

## MANDATORY DISCLOSURE

### **18.1 Name of the Institution**

Name of the Institution	Firebird Institute of Research in Management
Address of the Institution	Golf Club Road, Chettipalayam
City and pin code	Coimbatore - 641 201
State/UT	Tamil Nadu
Phone number with STD code	0422 2965566
Office hours at the Institution	8.00 AM - 6.00 PM
Academic hours at the Institution	8.00 AM - 5.00 PM
Email	director@firebird.ac.in
Mobile Number	9900936467, 8072037812
Website	<a href="http://www.firebird.ac.in">www.firebird.ac.in</a>
Name of the organization running the institute	Dr SVK Educational Charities
Address of the organization	Dr SVK Educational Charities 133, East Bashyakaralu Road, R.S Puram, Coimbatore - 641 002, Tamil Nadu
Registered with	Sec. 41 of Indian Stamp Act at the Office of the Joint 1 Sub Registrar of Coimbatore
Registration date	13 May 2013

## **18.2. Name and address of the Trust/Society/Company and the Trustees**

### **Dr SVK Educational Charities**

**133, East Bashyakaralu Road, R.S Puram,  
Coimbatore - 641 002, Tamil Nadu**

Dr S V Kandasami	Chairman
Mrs. Leelavathi Kandasami	Member
Dr S K Sundararaman	Secretary
Mrs. Sujana Abirami Sundararaman	Member
Mr. S V Alagappan	Member
Mr. S V Arumugam	Member

## **18.3. Name and Address of the Director**

Director	Dr. P Srinivas Rao
Exact designation	Director
Phone number with STD code	0422 2965566 , 9900936467, 8072037812
FAX number with STD code	0422 2544955
Email	<a href="mailto:director@firebird.ac.in">director@firebird.ac.in</a>
Address	Golf Club Road, Chettipalayam
City and pin code	Coimbatore - 641 201
State/UT	Tamil Nadu

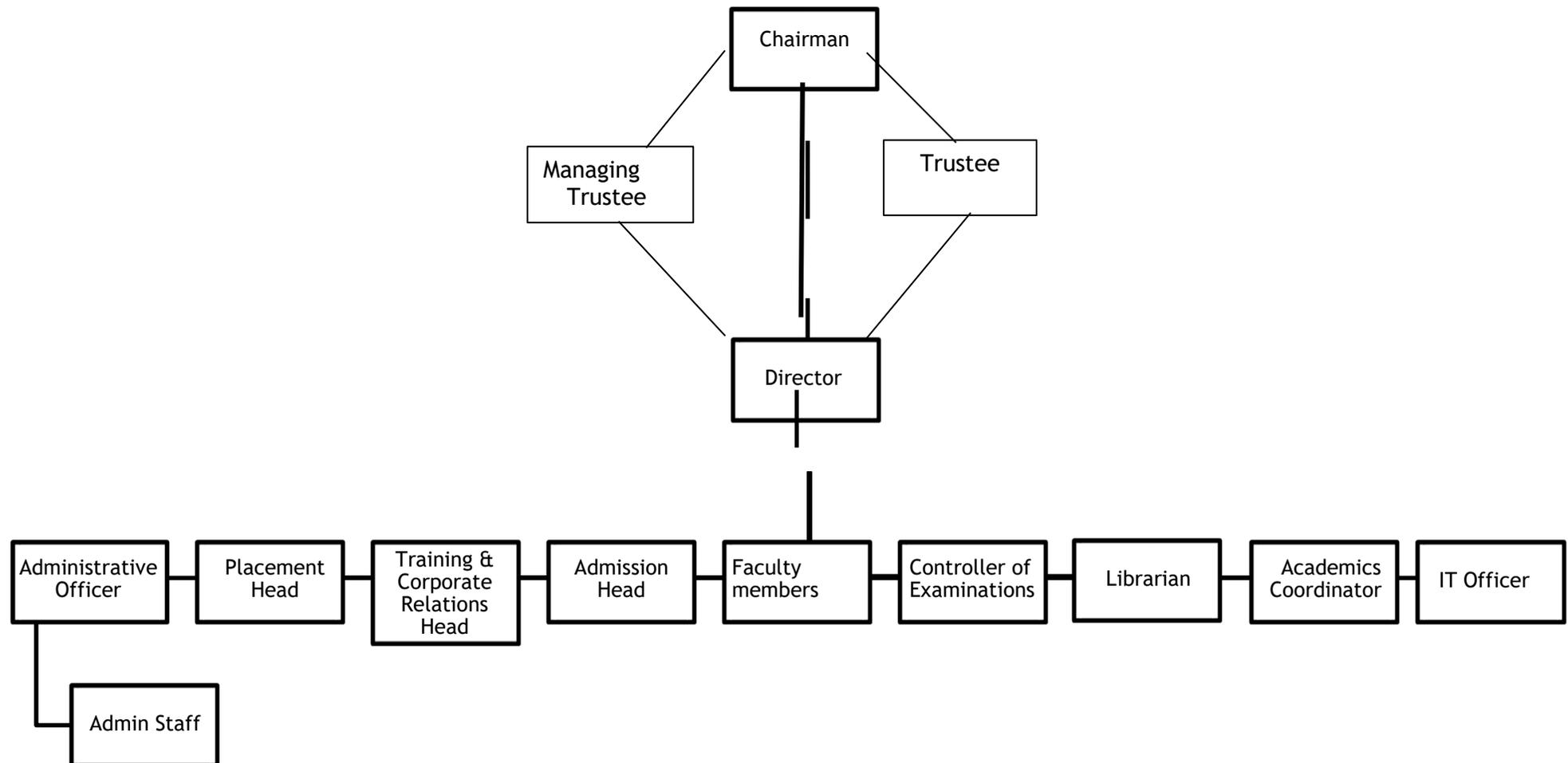
**18.4. Name of the affiliating University**

Firebird Institute of Research in Management	Not Applicable
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**18.5. Governance**

- (i) Organizational chart

**ORGANISATION CHAR**



## **(ii). Grievance Redressal Mechanism for Faculty, Staff and Students**

The Grievance Redressal Committee is an essential body established at the Firebird Institute of Research in Management in accordance with the guidelines set by the All-India Council for Technical Education (AICTE). The primary objective of this committee is to provide a platform for students, faculty, and other stakeholders to register and address their complaints and grievances in a fair, transparent, and timely manner.

To achieve this objective, the committee has outlined the following three key responsibilities:

**Policy Formulation:** The committee is responsible for formulating a robust policy that defines the process to investigate and review complaints or grievances raised by students and faculty. The policy should be clear, concise, and easily accessible to all stakeholders.

**Awareness Creation:** The committee has the responsibility to create awareness among students and faculty about the availability of committee members to receive and address grievances. This involves making sure that students and faculty are informed about the committee's existence, its members, and how they can register their grievances.

**Investigation:** The committee is responsible for investigating the cause of grievances and taking appropriate action. The investigation should be conducted in a fair and impartial manner, and all parties involved should be given an opportunity to present their case.

To ensure that the committee functions effectively, it has been formed with members who possess the necessary qualifications and experience. The committee members are trained to handle grievances sensitively, maintain confidentiality, and provide support to all parties involved.

**Ref No: ICC/2025-26**

**Updated on 11.09.2025**

### **(iii) Establishment of Anti Ragging Committee**

Firebird Institute of Research in Management strongly believes in providing a safe and nurturing environment to all its students. As such, we have constituted an Anti-Ragging Committee that is committed to preventing any form of ragging on our campus. The committee is in strict adherence to the guidelines issued by the Supreme Court of India and the AICTE.

Ragging is a criminal offence and is strictly prohibited within the campus premises. The committee is tasked with implementing necessary measures to control and prevent any instances of ragging. We are committed to ensuring that every student feels safe and secure within our institution.

With the objective of maintaining a safe and welcoming environment for all, the committee is comprised of dedicated faculty members who have been nominated to serve on the Anti-Ragging/Squad Committee. The members of the committee will work together to effectively address any incidents of ragging and ensure that the perpetrators are punished according to the law.

At Firebird Institute of Research in Management, we take ragging very seriously and are committed to providing our students with an environment that is conducive to learning and personal growth. The Anti-Ragging Committee is a testament to our commitment to maintaining a safe and secure campus and ensuring the well-being of all our students.

### Establishment of Anti-Ragging Committee Members

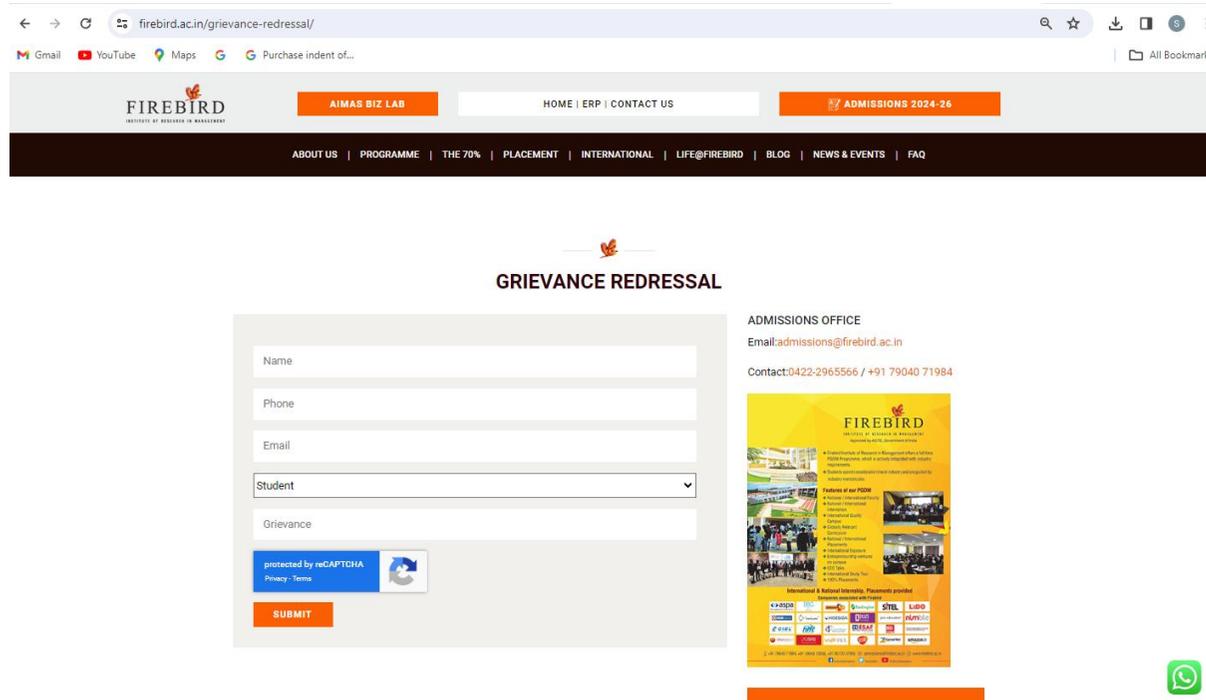
S. No	Name	Qualification	Present Designation Occupation	Telephone Number	Mobile Number	E-mail ID	Address
1.	Dr. P. Srinivas Rao	Ph. D	Director	0422-2965566	9900936467	<a href="mailto:director@firebird.ac.in">director@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 641201
2.	Dr. S. Johnsi	Ph. D	Associate Professor	0422-2965566	6369036335	<a href="mailto:Johnsi.s@firebird.ac.in">Johnsi.s@firebird.ac.in</a>	FIRM, Golf Club Coimbatore - 641201
3.	Ms. S. Shiny	MBA, (Ph.D.)	Assistant Professor	0422-2965566	8148033884	<a href="mailto:shiny.s@firebird.ac.in">shiny.s@firebird.ac.in</a>	FIRM, Golf Club Coimbatore - 641201
4.	Mr. Premanand	MA, DTE	Inspector	9498187700	94981877000	<a href="mailto:premanand2025@gmail.com">premanand2025@gmail.com</a>	Podanur Main Road, Chettipalayam, opposite SBI bank, Coimbatore, Tamil Nadu 641201
5.	Mr. Chandrasekar	MSc	Village Administration Officer	9715557055	9715557055	<a href="mailto:chandrasekar.logia@gmail.com">chandrasekar.logia@gmail.com</a>	VAO Office, Chettipalayam, Coimbatore, Tamil Nadu 641201
6.	Kotagiri Nanda Kishore	B Com	Parent of a Student	NA	9390011501	<a href="mailto:nandakishore.sriflex@gmail.com">nandakishore.sriflex@gmail.com</a>	5-11-51/3D3/1, Priyadarshini Nagar, Nirmal, Telangana.504106
7.	T. Sriram	M.Sc.	Parent of a Student	NA	9500660033	<a href="mailto:Srijanani1973@gmail.com">Srijanani1973@gmail.com</a>	No.48, Vaariyar Garden, Salamedu , Villupuram 605401
8.	Vadivel. R	SSLC	Official of NGO	NA	8525000439	<a href="mailto:snehavadivel25@gmail.com">snehavadivel25@gmail.com</a>	5/41,Perumal Koil Street, Villankurichi, Coimbatore - 641035

9.	Eshwar. A	BE	Representative of students	NA	8270174866	<a href="mailto:eshwar.a@firebird.net.in">eshwar.a@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 641201
10	Sankara Tharani. S	BCom CA	Representative of Students	NA	8438188929	<a href="mailto:sankaratharani@firebird.net.in">sankaratharani@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203

### Anti-Ragging Squad

S.No	Name	Qualification	Present Designation/ Occupation	Telephone Number	Mobile Number	E-mail ID	Address
1	Dr. N. Nirmala Devi	MBA., MA., Ph.D.	Professor & Chair Academics	0422-2965566	9942235426	<a href="mailto:nirmaladevi.n@firebird.ac.in">nirmaladevi.n@firebird.ac.in</a>	FIRM, Golf club Road, Coimbatore – 641201
2	Dr Deepa Venugopal	MBA., Ph.D.	Professor & Chair Research, Ranking & Innovation	0422-2965566	9487218114	<a href="mailto:deepa.v@firebird.ac.in">deepa.v@firebird.ac.in</a>	FIRM, Golf club Road, Coimbatore – 641201
3	Dr. K. Sangeetha	B.Sc.(CS)., MBA., Ph.D..	Asst. Professor	0422-2965566	9791849152	<a href="mailto:sangeetha.k@firebird.ac.in">sangeetha.k@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 641201

**(iv) Establishment of Online Grievance Redressal Mechanism**



The screenshot displays the 'GRIEVANCE REDRESSAL' page on the Firebird Institute of Research in Management website. The page features a navigation bar with links for 'HOME | ERP | CONTACT US' and 'ADMISSIONS 2024-26'. Below the navigation bar, there is a main heading 'GRIEVANCE REDRESSAL' with a small firebird icon above it. The central part of the page contains a form with the following fields: 'Name', 'Phone', 'Email', a dropdown menu for 'Student', and a text area for 'Grievance'. A 'SUBMIT' button is located at the bottom of the form. To the right of the form, there is a section for 'ADMISSIONS OFFICE' with the email 'admissions@firebird.ac.in' and contact number '0422-2965566 / +91 79040 71984'. Below this, there is a promotional banner for Firebird Institute of Research in Management, featuring a list of features and a list of international and national interships provided. A WhatsApp icon is visible in the bottom right corner of the page.

Url Link: <https://www.firebird.ac.in/grievance-redressal/>

**(v) Details of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University**

S:No	Name	Qualification	Present Designation/Occupation	Telephone Number	Mobile Number	Email-ID	Address
1	Dr Deepa Venugopal	Ph.D. (IIM A)	Professor	0422-2965566	9487218114	<a href="mailto:Deepa.v@firebird.ac.in">Deepa.v@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410201
2	Dr. K. Sangeetha	B.Sc. (CS)., MBA., Ph.D.	Asst. Professor	0422-2965567	9791849152	<a href="mailto:sangeetha.k@firebird.ac.in">sangeetha.k@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410202
3	Mr. Rengaraju S	M.Sc. (Soc)., M.L.I.Sc., M. Phil (L.I.Sc)	Librarian	0422-2965567	9500850900	<a href="mailto:librarian@firebird.ac.in">librarian@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410202
3	Ms. Janani S	BSc (Mathematics)	Representative of Students	NA	9842990633	<a href="mailto:janani.s@firebird.net.in">janani.s@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
4	Ragesh .H	B.SC (IT)	Representative of Students	NA	7604827221	<a href="mailto:ragesh.h@firebird.net.in">ragesh.h@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
5	Ms. Sankara Tharani.S	BCom CA	Representative of Students	NA	8438188929	<a href="mailto:sankaratharani@firebird.net.in">sankaratharani@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203

## **(vi) Establishment of Internal Committee (IC)**

At Firebird Institute of Research in Management, we firmly believe in fostering a work environment that is free from discrimination and harassment. To ensure that all our employees, faculty members, and students are treated with dignity and respect, we have constituted an Internal Complaints Committee (ICC) as per the guidelines issued by the Supreme Court of India.

The ICC is committed to creating a safe and supportive environment for all members of our community. Any individual who experiences any form of discrimination, harassment, or unfair treatment can file a complaint with the ICC. The ICC is responsible for investigating all complaints in a timely, impartial, and confidential manner and taking appropriate action to address any violations.

We take complaints of discrimination and harassment very seriously and ensure that all complaints are dealt with sensitively and promptly. All members of the ICC are trained to handle such complaints with the utmost professionalism and empathy, ensuring that the rights and dignity of all parties involved are protected.

We are pleased to announce the members of the ICC who have been nominated by the faculty members in our recent meeting held on 11.09.2025. The committee consists of committed individuals who are dedicated to ensuring that Firebird Institute of Research in Management remains a safe and inclusive place to work and learn.

We strongly believe in fostering a culture of respect, understanding, and empathy towards all members of our community. The ICC is a crucial step towards achieving this goal and we are confident that it will help us maintain a work environment that is free from all forms of discrimination and harassment.

### Internal Committee Members

S:No	Name	Qualification	Present Designation/Occupation	Telephone Number	Mobile Number	Email-ID	Address
1	Dr. P. Srinivas Rao	Ph.D.	Director	0422-2965566	9900936467	<a href="mailto:director@firebird.ac.in">director@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410201
2	Dr. N. Nirmala Devi	MBA., MA., Ph.D.	Professor	0422-2965566	9942235426	<a href="mailto:nirmaladevi.n@firebird.ac.in">nirmaladevi.n@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410201
3	Dr. K. Sangeetha	B.Sc. (CS), MBA., Ph.D.	Asst. Professor	0422-2965567	9791849152	<a href="mailto:sangeetha.k@firebird.ac.in">sangeetha.k@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410202
4	Mr. Balamurugan M	MBA	Assistant Professor	0422-2965567	9746189154	<a href="mailto:m.balamurugan@firebird.ac.in">m.balamurugan@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
5	Mr. Rengaraju S	M.Sc. (Soc), M.L.I.Sc., M.Phil (L.I.Sc)	Librarian	0422-2965567	9500850900	<a href="mailto:librarian@firebird.ac.in">librarian@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410202
6	Mr. Mohan V	B. Com ( PA )	Representative of Students	NA	7558118323	<a href="mailto:mohan.v@firebird.net.in">mohan.v@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
7	Mr. Daneesh kumar S	BE –Computer Science	Representative of Students	NA	9361267070	<a href="mailto:daneeshkumar.s@firebird.net.in">daneeshkumar.s@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
8	Ms. Janani S	BSc (Mathematics)	Representative of Students	NA	9842990633	<a href="mailto:janani.s@firebird.net.in">janani.s@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
9	Ms. Suganya Kumari R	M Com	Accountant	0422-2965567	9952551332	<a href="mailto:accountsho@firebird.ac.in">accountsho@firebird.ac.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203
10	Ms. Nandini Joshi	BBA	Representative of Students	NA	8367282381	<a href="mailto:nandini@firebird.net.in">nandini@firebird.net.in</a>	FIRM, Golf Club Road, Coimbatore - 6410203

**(vii) Establishment of Committee for SC/ST**

At Firebird Institute of Research in Management, we are committed to promoting equality, diversity, and inclusion in all aspects of our institution. In accordance with the Scheduled Castes and the Scheduled Tribes (Prevention of Atrocities) Act, 1989, we have established an SC/ST Committee that is responsible for ensuring the welfare and protection of all SC/ST students, faculty, and staff members.

