Skill/Attitude

		Products			
	25-26	*Case 4: GoldieBlox: Swimming Upstream against Consumer Perceptions*	Chapter 5 Pg 158-160	Presentations and Discussions	Knowledge/ Skill/Attitude
	27-28	**Tutorial *for Unit III**	Self-directed/regulated learning, consultation		
	29-30	**Market Segmentation and Dealing with Competition:** • Bases for Segmentation	Chapter 7	Lecture, Activity & Discussion	Knowledge/S kill/Attitude
	31-32	**Market Segmentation and Dealing with Competition:** • Market Targeting • Differentiation and Positioning	Chapter 7	Lecture, Class Exercises and Assignments	Knowledge/ Skill/Attitude
	33-35	**Market Segmentation and Dealing with Competition:** • Dealing with the Competition • Identifying and Analysing Competition • Designing competitive intelligence system • Designing competitive strategies	Chapter 7	Presentations and Discussions	Knowledge/ Skill/Attitude
IV	36-37	**Presentation on the Competitive strategies of other Hospitals vis-a-vis SRMC**	Chapter 7	Live Projects and Discussion	Knowledge/ Skill
	38-39	**Tutorial *for Unit IV**	Self-directed/regulated learning, consultation		
	40-41	**Products, Services and Brands:** • What is a Product? • Products and Service Decisions	Chapter 8	Lecture, Class Exercises and Assignments	Knowledge/ Skill
	42-43	Products, Services and Brands: Building Customer Value • Services Marketing • Branding Strategy: Building Strong Brands	Chapter 8	Lecture, Class Exercises and Assignments	Knowledge/ Skill
V	44-45	**Developing New Products and Managing the Product Life Cycle:** • New Product Development Strategy • The New Product Development Process • Presentation on New Products/Services Offered in Health care organizations	Chapter 9	Lecture, Class Exercises and Assignments	Knowledge/ Skill/Attitude
	46-47	**Tutorial *for Unit V**	Self-directed/regulated learning, consultation		

	48-49	**Pricing:** • What is Price? • Major Pricing Strategies • Other Internal and External Considerations Affecting Price Decisions	Chapter 10-11	Lecture, Class Exercises and Assignments	Knowledge/ Skill
VI	50-51	**Pricing Strategies:** Understanding and Capturing Customer Value: • Additional Considerations Affecting Price Decisions	Chapter 10-11	Lecture, Class Exercises and Assignments	Knowledge/ Skill
	52-53	**Tutorial *for Unit VI**	Self-directed/regulated learning, consultation		
VII	54-55	**Marketing Channels and Communication** • Marketing Channel • Retailing and Wholesaling • Market Logistics	Chapter 12-13	Lecture, Class Exercises and Assignments	Knowledge/ Skill
	56-58	**Marketing Channels and Communication** • Sales Promotion • Advertising • Public Relations • Personal Selling • Designing & Managing Sales Force *Case 5: SunGard: Building Sustained Growth by selling the SunGard Way* Chapter 16 pp.487	Chapter 15-16	Lecture, Class Exercises and Assignments	Knowledge/ Skill/Attitude
	59	**Tutorial *for Unit VII**	Self-directed/regulated learning, consultation		
	60	Revision			

Note: Tutorials should be arranged by the tutor but it should be regulated by students themselves

Details of Cases, Class Exercises and Assignments:

1. **Title of the case study with the publisher's details:** The text book includes relevant and interesting case studies at the end of each chapter. Details of all the cases to be

covered in this course have been clearly mentioned in the table above, along with chapter references.

2. **Details of Class Exercises:** Class exercises and assignments will be based on the exercises given at the end of each chapter and the references are mentioned in the table above.

3. **Note:** As the course progresses, based on the student and class requirements, we will be covering additional cases, exercises and assignments, beyond the text book.

