

FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, COIMBATORE

MANDATORY DISCLOSURE 2020-21

INSTITUTE DETAILS

Mandatory Disclosure updated on 17.11.2021

1	AICTE permanent institute id	1-3342963001
2	Date and period of last approval	2021-2022
3	Name of the institution	Firebird Institute of Research in Management
4	Address of the institution	Golf Club Road, Chettipalayam
5	City and pin code	Coimbatore - 641 201
6	State/UT	Tamil Nadu
7	Phone number with STD code	0422 2965566
8	FAX number with STD code	0422 2544955
9	Office hours at the institution	8.00 AM - 6.00 PM
10	Academic hours at the institution	9.00 AM - 5.00 PM
11	Email	contact@firebird.ac.in
12	Website	www.firebird.ac.in
13	Nearest railway station (distance in km)	Podanur, 5.5 km
14	Nearest airport (distance in km)	Coimbatore International Airport, 12.2 km
15	Type of institution	Private - Self Financed
16	Category (1) of the institution	Non-Minority
17	Category (2) of the institution	Co-Education
18	Name of the organisation running the institute	Dr SVK Educational Charities
19	Address of the organisation	Dr SVK Educational Charities 133, East Bashyakaralu Road, R.S Puram, Coimbatore - 641 002, Tamilnadu
20	Registered with	Sec. 41 of Indian Stamp Act at the Office of the Joint 1 Sub Registrar of Coimbatore
21	Registration date	13 May 2013
22	Website of the organization (society or trust website)	www.firebird.ac.in
23	Name of the affiliating University	Autonomous
24	Address	NA
25	Latest affiliation period	NA
26	Name of Principal/Director	Prof P Srinivasa Rao
27	Exact designation	Director
28	Phone number with STD code	0422 2965566
29	FAX number with STD code	0422 2544955
30	Email	director@firebird.ac.in

31	Highest degree	PhD
32	Field of specialization	Marketing & HR

GOVERNING BOARD MEMBERS

No.	Name of the Member	Designation	Position
1	Dr S V Kandasami	Chairman of the Trust	Chairman
2	Mrs Leelavathi Kandasami	Life Trustee	Member
3	Dr S K Sundararaman	Managing Trustee	Member
4	Mrs Sujana Abirami Sundararaman	Life Trustee	Member
5	Mr S V Alagappan	Trustee	Member
6	Mr S V Arumugam	Trustee	Member
7	AICTE Nominee		Member
8	Government Nominee		Member
9	Industrial Expert/Management Nominee from Industry		Member
10	Faculty Member from the Institute		Member
11	Prof. P Srinivasa Rao	Director	Member - Secretary
The frequency of Governing Body meeting		Once in a year	

ACADEMIC ADVISORY BODY

No.	Name	Designation	Profession
1	Sri R G Chandramogan	Member	Chairman and Managing Director, Hatsun Agro Product Ltd.
2	Sri K Ilango	Member	Managing Director, Chairman and Managing Director, RSM Autokast Ltd.
3	Sri Jayakumar Ramdass	Member	Managing Director, Mahendra Pumps Pvt. Ltd.
4	Dr Kuncheria P Issac	Member	Vice Chancellor, Hindustan Institute of Technology and Science, Coimbatore
5	Sri M Mahadevan	Member	Chairman, Oriental Cuisines Pvt. Ltd.
6	Dr Prafulla Y Agnihotri	Member	Professor, IIM Calcutta
7	Dr Raj Agarwal	Member	Director - CME, AIMA
8	Dr C VR Rajendran	Member	Managing Director and CEO, The Catholic Syrian Bank Ltd.
9	Sri C K Ranganathan	Member	Founder Chairman, Cavinkare Pvt. Ltd.
10	Dr B Santhanam	Member	President, Saint - Gobain Glass India Ltd.
11	Sri Siddarth G Sankar	Member	Partner, Sankar and Associates
12	Sri G Soundararajan	Member	Vice Chairman, CRI Pumps Ltd.
13	Dr S K Sundararaman	Chairman	Managing Director, Shiva Texyarn Ltd.

14	Sri A Thothathri Raman	Member	Chairman, SEAA Trust
15	Sri G Vyas	Member	President, Shiva Texyarn Ltd.
The frequency of the Advisory Body meeting			Once in a year
Date of the last meeting			04 August 2018

FEEDBACK AND GRIEVANCE REDRESSAL MECHANISM

Nature and extent of involvement of faculty and students in academic affairs/improvements	As per AICTE directives Faculty members are involved in all academic and administrative activities
Mechanism/norms and procedure for democratic/good governance	The guidelines of AICTE and BOA are followed strictly. Faculty and other available academicians are consulted for consistent improvement in education and administration
Student feedback on institutional governance/faculty performance	Periodical feedback from students obtained on course work. Semester-wise performance appraisal is taken up for all faculty members.
Grievance redressal mechanism for faculty, staff and students	Yes, The Grievance Committee deals with complaints received from faculty and students. Members of the Committee. Grievance Committee list is enclosed in Annexure
Anti – Ragging Committee And Squad	As per AICTE regulations, the Anti- Ragging Committee is formed with the following members to prohibit, prevent and eliminate the scourge of ragging at our students. Anti Ragging Committee list is enclosed in Annexure