The committee is tasked with implementing, monitoring, and evaluating the reservation policy in the Institute, ensuring its effective implementation, and taking necessary measures to promote equal opportunity in matters of employment and promotion. Additionally, the committee works to ensure that any incidents of discrimination or atrocities against SC/ST individuals are promptly addressed and resolved.

The SC/ST Committee is dedicated to creating a safe and inclusive environment where every member of our community feels valued, respected, and supported. We strongly believe that diversity and inclusivity are essential for promoting academic excellence and fostering a culture of mutual respect and understanding.

We are pleased to announce the members of the SC/ST Committee who have been nominated by the faculty members in our recent meeting held on 11.09.2025. The committee consists of individuals who are committed to upholding the principles of equality and social justice and ensuring that Firebird Institute of Research in Management remains a safe and welcoming place for all.

We take the responsibility of ensuring the welfare of SC/ST students, faculty, and staff members very seriously and are committed to creating an environment that is free from discrimination, harassment, and atrocities. We are confident that the SC/ST Committee will play a crucial role in promoting equality and inclusion at our institution and look forward to its continued success in the years to come.

**SC/ST Committee Members**

S.No	Name	Position	Qualification	Present Designation /Occupation	Telephone Number	Mobile Number	E-mail ID	Address
1.	Dr. K. Sangeetha	Chair person	B.Sc. (CS)., MBA., Ph.D.	Assistant Professor	0422-2965566	9791849152	sangeetha.k@firebird.ac.in	FIRM, Golf Club Road, Coimbatore - 641201
2.	Ms. S. Arthi	Member	BCom., MBA	Assistant Professor	0422-2965566	9443166984	Arthi.s@firebird.ac.in	FIRM, Golf Club Road, Coimbatore - 641201
3.	Dr. S. Johnsi	Member	MBA., Ph. D.	Associate Professor	0422-2965566	6369036335	Johnsi.s@firebird.ac.in	FIRM, Golf Club Road, Coimbatore - 641201
4	Mr. T. Sriram	Parent	M.Sc.	Parent Representative	NA	9500660033	Srijanani1973@gmail.com	No.48, Vaariyar Garden, Salamedu, Villupuram 605401
5.	Mr. Sheik Abdul Azeez S	Student	B.E Mechatronics	Representative of Boy students	0422-2965566	9361571875	sheikabdulazeed.s@firebird.net.in	FIRM, Golf Club Road, Coimbatore - 641201
6.	Mr. Mohan V	Student	BCom (PA)	Representative of Boy students	0422-2965566	7558118323	mohan.v@firebird.net.in	FIRM, Golf Club Road, Coimbatore - 641201
7.	Ms. Janani S	Student	B Sc	Representative of girl students	0422-2965566	9842990633	janani.s@firebird.net.in	FIRM, Golf Club Road, Coimbatore - 641201
8.	Ms. Nandhini N	Student	BSc	Representative of girl students	0422-2965566	8754952134	Nandhini.n@firebird.ac.in	FIRM, Golf Club Road, Coimbatore - 641201
9.	Ms. Parthiga R	Student	B. E	Representative of girl students	0422-2965566	9345562439	parthiga.r@firebird.net.in	FIRM, Golf Club Road, Coimbatore - 641201
10.	Mr. Suriya .V	Student	BA	Representative of Boy students	0422-2965566	7094521066	Suriya.v@firebird.net.in	FIRM, Golf Club Road, Coimbatore - 641201

### **(viii) Internal Quality Assurance Cell**

At Firebird Institute of Research in Management, we are committed to providing our students with the best possible education and ensuring that our institution operates at the highest levels of academic and administrative performance. To this end, we have established an Internal Quality Assurance Cell (IQAC) that will work to promote quality enhancement in all aspects of our institution.

The IQAC is responsible for developing a conscious, consistent, and catalytic approach to improving the academic and administrative performance of our institution. It will work towards promoting a culture of quality that is internalized within the institution, and institutionalization of best practices as per the norms set by AICTE.

#### **Vision of IQAC**

To institutionalize a culture of excellence that aligns with Firebird's vision by fostering innovative pedagogy, research-driven learning, and socially responsible practices in management education.

#### **Mission of IQAC**

1. To enhance the quality of academic and administrative processes by fostering innovation and continuous improvement.
2. To establish benchmarks for excellence in teaching, learning, and research, ensuring alignment with Firebird's institutional mission.
3. To promote the integration of information technology and analytical tools for effective decision-making and dynamic business solutions.
4. To engage stakeholders in cultivating socially responsible and sustainable business practices.
5. To create a global learning ecosystem, equipping students to navigate and succeed in a globally interconnected world.

### Objectives of IQAC

1. Developing quality benchmarks for all institutional activities.
2. Promoting innovative and learner-centric pedagogical approaches.
3. Ensuring the integration of cutting-edge technology, analytics, and sustainability principles in the curriculum.
4. Fostering research and industry collaborations to enhance practical exposure and employability.
5. Establishing robust mechanisms for stakeholder feedback and quality enhancement.

The IQAC comprises a dedicated team of faculty members, administrators, and students who are committed to promoting quality enhancement and ensuring that our institution operates at the highest levels of excellence. We are confident that the IQAC will play a vital role in promoting quality enhancement in our institution and look forward to its continued success in the years to come.

### **IQAC Composition (Revised on August 2025)**

Sl. No.	Role	Category	Details of the Member
1	Chairman	Head of the Institute	Dr. P. Srinivas Rao – Director, Firebird.
2	Management Representative	Madam Trustee, Dr. SVK Charities	Mrs. Sujana Abirami Sundararaman
3	Co-Ordinator	IQAC	Dr N. Nirmala Devi
4	Member	Accreditations	Mrs. S. Shiny
5	Member	Academics	Dr. S. Johnsi
6	Co-Ordinator	Research Development Cell	Dr. Deepa V

7	Member	Examination	Dr. K. Sangeetha
8	Member	Library	Mr. S. Rengaraju
9	Member	Administration	Ms. Reshma, HR
10	Member	Industry	Mr. K. Venugopal, GM-HR & Admin, Shiva Texyarn Ltd. CBE.
11	Member	Student	Ms. S. Janani. PGDM – Batch 8
12	Member	Alumni	Mr. Kumara Harish A – Batch 6

**(ix) Equal Opportunity Facilities Cell:**

**Aims and Objectives of the Equal Opportunity Facilities Cell (EOFC)**

The Equal Opportunity Cell (EOFC) was established by the Firebird Institute of Research in Management in response to the AICTE letter of August 5, 2022, which outlined guidelines for inclusive education. The EOFC's primary objectives are to ensure the effective implementation of policies and programs for disadvantaged groups, enhance diversity within the campus community, and promote social inclusion.

**To achieve these objectives, the EOFC has outlined key functions:**

- 1. Ensuring Equity and Equal Opportunity:** The EOFC is dedicated to ensuring fairness and equal opportunities for all members of the college community, thereby promoting social inclusion.
- 2. Enhancing Diversity:** By actively promoting diversity among students, faculty, and staff, the EOFC aims to eliminate discrimination and create a more inclusive environment.
- 3. Sensitization and Support:** The EOFC seeks to raise awareness and provide support to address the challenges faced by marginalized groups such as

SC/ST and other disadvantaged communities.

**In alignment with these functions, the EOFC has planned several major activities:**

- 1. Prevention of Discrimination on Campus:** Measures will be implemented to prevent discrimination and foster a culture of respect and inclusion within the college community.
- 2. Promoting Inclusiveness and Diversity:** Initiatives and events will be organized to celebrate diversity and create a welcoming environment for all members of the college community.
- 3. Remedial Coaching for Students:** Support and resources will be provided to help students overcome academic challenges and reach their full potential.
- 4. Guidance and Counselling Services:** Counselling services will be offered to support students, faculty, and staff in addressing academic, personal, and social concerns.
- 5. Awareness Building and Sensitization Programs:** Awareness campaigns and sensitization programs will be conducted to educate the college community about issues related to diversity, inclusion, and equal opportunity.

Through these initiatives, the EOFC aims to create a campus environment that is inclusive, diverse, and supportive of all its members, fostering a culture of equality and social justice.

**EOFC Composition:**

Sl.No	Name	Designation	EOFC Role
1	Dr. P. Srinivas Rao	Director	Male Chairman
2	Dr. S. Johnsi	Associate Professor	Female Teaching
3	Dr. K. Sangeetha	Assistant Professor	Female Teaching
4	Mr. Balaji	System Admin	Male non-teaching
5	Ms. K. Rajarajeswari	Admission Counsellor	Female non-teaching
6	Mr. Eshwar R	Student Representative	Male student
7	Ms. Kotagiri Akshaya	Student Representative	Female student

8	Mr. R. Vadivel	Official from NGO	NGO
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### **18.6. Programmes**

- i. Name of Programmes approved by AICTE - **PGDM**
- ii. Name of Programmes Accredited by NBA - **SAR Submitted**
- iii. Status of Accreditation of the Courses - **SAR Submitted**
- iv. Total number of Courses - **1**
- v. For each Programme the following details are to be given (Preferably in Tabular form):
  - a. Name - PGDM
  - b. Number of seats - 180
  - c. Duration - 2 Years Full Time
  - d. Cut off marks/rank of admission during the last years - 50% Graduation & MAT 50 percentile
- vi. Fee (as approved by the state government) – **NA**
- vii. Name and duration of Programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is Foreign Collaboration, give the following details, if any: - **NA**
  - a. Details of the Foreign University, if any
  - b. Name of the University
  - c. Address
  - d. Website
  - e. Accreditation status of the University in its Home Country
  - f. Ranking of the University in the Home Country

- g. Whether the degree offered is equivalent to an Indian Degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and job both within and outside the country
- viii. Nature of Collaboration – NA
- ix. Complete details of payment a student has to make to get the full benefit of Collaboration
- x. For each Programme Collaborated provide the following:
- xi. Programme Focus
- xii. Number of seats
- xiii. Admission Procedure
- xiv. Fee (as approved by the state government)
- xv. Whether the Collaboration Programme is approved by AICTE? If not whether the Domestic/ Foreign University has applied to AICTE for approval

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

S. No	Name	Qualification	DoB	DoJ	Designation	Permanent Faculty / Adjunct Faculty	Domain
1	Dr.P.Srinivas Rao	Ph.D	24.10.1965	18.10.2021	Director	Full Time	Marketing & HR
2	Prof. S. Ramkumar	B.Tech, PGDM	06.05.1960	25.01.2024	Professor	Full Time	Operations
3	Dr.N.Nirmala Devi	Ph.D	15.08.1976	12.06.2024	Professor	Full Time	Marketing & Economics
4	Prof. Vikas Mehta	MMS	10.08.1964	24.01.2024	Associate professor	Full Time	Marketing

5	Dr. S. Johnsi	Ph.D	05.07.1978	21.06.2024	Associate Professor	Full Time	Finance
6	Dr. Saravana Kumar D	Ph.D	22.02.1980	26.08.2021	Assistant Professor	Full Time	Business Analytics
7	Dr.K.Sangeetha	Ph.D	01.07.1989	15.09.2022	Assistant professor	Full Time	Finance
8	Ms.S.Arthi	MBA	03.12.1981	29.01.2024	Assistant Professor	Full Time	HR
9	Ms. Mythili Chandrasekaran	B.Tech, MBA	06.03.1993	10.07.2024	Assistant Professor	Full Time	HR
10	Mr. Balamurugan Marimuthu	MBA, B Sc	26.05.1986	03.06.2024	Assistant Professor	Full Time	Management
11	Mr.Arun Prakash Deenadhayan	MBA, B.Sc	11.11.1985	21.11.2024	Assistant Professor	Full Time	Human Resource
12	Dr.Alagiri Govindaswamy	MBA, Ph.D.	03.27.1974	11.09.2024	Associate Professor	Full Time	Operations & SCM
13	Dr.Raguram Venkataraman	MBA, Ph.D.	30.05.1956	05.11.2024	Professor	Full Time	Human Resource Management
14	Mr. S. Krishna	BSc (Physics), MBA, MCA, MSc (Psychology), MA (Yoga), PGDEA	14.10.1975	02.06.2024	Assistant Professor	Adjunct	Human Values & Ethics
15	Mr. Jamal Mohammed Zubair	MBA., Ph.D.	05.03.1975	3/12/2022	Professor	Full Time	Marketing
16	Dr. R. Nandagopal	M.com, MBA, Ph.D.	05.03.1957	15.05.2025	Professor	Full Time	Strategic Management
17	Dr. George Joseph Alapatt		10.07.1963	15.07.2025	Associate Professor	Full Time	General Management
18	Mr. Sabanayagam Karthikeyan	B.E (Hons), M.Tech.	18.07.1960	06.06.2025	Associate Professor	Full Time	Logistics and Supply chain Management
19	Dr. Deepa Venugopal	MBA, M.com, Ph.D. FDP (IIM – A)	06.11.1977	01.07.2025	Professor	Full Time	Finance

20	Mrs. Shiny	MBA(HR), MBA(Systems), M.Phil, PGDCA, PGDEA, (Ph.D.)	04.04.1984	26.03.2025	Assistant Professor	Full Time	Human Resource Management
21	Dr. Shyam Umashankar	BBM., MBA., PHD	23.09.1982	19.11.2025	Assistant Professor & Placement Officer	Full Time	Human Resource Management
22	Mr.Amith Khattar	B.Tech, MBA	22.04.1985	14.10.2024	Assistant Professor	Full Time	Fintech
23	Mr. Kanwaljeet Singh Arora	PGCPM,IIM	27.12.1965	19.09.2024	Professor	Full Time	Digital Transformation

## **8.8. Profile of Director/ Faculty**

### **1. Dr.P. Srinivas Rao**

Name	<b>Dr.P.Srinivas Rao</b>
Date Of Birth	24-10-1965
Unique Id	1-11057218121
Designation	Director
Education Qualification	MBA(Marketing),MBA(HR),Ph.D.
Work Experience	Total: 34 Years
Teaching	29 Years
Research	26 Years
Industry	5 Years
Others	
Area Of Specialization	Marketing & HR
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing, HR, Strategy
Research Guidance (Number Of Students)	6 Ph.D. Scholars

No. Of Papers Published Journals National International Conference National International	40
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

## 2. Mr.S.Ram Kumar

Name	<b>Mr.S.Ram Kumar</b>
Date Of Birth	6.5.1960
Unique Id	1-44236160214
Designation	Professor
Education Qualification	B.Tech ( Mechanical Eng.) IIT Madras PGDM IIM Ahmedabad( 2 Year)
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	Total: 39 Years' Experience
Area Of Specialization	Logistics and Supply Chain Management Sales and Marketing, Market Research Digitization In Supply Chain

Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Logistics And Supply Chain management, Sales And Marketing, Market Research, Consumer Behavior, Market Research
Research Guidance (Number Of Students)	Guided Students for MBA Project Course at LIBA Chennai
No. of Papers Published Journals • National • International Conference • National • International	
Ph.D. (Completed/Ongoing)	
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With ISBN, Year Of Publication Etc.,)	Nil

### 3. Dr.N.Nirmala Devi

Name	<b>Dr. N. Nirmala Devi</b>
Date Of Birth	15 <sup>th</sup> August, 1976
Unique Id	1-9312928865
Designation	Professor
Education Qualification	MBA, MA, Ph.D.

Work Experience	26 Years
Teaching	25 Years
Research	11 Years
Industry	01 Year
Others	--
Area Of Specialization	Marketing
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Management, Managerial Economics, Brand Management, Managing Inter Personal Effectiveness, International Marketing
Research Guidance (Number Of Students)	8 - 7 Nos Completed Ph.D.
No. Of Papers Published Journals	11
National	12
International Conference	9
National	9
International	2
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	-
Patents(Filed & Granted)	-
Technology Transfer	-
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Strategic Brand Management Book – Ag Publishing House Dec 2023

**4. Mr. Vikas Mehta**

Name	<b>Mr. Vikas Mehta</b>
Date Of Birth	10.8.1964
Unique Id	1-43374976142
Designation	Associate Professor
Education Qualification	B.Sc( Phy)., Master Of Management Services,
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	Total: 36 Years 1. 9 Years 3. 27 Years
Area Of Specialization	Marketing
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Principles Of Management Marketing Of Services Advertising and Sales Promotion Integrated Marketing Communication Business Ethics and CSR
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	25
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil

Books Published With The Details (Name Of The Book, Publisher With ISBN, Year Of Publication Etc.,)	Nil
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### 5. Dr. S. Johnsi

Name	<b>Dr.S.Johnsi</b>
Date Of Birth	05/07/1978
Unique Id	1-461519947
Designation	Associate Professor
Education Qualification	MBA, Ph.D.
Work Experience	
Teaching	22
Research	5
Industry	2
Others	
Area Of Specialization	Finance & Marketing
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	1.Financial Management 2. Financial Services 3.Cost Management 4. Equity Research & Portfolio Management 5. International Financial Management 6. Financial & Management Accounting 7. Banking Insurance & Risk Management
Research Guidance (Number Of Students)	200(UG & PG)

No. Of Papers Published Journals	
National	10
International Conference	
National	9
International	4
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	-
Patents(Filed & Granted)	-
Technology Transfer	-
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	-

## 6. Dr. Saravanakumar Devaraj

Name	<b>Dr. Saravanakumar Devaraj</b>
Date Of Birth	22-02-1980
Unique Id	1-11066370221
Designation	Asst.P rofessor
Education Qualification	MCA, M.Phil., Ph.D.
Work Experience	Total: 19 Years
Teaching	19 Years
Research	8 Years
Industry	
Others	
Area Of Specialization	Analytics

Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Theory Of Computation, Software Management, RDBMS, Ai, Network Security
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals National International Conference National International	6
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published with the Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

#### 7. **Dr. K. Sangeetha**

Name	<b>Dr. K. Sangeetha</b>
Date Of Birth	01.07.1989
Unique Id	1-30206570601
Designation	Assistant Professor
Education Qualification	B.Sc. (Cs)., MBA., Ph.D.
Work Experience 1. Teaching	

2. Research 3. Industry 4. Others	Teaching – 13 Years
Area Of Specialization	Finance And Marketing
Courses Taught at Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Investment Management Financial Management Security Analysis and Portfolio Management Financial Services Marketing Management
Research Guidance (Number of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	Journals: National - 05 International - 03 Conference: National:07 International – 05
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published with the Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

8. **Mrs. S. Arthi**

Name	<b>Mrs. S. Arthi</b>
Date Of Birth	02-02-2000
Unique Id	1-44236852104
Designation	Assistant Professor
Education Qualification	B. Com P.A , MBA HR And Finance
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	3 years
Area Of Specialization	HR And Finance
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Human Resource Management
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	2
Ph.D. (Completed/Ongoing)	No
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil

Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil
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## 9. Mythili Chandrasekaran

Name	<b>Ms. Mythili Chandrasekaran</b>
Date Of Birth	06.03.1993
Unique Id	1-9452837807
Designation	Assistant Professor
Education Qualification	B. Tech, MBA
Work Experience Teaching Research Industry Others	Total: 8 Years 3 Years-Teaching 5 Years-Industry
Area Of Specialization	Human Resources Management
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Human Resources Management
Research Guidance (Number Of Students)	Nil

No. Of Papers Published Journals National International Conference National International	2
Ph.D. (Completed/Ongoing)	No
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

**10. Mr. Balamurugan M**

Name	<b>Mr. Balamurugan M</b>
Date Of Birth	26-05-1986
Unique Id	1-44720759438
Designation	Assistant Professor
Education Qualification	MBA
Work Experience Teaching Research Industry Others (Consultancy)	Total: 17 Years
Area Of Specialization	Hospital Management

Courses Taught At Under Undergraduate/ Post Graduate/ Post Graduate Diploma Level	Human Resources Marketing Finance Operations Materials Management Research Methods For Management Health Law And Policies Business Environment And Ethics
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals National International Conference National International	Nil
Ph.D. (Completed/Ongoing)	No
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication, Etc.,)	Nil

**11. Mr. D Arunprakash**

Name	<b>Mr. D Arunprakash</b>
Date Of Birth	11/11/1985
Unique Id	1-44720760828
Designation	Assistant Professor
Education Qualification	MBA
Work Experience Teaching Research Industry Others (Consultancy)	Total: 14 Years
Area Of Specialization	Human Resource Management & Marketing
Courses Taught At Under Undergraduate/ Post Graduate/ Post Graduate Diploma Level	Human Resource Management Personality Development Time Management Team Building Employees Grievance Handling Hr Policies Manpower Planning & Execution Organizational Behaviour And Change Management Soft Skills Effective Communication Leadership
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals National International Conference	Nil

National International	
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication, Etc.,)	

## 12. Dr. Alagiri Govindasamy

Name	<b>Dr. Alagiri Govindasamy</b>
Date Of Birth	03.27.1974
Unique Id	1-44727038086
Designation	Associate Professor
Education Qualification	B.E., M.S., MBA (UK)., D.B.A (UK), Ph.D.
Work Experience Teaching Research Industry Others (Consultancy)	Total: 28 Years Teaching: 7 Years Research: 7 Years Industry: 21 Years
Area Of Specialization	SCM, It, Digital Transformation and Strategic Management
Courses Taught At Under Undergraduate/ Postgraduate/ Post Graduate Diploma Level	
Research Guidance (Number of Students)	PG Projects - 10

No. Of Papers Published Journals National International Conference National International	5
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication, Etc.,)	Nil

### 13. Dr. Raguram Venkataraman

Name	<b>Dr. Raguram Venkataraman</b>
Date Of Birth	30.05.1956
Unique Id	1-44727038057
Designation	Professor
Education Qualification	MBA, Ph.D.
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	38
Area Of Specialization	Human Resource Management

Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Logistics & Supply Chain
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

**14. Mr. Krishna S**

Name	<b>Mr. Krishna S</b>
Date Of Birth	14-10-1975
Unique Id	1-46633513069
Designation	Professor
Education Qualification	B.Sc. (Physics), MBA, MCA, M.Sc. (Psychology), Ma (Yoga), PGDEA (Educational Administration)

Work Experience - Teaching - Research Industry - Others (Consultancy) -	25 Years 20 20 25
Area Of Specialization	Human Values, Business Analytics, Strategic Management, Corporate Governance, Marketing Management, Human Resources Management
Courses Taught At Under Undergraduate/ Post Graduate/ Post Graduate Diploma Level -	Universal Human Values, Strategic Management, Corporate Governance, Business Analytics
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals National International Conference National International	Nil
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With ISBN, Year Of Publication, Etc.,)	Nil

**15. Jamal Mohamed Zubair**

Name	Jamal Mohamed Zubair
Date Of Birth	5/3/1975
Unique Id	1-9512817734
Designation	Professor
Education Qualification	MBA, Ph.D.
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	20
Area Of Specialization	Marketing
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	Marketing Management & Consumer Behavior
Research Guidance (Number Of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	15
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil

Patents(Filed & Granted)	Nil
Technology Transfer	Nil
Books Published With The Details (Name Of The Book, Publisher With ISBN Year Of Publication Etc.,)	Nil

### 16. Dr. Nandagopal.R

Name	Nandagopal.R
Date Of Birth	5/4/1957
Unique Id	1-46632744053
Designation	Professor
Education Qualification	M.com, MBA, Ph.D.
Work Experience	40Years 40 Years
1. Teaching	
2. Research	
3. Industry	
4. Others	
Area Of Specialization	Management
Courses Taught at Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Postgraduate
Research Guidance (Number of Students)	Nil

No. Of Papers Published	Journals
Journals	• National - 90
• National	• International – 20
• International	Conference
Conference	• National - 24
• National	• International - 12
• International	
Ph.D. (Completed/Ongoing)	23
Projects Carried Out	15 Projects
Patents (Filed & Granted)	-
Technology Transfer	-
Books Published with the Details (Name of the Book, Publisher With Isbn, Year Of Publication Etc.,)	17 Books

### 17. George Joseph Alapatt

Name	Dr. George Joseph Alapatt
Date Of Birth	10/7/1963
Unique Id	1- 46647822622
Designation	Associate Professor
Education Qualification	MA, MPhil, Ph.D.
Work Experience	38
1. Teaching	20
2. Research	0
3. Industry	18
4. Others	

Area Of Specialization	Economics, International Business
Courses Taught at Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Managerial Ecomics, International Business, Research Methodology
Research Guidance (Number of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	Nil
Ph.D. (Completed/Ongoing)	Yes
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published with the Details (Name of the Book, Publisher with Isbn, Year of Publication Etc.,)	Nil

**18. Mr. Karthikeyan S**

Name	<b>KARTHIKEYAN S</b>
Date Of Birth	18/July/1960
Unique Id	1-46649213262
Designation	Associate Professor
Education Qualification	B.E.(Hons.), M.Tech.
Work Experience	
1. Teaching	2 years
2. Research	-
3. Industry	35 years
4. Others	
(a) Leadership Coaching	9 years
(b) Residential Community Leadership	5 years
(c) Mentoring Business Teams	4 years
Area Of Specialization	Supply Chain Mgmt., General Mgmt.
Courses Taught at Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Global Supply Chain Management, Logistics Audit Management, Logistics and Distribution Management
Research Guidance (Number of Students)	-
No. Of Papers Published	
Journals	
• National	-
• International	
Conference	
• National	
• International	-

Ph.D. (Completed/Ongoing)	-
Projects Carried Out	-
Patents (Filed & Granted)	-
Technology Transfer	Product ionization and Technology Transfer from Rolls Royce, UK and Turbomeca, France for Adour Mk.811 Engine, the Power plant of Jaguar Fighter Aircraft
Books Published with The Details (Name Of The Book, Publisher With ISBN, Year Of Publication Etc..)	-

**19. Dr.Deepa Venugopal**

Name	<b>Dr. Deepa Venugopal</b>
Date Of Birth	06.11.1977
Unique Id	CSS – Query Raised
Designation	Professor
Education Qualification	MBA, M.com, Ph.D, FDPM (IIM – A)
Work Experience	23
1. Teaching	21
2. Research	12
3. Industry	02
4. Others	
Area Of Specialization	Finance, Marketing

Courses Taught At Undergraduate/ Postgraduate Post Graduate Diploma Level	Corporate Finance, Accounting for Managers, Research Methodology, Business Statistics, Security Analysis and Portfolio Management, Strategic Management
Research Guidance (Number Of Students)	More than 180 (PG Students)
No. of Papers Published	9
Journals	
• National	3
• International	6
Conference	
• National	6
• International	11
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	1
Patents(Filed & Granted)	Patent -Filed – 1 Trademark – granted -1
Technology Transfer	Nil
Books Published with The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

**20. Mrs. S. Shiny**

Name	<b>Mrs. S. Shiny</b>
Date Of Birth	04.04.1984
Unique Id	1- 7368430222
Designation	Assistant Professor
Education Qualification	MBA(Systems)., MBA (HR)., MPhil, PGDCA, PGDEA, (Ph.D).
Work Experience	17
1. Teaching	1. 15
2. Research	2. 3
3. Industry	3. 2
4. Others	
Area Of Specialization	HR
Courses Taught At Under Graduate/ Post Graduate/ Post Graduate Diploma Level	<ol style="list-style-type: none"> <li>1. Human Resource Management</li> <li>2. Training and Development</li> <li>3. Organizational Behaviors</li> <li>4. Management Principles and Practices</li> <li>5. Talent Management</li> <li>6. Compensation Management</li> </ol>
Research Guidance (Number Of Students)	PG Students - 80

No. Of Papers Published Journals • National • International Conference • National • International	1. 6 2. 2 3. 3 4. 12 5. 14
Ph.D. (Completed/Ongoing)	Ongoing
Projects Carried Out	Nil
Patents(Filed & Granted)	Patents – Published – 1
Technology Transfer	Nil
Books Published with the Details (Name of the Book, Publisher With ISBN, Year Of Publication Etc.,)	3 Book <ul style="list-style-type: none"> <li>• Strategic Human Resource Management (ISBN: 9355158653)</li> <li>• Introduction to Human Resource Management (ISBN: 9788119313242)</li> <li>• Book Chapter: ICRP - Integrating Indian Philosophies in Education and Leadership - My Paper Title - The Role of AI and Data Analytics in Human Resources, Citi Publications - ISBN No: 978-93-6126-769-7 Pg.No.139</li> </ul>

## 21. Dr. Shyam Umashankar

Name	<b>Dr. Shyam Umashankar KK</b>
Date Of Birth	23.09.1982
Unique Id	CSS – Query Raised
Designation	Assistant Professor & Placement Officer
Education Qualification	BBM., MBA., Ph.D.

Work Experience	21
1. Teaching	14
2. Research	1
3. Industry	7
4. Others	
Area Of Specialization	Human Resource Management
Courses Taught At Undergraduate/ Postgraduate Post Graduate Diploma Level	Marketing Management, Human Resource Management, Human Value Ethics in Management, Principals of Management
Research Guidance (Number Of Students)	-
No. of Papers Published	6
Journals	6
• National	
• International	
Conference	
• National	
• International	
Ph.D. (Completed/Ongoing)	Completed
Projects Carried Out	Nil
Patents(Filed & Granted)	Patent –Published – 2
Technology Transfer	Nil
Books Published with The Details (Name Of The Book, Publisher With Isbn, Year Of Publication Etc.,)	Nil

**22. Mr. Amith Khattar**

Name	<b>Mr. Amith Khattar</b>
Date Of Birth	22.04.1985
Unique Id	1-44728315158
Designation	Assistant Professor
Education Qualification	MBA
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	Total: 13 Years
Area Of Specialization	Finance
Courses Taught At Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Fintech Financial Management
Research Guidance (Number of Students)	Nil
No. Of Papers Published Journals • National • International Conference • National • International	Nil
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents(Filed & Granted)	Nil
Technology Transfer	Nil

Books Published With The Details (Name Of The Book, Publisher With ISBN, Year Of Publication Etc.,)	Nil
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### 23. Mr. Kanwaljeet Singh Arora

Name	<b>Mr. Kanwaljeet Singh Arora</b>
Date Of Birth	27.12.1965
Unique Id	1-44728729605
Designation	Professor
Education Qualification	PGCPM, IIM
Work Experience 1. Teaching 2. Research 3. Industry 4. Others	Total: 30 Years
Area Of Specialization	Fintech
Courses Taught at Undergraduate/ Postgraduate/ Post Graduate Diploma Level	Fintech & Digital Transformation
Research Guidance (Number of Students)	Nil

No. Of Papers Published Journals • National • International Conference • National • International	Nil
Ph.D. (Completed/Ongoing)	Nil
Projects Carried Out	Nil
Patents (Filed & Granted)	Nil
Technology Transfer	Nil
Books Published with The Details (Name Of The Book, Publisher With ISBN, Year Of Publication Etc.,)	Nil

## **18.9. Fees**

**(i) No. of fee waivers granted with amount and name of students - NA**

**(ii) Number of scholarships offered by the Institution, duration and amount**

No	Date of Admissions	Student Name	Scholarship Category	Amount for year I	Amount for year II
1	16/04/2025	Rithik M	Academic Scholarship	60,000.00	60,000.00
2	22/04/2025	Kavali Bhargava Rayudu	Academic Scholarship	60,000.00	60,000.00
3	09/05/2025	Annlea Joseph	Women Scholarship	60,000.00	60,000.00
4	25/06/2025	Blesson Xavier S	Academic Scholarship	60,000.00	60,000.00
5	07/04/2025	Kishore Kiruthik P G	Academic Scholarship	60,000.00	60,000.00
6	29/04/2025	Dheekshana K S	Women Scholarship	60,000.00	60,000.00
7	30/05/2025	Kaviya S	Women Scholarship	60,000.00	60,000.00

8	30/05/2025	D Durga Akshay	Academic Scholarship	60,000.00	60,000.00
9	28/05/2025	Paris raja M	Academic Scholarship	60,000.00	60,000.00
10	22/04/2025	Yasar Arafath B	Academic Scholarship	60,000.00	60,000.00
11	03/06/2025	Samuel Glinton S	Academic Scholarship	60,000.00	60,000.00
12	26/06/2025	Thanushya M	Women Scholarship	60,000.00	60,000.00
13	24/06/2025	Harish S	Academic Scholarship	60,000.00	60,000.00
14	10/06/2025	Hemanth S	Academic Scholarship	60,000.00	60,000.00
15	24/06/2025	Fiyaaz Ahamed M S	Academic Scholarship	60,000.00	60,000.00
16	10/05/2025	Galla Sudha Karthik	Academic Scholarship	60,000.00	60,000.00
17	04/04/2025	Mohanavel V	Academic Scholarship	60,000.00	60,000.00
18	19/05/2025	Sai Umesh T	Academic Scholarship	60,000.00	60,000.00
19	23/06/2025	Lavanya S	Women Scholarship	60,000.00	60,000.00
20	15/04/2025	Johnson Dass Christo V	Academic Scholarship	60,000.00	60,000.00
21	23/04/2025	Sakthi Priya S	Women Scholarship	60,000.00	60,000.00
22	25/04/2025	Nelli Bandla Sai Syam Kumar	Academic Scholarship	60,000.00	60,000.00
23	26/04/2025	Mugesh Vishal J	Academic Scholarship	60,000.00	60,000.00
24	26/04/2025	Lingeskumaran D	Academic Scholarship	60,000.00	60,000.00
25	12/05/2025	Santhosh K	Academic Scholarship	60,000.00	60,000.00
26	02/06/2025	Oviyan S	Academic Scholarship	60,000.00	60,000.00
27	15/05/2025	Akula Hemanth Pavan Sai Chiranjeevi	Academic Scholarship	60,000.00	60,000.00
28	17/05/2025	Suriya V	Academic Scholarship	60,000.00	60,000.00
29	17/05/2025	Anita Daffney M	Women Scholarship	60,000.00	60,000.00
30	20/05/2025	Srinithy U M	Women Scholarship	60,000.00	60,000.00
31	21/05/2025	Rudhraksh S	Academic Scholarship	110,000.00	110,000.00
32	24/05/2025	Agustalosh R V	Academic Scholarship	60,000.00	60,000.00
33	24/05/2025	Kishore R	Academic Scholarship	60,000.00	60,000.00
34	26/05/2025	Mohammed Khalid Zaid	Academic Scholarship	60,000.00	60,000.00
35	05/05/2025	Balaji B	Academic Scholarship	60,000.00	60,000.00
36	27/05/2025	Gokul Krishnan P	Academic Scholarship	60,000.00	60,000.00

37	28/05/2025	Bhargavi B	Women Scholarship	60,000.00	60,000.00
38	29/05/2025	Aruna Bavithra Varshini V	Women Scholarship	60,000.00	60,000.00
39	30/05/2025	Jeyagurga R	Women Scholarship	60,000.00	60,000.00
40	30/05/2025	Dharshan A	Academic Scholarship	60,000.00	60,000.00
41	05/04/2025	Vijayalakshmi G	Women Scholarship	60,000.00	60,000.00
42	16/06/2025	Joy Edward Jose A	Academic Scholarship	60,000.00	60,000.00
43	16/06/2025	Allen Berna F	Academic Scholarship	60,000.00	60,000.00
44	17/06/2025	Khaja Mohideen M	Academic Scholarship	60,000.00	60,000.00
45	23/06/2025	Ajay J	Academic Scholarship	60,000.00	60,000.00
46	23/06/2025	Akshaya D	Women Scholarship	60,000.00	60,000.00
47	23/06/2025	Nandini Joshi	Women Scholarship	60,000.00	60,000.00
48	27/06/2025	Ananya V Ranjan	Women Scholarship	60,000.00	60,000.00
49	02/04/2025	Mohammed Arshath S	Academic Scholarship	60,000.00	60,000.00
50	30/06/2025	Sankara Tharani S	Women Scholarship	60,000.00	60,000.00
51	12/05/2025	Konda Venkata Narasimha Sai	Academic Scholarship	60,000.00	60,000.00
52	01/07/2025	Desu Ajay Kumar	Academic Scholarship	60,000.00	60,000.00
53	14/05/2025	Duvvada Sri Vidya	Women Scholarship	60,000.00	60,000.00
54	07/04/2025	Rohankumar P	Academic Scholarship	60,000.00	60,000.00
55	08/05/2025	Mohan Gowda V	Academic Scholarship	105,000.00	105,000.00
56	15/04/2025	Saravanan L	Academic Scholarship	110,000.00	110,000.00
57	19/05/2025	Nimo Shika R	Women Scholarship	60,000.00	60,000.00

### **18.10. Admission**

**(i) Number of seats sanctioned with the year of approval –**

**(2021-22 - 120 SEATS), (2022-23 - 120 SEATS), (2023-24-180 SEATS) (2024-25 – 180 seats), (2025-26 – 180 seats)**

**(ii) Number of Students admitted under various categories each year in the last three years**

**Batch 7 – 2023-25**

General		OBC/BC/MBC		SC		ST		Total		Total Students
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
7	8	53	26	5	3	0	0	65	37	<b>102</b>

**Batch 8 – 2024-2026**

General		OBC/BC/MBC		SC		ST		Total		Total Students
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
28	7	87	38	4	6	0	0	119	51	<b>170</b>

**Batch 9 – 2025-2027**

General		OBC/BC/MBC		SC		ST		Total		Total Students
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	
8	8	46	26	6	0	0	0	60	34	<b>94</b>

(iii) Number of applications received during last year for admission under Management Quota and number admitted – Standalone institution not applicable

(i) Mention the admission test being followed, name and address of the Test Agency/State Admission Authorities and its URL (website)

Cat 2024 Url: <https://iimcat.ac.in/per/g06/pub/32842/ASM/WebPortal/1/index.html?32842@@1@@1>

MAT 202/25 Url: <https://mat.aima.in/>

XAT URL: <https://xatonline.in/>

ATMA URL: <https://atmaaims.com/>

TANCET URL: <https://tancet.annauniv.edu/tancet/index.html>

Entrance Exam URL: <https://forms.gle/URMMT9RetBywQwJ29>

(ii) Number of seats allotted to different Test Qualified candidate separately (AIEEE//JEE/ CET (State conducted test/ University tests/ CMAT)/ Association conducted test etc.)

