INSTITUTIONAL ASSESSMENT AND ACCREDITATION
(Effective from July 2017)

Accreditation - (Cycle - 3)

PEER TEAM REPORT ON

INSTITUTIONAL ACCREDITATION OF
A.J. INSTITUTE OF MANAGEMENT
C-16890

MANGALORE
Karnataka
575006

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission
P.O. Box No. 1075, Nagarbhavi, Bengaluru - 560 072, INDIA

Section I:GENERAL INFORMATION	
1.Name & Address of the institution:	A.J. INSTITUTE OF MANAGEMENT MANGALORE Karnataka 575006
2.Year of Establishment	1999
3.Current Academic Activities at the Institution(Numbers):	
Faculties/Schools:	1
Departments/Centres:	1
Programmes/Course offered:	2
Permanent Faculty Members:	16
Permanent Support Staff:	12
Students:	360
4.Three major features in the institutional Context (Asperceived by the Peer Team):	1. Locational advantage. 2. University-affiliated management institute. 3. Good Infrastructural facilities
5.Dates of visit of the Peer Team (A detailed visit schedule may be included as Annexure):	From : 16-08-2024 To : 17-08-2024
6.Composition of Peer Team which undertook the on site visit:	

	Name	Designation & Organisation Name
Chairperson	DR. BIJENDER KUMAR PUNIA	Vice Chancellor,M.D. UNIVERSITY
Member Co-ordinator:	DR. AMIT SINGH	Dean,Babasaheb Bhimrao Ambedkar University (A Central University) Lucknow
Member:	DR. ANURADHA JAIN	Principal,Vivekananda Institute of Professional Studies
NAAC Co - ordinator:	Dr. Priya N	

Section II:CRITERION WISE ANALYSIS	
Observations (Strengths and/or Weaknesses) on each qualitative metrices of the key Indicator under the respective criterion(This will be a qualitative analysis of descriptive nature aimed at critical analysis presenting strength and weakness of HEI under each criteria)	

Criterion1 - Curricular Aspects (Key Indicator and Qualitative Metrices(QlM) in Criterion1)	
1.1	Curricular Planning and Implementation
1.1.1 QlM	**The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment**
1.2	Academic Flexibility
1.3	Curriculum Enrichment
1.3.1 QlM	*Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum*
1.4	Feedback System

Qualitative analysis of Criterion 1
A J Institute of Management, affiliated to Mangalore University, has been delivering quality Management Education for the past 25 years. There is a balanced approach in pedagogy including both curriculum and beyond-curriculum activities, as reflected in the Teaching-Learning Practices (TLP) framework. Curriculum delivery is done with proper planning complemented by the utilization of ICT resources within a well-coordinated academic schedule aligned with the University's calendar. Teaching methods comprised various dimensions such as lectures, case analysis, group discussions, seminars, workshops, computer lab exercises, internships, and project work. Effective curriculum planning and delivery are ensured by using tools such as Student Progress Tracker, Course File, Assessment Rubrics, Project Work Diary etc., as reflected in TLP. Students undergo a range of internal assessments as part of CIE, including tests, assignments, presentations, book reviews, viva voce sessions, and attendance aligned with the calendar of events. Effective curriculum planning, implementation, and delivery are reflected in an average pass percentage of 96.82% along with 5 ranks and 4 gold medals at the University level.
The Institute has offered 41 add-on courses beyond the curriculum with due collaboration with the neighboring business houses/entrepreneurs across diverse fields of expertise benefiting the students during the assessment period.
The Institute focusses on cross-cutting issues such as Professional Ethics, Gender Sensitivity, Human Values, Environmental Awareness, and Sustainability in both its curriculum and beyond curricular practices. This integration is evident through 33 modules in 34 courses and 50 events including conferences, workshops, seminars, expert lectures, commemorative events, and community development initiatives. The feedback system in the institution is in place.