Prepared on: 10/06/2020

Revised on: 13/08/2024

Prepared by: Selvam Jesiah   Approved by:

ANNEXURE-III(A)
SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Deemed to be University)
FACULTY OF MANAGEMENT SCIENCES
M.B.A (HOSPITAL AND HEALTH SYSTEMS MANAGEMENT) BATCH 2021-23
FIRST SEMESTER- FIRST INTERNAL ASSESSMENT-JANUARY 2022

Mapping POs (PIs), COs & BL to Assessment

Marketing Management – PHM19CT105

Time Allowed: 1.5 Hours   **Max.Marks:50**

Q. No	Session Test I (IA 1)					
	Questions	Unit	Marks	CO	PI	BL
	Part A (4 X10 =40 Marks) Answer any **FOUR** of the following, each **NOT exceeding 100 words**					
1.	How do you modify hospital operations in the light of changing Technology, patient empowerment and heightened competition?	1	10	1	2.1.1	3
2.	Illustrate a modern marketing system.	1	10	1	9.1.1	4
3.	Contrast selling concept from the marketing concept. Discuss which concept is suitable to a healthcare organization.	1	10	1	7.2.3	2
4.	Explain various actors of MI that affect healthcare organizations.		10	1	7.1.2	2
5.	Explain the importance of information in gaining insights about the marketplace and customers.	2	10	2	6.2.2	2
	PART-B- PROBLEM SOLVING(1 X 15= 15Marks) **Answer any ONE of the following** each **NOT exceeding 300 words**					
6.	Hospital X suffers of lacking patient engagement and relationship strategies resulting in a substantial decrease of patient footfall in the recent past. What would you recommend Hospital X in terms of patient engagement and relationship strategies that would prevent patient footfall to decrease further?	1	15	1	1.2.1	5

7.	Show a well-designed marketing information system for ABC Healthcare Suppliers Ltd., where you have been working, considering of gaining the maximum customers' insights.	2	15	2	2.1.1	3
	PART-C-CASE STUDY (COMPULSORY) **(1 X 15= 15 Marks)**					
8.	On April 2, 2008, US-based Johnson & Johnson (J&J), one of the largest healthcare companies in the world organized a unique event called 'Camp Baby' at its headquarters in New Brunswick, New Jersey. The three day event was designed especially for parenting community, where 56 most influential mommy bloggers from the US participated. According to Fred Tewell (Tewell), Group Product Director, J&J's US Baby Business, "Our goal is to reach a mom in a social context wherever she is. It's about engaging moms in their broader emotions, rather than leveraging the site to make sweeping product pitches to that demographic." J&J did not use the Camp Baby event as a platform to sell any of its products, but to connect to a core group of customers, i.e. mothers. Several women who wrote widely read blogs related to child raising, child health and family life, took part in the event. It also included educative sessions wherein the participants got a chance to interact with guest speakers, doctors and industry experts who provided insights into various aspects of motherhood and physical and mental health of children. But the event received flak from several mothers because it did not allow babies to be a part of the camp. Many eligible participants could not participate in the event as they could not leave their children behind. J&J's selection of the participants was also not without criticism, with several bloggers pointing out that some of those, whose blogs attracted more web traffic were not invited for the event. The company was also criticized for the way it had conducted the camp. The occasion that aimed to help the company to get to know its customers better and bond with them ended up bringing negative publicity to the brand known for its subtle expression of emotional bonds. Some analysts were of the view that, though Camp Baby was a good strategy on J&J's part to befriend mommy bloggers and encourage them to write good things about its products in their blogs, it failed to impress its audience. The purpose of the exclusive free camp was to provide an opportunity for the mommy bloggers and the company to					