Accepted Admission Tests	2025-27
CAT	21
CUET	1
GRE	1
ICET	1
MAT	37
TANCET	18
XAT	1
NA	14
<b>TOTAL</b>	<b>94</b>

- (iii) Calendar for admission against Management quota seats: **Standalone institution not applicable**
- (iv) Last date of request for applications: **30<sup>th</sup> April 2025**
- (v) Last date of submission of applications: **15<sup>th</sup> May 2025**
- (vi) Dates for announcing final results: **31<sup>st</sup> May 2025**
- (vii) Release of admission list (main list and waiting list shall be announced on the same day): **15<sup>th</sup> June 2025**
- (viii) Date for acceptance by the candidate (time given shall in no case be less than 15 days): **30<sup>th</sup> June 2025**
- (ix) Last date for closing of admission: **15<sup>th</sup> July 2025**
- (x) The waiting list shall be activated only on the expiry of date of main list: **Within 7 Days**
- (xi) The policy of refund of the Fee, in case of withdrawal, shall be clearly notified:

#### **PGDM BATCH 9 2025-2027 Fee Refund Policy**

Some students who are admitted to the institute and pay their academic fees may not be able to continue with the programmes for various reasons, such as ill - health. In such cases, the fees refund policy of the institute is as stated below.

1. If a first year student withdraws from the programme **before the commencement of classes**, the institute shall refund the Academic fees including support fees, hostel fees and caution deposit after deducting INR 1000/- as application processing charges.
2. If a first year student withdraws from the programme **after the class commencement**, the institute will refund only the caution deposit of INR 20, 000 which will be collected at the time of on-campus class commencement after deducting payments due to institute, if applicable (example: loss of library books). The remaining amount INR 5,000/- will be refund only if any vendor expenses not utilized.

3. If a second year student withdraws from the programme at any time during the year, the institute will refund only the caution deposit INR 20, 000 collected at the time of admission after deducting for payments due to the institute, if applicable (example: loss of library books).
4. There is no fees refund for the cases of discontinuing students after the class commencement. Even blocking the seat but not reporting to the campus will not be eligible for a refund too.

**No fee carry forward is allowed. Every fee paid will lapse in the same year whether or not the student uses the institute facilities. Example: -  
Hostel and food cannot carry forwarded if found not used for certain day.**

### **18.12. Criteria and Weightages for Admission**

**(i) Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.**

<b>FIRM Selection Process Weightages</b>						
<b>S.No</b>	<b>Parameter</b>	<b>Maximum Weightage</b>	<b>Score criteria</b>			
1	Competitive Exam score	35%	10%	20%	35%	
	MAT		Below 350	351 to 500	above 501	
	CAT		below 50	50 to 60	above 60	
	TANCET		below 50	50 to 60	above 60	
	Others		below 50	50 to 70	above 70	
2	FIRM Test	25%	20%	25%		
			Till 20	above 20		
3	Academics-UG	20%	10%	20%		
	UG marks		50 to 70%	above 70%		
4	Personal Interview	20%	10%	20%		
			13 to 20 marks	above 20 marks		

**ii) Mention the minimum Level of acceptance, if any**

<b>Minimum Level of acceptance of Admission test</b>		
<b>No</b>	<b>Name of the test</b>	<b>Percentile</b>
1	MAT	50%
2	XAT	50%
4	CAT	50%
5	CMAT	50%
6	TANCET	50%

**(iii) Mention the cut-off Levels of percentage and percentile score of the candidates in the admission test for the last three years**

<b>Cut off percentile and percentage of admission test of last three years</b>				
	<b>Name of the test</b>	<b>22-23</b>	<b>23-24</b>	<b>24-25</b>
1	MAT	50%	50%	50%
2	XAT	50%	50%	50%
3	ATMA	50%	50%	50%
4	CAT	50%	50%	50%
5	SNAP	50%	50%	-
6	TANCET	50%	50%	50%
7	CMAT	-	-	50%

**(iv) Display marks scored in Test etc. and in aggregate for all candidates who were admitted**

<b>No</b>	<b>Full Name</b>	<b>Entrance name</b>	<b>Entrance score</b>	<b>Student Status</b>
1	Rithik M	TANCET	77.34	Enrolled
2	Kavali Bharghava Rayudu	MAT	630.5	Enrolled
3	Annlea Joseph	MAT	597.5	Enrolled
4	Blesson Xavier X S	CAT	18.36	Enrolled
5	Kishore Kiruthik P G	MAT	601.5	Enrolled
6	Dheekshana K S	CAT	23.89	Enrolled
7	Kaviya S	CAT	8.96	Enrolled
8	D Durga Akshay	MAT	598.5	Enrolled
9	Parisraja M	TANCET	64.734	Enrolled
10	Yasar Arafath B	MAT	568.5	Enrolled
11	Samuel Glintons	TANCET	20.15	Enrolled
12	Thanushya M	TANCET	80.291	Enrolled
13	Harish S	CAT	75.59	Enrolled
14	Hemanth S	CAT	43.32	Enrolled
15	Fiyaaz Ahamed M S	CAT	9.46	Enrolled
16	Galla Sudha Karthik	MAT	479.5	Enrolled
17	Mohanavel V	MAT	594.5	Enrolled
18	Sai Umesh T	MAT	20	Enrolled
19	Lavanya S	MAT	29.8	Discontinued
20	Johnson Dass Christo V	MAT	669.5	Enrolled
21	Sakthi Priyaa S	TANCET	42.746	Enrolled
22	Nellibandla Sai Syam Kumar	MAT	555.5	Enrolled
23	Mugesh Vishal J	TANCET	9.8	Enrolled
24	Lingeshkumaran D	MAT	416	Enrolled
25	Santhosh K	MAT	28.2	Enrolled

26	Oviyan S	TANCET	8.462	Enrolled
27	Akula Hemanth Pavan Saichiranjeevi	TANCET	28.451	Enrolled
28	Suriya V	TANCET	89.53	Enrolled
29	Anita Daffney M	TANCET	33.23	Enrolled
30	Srinithy U M	TANCET	23	Enrolled
31	Rudhraksh S	TANCET	97.93	Enrolled
32	Agustalosh R V	MAT	419.5	Enrolled
33	Kishore R	MAT	309.5	Enrolled
34	Mohammed Khalid Zaid	MAT	570.5	Enrolled
35	Balaji B	CUET	110	Enrolled
36	Gokul Krishnan P	MAT	552.5	Enrolled
37	Bhargavi B	TANCET	94.729	Enrolled
38	Aruna Bavithra Varshini V	TANCET	80.83	Enrolled
39	Jeyagurga R	MAT	588.5	Enrolled
40	Dharshan A	MAT	516.5	Enrolled
41	Vijayalakshmi G	MAT	67	Enrolled
42	Joy Edward Jose A	TANCET	28.451	Enrolled
43	Allen Berna F	MAT	600.5	Enrolled
44	Khaja Mohideen M	MAT	588.5	Enrolled
45	Ajay J	MAT	616.5	Enrolled
46	Akshaya D	MAT	294.5	Enrolled
47	Nandini Joshi	ATMA	60.9381	Enrolled
48	Ananya Ranjan	CAT	66.41	Enrolled
49	Mohammed Arshath S	MAT	574.5	Enrolled
50	Sankara Tharani S	MAT	471.5	Enrolled
51	Konda Venkata Narasimha Sai	CAT	31.98	Enrolled
52	Desu Ajay Kumar	MAT	557.5	Enrolled
53	Duvvada Sri Vidya	ICET	83	Enrolled
54	Rohankumar P	MAT	543.5	Discontinued
55	Mohan Gowda V	CAT	13.97	Enrolled
56	Saravanan L	GRE	93	Enrolled
57	Nimo Shika R	MAT	597.5	Enrolled

58	Vengatesh DHANRAJ	NA	NA	Withdrawn
59	Logavarshne E	CAT	NA	Withdrawn
60	Sanjna CSJ	NA	NA	Withdrawn
61	Supra Jyotsna Neravati	CAT	NA	Withdrawn
62	Soundarapandiyan K	CAT	14.16	Withdrawn
63	Pavithraa V	CAT	93.45	Withdrawn
64	Vishal E	NA	NA	Withdrawn
65	Suhitha R	NA	NA	Withdrawn
66	Srinivasan R	MAT	NA	Withdrawn
67	Hari Vishnu S	CAT	NA	Withdrawn
68	Yashwant Singh	NA	NA	Withdrawn
69	Yash Singh	CAT	NA	Withdrawn
70	Lathika A	NA	NA	Withdrawn
71	Arunachalam M	MAT	537.5	Withdrawn
72	Maddineni Bhavya	CAT	42.72	Withdrawn
73	Hari Prasath M	CAT	28.18	Withdrawn
74	Sneha Kannan	NA	NA	Withdrawn
75	Yazhini P	NA	NA	Withdrawn
76	Patrick Sam H	CAT	35.92	Withdrawn
77	Sreenidhi Ps	NA	NA	Withdrawn
78	Sachidhanandam G	NA	Na	Withdrawn
79	Jayastreen B	XAT	25.55	Withdrawn
80	Jerin Jobin	CAT	82.4	Withdrawn
81	Preethi Sharon	MAT	80.4	Withdrawn
82	Nammetha D	MAT	98.73	Withdrawn
83	Raj Vardhan M	NA	NA	Withdrawn
84	Katakam D V M Pavan Kumar	MAT	61.08	Withdrawn
85	Devasree	TANCET	84.75	Withdrawn
86	Salomy R	TANCET	93.99	Withdrawn
87	Bala Aditya S	MAT	61.43	Withdrawn
88	Ojasvitha R	TANCET	78	Withdrawn
89	Selvakumaran S	NA	NA	Withdrawn

90	Nitish G R	MAT	68.14	Withdrawn
91	Harini K	TANCET	NA	Withdrawn
92	Surya G	NA	NA	Withdrawn
93	Nongjumba Arambam	NA	NA	Discontinued
94	Shaik Kareem	MAT	409.5	Discontinued

### **18.13. List of Applicants**

List of candidate whose applications have been received along with percentile/percentages score for each of the qualifying examination in separate categories for open seats. List of candidate who have applied along with percentage and percentile score for Management quota seats (merit wise)

No	Full Name	Entrance name	Entrance score	Student Status
1	Rithik M	TANCET	77.34	Enrolled
2	Kavali Bharghava Rayudu	MAT	630.5	Enrolled
3	Annlea Joseph	MAT	597.5	Enrolled
4	Blesson Xavier X S	CAT	18.36	Enrolled
5	Kishore Kiruthik P G	MAT	601.5	Enrolled
6	Dheekshana K S	CAT	23.89	Enrolled
7	Kaviya S	CAT	8.96	Enrolled
8	D Durga Akshay	MAT	598.5	Enrolled
9	Parisraja M	TANCET	64.734	Enrolled
10	Yasar Arafath B	MAT	568.5	Enrolled
11	Samuel Glintons	TANCET	20.15	Enrolled
12	Thanushya M	TANCET	80.291	Enrolled
13	Harish S	CAT	75.59	Enrolled
14	Hemanth S	CAT	43.32	Enrolled
15	Fiyaaaz Ahamed M S	CAT	9.46	Enrolled
16	Galla Sudha Karthik	MAT	479.5	Enrolled
17	Mohanavel V	MAT	594.5	Enrolled

18	Sai Umesh T	MAT	20	Enrolled
19	Lavanya S	MAT	29.8	Enrolled
20	Johnson Dass Christo V	MAT	669.5	Enrolled
21	Sakthi Priyaa S	TANCET	42.746	Enrolled
22	Nellibandla Sai Syam Kumar	MAT	555.5	Enrolled
23	Mugesh Vishal J	TANCET	9.8	Enrolled
24	Lingeshkumaran D	MAT	416	Enrolled
25	Santhosh K	MAT	28.2	Enrolled
26	Oviyan S	TANCET	8.462	Enrolled
27	Akula Hemanth Pavan Sai Chiranjeevi	TANCET	28.451	Enrolled
28	Suriya V	TANCET	89.53	Enrolled
29	Anita Daffney M	TANCET	33.23	Enrolled
30	Srinithy U M	TANCET	23	Enrolled
31	Rudhraksh S	TANCET	97.93	Enrolled
32	Agustalosh R V	MAT	419.5	Enrolled
33	Kishore R	MAT	309.5	Enrolled
34	Mohammed Khalid Zaid	MAT	570.5	Enrolled
35	Balaji B	CUET	110	Enrolled
36	Gokul Krishnan P	MAT	552.5	Enrolled
37	Bhargavi B	TANCET	94.729	Enrolled
38	Aruna Bavithra Varshini V	TANCET	80.83	Enrolled
39	Jeyagurga R	MAT	588.5	Enrolled
40	Dharshan A	MAT	516.5	Enrolled
41	Vijayalakshmi G	MAT	67	Enrolled
42	Joy Edward Jose A	TANCET	28.451	Enrolled
43	Allen Berna F	MAT	600.5	Enrolled
44	Khaja Mohideen M	MAT	588.5	Enrolled
45	Ajay J	MAT	616.5	Enrolled
46	Akshaya D	MAT	294.5	Enrolled
47	Nandini Joshi	ATMA	60.9381	Enrolled
48	Ananya Ranjan	CAT	66.41	Enrolled

49	Mohammed Arshath S	MAT	574.5	Enrolled
50	Sankara Tharani S	MAT	471.5	Enrolled
51	Konda Venkata Narasimha Sai	CAT	31.98	Enrolled
52	Desu Ajay Kumar	MAT	557.5	Enrolled
53	Duvvada Sri Vidya	ICET	83	Enrolled
54	Rohankumar P	MAT	543.5	Enrolled
55	Mohan Gowda V	CAT	13.97	Enrolled
56	Saravanan L	GRE	93	Enrolled
57	Nimoshika R	MAT	597.5	Enrolled
58	Vengatesh DHANRAJ	NA	NA	Withdrawn
59	Logavarshne E	CAT	NA	Withdrawn
60	Sanjna CSJ	NA	NA	Withdrawn
61	Supra Jyotsna Neravati	CAT	NA	Withdrawn
62	Soundarapandiyam K	CAT	14.16	Withdrawn
63	Pavithraa V	CAT	93.45	Withdrawn
64	Vishal E	NA	NA	Withdrawn
65	Suhitha R	NA	NA	Withdrawn
66	Srinivasan R	MAT	NA	Withdrawn
67	Hari Vishnu S	CAT	NA	Withdrawn
68	Yashwant Singh	NA	NA	Withdrawn
69	Yash Singh	CAT	NA	Withdrawn
70	Lathika A	NA	NA	Withdrawn
71	Arunachalam M	MAT	537.5	Withdrawn
72	Maddineni Bhavya	CAT	42.72	Withdrawn
73	Hari Prasath M	CAT	28.18	Withdrawn
74	Sneha Kannan	NA	NA	Withdrawn
75	Yazhini P	NA	NA	Withdrawn
76	Patrick Sam H	CAT	35.92	Withdrawn
77	Sreenidhi Ps	NA	NA	Withdrawn
78	Sachidhanandam G	NA	Na	Withdrawn
79	Jayastreen B	XAT	25.55	Withdrawn
80	Jerin Jobin	CAT	82.4	Withdrawn

81	Preethi Sharon	MAT	80.4	Withdrawn
82	Nammetha D	MAT	98.73	Withdrawn
83	Raj Vardhan M	NA	NA	Withdrawn
84	Katakam D V M Pavan Kumar	MAT	61.08	Withdrawn
85	Devasree R	TANCET	84.75	Withdrawn
86	Salomy R	TANCET	93.99	Withdrawn
87	Bala Aditya S	MAT	61.43	Withdrawn
88	Ojasvitha R	TANCET	78	Withdrawn
89	Selvakumaran S	NA	NA	Withdrawn
90	Nitish G R	MAT	68.14	Withdrawn
91	Harini K	TANCET	NA	Withdrawn
92	Surya G	NA	NA	Withdrawn
93	Nongjumba Arambam	NA	NA	Discontinued
94	Shaik Kareem	MAT	409.5	Discontinued

#### **18.14. Results of Admission Under Management seats/Vacant seats – Not Applicable**

- i. Composition of selection team for admission under Management Quota
- ii. List of candidate who have been offered admission
- iii. Waiting list of the candidate in order of merit to be operative from the last date of joining of the first list candidate

## **18.15. Information of Infrastructure and Other Resources Available**

### **(i) Number of Class Rooms and size of each – 6 Class Rooms**

Room Type	Room Id/Name	Area of Room in sqm
Computer Centre	CC	150
Classroom	ET001	96.66
Classroom	ET002	96.66
Classroom	ET003	96.66
Classroom	ET004	96.66
Tutorial Room	ET005	41.45
Tutorial Room	ET006	67.12
Classroom	ET007	78.25
Classroom	ET008	78.25
Classroom	ET009	78.25
Classroom	ET010	78.25
Seminar Hall	LA	501.8
Other	LIB	173.8

**(ii) Number of Tutorial rooms and size of each – 2 Tutorial Rooms**

<b>Room No.</b>	<b>Room type</b>	<b>Carpet area (in m<sup>2</sup>)</b>
ET005	Tutorial	41.45
ET006	Tutorial	67.12

**(iii) Number of Laboratories and size of each**

Not Applicable

**(iv) Number of Computer Centers with capacity of each**

1 with 150 sqm – 60 Systems and Server Room

**(v) Central Examination Facility, Number of rooms and capacity of each**

1 with 30 Sqm

**(vi) Online examination facility (Number of Nodes, Internet band width, etc.) –**

Yes, with 60 nodes with Ethernet 100 Mbps speed

**(vii) Barrier Free Built Environment for disabled and elderly persons –**

Floor Ramps and Lift is available



(ix) Hostel Facilities – Available Both Boys and Girls separate

(x) Number of Library books/Titles/Journals available (Programme-wise) –

No. of Books	4667
No. of Title	3122
No. of Journals in India	7
No. of Journals in Abroad	6
Number E- Books	9120

(xi) List of online National/International Journals subscribed



**Delnet – Membership Number: IM-7399 , DATE OF ISSUE – September 21, 2024 , Due on September 27,2025**

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The sum of : **Indian Rupees Thirteen Thousand Five Hundred Seventy Only**

By : FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, Karur Vysya Bank (India)  
Inter Bank Transfer

Remarks : **AMOUNT RECEIVED TOWARDS ANNUAL INSTITUTIONAL MEMBERSHIP FEES**  
**FOR THE PERIOD 28-09-2025 TO 27-09-2026**

**\*\*₹ 13,570.00/-**

**\*\*Subject to Realisation**

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ory



**(xii) National Digital Library (NDL) subscription details – Yes – NDLI Club Registration Number is: INTNNC3SX6HH4C8**



This is to certify that **"FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT"** is registered as a NDLI Club under the National Digital Library of India.



**Registration No.:** INTNNC3SX6HH4C8

**Date of Registration:** 02/02/2022

**Validity Extended Upto:** 02/02/2027

**Prof. K. P. Sinhamahapatra**  
Joint Principal Investigator  
National Digital Library of India Project  
**Chairman**  
Central Library IIT Kharagpur

**Dr. B. Sutradhar**  
Joint Principal Investigator  
National Digital Library of India Project  
**Librarian**  
Central Library IIT Kharagpur



**(xiii) List of Major Equipment/Facilities in each Laboratory/Workshop - NA**

**(xiv) List of Experimental Setup in each Laboratory/Workshop - NA**

**(xv) Innovation Cell**

At Firebird Institute of Research in Management, Institution's Innovation Council (IIC) have been established and appointed Innovation members to lead the council. The IIC members include Dr.N. Nirmala Devi, President, Dr.K. Sangeetha Convener, members of faculty, non-teaching staff and students.