PROGRAMME DETAILS

Name of the programmes (full-time) approved by the AICTE	PGDM
Number of seats	120
Duration	Two years
Academic Fee	INR 7,00,000 for two years

Admission procedure	Entrance test (MAT/CAT/TANCET)
Scholarship	Institution Scholarship is Available for eligible students
Hostel Facilities	Available (residential campus)
Name of the programmes (part-time) approved by the AICTE	Nil
Name and duration of the programme(s) if any, not approved by AICTE and being run in the same campus	Nil
Placement facilities	Full-fledged placement cell assist student's in campus recruitment and training
Campus placement in last two years with minimum salary, maximum salary and average salary	Minimum Salary – 3.0 LPA Maximum Salary-12.4 LPA Average Salary – 6.2 LPA
Name and duration of the programme(s) having affiliation /collaboration with Foreign University(s)/Institution(s) and being run in the same Campus along with the status of AICTE approval.	Nil

FACULTY

Permanent faculty	13
Visiting faculty	5
Profile of full-time faculty with qualifications, and date of joining the Institute	Given below
Whether student assessment of faculty is in force	Yes, the student feedback form is obtained for all the faculty, and the same is used by the Management for appraisal and improvement of faculty

Profile of full-time faculty with qualifications, and date of joining the institute:

No.	Name	Qualification	DOB	DOJ	Designation	Domain
1	Prof. P Srinivasa Rao	PhD	24.10.1965	18.10.2021	Director	Marketing & HR
2	Prof. Muthu S	Ph.D	23.11.1955	28.06.2021	Professor	Operations
3	Prof. Rajesh H	Ph.D	19.06.1983	07.07.2021	Professor	Data Analytics
4	Prof. Chetan Bajaj	PhD	04.11.1957	06.11.2020	Professor & Dean	Marketing & Leadership
5	Prof. Dilip D	Ph.D	26.09.1979	06.08.2021	Professor	Operations & Analytics
6	Dr. Senthil Prakash P	Ph.D	23.02.1984	07.08.2017	Associate Professor	Marketing
7	Dr Nandini Bajaj	PhD	28.04.1965	24.03.2021	Associate Professor	HR
8	Dr. Tamilselvi R	Ph.D	.03.04.1969	03.07.2019	Sr. Assistant Professor	Systems

9	DR. Jikku Susan Kurian	Ph.D	29.05.1981	07.07.2021	Associate Professor	HR & Marketing
10	Dr. Ramkumar S	Ph.D	20.07.1984	02.07.2018	Assistant Professor	HR & OB
11	Prof. Jothiramalingam S	MBA	03.04.1973	04.02.2019	Assistant Professor	HR
12	Dr. Jayashree	PhD	16.04.1980	12.06.2020	Assistant Professor	Finance
13	Mr. Saravana Kumar D	MCA	05.05.1977	18.11.2019	Assistant Professor	Data Analytics

LIBRARY

Number of library books/titles/journals available	Titles – 3,200 Volumes - 4308
List of online national/international journals subscribed	National -22 International - 08
e-Library facilities	Available

COMPUTING FACILITIES

Number and configuration of systems	65
Total number of systems connected by LAN	65
Total number of systems connected to WAN	1
Internet bandwidth	60 Mbps
Major software packages available	IBM SPSS

OTHER FACILITIES

Games and sports facilities	Available
Extra-curricular activities	Available
Soft skill development facilities	Available
Number of classrooms and size of each	Adequate
Number of tutorial rooms and the size of each	Adequate
Central examination facility, number of rooms and capacity of each	Available
Teaching-Learning process and academic timetable	Available
Teaching load of each faculty	As per AICTE guidelines

Infrastructural information

Class room / Tutorial room facilities	Class rooms: 5 1. PGDM Lecture Halls-4 2. Tutorial Room-1
Computer Centre facilities	Computer Centre 1 65 systems

Library facilities

Yes

No. of Volumes – 4200 No. of Titles – 3200

Peer Reviewed Journal International – 8

National – 22



Auditorium / Seminar Halls / Amphi

Auditorium – 1



Amphi – 1



Cafeteria

Yes



Indoor sports facilities

Yes



Gymnasium facilities

Yes



Boys Hostel	<p>Yes</p> 
Girls Hostel	<p>Yes</p> 

Academic sessions

Examination system, Year / Semester / Trimester	Trimester
Period of declaration of results	25 days after the examination
Counseling / Mentoring	Yes, Personal mentoring done by all the faculty members. 15:1 ratio of students to faculty maintained
Career Counseling	Yes, Placement Cell - It periodically organizes mock interviews, workshops, seminars and group discussions on relevant topics. Guest speakers are also invited from industry to address the students and familiarize them with industry expectations.
Medical facilities	Yes
Students insurance	Yes
Students Activity Body	<ol style="list-style-type: none"> 1. NIPM Students Chapter 2. Speakers Forum 3. Quiz Club 4. Festival Celebrations 5. Lifestyle Committee

Industry Visits	Main aim of industrial visit is to provide an exposure to students about the practical working environment. The visits provide students a good opportunity to gain full awareness about industrial practices. Through industrial visits our students get awareness about new technologies and management practices. They relate concepts learnt in the classroom to practical problems faced by industry and look for feasible solutions.
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Status of accreditation

We are in the process of applying for NBA Accreditation. Dr S. Muthu has been appointed as the Margadarshak by AICTE for the same.