know each other better on a common platform and to develop a long lasting relationship. Questions: a. Identify the issues and challenges in trying to build relationships with customers in the digital age. b. Discuss the changing media preferences in the digital age.	2	15	4	7.1.2	1
	2	15	4	7.2.1	2
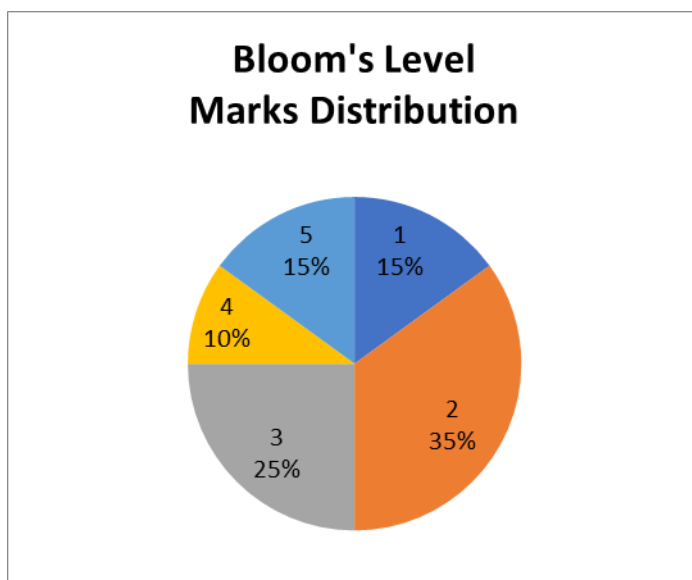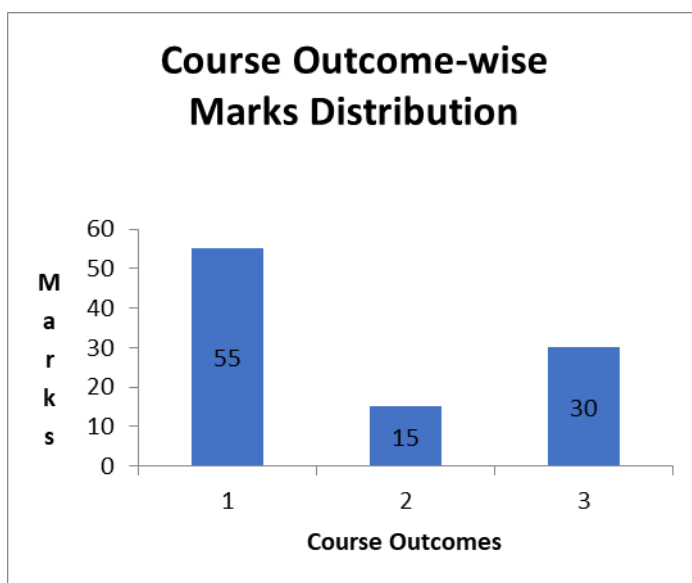
Course Outcome-wise Marks Distribution

Bloom's Level Marks Distribution

SRI RAMACHANDRA INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Deemed to be University)

Accredited by NAAC with A Grade & Graded by UGC as Category I University

PART B: FACULTY PERFORMANCE APPRAISAL - FORM 5

1. Engg. & Tech.,
2. Management Sciences,
3. Biomedical Sciences & Tech. (Excl. Human Genetics)
4. Pharmacy
5. Allied Health Sciences (Mind Body Medicine, Applied Psychology, English)

CATEGORY I. TEACHING, LEARNING AND EVALUATION RELATED ACTIVITIES (40%)

(i) Lectures, Seminars, Tutorials, Practicals, Contact Hours (give details, where necessary) - (Max. Score: 70)

S.No	Score	Indicator/ Measure	Course / Paper	No. of hours allotted (For entire Academic Year)	No. of hours attended	% of classes/Practical taken as per documented record	Self Assessed Score	Score Assessed by HOD
1	Maximum 20	Lectures	1. Health Economics (BBA,BPH) 2. Managerial Economics 3. Fundamentals of Financial Mgmt 4. QAH 5.Man.Accounting	265	280	100%	20	20
2	Maximum 20	Seminars / Tutorials /Small group discussion/ Journal	1. Health Economics (BBA,BPH) 2. Managerial Economics 3. Fundamentals of Financial Mgmt 4.	15	15	100%	20	20

			clubs	QAH 5.Man.Accounting					
3	Maximum 20	Skill based teaching (Practicals / Skill lab/ Clinical lab teaching / Clinical teaching (OP/IP/ OT/ ICU)/ case discussion etc)	Case discsussions: Managerial Economics, Managerial Accounting, Health Economics, Financial Management		16	16	100%	20	20
4	Maximum 10	Classes in excess of UGC norm			15				10
Maximum score 70						**Total Score**		60	70
Maximum Aggregate limit score 50						**Total Score**		42.85714286	50