Through the IIC, Firebird Institute aims to create an ecosystem that promotes innovation and entrepreneurship among our students. The council provides them with the necessary resources and support to develop their ideas and turn them into successful ventures. With the help of the IIC members, the council takes initiatives to identify, nurture, and promote innovative ideas that can lead to positive change and growth in the society. The IIC of Firebird organises various events, workshops and sessions to foster Innovation and Entrepreneurship among Firebirdians. The institute connects the students with the industries on everyday basis through Action Learning Programme to train them with corporate connections and industry exposures.

Firebird's IIC team plays a crucial role in fostering a culture of innovation and entrepreneurship among the students, and prepare them for a successful future in the ever-changing world of business and technology.

Certificate No: 5816



**(xvi) Social Media Cell**

The Media Cell at Firebird Institute of Research in Management is jointly managed by faculty members and student representatives to ensure systematic documentation and dissemination of institutional activities. The cell is responsible for creating and updating organic content related to academic events, sports, extracurricular activities, and general public relations across official digital platforms such as LinkedIn, Facebook, and the institutional website blogs.

The committee actively coordinates and supports various academic, co-curricular, and extracurricular events conducted by the institute from time to time, ensuring that all content is relevant, accurate, and aligned with institutional objectives. Proper approval mechanisms are followed before publishing content to maintain quality and consistency.

All media activities and digital assets are overseen and managed by **Prof. Shiny and Prof. Arthi**, ensuring faculty supervision and compliance with institutional guidelines. Student members **Mungala Naga Venkata Siva Ramesh and Mr. Fiyaz** actively support content creation, event coverage, and digital updates under faculty guidance.

## (xvii) Compliance of the National Academic Depository (NAD), applicable to PGCM/ PGDM Institutions and University Departments

03/02/2022, 10:31

Firebird Institute of Research in Management Mail - Thank you for Registering on DigiLocker NAD



Dr. Tamilselvi R <r.tamilselvi@firebird.ac.in>

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**(xviii) To upload the respective short video (1 - 2 min) of Infrastructure and facilities available w.r.t the courses in the website**

<https://youtu.be/uv60jakzM5c>

### **(xix) Games and Sports Facilities**

At Firebird Institute of Research in Management, we recognize the importance of physical fitness and the role it plays in the overall well-being of our students. To provide a conducive environment for sports and fitness activities, we have developed a range of sports facilities on our campus.

Our campus boasts of a volleyball ground, equipped with all the necessary equipment, where students can showcase their skills and participate in competitive games in the evenings. Table tennis is also a popular sport at Firebird, and we have a dedicated area where students can play and engage in friendly matches in their free time.

We understand the importance of a healthy lifestyle and the benefits of regular exercise. To promote fitness, we have established a modern gymnasium with state-of-the-art equipment that caters to the fitness needs of our students. Our gym is open to all students.

Chess is another popular sport at Firebird, and we have a modern chess setup near our Fish Tank area. Our students can engage in friendly matches and hone their skills in strategic thinking and decision-making.

In addition, we also have a giant chessboard available on our premises, providing an excellent opportunity for students to socialize and engage in strategic gameplay with their peers.

Firebird Institute of Research in Management offers a range of sports facilities to promote physical fitness and encourage students to engage in physical activities. We believe that physical fitness is an essential aspect of a student's life, and our facilities aim to provide an environment where they can enjoy sports and engage in activities that contribute to their overall well-being.

## **(xx) Teaching Learning Process**

### **Policy Statement and Purpose**

Firebird Institute of Research in Management is dedicated to fostering an environment of continuous growth and excellence among its faculty. The Faculty Development Policy aims to ensure ongoing professional development, enhance teaching, research skills, and industry engagement, and align faculty contributions with the Vision, Mission, and Program Educational Objectives (PEOs) of the institution.

### **Objectives of Faculty Development**

- Provide continuous learning opportunities for faculty to remain current in their respective domains.
- Enhance educational delivery, research productivity, and industry-academia engagement.
- Directly support the achievement of the Institute's Vision, Mission, and PEOs through upskilling and knowledge sharing

### **Scope and Applicability**

This policy applies to all categories of faculty, including full-time, part-time, adjunct, and visiting faculty members. The policy covers a broad range of development activities, from orientation and induction to advanced research and industry interaction initiatives.

### **Strategic Alignment: Vision, Mission, and PEOs**

- Faculty development initiatives are designed to: Realize the Institute's Vision and Mission by fostering a culture of academic excellence and leadership.
- Enable the design, delivery, and enhancement of academic programs in alignment with PEOs, promoting holistic student development.

### **Key Components and Initiatives**

The Faculty Development and Training Policy include a set of key components and initiatives focused on improving teaching practices, advancing research capabilities, facilitating industry interactions, and supporting faculty professional growth.

#### **1. Faculty Orientation and Induction Programs**

Newly recruited faculty members are oriented towards the institution's vision, mission, academic culture, and values. Induction programs help them adapt to the academic environment, understand institutional policies, teaching learning methodologies, evaluation systems, and student engagement practices. This ensures a smooth transition into their roles and promotes alignment with institutional objectives.

## **2. Continuous Professional Development (including workshops, faculty development programs, MOOCs, and certifications)**

The institution emphasizes lifelong learning by encouraging faculty to participate in structured professional development activities. This includes attending workshops, faculty development programs (FDPs), short-term training, and refresher courses. Faculty are also motivated to enrol in online courses such as MOOCs, NPTEL, Coursera, or edX, as well as pursue relevant certifications. Such initiatives enhance their subject expertise, teaching effectiveness, and global exposure.

## **3. Research Facilitation and Support**

To strengthen the research culture, faculty are provided with guidance and support for undertaking research projects, publishing in reputed journals, and presenting at conferences.

## **4. Industry Interaction, Consultancy, and Corporate Engagement**

Faculty development is closely tied to practical exposure and industry relevance. The institution facilitates interactions with industry professionals through guest lectures, industrial visits, collaborative projects, and consultancy opportunities. Faculty are encouraged to engage in live projects, training and case studies development with corporates, ensuring that their teaching remains contemporary and aligned with market needs.

## **5. Pedagogical Innovation and Curriculum Enhancement**

The policy encourages faculty to adopt innovative teaching practices such as case-based learning, gamification, and the use of technology-enabled platforms. Faculty are trained to design outcome-based learning modules, assessment techniques and value-added courses that enrich the student learning experience.

### **Implementation Mechanisms**

The implementation of the faculty development program will include annual training plans formulated based on a thorough competency needs assessment, along with incentives and recognition for faculty demonstrating commitment to continuous learning, research, and innovation

### **Roles and Responsibilities**

The following outlines the roles and responsibilities of various stakeholders in implementing and supporting the faculty development programme.

- The Director is responsible for strategic planning and review of faculty development initiatives.
- HR and administration facilitate logistics and support mechanisms.
- Faculty are expected to proactively engage in continuous learning and participate in development activities.
- External partners may be engaged for resource support and knowledge exchange

## Monitoring, Assessment, and Review

The monitoring, assessment, and review of faculty development programs will be carried out to ensure effectiveness and continuous improvement as outlined below:

- Participation outcomes, and impact of faculty development activities will be systematically tracked and assessed on a regular basis to ensure their effectiveness.
- The effectiveness of faculty development programs will be evaluated through feedback from participants, the attainment of intended competencies, and their alignment with the institution's strategic objectives.
- This policy will be reviewed periodically and updated as necessary to incorporate best practices, emerging trends, and evolving institutional needs.

This policy assures a structured and ongoing approach to faculty growth, keeping the Firebird Institute at the forefront of academic relevance and excellence.

## Faculty Development Programme Organized

### 1. Faculty Development Programme Organized / Attended during 2025

S.No	Date	Events	Topic	Faculty Name
1	02.08.2025	FDP organised by CII Coimbatore Office <b>Guests</b> * Dr Madhu Menon K B – Amrita Vishwa Vidyapeetham * Dr R Deepa – PSG Institute of Management	The Role of Emotional Intelligence in Enhancing Teacher Effectiveness and Student Engagement in Higher Education	Ms.S.Shiny
2	09.08.2025	Smart Board Orientation – Mr Pradeep	Training for Faculty	All faculty
3	18.08.2025	Digii campus Orientation	Training for Faculty	All faculty
4	11.09.2025	National Conclave	National Higher Education Conclave 2025	All Faculty and 10 Students of batch 9

## Faculty Industry Training

S. No	Date	Faculty Name	Faculty Company Preference	Interactions	Department Visit
1	June 4 & 5, 2025	Dr.S.Johnsi	Shiva Texyarn Ltd	1.Chief Financial Officer 2. Assistant General Manager 3.Manager – Finance 4. Manager – Accounts	Finance
		Prof.S.Shiny	Shiva Texyarn Ltd	1.Human Resource Manager – Mr .Hari 2.General Manager (Admn) - Mr Venugopal	Human Resource
2	June 10 & 11, 2025	Dr.S.Johnsi	Annamalai Capital Services Ltd	1.Mr.Annamalai – Managing Director 2.Ms.Chitra.S - Director 3.Mr Senthil - 4.Ms.Usha	Finance
3.	June 13, 2025 2025	Dr.S.Johnsi Prof.S.Shiny	Salzer Electronics Ltd	1.Mr.Rajanayagam .D -Senior Manager- Standards & Systems 2.Mr. P.Sivakumar – VP Marketing 3. Mr.Raman <b>Manager - Human Resource</b> 4. <b>Ms.Menaka – General Manager Finance</b> 5. Mr.Murugesan KM – Company Secretary	Human Resource
4.	June 17 & 18, 2025	Dr.N.Nirmala Devi	Anaamalais Toyota	1..Mr. A. Santhosh Kumar—Vice President, Service 2. Mr. P.N. Senthil Kumar—Vice President, HR 3. Mr. R. Sivaraman—Vice President, Sales 4. Mr. Baladhandayudhabani—Group Head, Technical and Training 5. Mr. Hari Prabhu—Senior Manager 6. Mr. Jayaraj—Head, Kaizen	Sales & Service Units

5.		Prof.S.Shiny	Anaamalais Toyota	1. .Mr. A. Santhosh Kumar—Vice President, Service 2. Mr. P.N. Senthil Kumar—Vice President, HR 3. Mr. R. Sivaraman—Vice President, Sales 4. Mr. Baladhandayudhabani—Group Head, Technical and Training 5. Mr. Hari Prabhu—Senior Manager 6. Mr. Jayaraj—Head, Kaizen	Sales & Service Units
6.	June 27,2025	Dr.N.Nirmala Devi	Brookefields Mall	Ms.Sujatha, Marketing Manager	Marketing

### Faculty Development Programme

S. No	Date	Faculty Name	Event details	Organisers
1.	17 <sup>th</sup> to 22 <sup>nd</sup> March 2025	Dr.S.Johnsi	Six Day National Level Faculty Development Programme on “AI-Driven Pedagogy and Research: Tools and Techniques”	Hindustan College of Engineering & Technology Coimbatore
2.	22 <sup>nd</sup> to 29 <sup>th</sup> September 2025	Dr.K.Sangeetha	Seven-Day National Level Faculty Development Programme on Educational Transformation: Integrating AI Teaching Pedagogy and Research	Kristu Jayanti (Deemed to be University), Bengaluru
3.	22 <sup>nd</sup> to 29 <sup>th</sup> September 2025	Ms.S.Shiny	Seven-Day National Level Faculty Development Programme on Educational Transformation: Integrating AI Teaching Pedagogy and Research	Kristu Jayanti (Deemed to be University), Bengaluru

## Program Structure – Batch - 9

FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT																	
PGDM - Batch IX - Program Structure (2025 -2027)																	
Presentation for 9th Board of Studies																	
Trimester	S.No	Code		Course Name	Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
Foundation Program																	
SPZ - Specialization, SIP - Summer Internship Programme, PEP - Personality Enhancement Programme, SAP - Study Abroad Programme, CIS - Course of Independent Study, DigiCampus - LMS, Session - 60mins, 1 Credit - 10 Jrs																	
F01	1	FP2501		Basics of Economics	3												
F02	2	FP2502		Fundamentals of Accounting	6												
F03	3	FP2503		Fundamentals of Statistics	4												
F04	4	FP2504		Universal Human Values	2												
F05	5	FP2505		Basics of Communication	3												
F06	6	FP2506		Basics of Today's Technology Immersion	2												
F07	7	FP2507		Basics of Marketing Management	2												
F08	8	FP2508		Basics of Financial Management	2												
F09	9	FP2509		Basics of Human Resource Management	2												
F10	10	FP2510		Basics of Operations and Logistics & Supply Chain Management	3												
F11	11	FP2511		Introduction to Emerging Technologies - Fintech, Business Analytics, Digital Marketing and AI	2												
F12	12	FP25P01		Interactive and Group Engagement Programmes	70												
F13	13			Programme Orientation (Academics, Examination, Digi Campus (LMS), ALP, SIP and Placements)	9												
<b>Total</b>					<b>110</b>												
Trimester	S.No	Code		Course Name	Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
Core & Specialization Courses																	
<b>Trimester 1</b>				<b>CORE COURSES</b>													
TI	1	25PGC101	Core	Management Principles & Practices with Global Perspective	30	3	3									50	50
TI	2	25PGC102	Core	Business Accounting & Finance	30	3	3									50	50
TI	3	25PGC103	Core	Business & Corporate Communication	30	3	3									50	50
TI	4	25PGC104	Core	Business Statistics and Analytics for Decision Making	30	3	3									50	50
TI	5	25PGC105	Core	Economics for Managers	30	3	3									50	50
TI	6	25PGC106	Core	Indian Ethos, Universal Human Values and Corporate Ethics	30	3	3									50	50
TI	7	25PGPEP01	PEP	*Personality Enhancement Programme - I	20	1						1				50	50
TI	8	25PGALP01	Industry / Academic Internships	Industry / Academic Internships	60	2				2						50	50
<b>Total</b>					<b>260</b>	<b>21</b>	<b>18</b>			<b>2</b>		<b>1</b>				<b>400</b>	<b>400</b>

Trimester 2				CORE COURSES			Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
T II	1	25PGC107	Core	Human Resource Management	30	3	3											50	50
T II	2	25PGC108	Core	Sustainable Marketing Management	30	3	3											50	50
T II	3	25PGC109	Core	Financial Management	30	3	3											50	50
T II	4	25PGC110	Core	Operations & Supply Chain Management	30	3	3											50	50
T II	5	25PGC111	Core	Research Methods & Data Analysis	30	3	3											50	50
T II	6	25PGC112	Core	Organisational Behaviour, Leadership & Change	30	3	3											50	50
T II	7	25PGC113	Core	Digital & Social Media Marketing	30	3	3											50	50
T II	8	25PGPEP02	PEP	*Personality Enhancement Programme - II	20	1							1					50	50
T II	9	25PGALP02	Industry / Academic Internships	Industry / Academic Internships	60	2					2							50	50
<b>Total</b>					<b>290</b>	<b>24</b>	<b>21</b>				<b>2</b>		<b>1</b>					<b>450</b>	<b>450</b>
Trimester 3				CORE & SPECIALIZATION COURSES			Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
T III	1	25PGC114	Core	Business Intelligence & Data Analytics	30	3	3											50	50
T III	2	25PGSXXX	SPZ 1		30	3		3										50	50
T III	3	25PGSXXX	SPZ 1		30	3		3										50	50
T III	4	25PGSXXX	SPZ 2		30	3			3									50	50
T III	5	25PGSXXX	SPZ 2		30	3				3								50	50
		25PGS201	Marketing I	Consumer Behavior and Insights															
		25PGS202	Marketing II	Integrated Marketing Communication															
		25PGS301	Finance I	Financial Institutions, Markets & Services															
		25PGS302	Finance II	Investment Analysis and Portfolio Management															
		25PGS401	Human Resource I	Talent Acquisition & Management															
		25PGS402	Human Resource II	Training & Development															
		25PGS501	Operations I	Operations Management Fundamentals															
		25PGS502	Operations II	Production, Planning and Control															
		25PGS601	Business Analytics I	Fundamental Business Analytics with Excel and Advanced Excel															
		25PGS602	Business Analytics II	Data Analysis and Visualization with Power BI and Tableau															
		25PGS701	Fintech I	Introduction to Fintech and Digital Payments															
		25PGS702	Fintech II	Data Analytics and Innovations in Financial Services															
		25PGS801	Digital Marketing I	Content Strategy and Marketing															
		25PGS802	Digital Marketing II	Search Engine Optimization (SEO) and Search Engine Marketing (SEM)															
		25PGS901	LSCM - I	Procurement And Supplier Management															
		25PGS902	LSCM - II	Inventory Management															
T III	6	25PGPEP03	PEP	*Personality Enhancement Programme -III	20	1							1					50	50
T III	7	25PGALP03	Industry / Academic Internships	Industry / Academic Internships	60	2					2							50	50
<b>Total</b>					<b>230</b>	<b>18</b>	<b>3</b>	<b>6</b>	<b>6</b>		<b>2</b>		<b>1</b>					<b>350</b>	<b>350</b>

Trimester 4				CORE & SPECIALIZATION COURSES	Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
T IV	1	25PGC115	Core	Corporate Law & Governance	30	3	3									50	50
T IV	3	25PGC116	Core	Employability Skills (Practical)	60	3	3									50	50
T IV	4	25PGSXXX	SPZ 1		30	3		3								50	50
T IV	5	25PGSXXX	SPZ 1		30	3		3								50	50
T IV	6	25PGSXXX	SPZ 2		30	3			3							50	50
T IV	7	25PGSXXX	SPZ 2		30	3			3							50	50
		25PGS203	Marketing I	Retail Management and E-Commerce													
		25PGS204	Marketing II	Brand Management													
		25PGS303	Finance I	Derivatives & Risk Management													
		25PGS304	Finance II	Behavioral Finance													
		25PGS403	Human Resource I	Compensation and Benefits Management													
		25PGS404	Human Resource II	Employee Relations & Labour Laws													
		25PGS503	Operations I	Inventory and Warehouse Management (Non LSCM Students)													
		25PGS504	Operations I	Operations Strategy (LSCM Students)													
		25PGS505	Operations II	Logistics and Distribution Management													
		25PGS603	Business Analytics I	Database Management and SQL for Business Analytics													
		25PGS604	Business Analytics II	Statistical and Predictive Analysis using R and Python													
		25PGS703	Fintech I	Regulatory and Legal Framework in Fintech													
		25PGS704	Fintech II	Fintech Product Development and Management													
		25PGS803	Digital Marketing I	Email and Mobile Marketing Strategies													
		25PGS804	Digital Marketing II	Strategic Social Media Marketing and Management													
		25PGS903	LSCM - I	Warehouse Operations Management													
		25PGS904	LSCM - II	Logistics And Transport Management													
T IV	9	25PGSIP01	SIP	Summer Internship Project	100	5					5					150	50
<b>Total</b>					<b>310</b>	<b>23</b>	<b>6</b>	<b>6</b>	<b>6</b>		<b>5</b>					<b>450</b>	<b>350</b>

Trimester 5				CORE & SPECIALIZATION COURSES	Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
T V	1	25PGC117	Core	Entrepreneurship & New Ventures	30	3	3									50	50
T V	2	25PGSXXX	SPZ 1		30	3		3								50	50
T V	3	25PGSXXX	SPZ 2		30	3			3							50	50
		25PGS205	Marketing	Sales & Distribution Management													
		25PGS305	Finance I	Fin Tech (Non- FinTech Students)													
		25PGS306	Finance I	International Financial Management (FinTech Students)													
		25PGS405	Human Resource	Performance Management & Appraisal													
		25PGS506	Operations	Total Quality Management													
		25PGS605	Business Analytics	Advanced Business Analytics and Decision Making													
		25PGS705	Fintech	Advanced Fintech Strategies and Applications													
		25PGS805	Digital Marketing	Digital Analytics and Performance Measurement													
		25PGS905	LSCM - I	Supply Chain Analytics													
<b>Total</b>					<b>90</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>3</b>							<b>150</b>	<b>150</b>
Trimester 6				CORE & SPECIALIZATION COURSES	Sessions	Credits	Core Credits	SPZ 1	SPZ 2	Industry / Academic Internships	SIP	PEP	SAP	CIS/ MOOCs	Dissertation	Internal	External
T VI	1	25PGC118	Core	Managing Strategies	30	3	3									50	50
T VI	2	25PGD01		Dissertation	100	5									5	150	50
<b>Total</b>					<b>130</b>	<b>8</b>	<b>3</b>								<b>5</b>	<b>200</b>	<b>100</b>
			SAP	**Study Abroad Programme	60	3							3				
			CIS/ MOOCs	Course of Independent Study/ MOOC Courses	30	3								3			
<b>Total</b>					<b>90</b>	<b>6</b>							<b>3</b>	<b>3</b>			
<b>Grand Total</b>					<b>1400</b>	<b>109</b>	<b>54</b>	<b>15</b>	<b>15</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>2000</b>	<b>1800</b>
<b>Grand Total</b>					<b>Hrs</b>	<b>Credits</b>	<b>Core Credits</b>	<b>SPZ 1</b>	<b>SPZ 2</b>	<b>Industry / Academic Internships</b>	<b>SIP</b>	<b>PEP</b>	<b>SAP</b>	<b>CIS/ MOOCs</b>	<b>Dissertation</b>	<b>Internal</b>	<b>External</b>
<b>Value Added Courses(VAC)</b>																	
		25PGVAC01	VAC	Self-Transformation Through Self-Reflection - The Bhagavad Gita Way													
<b>Workshop</b>																	
		25PGW01		Personal Finance													
		25PGW02		Environmental, Social and Governance(ESG)													
*Personality Enhancement Programme - Practical Learning Course of more than 20 Hours and credit is considered as 1 credit = 20 Hours)																	
**Online Courses on International Perspective/ Outcome can be substituted with Study Abroad Programme																	

(xxiii) Laboratory facilities exclusive to the Post Graduate Course – NA

**18.16. Enrolment and placement details of students in the last 3 years**

PLACEMENT DETAILS - BATCH 21-23					
S.No	Enrolment Year	Student Name	Company	Position	Salary
1	2021	Ajaykumar P	Haleon - Bangalore	Management Trainee	5.52 LPA
2	2021	Nithya Sri S	Federal Bank	Probationary Officer	13.98 LPA
3	2021	Malini M	Texmo Aqua Group	HR Trainee	4.20 LPA
4	2021	Rashmika G	Texmo Aqua Group	HR Trainee	4.20 LPA
5	2021	Sayoojya S	Confederation of Indian Industry (CII)-Kochi	Management Trainee	4.8 LPA
6	2021	Ritesh Pandey	Unimrkt Research Pvt Ltd -Delhi NCR	Research Anayst	6.00 LPA
7	2021	Indirapriyan S B	Kronos Logistics India Pvt Ltd -Chennai	Finance nalyser	3.50 LPA
8	2021	C V VIJAY	Richness Creator	Event Manager	5 - 6 LPA
9	2021	Kishore A	Sporfy India Ltd	Trainee -Sales	4.00 LPA
10	2021	Premal G	Shiva Texyarn Ltd	Operational Mgt	3.60 LPA
11	2021	Mahendra Kumar	Quantman Limited	Trainee -Sales	4-LPA
12	2021	R. Sai Rakesh	Krish works Technology and Research Labs Pvt. Ltd -Bangalore	Management Trainee	4.5 LPA
13	2021	ANIRUDH KUMAR S	Vodafone Idea Ltd -Chennai	Management Trainee	5.50 LPA
14	2021	Arutchudar Nambi A	Haleon - Bangalore	Management Trainee	5.52 LPA
15	2021	R Sujiender	Pin click - Bangalore	Trainee-Marketing	5.16 LPA
16	2021	Thri Shankar. S	DAR Jewelry Ltd	HR Executive	6.00 LPA
17	2021	A. Karthick	Pencil Pvt Ltd	Associate -DM	6.00 LPA
18	2021	Seetharam S	Beroe Inc -Chennai	Research Analyst	5.50 LPA
19	2021	Nirmalkumar K S	Entrepreneur Ship		
20	2021	Sidanth Narayanan	HFFC - Mumbai	BDE	6.00 LPA
21	2021	Kirubakar K	HFFC - Mumbai	BDE	6.00 LPA
22	2021	Deepan P	JPencil Pvt Ltd	Associate -DM	6.00 LPA
23	2021	S. Vigneshwari	Continental-Bangalore	Business Analyst	6.50 LPA

24	2021	Nithya Shree S	Beroe Inc -Chennai	Market Research	5.50 LPA
25	2021	Vishnu Praveen D	Vadafone Idea Ltd -Chennai	Management Trainee	5.50 LPA
26	2021	Nishandhraj R	Sporfy India Ltd	Trainee -Sales	4.00 LPA
27	2021	Ramakrishnan S	HFFC - Mumbai	BDE	6.00 LPA
28	2021	Vignesh SB	SACHA -Chennai	Manager-HR	3.75 LPA
29	2021	T. Sujithiraa	Texmo Aqua Group	Marketing Manager	4.20 LPA
30	2021	Vismaya K	Richness Creator	Event Manager	5 -6 LPA
31	2021	Sneha V P	Valute Health India Ltd	Business Analyst	3 .0 LPA
32	2021	Rasika	Beroe Inc -Chennai	Market Research	5.50 LPA
33	2021	Vignesh Kumar A. B	One Yes Info Solutions -Chennai	HR Executive	5.00 LPA
34	2021	Ajith E	BNP Paribas	Financenalyst	5.00 LPA
35	2021	Movva Saisri	ELGI Ultra Ltd	Trainee -Sales	4.00 LPA
36	2021	Balaji K	Infinite Research	Market Research	3.60 LPA
37	2021	Akash	Confederation of Indian Industry (CII)- Coimbatore	Management Trainee	4.8 LPA
38	2021	Thananjay.U	Sporfy -Bangalore	Content Writer	4.00 LPA
39	2021	Nandhakumar K G	Oppo India Ltd	Management Trainee	3.30 LPA
40	2021	Ajith Kumar	DAR Jewelry Ltd	Management Trainee	6.00 LPA
41	2021	Sivaraj S	Arcana Analytics Bangalore	Business Analyst	5.13 LPA
42	2021	Praveenkumar T	Oppo India Ltd	HR Trainee	2.76 LPA
43	2021	Vishnu J	Federal Bank	Probationary Officer	13.98 LPA
44	2021	Makeshraj M	Bharath Finance- Coimbatore	HR Executive	3.00 LPA
45	2021	Hari Jai Sri S	Voltas Ltd	Finance Trainee	3.25 LPA
46	2021	Akilan. S	Cafe Coffee Day -Chennai	Management Trainee	5.50 LPA
47	2021	Seenikannan S	Perfect Associates -Coimbatore	HR Executive	3.00 LPA
48	2021	Muralidharan	Richness Creator	Event Manager	5 LPA
49	2021	Gowsalya	Richness Creator	Event Manager	6 LPA
50	2021	Manoj Kumar	Rev growth	Intern-Trainee	
51	2021	Santhosh	India Mart	Relationship Manager	3.5 LPA
52	2021	Sharan Kumar S	Data Pattern	Management Trainee	2.4 LPA
53	2021	Koushik Nithin	India Mart	Relationship Manager	3.5 LPA
54	2021	Iyyappan	Entrepreneur Ship		

55	2021	Nalin Kumar	HFFC - Mumbai	Relationship Manager	6 LPA
56	2021	Alwin Raja	Pin Click	Relationship Manager	5.15 LPA
57	2021	Sujindar	Pin Click	Relationship Manager	5.15 LPA
<b>Final Placement Status 2021-2023</b>					
Total No.of Students				57	
Total No.of Students enrolled for Placement				55	
Total No.of Students Placed				55	100%
Students Yet to be Placed				0	

<b>Batch 6 Students -Placement 2022-24 Batch</b>					
S.No	Enrollment Year	Student Name	Company	Designation	Salary
1	2022	Ajay Guru S	Corizo-Bangalore	BDE	6.5 LPA
2	2022	Ajay Prince D	Tata Consultancy Services	Process Associate	5.79 LPA
3	2022	Akshara P	Sierra ODC Pvt Ltd	Technical Analyst	4.0 LPA
4	2022	Aravindan Sivakumar	Corizo - Bangalore	BDE	6.5 LPA
5	2022	Ariharan J	My Class Board	BDE	6.5 LPA
6	2022	Arivumathi S.K	Kalvium	Relationship Manager	5.0 LPA
7	2022	Arunprasath K	Grantely - Bangalore	Business Development Executive	4-5 LPA
8	2022	Ashok V	Brand Mock	Social Media Executive	3-5 LPA
9	2022	Bhuvaneshwari R	Piramal Finance	Business Process Executive	6.5 LPA
10	2022	Dhanush Priyan S	Confederation of Indian Industry (CII)	Centre Coordinator	5.5 LPA
11	2022	Dharani K S	Swipe wire Technology - Chennai	HR Executive	3.8 LPA
12	2022	Dhinakar S	Coffee Day	BDE	6.15 LPA
13	2022	Dishon J Selva	Piramal Finance	Business Manager	6.5 LPA
14	2022	Fagumitha Banu M	Zomato India Ltd	Associate Manager	5.5 LPA

15	2022	Gokul G	Café Coffee Day	BDE	6.5 LPA
16	2022	Gowtham S	Veranda -Six	BDE	3-6 LPA
17	2022	Harris Ali M	Zomato India Ltd	Associate Manager	5.5 LPA
18	2022	Harshini A	Corizo-Bangalore	Process Associate	6.5 LPA
19	2022	Iftikhaar Ali S D	Xyma Analytics-Chennai	Business Analyst	3.0 LPA
20	2022	Jaaved Imitiyaz J	My Class Board	BDE	6.5 LPA
21	2022	Jitendar Ramnath	Confederation of Indian Industry (CII)	Centre Coordinator	5.5 LPA
22	2022	Karthi Vishnu N	Perfect Global, Inc -Chennai	HR Executive	3.84 LPA
23	2022	Kavya Krishnan	E & Y	Finance Analyst	8.00 LPA
24	2022	Khadeeja	Beroe Inc	Operational Analyst	5.5 LPA
25	2022	Kishore R	Pricol Ltd-Coimbatore	HR Executive	3.6 LPA
26	2022	Kumara Harish A	Zomato India Ltd	BDE	5.5 LPA
27	2022	Lydia Graceline S	Confederation of Indian Industry (CII)	Operational Executive	5.5 -7 LPA
28	2022	Manjula P	ASI-Bangalore	HR Executive	3.36 LPA
29	2022	Mareeswaran P	HDB Financial Services	Finance Analyst	4.00 LPA
30	2022	Monicka V G	Corizo-Bangalore	Process Associate	6.5 LPA
31	2022	Mudavath Srikanth	Kirtilals	BDE	5.0 LPA
32	2022	Mukhaeswar K	Veranda -Six	HR Executive	3-5 LPA
33	2022	Namrita P Patel	Xyma Analytics-Chennai	HR Executive	3.0 LPA
34	2022	Rohinee P	Corizo-Bangalore	Process Associate	6.5 LPA
35	2022	Navaneeth S	Flipkart-Coimbatore	HR Executive	2.4 LPA
36	2022	Naveenkumar M	Linga Technologies	BDE	7.0 LPA
37	2022	Nithya Devi M	Sierra ODC Pvt Ltd	Business Analyst	4.0 LPA
38	2022	Nithya P	Perfect Global, Inc -Chennai	HR Executive	3.84 LPA
39	2022	Paveena M	Corizo-Bangalore	Process Associate	6.5 LPA
40	2022	Pradeep N	IKS Health	HR Executive	Intern
41	2022	Pradesh G J		Business Analyst	
42	2022	Pratheesh S	ICAP Financial Services - Bangalore	Finance Analyst	6.72 LPA

43	2022	Praveen D S	Seaman Logistics	Operational Manager	3-4 LPA
44	2022	Rahul V R	ICICI Securities	BDE	4 -5 LPA
45	2022	Rithi A	Abhussa Holding	Business Category Manager	21 LPA
46	2022	Rojasri S	My Class Board	BDE	6.5 LPA
47	2022	Sachin R M	Corizo-Bangalore	BDE	6.5 LPA
48	2022	Sakthi Sasi V	Zomato India Ltd	BDE	6.5 LPA
49	2022	Sandhya P	Krish work Technology- Bangalore	Process Associate	4 LPA (Fixed)
50	2022	Sankaranarayanan M	Veranda -Six	Marketing Executive	3-6 LPA
51	2022	Santhoshraj R S	ICICI Securities	Finance Analyst	4.0 LPA
52	2022	Santhoshi S	CLHR-Coimbatore	Finance Analyst	3.0 LPA
53	2022	Saran Nagaraja Gopal S	Zomato India Ltd	BDE	6.32 LPA
54	2022	Saranya V	Veranda -Six	Finance Executive	3-5 LPA
55	2022	Sethuraj S	Samiut IMM Trading	Marketing Executive	6.0 LPA
56	2022	Shivani M	Abhussa Holding	Category Level Manager	21.98 LPA
57	2022	Shree Harini V	Complain Innovation - Hyderabad	Process Associate	5.0 LPA
58	2022	Sowmya Priya V	Byteflow Chennai	DM-Executive	5.0 LPA
59	2022	Sreeram V	HDB Financial Services	BDE	4.0 LPA
60	2022	Sriram K	Sunvis Systems Pvt Ltd	DM-Executive	4.4 LPA
61	2022	Surya C	Confederation of Indian Industry (CII)	Centre Coordinator	5.5 LPA
62	2022	Tharun Kumar R	Confederation of Indian Industry (CII)	Centre Coordinator	5.5 LPA
63	2022	Vignesh R	My Class Board	BDE	6.5 LPA
64	2022	Vignesh S A	Robert Bosch-Chennai	Finance Analyst	3.0 LPA
65	2022	Vinothan N	Home First Finance Company	Relationship Manager	6.5 LPA
66	2022	Yazhini A	Face Prep -Bangalore	Process Associate	5.14 LPA
67	2022	Yoga Lakshmi B	DTDC-Bangalore	Operational Executive	3.0 LPA

68	2022	Yuvan Shankar D	Edi GLOBE-Bangalore	Business Development Executive	4.0 LPA
Final Placement Status 2020-2022					
Total No. of Students 2022-24				86	
Total No. of Students enrolled for Placement				74	
Total No. of Students Placed				68	91%
Students Yet to be Placed				6	

<b>BATCH – 7 2023-2025 Placement Details</b>						
<u>S. No</u>	<u>Roll No.</u>	<u>Name of the Student</u>	<u>Contact No</u>	<u>Company Name</u>	<u>Designation</u>	<u>LPA</u>
1	23P001	Aarthi M	9345269701	Launched	Business Development Executive	6 LPA
2	23P002	Alishya R	9150220260	HFFC	Customer Service Manager	4.5 LPA
3	23P003	Anisha S	9047424333	Ryan	Tax Associate	5.47 LPA
4	23P004	Aravind R	8667414334	IDFC First Bank	Associate Debt Manager	5 LPA
5	23P005	Arulraj A	9345303591	Push pit Steels	Management Trainee	5 LPA
6	23P006	Ashwini A	9965035387	Ryan	Tax Associate	5.5 LPA
7	23P007	Bharath A	9884201822	Launched	Business Development Executive	6.5 LPA
8	23P008	Danush K	7305682920	Launched	Business Development Executive	6 LPA

9	23P009	Deepikasri M	8870628008	City Union Bank	Relationship Manager	3.6 LPA
10	23P010	Dhanasa S	6369140833	Ryan	Tax Associate	5.47 LPA
11	23P011	Dinesh Kumar S	7010901345	Green Impressions	Junior account Executive	3.6 LPA
12	23P012	Dinesh Sharma G	8903079839	Coffee Day	Sales Trainee	6.4 LPA
13	23P013	Dinesh kumaar S	7867938273	Coffee Day, Launched	Sales Trainee	5.5 LPA
14	23P014	Guru Prasath M R	6379727826	HFFC	Relationship Manager	6.00 LPA
15	23P016	Hariharan D	9789626911	City Union Bank	Relationship Manager	6.00 LPA
16	23P017	Hariharan S	9345740636	Push pit Steels	Management Trainee	5 LPA
17	23P018	Hariharan S K	9489809676	Push pit Steels	Management Trainee	5 LPA
18	23P019	Harishraj R	9360097752	IDFC	Associate Debt Manager	5 LPA
19	23P020	Inbanathan S	9025862693	HFFC	Relationship Manager	6.00 LPA
20	23P021	Jeevithaa R	9843434575	IDFC	Customer Service Executive	4.5 LPA
21	23P022	Jeyaram Vignesh K	9025706843	Simta - Astrix	Executive - Sales and Marketing	3 LPA
22	23P023	John Priesterson Paul A	9894853286	Launched	Business Development Executive	6 LPA
23	23P024	Joshitha R	7305853777	Green Impressions Pvt. Ltd	Junior Digital Marketing Executive	3 LPA

24	23P025	Kasivishwanathan J	6385879037	IDFC	Sales Manager	5 LPA
25	23P026	Kavin D	9025411845	Joy Alukkas	Management Trainee	4.9 LPA
26	23P027	Logapriya K	9865758945	Ontrack	Junior HR Recruiter	2.25 LPA
27	23P028	Manojkumar N	9080014795	Green Impressions	Management Trainee	4.25 LPA
28	23P029	Manojkumar R	6369110527	Rock Dove Aviation	Business Associate	4 LPA
29	23P030	Mohana Rani M	8248498983	Push pit Steels	Management Trainee	5 LPA
30	23P031	Monika S	9566490777	Green Impressions	Junior account Executive	3.6 LPA
31	23P032	Mukilan V	9760676767	Rock Dove Aviation	Business Associate	3.5 LPA
32	23P033	Muralitharan M	9944900165	Vodafone	Management Trainee	5 LPA
33	23P034	Muthu Ramesh S	8870963576	Higher Studies		
34	23P035	Naga Deva Dharshini S K	9597300411	Vodafone	Store Manager.	6 LPA
35	23P036	Nandha S	8939608415	HFFC	Relationship Manager	6 LPA
36	23P037	Naresh R	9487968383	Higher Studies	Higher Studies	
37	23P038	Naveen N	9843595308	Corizo Edutech Pvt. Ltd	Inside Sales Representative	6.5 LPA
38	23P039	Naveen Vignesh L	9524040330	Rock Dove Aviation	Business Associate	5 LPA