(ii) **Reading/Instructional material consulted and additional knowledge resources provided to students. (Max. Score: 20)**

SI. No	Score	Indicator/Measure	Shell created	Assessment	Additional Resource provided	Self Assessed Score	Score Assessed by HOD
1	Maximum Score 10	Moodle courses / Doc Tutorials and resources created	5	5		10	
2	Maximum Score 10	Video Lectures created and uploaded / linked in LMS	Provide links for all the video lectures created				
Maximum score 20					**Total Score**	10	0
Maximum Aggregate limit score 20					**Total Score**	10	0

(iii) **Use of Participatory and Innovative-Learning Methodologies, Updating of Subject, Content, Course Improvement etc. (Max. score:70)**

SI. No	Score	Indicator/ Measure	Short Description	Self Assessed Score	Score Assessed by HOD
1	Maximum Score 20	Updating of course (5 Each)	Managerial Economics: All concepts were linked to healthcare, Health Economic valuation, Economic analysis for clinical decisions, Managerial Accounting: Clinical establishment act cost preparation, Hospital cost sheet	20	18
		Design / Delivery of New Course / Value added Course / Course Specific Specialized Training(5 Each)	B.Com. BBA- Regulations Finance related courses in B.Com, Economics for BBA		
2	Maximum Score 10	Innovative Teaching method introduced (5 Each)	Business news reflection , Demand forecasting using MS-Excel	10	10
3	Maximum Score 20	Remedial classes for Slow learners (10)	Managerial Economics, Managerial Accounting, Health Economics	10	10
		Activities for Fast learners (10)	Paper presentation in Conferences		
4	Maximum Score 20	Mapping & Outcome analysis (PO-CO analysis) Submitted to HoD			
Maximum score 70			**Total Score**	40	38
Maximum Aggregate limit score 25			**Total Score**	14.28571429	13.57142857

(iv)   Examination Duties Assigned and Performed - College / University (Max.score:10)

SI. No.	Score	Indicator/ Measure	Duties Performed	Duties Allotted	Extent to which carries out (%)	Self Assessed Score	Score Assessed by HOD

		Examination work as per duties allotted					
1	Maximum Score 10	Invigilation (5 each), Flying squad (2 each)	3	4	100 (4 nov, 12 dec, 19 feb)	10	10
		Evaluation of answer scripts (5 per course)	5	5	100		
		Question paper setting / vetting (5 each)	5	5	100		
2		Evaluation responsibilities for internal / continuous assessment work as allotted (2 each)	5	5	100		
Maximum score 10					**Total Score**	10	10
Maximum Aggregate limit score 5					**Total Score**	5	5

SCORING - CATEGORY I. TEACHING, LEARNING AND EVALUATION RELATED ACTIVITIES

Brief Explanation: Based on the teacher's self-assessment, API scores are proposed for (a) teaching related activities; (b) domain knowledge: (c) participation in examination and evaluation; (d) contribution to innovative teaching, new courses etc. The minimum API score required by teachers from this category is _____.
The self-assessment score should be based on objectively verifiable criteria wherever possible and will be finalized by the HOCs & designee

S.No.	Nature of Activity	Weightage	Maximum Score	Self Assessed Score	Score Assessed by HOD
I	Lectures, seminars, tutorials, practicals, contact hours undertaken taken as percentage of lectures allocated & addional teaching loads	50%	70	**43**	**50**
II	Preparation and Imparting of knowledge / instruction as per curriculum; syllabus enrichment by providing additional resources to students.	20%	20	**10**	**0**

III	Use of participatory and innovative teaching-learning methodologies; updating of subject content, course improvement etc.	25%	70	**14.28571429**	**13.5714 2857**	
IV	Examination duties (Invigilation; question paper setting, evaluation/assessment of answer scripts) as per allotment.	5%	10	**5**	**5**	
	Total Score	**100%**	**170**	**72**	**69**	
	Minimum API Score Required					

CATEGORY: II. CO-CURRICULAR, EXTENSION, PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES (20%)

Please mention your contribution to any of the following:

(I) (a) Extension, Co-curricular & field base Activities (Max. score: 40)

Sl. No.	Score	Indicator / Measure	Period	Activity description	Self Assessed Score	Score Assessed by HOD
1	Maximum Score 40 (5 each)	Field Studies/Educational Tour/ Industry / Inplant training / Played in NSS / NCC / Similar activity	6-10 Mar 2024	II MBA 2022-24 Batch- Industrial Visit to Wayanad.	25	15
2		Student and staff related socio cultural and sports programme dept	9-Nov-23	ETHOZ 2023- Finance Coordination		
3		Extension & Outreach Activities - including Camps/ Pharmacovigilance/ Embalming/ Cadaver				

Maximum score 40			Total Score	25	15
Maximum Aggregate limit score 30				18.75	11.25

(ii) Contribution to University Development Activities (Max. score: 50)

SI. No.	Score	Indicator / Measure	Period	Activity description	Self Assessed Score	Score Assessed by HOD
1	Maximum Score 20	Participation in University committees (5 each) HoD/Principal/Dean (5 each)	July 2023- June 2024	CBCS	15	14
		Participation in College/Hospital/Department committees (5 each)	July 2023- June 2024	Faculty Council, Faculty Quality Council		
		Participation in university specific activities- eg. Anti ragging squad, Entrance exam, convocation related activities (2 each)	05.09.2023	Anti ragging duty- Hostel		
2	Maximum Score 10	Student Mentoring	July 2023- June 2024	BBA, MBA	10	10
3	Maximum Score 20	Organization of conference, workshop/ training International (10 points each)				
		Organization of conference, CME, workshop/ Rapid review / training National or Regional with Council credit hours (5 points each)				
		Contributions to University /				

Maximum score 50	Total Score	25	24
Maximum Aggregate limit score 30	Total Score	**15**	**14.4**

(iii) Professional Development Related Activities (Max. score: 40)

SI. No.	Score	Indicator / Measure	Number	Period	Activity description/conference/ institution	Self Assessed Score	Score Assessed by HOD
Short term training course (Minimum 2 days or can be sum of multiple courses [over the year] totalling 15 hrs)							
1	Maximum Score 10	Faculty Development Program (5 point each) - Relating to Education technology	6	July 2023- June 2024	1.VIT SPSS, 2.NITTTR(Faculty entreprenuers) 3. NISM, 4. NITTTR (Supply chain mgmt), CAHO-IIM Shillong Masterclass	10	10

Training Courses, Faculty Development Programmes (not less than 5 days)

SI. No	Score	Indicator/Measure	Period	Organised by	Self Assessed Score	Score Assessed by HOD
1		Refresher course			5	5

2	Maximum: 20 (not less than 5 days duration: 10 each)	Workshops			
3		Training		Zoho CRM Applications	
4		Teaching Learning Evaluation Technology Programmes			
5		Soft Skills development Programmes			
6		Faculty Development Programmes			
Appearance in Media					
1	Maximum 10	TV/Newspapers/ Magazines (Not internal) / Radio talks (5 each)			
Maximum score 40			**Total Score**	15	15
Maximum Aggregate limit score 40			**Total Score**	**15**	**15**

SCORING - CATEGORY: II. CO-CURRICULAR, EXTENSION, PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

S. No.	Nature of Activity	Weightage	Maximum Score	Self Assessed Score	Score Assessed by HOD

i	Student related co-curricular, extension and field based activities (such as extension work through NSS/NCC and other channels, cultural activities)	**30%**	**40**	**18.75**	**11.25**
ii	Contribution to University Development Activities	**30%**	**50**	**15**	**14.4**
iii	Professional Development activities (such as participation in seminars, conferences, training courses, FDPs)	**40%**	**40**	**15**	**15**
Total Score		**100%**	**130**	**48.75**	**40.65**
Minimum API Score Required					

CATEGORY: III. RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS (40%)

A) Published Papers in Journals (Max.Score:100*)

Authorship Order / Position	Single Author	First and / or Corresponding Author	Other Positions (Student Authors need not be counted)	Inter-Institutional Publication (beyond SRIHER) (Student Authors need not be counted)
Score	100%	50%	50% / No. of Authors excluding First Author	50% / No. of Authors from SRIHER