39	23P040	Pranith Thadishetty	9014559790	IDFC	Associate Debt Manager	5 LPA
40	23P041	Rajeswari S	9486634627	DHL	Management Trainee	5 LPA
41	23P042	Raksha R S	6374072664	Joy Alukkas	Management Trainee	5 LPA
42	23P043	Ram Keerthan N	9943741122	Push pit Steels	Management Trainee	5 LPA
43	23P044	Raveendran P	8248810865	Joy Alukkas	Management Trainee	5 LPA
44	23P045	Rohit Premkumar	7306782046	Joy Alukkas	Management Trainee	4.9 LPA
45	23P046	Samuthra P	9994583373	ARATTAL.	customer education specialist	4.8 LPA
46	23P047	Sarveswaran R D	9597237174	Launched	Business Development Executive	6 LPA
47	23P048	Sathish D	6382232728	Launched	Business Development Executive	6 LPA
48	23P049	Sejal Jain A	9597876572	IDFC	Associate Debt Manager	5 LPA
49	23P050	Senathipathi B	9360522879	Higher Studies		
50	23P051	Shanmugesh E	6369236622	IDFC	Associate Debt Manager	5 LPA
51	23P052	Sharangi M P	9360834944	Quess Corp Limited	EXECUTIVE – FC OPS	3.95 LPA
52	23P053	Shruthika M	7395837442	IDFC	Branch Sales Manager	5 LPA
53	23P054	Siva Raksha R	9159149842	Vodafone	Management Trainee	5 LPA

54	23P055	Sneha R	9345801540	DHL	Management Trainee	5 LPA
55	23P056	Sona M	8248532341	Green Impersions	Executive- Logistics and Operations	3.6 LPA
56	23P057	Sooraj K	9344240359	Coffee Day	Sales Trainee	6.4 LPA
57	23P058	Sowmiya V	9629427098	IDFC	Associate Debt Manager	5 LPA
58	23P059	Sravan N	8763522640	India Mart	Executive –Client Servicing	4 LPA
59	23P060	Srimirudhula A	9443240767	SIX PHRASE Edutech Pvt. Ltd.	Business Networking Manager	1.8 LPA
60	23P061	Srivarshini S	9345557910	Launched	Business Development Executive	6 LPA
61	23P062	Subaneshwaran D	8526279984	Coffee Day	Sales Trainee	6.4 LPA
62	23P063	Subiksha G	9994461627	Vodafone	Management Trainee	5 LPA
63	23P064	Swetha K	6379586856	CII	Management Trainee	5 LPA
64	23P065	Syed Sameer Ahamed S M	6374456020	Coffee Day	Sales Trainee	6.4 LPA
65	23P066	Thejus Firoz Rajan	7904547267	Vodafone	Management Trainee	5 LPA
66	23P067	Varun Sundar S	9629077960	IDFC	Branch Sales Manager	5 LPA
67	23P068	Vishnu Rayan S	8489670298	Launched	Business Development Executive	6 LPA

68	23P069	Yazhini A	7904166943	Launched	Business Development Executive	6 LPA
69	23P070	Yogeshwar D	8300018510	Launched	Business Development Executive	6 LPA
70	23P071	Naresh Gupta R	9487968383	IDFC	Sales Manager	5 LPA

### **18.17. List of Research Projects/Consultancy Works:**

Firebird Institute of Research in Management actively undertakes in Research and consultancy assignments to strengthen industry–academia collaboration and apply management knowledge to real-world business challenges. The Institute successfully executed consultancy projects across the automotive, manufacturing, and retail sectors.

A consultancy titled “From Inquiry to Sales: A Strategic CRM Approach” was carried out for Anaamalais Toyota, Tamil Nadu Faculty Members Dr. N. Nirmala Devi and Dr. S. Johnsi analysed lead generation, customer follow-up processes, and inquiry-to-sales conversion mechanisms. The engagement resulted in a structured CRM framework, customer segmentation strategies, lead nurturing processes, and key performance indicators aimed at improving sales efficiency and customer responsiveness. In the manufacturing sector, Firebird collaborated with Shiva Texyarn Limited to enhance workforce capabilities through employee engagement and training initiatives. Faculty members Dr. N. Nirmala Devi and Dr. K. Sangeetha conducted assessments using interviews, surveys, and gap analysis, leading to structured training modules, mentorship programmes, recognition mechanisms, and standard operating procedures.

Additionally, a consultancy on festival event management and digital marketing strategies was undertaken for Brooke fields Mall, Coimbatore, Faculty members Dr. N. Nirmala Devi and Dr. S. Johnsi developed integrated event planning frameworks and targeted digital marketing strategies to enhance footfall, engagement, and brand visibility.

These consultancy initiatives strengthened industry engagement, enhanced faculty professional practice, and supported experiential learning, aligning with AICTE’s emphasis on industry relevance and practical impact.

## 18.18. MoUs with Industries – Yes

### MOU WITH INDUSTRIES



**MEMORANDUM OF UNDERSTANDING (MoU)**

Between  
**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, COIMBATORE**  
(Hereinafter referred to as "Institution")  
And  
**(Suriya & Co)**  
(Hereinafter referred to as "Industry Partner")

This Memorandum of Understanding (MoU) is executed on this **15<sup>th</sup> day of December 2025** between **Firebird Institute of Research in Management**, located at Firebird Institute of Research in Management, Golf Club Rd, Chettipalayam, Coimbatore, Tamil Nadu, and **Suriya & Co**, with its registered address at Sri Maaran Enterprises, 499-D, NSR Rd, Saibaba Colony, Kuppakonam Pudur, Coimbatore, Tamil Nadu 641038.

This MoU signifies a formal collaboration intended to strengthen academic–industry engagement through internships, training programs, project work, and other mutually beneficial initiatives. Both parties express their willingness to work together towards enhancing student learning and supporting organizational talent and research needs.

**Objectives of the MoU**

The purpose of this MoU is to create a structured partnership enabling experiential learning and professional development. The primary objectives include:

1. Providing industry-based **internship opportunities** to students.
2. Enhancing student capabilities through **training programs and skill-based learning modules**.
3. Facilitating **live projects, industry case studies, and applied research exposure**.
4. Encouraging **guest lectures, expert sessions, and knowledge-sharing platforms**.
5. Supporting **placement initiatives** where suitable and mutually agreed.

Golf Club Road, Chettipalayam, Coimbatore - 641021  
Website : [www.firebird.ac.in](http://www.firebird.ac.in) Email : [office@firebird.ac.in](mailto:office@firebird.ac.in) Phone : +91 0422 - 2965566



**MEMORANDUM OF UNDERSTANDING (MoU)**

Between  
**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, COIMBATORE**  
(Hereinafter referred to as "Institution")  
And  
**(BCBUZZ Technologies Private Limited)**  
(Hereinafter referred to as "Industry Partner")

This Memorandum of Understanding (MoU) is executed on this **15<sup>th</sup> day of December 2025** between **Firebird Institute of Research in Management**, located at Firebird Institute of Research in Management, Golf Club Rd, Chettipalayam, Coimbatore, Tamil Nadu, and **BCBUZZ Technologies Private Limited**, with its registered address at 21/2, 1st Floor, AS Complex, Chettipalayam Road, Eachanari, CBE-641021.

This MoU signifies a formal collaboration intended to strengthen academic–industry engagement through internships, training programs, project work, and other mutually beneficial initiatives. Both parties express their willingness to work together towards enhancing student learning and supporting organizational talent and research needs.

**Objectives of the MoU**

The purpose of this MoU is to create a structured partnership enabling experiential learning and professional development. The primary objectives include:

1. Providing industry-based **internship opportunities** to students.
2. Enhancing student capabilities through **training programs and skill-based learning modules**.
3. Facilitating **live projects, industry case studies, and applied research exposure**.
4. Encouraging **guest lectures, expert sessions, and knowledge-sharing platforms**.
5. Supporting **placement initiatives** where suitable and mutually agreed.

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**FIREBIRD**  
INSTITUTE OF RESEARCH IN MANAGEMENT  
*The International Business School*

**Non-Disclosure Memorandum of Understanding (ND-MOU)**

This Non-Disclosure Memorandum of Understanding (ND-MOU) is established in accordance with the directives of the Director of FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, situated in Chettipalayam, Coimbatore 641201. Executed on 30 November 2024, this agreement is between:

MANASA V, representing SG PARTNER, with its office located at #403, Daffodil Suits, Stage 1, 4th Phase, HRBR Layout, Near Manyata Tech park, Bangalore-560043, India (referred to as the "1st Party"), and

P. Shrinivas Rao, Director of FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, based in Chettipalayam, Coimbatore 641201 (referred to as the "2nd Party").

This MOU, solely of Non-Disclosure in Nature, ensures that neither the 1st Party nor the Firebird authorities shall make its contents public or disclose any part of it in any form that may compromise the professional or public image of the 1st Party.

**PURPOSE:**

Empowering the 1st Party to represent FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT in corporate forums, podiums, and for brand-building, liaisoning, and attracting corporates for campus recruitment.

**TERM:**

The validity of this MOU is for 01 year from the Date of signing.

**OPERATIONAL SCOPE:**

1. SG PARTNER is authorized to approach all corporate organizations for recruiting fresh talents nationwide, primarily supporting FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT in areas such as HR, Marketing, Finance, Operations, Digital Marketing, Business Analytics, Fintech, Logistics, and Supply Chain Management. SG Partner aims to conduct placement drives and place the students in various companies across India and will take the responsibility of placing a minimum 80 students for the year 2025
2. SG PARTNER is permitted to represent both parties' mutual business interests, ensuring all movements are duly communicated to each other.
3. SG PARTNER is empowered to approach corporates for Campus Recruitment on a nationwide level.
4. The 1st Party may propose various campus drive formats to the 2nd Party, subject to mutual consent.

Golf Club Road, Chettipalayam, Coimbatore - 641 201, India  
Website : [www.firebird.ac.in](http://www.firebird.ac.in) Email : [office@firebird.ac.in](mailto:office@firebird.ac.in) Phone : +91 0422 - 2965566



**FIREBIRD**  
INSTITUTE OF RESEARCH IN MANAGEMENT  
*The International Business School*

**Memorandum of Understanding (MOU)**

Between  
Firebird Institute of Research in Management, Coimbatore  
and  
LeSuccess Solutions (OPC) Pvt. Ltd, Coimbatore

This Non-Disclosure Memorandum of Understanding here onwards referred as (ND-MOU) is required parameters as requested by the Governing body of FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT Located at Golf Club Rd, Chettipalayam, Tamil Nadu 641201. This MOU is executed on Date 10.10.2025 in between Mrs. Uma Devi P K, Chief Executive Officer representing LeSuccess, 4<sup>th</sup> floor, Tristar, Tower, Avinashi Road, Lakshmi Mills, Coimbatore, Tamil Nadu – 641037 having it's office at Here onwards referred as the 1st Party and Dr. P. Shrinivas Rao, Director, FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, COIMBATORE

Here onwards referred as the 2<sup>nd</sup> Party.

THIS MOU is purely of Non-Disclosure in Nature. Neither the 1st Party nor the college authorities would ever made it a public subject / disclose the content of the agreement in portion or as whole of in any such forum which distracts the professional or public image of the 1st Party.

THIS MOU EMPOWERS THE 1ST PARTY TO PRESENT THE COLLEGE IN CORPORATE FORUM / PORDIUM / PURELY FOR BRAND BUILDING / LIASIONING / ATTRACTING THE CORPORATE TO THE COLLEGE OR STATE OF LOCATION FOR VARIOUS FORM OF CAMPUS. RECRUITMENT / ACCREDIATION / BRANDING ETC.

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## Memorandum of Understanding (MOU)

Between  
Firebird Institute of Research in Management, Coimbatore  
and  
BFC GLOBAL, Bangalore

This Non-Discloser Memorandum of Understanding here onwards referred as (ND-MOU) is required parameters as requested by the Governing body of **FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT** Located at Golf Club Rd, Chettipalayam, Tamil Nadu 641201. This MOU is executed on Date **01.11.2025** in between **Mrs. Menaka Sulladmath, Chief Executive Officer representing BFC Global** having it's office **BFC GLOBAL, #80, 3rd Cross, 6th Cross Rd, Thyagaraja Nagar, Basavanagudi, Bengaluru, Karnataka 560028** at Here onwards referred as the 1st Party and **Dr. P. Shrinivas Rao, Director, FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT, COIMBATORE**

Here onwards referred as the 2<sup>nd</sup> Party.

This MOU is purely of Non-Discloser in Nature. Neither the 1st Party nor the college authorities would ever made it a public subject / disclose the content of the agreement in portion or as whole of in any such forum which distracts the professional or public image of the 1st Party.

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Phone: +91 0422-2965566



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 एक सौ रुपये **Rs. 100**  
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தமிழ்நாடு தமில்நாடு TAMILNADU CU 468143  
 03-11-2022 *Firebird Institute of* **N. LATHA**  
*Research in Management* STAMP VENDOR  
 Coimbatore 33-5, Gopalapuram, 3rd Street,  
 Coimbatore - 641 018.  
 L.No: 928/B1/2021-9/CBE

**AGREEMENT FOR TRAINING & PLACEMENT SERVICES**

This Agreement for Training Services ("Agreement") dated: 04-11-2022 is entered  
 Between

**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT**, a private institute in Coimbatore is approved by AICTE, New Delhi and is a co-educational B-School, having its Campus at Golf Club Rd, Chettipalayam, Tamil Nadu 641201 (hereinafter referred to as the "Service Receiver" which, expression unless it is repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, representatives and permitted assigns) of the **ONE PART**;

**AND**

**IDE Education Private Limited**, a Company incorporated under the provisions of the Companies Act, 1956, having its Registered Office at 5/26, Aryan Mahal, C Road, Church gate, Mumbai 400020 Maharashtra, India (hereinafter referred to as the "Service Provider" which expression, unless it is repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, representatives and permitted assigns) of the **OTHER PART**.

Service Receiver and the Service Provider are individually referred to where the context permits as a "Party" and collectively as the "Parties".

1 | Page



भारतीय गैर न्यायिक  
 एक सौ रुपये **Rs. 100**  
**रु. 100** ONE HUNDRED RUPEES  
**भारत INDIA**  
**INDIA NON JUDICIAL**

தமிழ்நாடு தமில்நாடு TAMILNADU CU 518475  
 16.12.2022 *Firebird Institute of Research* **N. LATHA**  
*in management* STAMP VENDOR  
 Coimbatore 33-5, Gopalapuram, 3rd Street,  
 Coimbatore - 641 018.  
 L.No: 928/B1/2021-9/CBE

**MEMORANDUM OF UNDERSTANDING** **FIREBIRD**  
 INSTITUTE OF RESEARCH IN MANAGEMENT

16th December 2022

DATAPATTERN, LLC. US  
 &  
 FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT  
 COIMBATORE - INDIA



भारतीय गैर न्यायिक  
 एक सौ रुपये **Rs. 100**  
 रु. 100 **ONE HUNDRED RUPEES**  
 भारत INDIA  
 INDIA NON JUDICIAL

तमिलनाडु TAMILNADU 20 NOV 2021  
 IMARTICUS LEARNING PVT LTD  
 CHENNAI

CL 549711  
 R. RAJASULU PATHI  
 STAMP VENDOR, L.No. C3/4839/83  
 No. 37, VILLAGI ROAD, NOW KNOWN AS  
 No. 79/91, VALLUVARKOTTAM HIGH ROAD  
 NUNGAMBAKKAM, CHENNAI-600 034  
 MOBILE: 9445114347

**AGREEMENT FOR TRAINING & PLACEMENT SERVICES**

This Agreement for Training Services ("Agreement") dated: 01-09-2023 is entered

Between

**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT**, a private institute in Coimbatore is approved by AICTE, New Delhi and is a co-educational B-School, having its Campus at Golf Club Rd, Chettipalayam, Tamil Nadu 641201 (hereinafter referred to as the "Service Receiver" which, expression unless it is repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, representatives and permitted assigns) of the ONE PART;

AND

**IMARTICUS LEARNING PRIVATE LIMITED**, a Company incorporated under the provisions of the Companies Act, 1956, having its Registered Office on the 5<sup>th</sup> Floor, B - Wing, Kaledonia, HDIL Building, Sahar Road, Andheri East, Mumbai - 400058 (hereinafter referred to as the "Service Provider" which expression, unless it is repugnant to the context or meaning thereof, shall be deemed to mean and include its successors, representatives and permitted assigns) of the OTHER PART.

The service Receiver and the Service Provider are individually referred to where the context permits as a "Party" and collectively as the "Parties".



भारतीय गैर न्यायिक  
 एक सौ रुपये **Rs. 100**  
 रु. 100 **ONE HUNDRED RUPEES**  
 भारत INDIA  
 INDIA NON JUDICIAL

तमिलनाडु TAMILNADU  
 09.11.2022  
 Firebird Institute in  
 CBE manager

N. LATHA  
 STAMP VENDOR  
 33-5, Gopalapuram, 3rd Street,  
 Coimbatore - 641 018,  
 L.No: 928/B1/2021-9/CBE

CU 468247  
 ASPA

**FIREBIRD MEMORANDUM OF UNDERSTANDING**

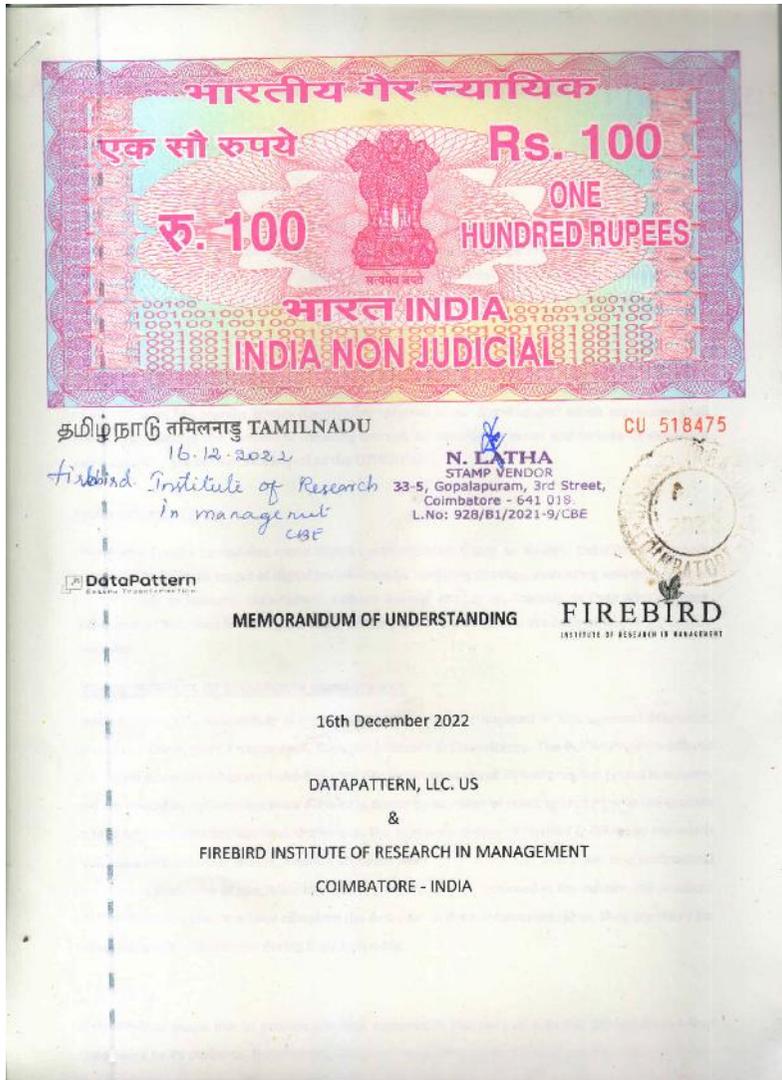
NOVEMBER 2022

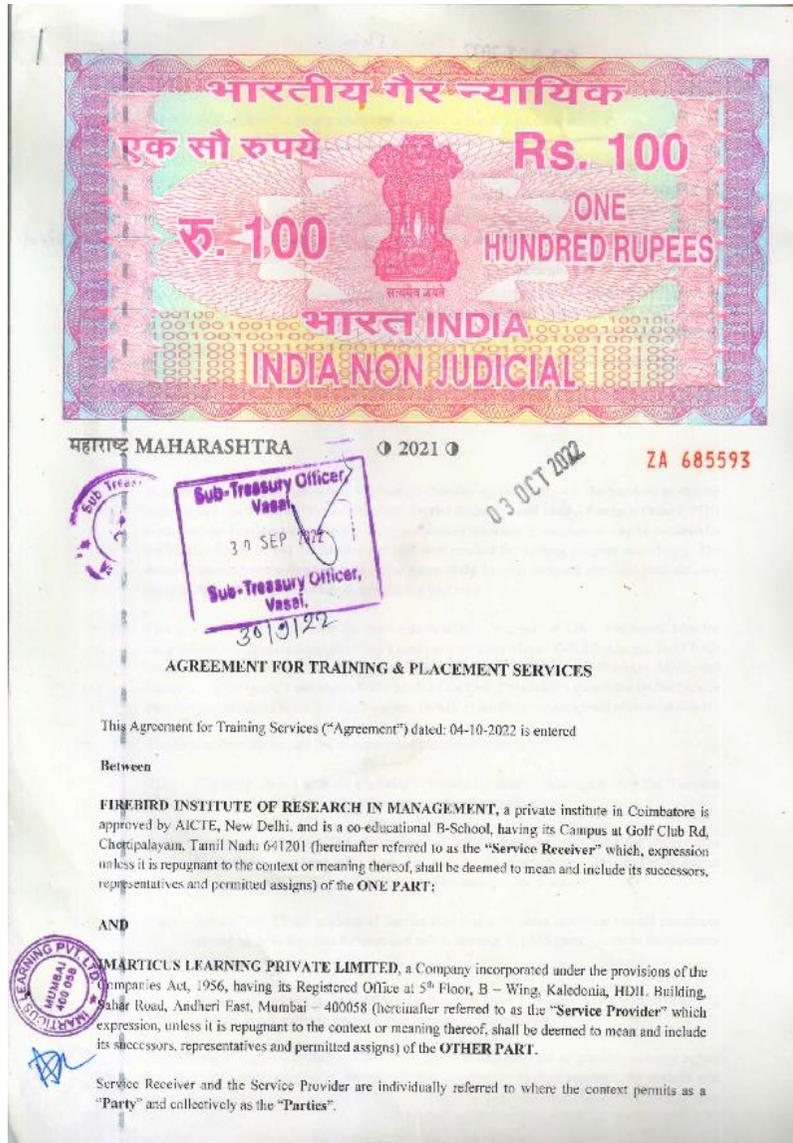
**FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT**  
**COIMBATORE, INDIA**

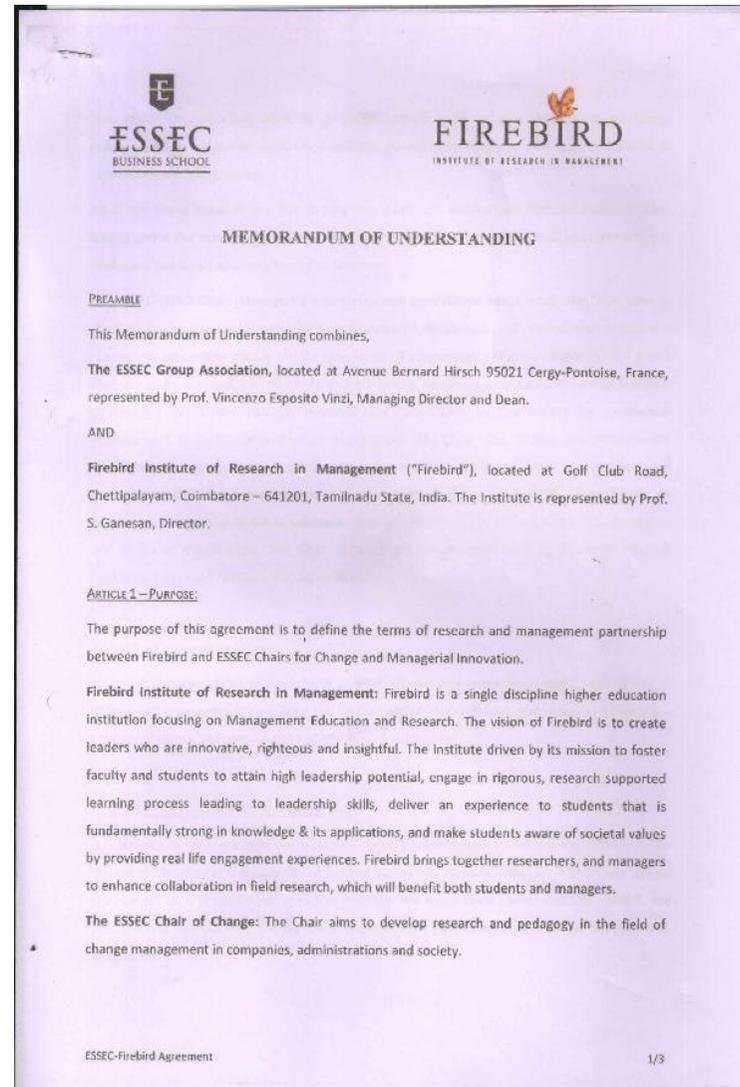
AND

**ASPAMANAGEMENT CONSULTANCY**  
**DUBAI, UNITED ARAB EMIRATES**









## AICTE Approval 's:



F.No. Southern/2017/1-3342963001

Date: 30-Apr-2017

To,  
The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Letter of Approval for New Institute 2017-18**

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and other notifications, as applicable and published from time to time, I am directed to convey the approval to

Permanent Id	1-3342963001	Application Id	1-3342963001
Name of the Institute	FIREBIRD INSTITUTE OF RESEARCH MANAGEMENT	Institute Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201
Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institute Type	Unaided - Private	Region	Southern

to conduct following courses with the intake indicated below for the academic year 2017-2018

S. No.	Programme	Shift	Level	Course	Full/Part Time	Affiliating Body	Intake approved for 2017-18	PIO/F N/Gulf Quota	NRI
1	MANAGEMENT	1st Shift	POST GRADUATE DIPLOMA	POST GRADUATE DIPLOMA IN MANAGEMENT	FULL TIME	NA	120	NA	NA

**Note:** The approval is valid for two years from the date of issue of this letter only for getting affiliation with respective University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET) (as applicable) and fulfilling State Govt. requirements for admission. If institution is unable to start in the academic session 2017-18 due to reason mentioned above, the institution will have to apply On-line on AICTE web portal in next academic session for continuation of approval.

The Society/Trust/Institution shall obtain necessary affiliation / permission from the concerned affiliating University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET)(as applicable) as per the prescribed schedule of the University/ Board of Technical Education (BTE)/ Board of Technical Education & Training (BTET)(as applicable) Admission authority etc. The Applicant Society/Trust/Institution shall send information about commencement of the above courses to AICTE. In case the Institution is not in a position to commence the above mentioned courses for whatever reason during the two years period from the date of issue of this letter, the approval becomes invalid and the applicant Society/Trust/Institution shall make fresh application to AICTE for grant of approval

Application Number: 1-3342963001

Note: This is a Computer generated Report. No signature is required.

Page 1 of 4  
Letter Printed On: 1 May 2017

Printed By : aict10246

**All India Council for Technical Education**  
(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



**APPROVAL PROCESS 2018-19**  
**Extension of Approval (EoA)**

F.No. Gouthem/1-3513063813/2018/EoA

Date: 04-Apr-2019

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 5th Floor Secretariat,  
Chennai-600009

Sub: Extension of Approval for the Academic Year 2018-19

Ref: Application of the Institution for Extension of approval for the Academic Year 2018-19

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 30/11/2016 and amended on December 5, 2017 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent id	1-3513063813	Application id	1-3513063813
Name of the Institute	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institute Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHADYAKARALU ROAD, RO PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institute Type	Unaided - Private	Region	Southern

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site	No	Change of Site Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA

To conduct following Courses with the Intake Indicated below for the Academic Year 2018-19

Program	Shift	Level	Course	F/PT*	Affiliating Body (Un/VS only)	Intake Approved for 2018-19	NIR Approval Status	PIO / FNU / Gulf quota/ O-Cell Approval Status	Foreign Collaboration / Training Program Approval Status
MANAGEMENT	1st	POST GRADUATE DIPLOMA	POST GRADUATE DIPLOMA IN MANAGEMENT	FT	NA	120	NA	NA	NA

\*FT - Full Time, PT-Part Time

Application No 1-3513063813  
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Page 1 of 2  
Letter Printed On: 25 April 2019

**All India Council for Technical Education**  
(A Statutory body under Ministry of HRD, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org



**APPROVAL PROCESS 2019-20**  
**Extension of Approval (EoA)**

F.No. Gouthem/1-4261053739/2019/EoA

Date: 10-Apr-2019

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 5th Floor Secretariat,  
Chennai-600009

Sub: Extension of Approval for the Academic Year 2018-20

Ref: Application of the Institution for Extension of approval for the Academic Year 2019-20

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2016 notified by the Council vide notification number F.No.AB/AICTE/REG/2016 dated 31/12/2016 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent id	1-3513063813	Application id	1-4261053739
Name of the Institute	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institute Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHADYAKARALU ROAD, RO PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institute Type	Unaided - Private	Region	Southern

Opted for Change from Women to Co-Ed and vice versa	No	Change from Women to Co-Ed and vice versa Approved or Not	NA
Opted for Change of Name	No	Change of Name Approved or Not	NA
Opted for Change of Site/Location	No	Change of Site/Location Approved or Not	NA
Opted for Conversion from Degree to Diploma or vice versa	No	Conversion for Degree to Diploma or vice versa Approved or Not	NA
Opted for Organization Name Change	No	Change of Organization Name Approved or Not	NA
Opted for Merger of Institution	No	Merger of Institution Approved or Not	NA
Opted for Introduction of New Program/Level	No	Introduction of Program/Level Approved or Not	NA

To conduct following Courses with the Intake Indicated below for the Academic Year 2019-20

Program	Shift	Level	Course	F/PT*	Affiliating Body (Un/VS only)	Intake Approved for 2019-20	NIR Approval Status	PIO / FNU / Gulf quota/ O-Cell Approval Status
MANAGEMENT	1st	POST GRADUATE DIPLOMA	POST GRADUATE DIPLOMA IN MANAGEMENT	FT	NA	120	NA	NA

Application No 1-4261053739  
Note: This is a Computer generated Report. No signature is required.  
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Page 1 of 2  
Letter Printed On: 4 May 2019

**All India Council for Technical Education**  
(A Statutory body under Ministry of HRD, Govt. of India)  
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



**APPROVAL PROCESS 2020-21**  
**Extension of Approval (EoA)**

F.No. Southern/I-7088943348/2020/EOA

Date: 09-Jun-2020

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of Approval for the Academic Year 2020-21**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2020-21

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations 2020 notified by the Council vide notification number F.No. AB/AICTE/REG/2020 dated 4<sup>th</sup> February 2020 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval as

Permanent Id	1-3342869001	Application Id	1-7088943348
Name of the Institution /University	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641001	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBAT ORE, Tamil Nadu, 641002
Institution Type	Private-Self Financing	Region	Southern

To conduct following Courses with the Intake indicated below for the Academic Year 2020-21

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2018-20	Intake Approved for 2020-21	NRI Approval Status	PIO / FN / Gult quota/ OCU Approval Status
MANAGEMENT	POST GRADUATE DIPLOMA	PGDM	NA	120	120	NA	NA

It is mandatory to comply with all the essential requirements as given in APH 2020-21 (Appendix C)

Application No:1-7088943348  
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ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Page 1 of 2

Letter Printed On: 9 July 2020

**All India Council for Technical Education**  
(A Statutory body under Ministry of Education, Govt. of India)  
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



**APPROVAL PROCESS 2021-22**  
**Extension of Approval (EoA)**

F.No. Southern/I-9320572728/2021/EOA

Date: 01-Jul-2021

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of Approval for the Academic Year 2021-22**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2021-22

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) (1<sup>st</sup> Amendment) Regulations, 2021 notified on 24<sup>th</sup> February, 2021 and other notifications as applicable and published from time to time, I am directed to convey the approval as

Permanent Id	1-3342869001	Application Id	1-9320572728
Name of the Institution /University	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution /University Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641001	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBAT ORE, Tamil Nadu, 641002
Institution /University Type	Private-Self Financing	Region	Southern

To conduct following Programs / Courses with the Intake indicated below for the Academic Year 2021-22

Program	Level	Course	Affiliating Body (University /Body)	Intake Approved for 2020-21	Intake Approved for 2021-22	NRI Approval Status	FN / Gult quota/ OCU Approval Status
MANAGEMENT	POST GRADUATE DIPLOMA	PGDM	NA	120	120	NA	NA

It is mandatory to comply with all the essential requirements as given in APH 2021-22 (Appendix C)

Application No:1-9320572728  
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ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

Page 1 of 2

Letter Printed On: 10 July 2021

**All India Council for Technical Education**  
(A Statutory body under Ministry of Education, Govt. of India)  
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



**APPROVAL PROCESS 2022-23**

**Extension of Approval (EoA)**

F.No. Southern/1-10970403664/2022/EoA

Date: 03-Jun-2022

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of Approval for the Academic Year 2022-23**

Ref: Application of the Institution for Extension of Approval for the Academic Year 2022-23

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, 2022 Notified on 4th February, 2022 and amended on 24th February 2022 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-3342963001	Application Id	1-10970403664
Name of the Institution	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institution Type	Private-Self Financing	Region	Southern
Year of Establishment	2017		

To conduct following Courses with the Intake indicated below for the Academic Year 2022-23

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2021-22	Intake Approved for 2022-23	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	120	120	NA	NA




It is mandatory to comply with all the essential requirements as given in APH 2022-23 (Appendix 6)

**All India Council for Technical Education**  
(A Statutory body under Ministry of Education, Govt. of India)  
Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



**APPROVAL PROCESS 2023-24**

**Extension of Approval (EoA)**

F.No. Southern/1-36470109466/2023/EoA

Date: 02-Jun-2023

To,

The Principal Secretary  
(Higher Education) Govt. of Tamil Nadu,  
N. K. M. Bld. 6th Floor Secretariat,  
Chennai-600009

**Sub: Extension of Approval for the Academic Year 2023-24**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2023-24

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) Regulations, 2020 notified on 4th February 2020 and amended on 24th February 2021 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to:

Permanent Id	1-3342963001	Application Id	1-36470109466
Name of the Institution	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institution Type	Private-Self Financing	Region	Southern
Year of Establishment	2017		

To conduct following Courses with the Intake indicated below for the Academic Year 2023-24

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2022-23	Intake Approved for 2023-24	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	120	180	NA	NA






**APPROVAL PROCESS 2024-25**

**Extension of Approval (EoA)**

F.No. Southern/1-43663762059/2024/EOA

Date of Approval: 23-Mar-2024

To,

The Principal Secretary  
 (Higher Education) Govt. of Tamil Nadu,  
 N. K. M. Bld. 6th Floor Secretariat,  
 Chennai-600009

**Sub: Extension of Approval for the Academic Year 2024-25**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2024-25

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education), Powers delegated in AICTE ACT 1987, (No 52 of 1987) chapter II - u/s 2(g) to regulate Technical and subsequent Regulations of AICTE, I am directed to convey the approval to:

Permanent Id	1-3342963001	Application Id	1-43663762059
Name of the Institution	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institution Type	Private-Self Financing	Region	Southern
Year of Establishment	2017		

To conduct following Programs/Courses with the Intake indicated below for the Academic Year 2024-25

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2023-24	Intake Approved for 2024-25	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	180	180	No	No



**APPROVAL PROCESS 2025-26**

**Extension of Approval (EoA)**

F.No. Southern/1-44638804258/2025/EOA

Date of Approval: 03-Jan-2025

To,

The Principal Secretary  
 (Higher Education) Govt. of Tamil Nadu,  
 N. K. M. Bld. 6th Floor Secretariat,  
 Chennai-600009

**Sub: Extension of Approval for the Academic Year 2025-26**

Ref: Online application of the Institution submitted for Extension of Approval for the Academic Year 2025-26

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education), Powers delegated in AICTE ACT 1987, (No 52 of 1987) chapter II - u/s 2(g) to regulate Technical and subsequent Regulations of AICTE, I am directed to convey the approval to:

Permanent Id	1-3342963001	Application Id	1-44638804259
Name of the Institution	FIREBIRD INSTITUTE OF RESEARCH IN MANAGEMENT	Name of the Society/Trust	DR. SVK EDUCATIONAL CHARITIES
Institution Address	GOLF CLUB ROAD CHETTIPALAYAM COIMBATORE, CHETTIPALAYAM, COIMBATORE, Tamil Nadu, 641201	Society/Trust Address	133, EAST BHASYAKARALU ROAD, RS PURAM, COIMBATORE, COIMBATORE, Tamil Nadu, 641002
Institution Type	Private-Self Financing	Region	Southern
Year of Establishment	2017		

To conduct following Programs/Courses with the Intake indicated below for the Academic Year 2025-26

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2024-25	Intake Approved for 2025-26	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
POST GRADUATE DIPLOMA	MANAGEMENT	PGDM	NOT APPLICABLE	180	180	No	No




Application No:1-44638804259  
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**ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**

Page 1 of 3

Letter Printed On:21 May 2025

## Board of Governors

S.No	Name	Category	Designation
1	Dr. S.K. Sundararaman	Chairman	Managing Director, Shiva Teyarn Ltd & Managing Trustee, Firebird Institute of Research in Management
2	Mrs. Sujana Abirami Sundararaman	Industrialist	Director, Shiva Teyarn Ltd & Trustee, Firebird Institute of Research in Management
3	Dr. P. Srinivas Rao	Member Secretary	Director, Firebird Institute of Research in Management
4	Dr. R. Nandagopal	Educationist	Past President, AIMS
5	Dr. Krishna Mohan	Educationist	Former Registrar, Andhra University
6	Dr. Srinivasan Iyengar	Educationist	Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai
7	Dr. T.J. Kamalanabhan	Educationist	Professor, IIT – Madras
8	Mr. P. Baskar	Industrialist	Vice President, Shiva Teyarn Ltd
9	Mr. K. Venurajagopal	Industrialist	GM – HR & Admin, Shiva Teyarn Ltd
10	Mr. L. Krishna Kumar	Industrialist	Chief Financial Officer, Shiva Teyarn Ltd
11	Mr. P. Ravin Kumar	Industrialist	Deputy General Manager, Shiva Teyarn Ltd
12	Dr. N. Nirmala Devi	Faculty	Professor, Firebird Institute of Research in Management
13	Dr. S. Johnsi	Faculty	Associate Professor, Firebird Institute of Research in Management

## Accreditation Status – SAR submitted