SI.No	Score	Indicator / Measure	No. of Article	No. of Article as 1st Author	No. of Article as Corresponding Author	No. of Article as Sole Author	Cumulative Impact Factor	Self Assessed Score	Score Assessed by

							HOD
1	Maximum Score 90	Refereed Journals (30 Each) [Scopus, WoS, Pubmed/ UGC Care]	1		1	15	15
2	Maximum Score 10	Conference proceedings as full papers INDEXED IN SCOPUS, UGC Care Journals (5 Each)					
Maximum score 100 Total Score						15	15
Maximum Aggregate limit score 45					**Total Score**	**6.75**	**6.75**

B) Book / Book Chapters (Max.Score: 100)

Authorship Order / Position	Single Author	First and / or Corresponding Author	Other Positions (Student Authors need not be counted)	Inter-Institutional Publication (beyond SRIHER) (Student Authors need not be counted)
Score	100%	50%	50% / No. of Authors excluding First Author	50% / No. of Authors from SRIHER

SI.No	Score	Indicator / Measure / Publisher	No. of Publications	Self Assessed Score	Score Assessed by HOD
		**Research Publications (Books, chapters in books, Exclude proceedings converted to books)**			
1	Maximum Score 100	Book- International (20 each)		5	5
2		Book Chapter- International (10 each)			
3		Book - National (15 each)			
4		Book Chapter-National (5 each)	**1**		
5		Edited / Translated Book - International (10 each)			
6		Edited / Translated Book Chapter - International (5 each)			
7		Edited / Translated Book Chapter - National (3 each)			
Maximum score 100				5	5
Maximum Aggregate limit score 10			Total Score	**0.5**	**0.5**

C) Research Projects, Consultancies and Patents

(i) Research Projects / Consultancy / Clinical Trials (Max.Score:100)

Investigator Order / Position	Single Investigator	PI or Co-PI	Other / Co-Investigators	Inter-Institutional Projects (beyond SRIHER) - Only if Funding received by SRIHER
Score	100%	50% Each	50% / No. of Investigators excluding PI	50% / No. of Investigators from SRIHER

SI. No.	Score	Indicator / Measure (grant amount received during the assessment year)	Title of Project	Funding agency Intramural / Extramural/self funded	Role (Principal/ co-investigator)	Amount received during the assessment period (mention in INR/USD)	Self Assessed Score	Score Assessed by HOD
Sponsored/consultancy / Clinical Trial Projects								
1	Maximum 90	External Grants 10 lakhs and above (50 each)						
2		External Grants 5 - 10 lakhs (30 each)						
3		External Grants less than 5 lakhs (15 each)						
4		ICMR - STS (5 each) Summer Research Fellowship (3 each)						
5		Internal Seed Grant - GATE (5 each)						
6	Maximum 10	External Grant proposal submitted to National and International agencies (5 each) (Acknowledgement from Agency to be submitted)						
Maximum score 100					**Total Score**		0	0

(ii) Patent & Copyrights (Max.Score:100)

Inventor Order / Position	Sole Inventor	First / Primary Inventor	Other Inventors (Student Inventors need not be counted)	Inter-Institutional Patent / Copyright (beyond SRIHER)

	Score	100%	50%	50% / No. of Inventors excluding First Inventor	50% / No. of Inventors from SRIHER

SI. No.	Score	Indicator / Measure	Title	Acceptancy from Agency	Period	Grant/ Amount Mobilized (Rs. Lakh)	Whether policy documents/ patent as outcome	Self Assessed Score	Score Assessed by HOD
1	Maximum 20	Indian Patent Published (10 each)							
2	Maximum 60	Indian Patent Granted (30 each)							
3	Maximum 10	International Patent Granted (10 each)							
4	Maximum 10	Copyright (5 each)							
Maximum score 100						**Total Score**		0	0
Maximum Aggregate (Projects / Conultancy / Patent) limit score 20								**0**	**0**

D) Research Guidance (Max.Score:70)

SI. No.	Score	Indicator/ Measure	Self Assessed Score	Score Assessed by HOD
1	30	Ph.D. Degree Awarded (Supervisor) (20 each)		
2	Maximum	Ph.D. Degree Awarded (Co Supervisor) (10 each)		
3	20	MSc / MS / MD / Other PG programs/ DM / MCH Degree Awarded (Supervisor) (10 each) [Hons Program / 4 yr UG	20	20

	Maximum	program dissertation - 5 each]		
4	20 Maximum	Ph.D Guidance (Currently Guiding) - Supervisor / Co-Supervisor / RAC Member (5 each)		
Maximum score 70			**Total Score**	20	20
Maximum Aggregate limit score 15		**Total Score**	4.285714286	4.285714286

(E) Awards / Recognitions / Fellowships received by the Faculty from Professional Bodies / National & International Agencies / NGOs (Max.Score:20)

SI. No.	Score	Indicator/ Measure	Self Assessed Score	Score Assessed by HOD
1	Max. 20	Awards / Recognitions / Fellowships received by the Faculty from Professional Bodies / National & International Agencies / NGOs (10 each)		
Maximum score 20		**Total Score**	0	0
Maximum Aggregate limit score 5		**Total Score**	**0**	**0**

F) Conference/ Seminar / Workshop Papers / Resource Person

(F) (a)   Papers presented in Conference, Seminars, Workshop, Symposia (Max. Score:40)

SI. No	Score	Indicator/ Measure	Papers in Conferences	Self Assessed Score	Score Assessed by HOD
1	Maximum	International (15 each)	INCONSYM 2024- Best paper award	35	35

2	40	National / State (10 each)	Mohammed Sathak conference, RKMVC Conference		
Maximum score 40			**Total Score**	35	35

F (b) Invited Lecturers and Chairmanships at national or international conference/ seminar etc. (Max.Score:20)

SI. No	Score	Indicator/ Measure	Invited Lecture/Resource person/ Panel Discussion / Moderator/Chairmanship/Observers and Others [Each 5]	Self Assessed Score	Score Assessed by HOD
1	Maximum 20 each	International/ National			
Maximum score 20			**Total Score**	0	0
Maximum Aggregate (Conference / Workshop / Resource Person) limit score 5				**2.916666667**	**2.916666667**

SCORING - CATEGORY: III. RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS

S. No.	Nature of Activity	Weightage	Score	Self Assessed Score	Score Assessed by HOD
A	Published Papers in Journals	**45%**	**100**	**6.75**	**6.75**
B	Articles/ Chapters published in Books.	**10%**	**100**	**0.5**	**0.5**
C	Research Projects, Consultancies and Patents	**20%**	**200**	**0**	**0**

D	Research Guidance	15%	70	4.285714286	4.28571 4286
E	Awards & Recognitions	5%	20	0	0
F	Conference/ Seminar / Workshop / Resource Person	5%	60	2.916666667	2.91666 6667
	Total Score	100%	550	14.45238095	14.4523 8095
	Required API score				

TOTAL SCORE

S. No.	Category	Weightage	Maximum Score	Self Assessed Score	Self Assessed Score (%)	Score Assessed by HOD	Score Assessed by HOD (%)
I	TEACHING, LEARNING AND EVALUATION RELATED ACTIVITIES	40%	170	72	29	69	27.4285 7143
II	CO-CURRICULAR, EXTENSION, PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES	20%	130	48.75	9.75	40.65	8.13
III	RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS	40%	550	14.45238095	5.780952381	14.45238095	5.78095 2381
	Total Score	100%	850	135	44	124	41
	API score						

ANNEXURE-V

Sri Ramachandra Faculty of Management Sciences

Academic and Administrative Audit

Submitted to: Principal   **Internal**

Date	Period	Academic Components for Evaluation	Comments (Based on the Inspection committee's impression)					Report submitted/Not submitted Comments from the Principal
			VG	G	S	P	VP	

Date	Period	Academic Components for Evaluation	Comments (Based on the Inspection committee's impression)					Report submitted/Not submitted Comments from the Principal
			VG	G	S	P	VP	