Criterion2 - Teaching-learning and Evaluation (Key Indicator and Qualitative Metrices(QlM) in Criterion2)	
2.1	Student Enrollment and Profile
2.2	Student Teacher Ratio
2.3	Teaching- Learning Process
2.3.1 QlM	**Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences and teachers use ICT-enabled tools including online resources for effective teaching and learning process**
2.4	Teacher Profile and Quality
2.5	Evaluation Process and Reforms
2.5.1 QlM	**Mechanism of internal/ external assessment is transparent and the grievance redressal system is time- bound and efficient**
2.6	Student Performance and Learning Outcomes
2.6.1 QlM	*Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website*
2.6.2 QlM	*Attainment of POs and COs are evaluated.* Explain with evidence in a maximum of 500 words
2.7	Student Satisfaction Survey

Qualitative analysis of Criterion 2
Institute has an enrollment rate of 98.69% over the last five years. The academic performance of students is good with 96.82% pass percentage over the last five years. This achievement has resulted in the attainment of five ranks, including two first ranks accompanied by four gold medals bestowed by the University. The student-teacher ratio is approx. 19:1. There are sixteen faculty members in totality out of which eight faculty members hold Ph.D. degrees, the remaining six are NET-Qualified and four pursuing Ph.D. The teaching pedagogies include experiential and participative learning, as well as problem-solving methodologies, encompassing activities such as group discussions, case analysis, computer lab exercises, internships, project work, seminars/expert lectures, workshops, management fest, conferences, field surveys, outreach programs, club activities, inspirational movie presentation, and short movie preparations. The institute aligns with University regulations for internal and external assessments. Internal assessment, carrying a weightage of thirty marks, includes 360-degree evaluations comprising two tests, presentation/book review, assignment, viva-voce, and attendance, ensuring transparency supported by an efficient redressal system. While, external assessment, accounting for 70 marks is administered by the University through semester-end examinations. The institute clearly defines and showcases Programme Outcomes and Course Outcomes with direct and indirect assessment methods ensuring meaningful learning outcomes in tune with Bloom's taxonomy to support holistic learning. The attainment of PO is calculated and visible.

Criterion3 - Research, Innovations and Extension (Key Indicator and Qualitative Metrices(QlM) in Criterion3)	
3.1	Resource Mobilization for Research
3.2	Innovation Ecosystem
3.2.1 QlM	**Institution has created an ecosystem for innovations, Indian Knowledge System (IKS),including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident**
3.3	Research Publications and Awards
3.4	Extension Activities
3.4.1 QlM	**Outcomes of Extension activities in the neighborhood community in terms of impact and sensitizing the students to social issues for their holistic development during the last five years.**
3.4.2 QlM	**Awards and recognitions received for extension activities from government / government recognised bodies**
3.5	Collaboration

Qualitative analysis of Criterion 3
The institute has registered Innovation Institution Council (IIC) and Entrepreneurship Development Cell. A total of 46 academic events, including seminars and demonstrations, are conducted under these initiatives. The Institute has been granted recognition as a Research Centre by Mangalore University to supervises Ph.D. programme in Management. The Institute publishes a peer-reviewed Bi-annual Journal-*Anveshana*, with proper registration and with ISNN number. The Institute conducted household social surveys and extension activities in 5 adopted villages and the Government of India has released Rs. 50,000 as a grant for this purpose. Faculty have also authored papers in peer-reviewed Journals. However, the number does not align with the number of faculty members, their tenure in the institute, and also the 25-year standing of the institute. It means that the faculty members need to focus more on research outcomes to remain competitive in the light of NEP-2020. The institute has also organized 30 events comprising yoga, mental health, ethics, and life skills in support of the Indian Knowledge System during the assessment period. Further, the Institute also organized workshops, seminars, national conferences, and international E-Symposium on the themes of Research, IPR and Entrepreneurship. The institute also organized 36 extension and outreach activities including collaborative programmes with Young India, JCI, Productivity Council etc. and facilitated student-community interactions, fostering community-based partnerships, a sense of social consciousness and sensitivity as well tolerance towards social causes and social values. Further, the Institute has earned 14 recognitions from Government and government-recognized bodies for its community development endeavors, 23 Memorandums of Understanding are in place with various organizations, facilitating opportunities such as student internships, on-the-job training, projects, extension, and cultural collaborations.

Criterion4 - Infrastructure and Learning Resources (Key Indicator and Qualitative Metrices(QlM) in Criterion4)	
4.1	Physical Facilities
4.1.1 QlM	**The Institution has adequate infrastructure and other facilities for,** • **teaching – learning, viz., classrooms, laboratories, computing equipment etc** • **ICT – enabled facilities such as smart class, LMS etc.** **Facilities for Cultural and sports activities, yoga centre, games (indoor and outdoor), Gymnasium, auditorium etc (Describe the adequacy of facilities in maximum of 500 words.)**
4.2	Library as a Learning Resource
4.2.1 QlM	*Library is automated with digital facilities using Integrated Library Management System (ILMS), adequate subscriptions to e-resources and journals are made. The library is optimally used by the faculty and students*
4.3	IT Infrastructure
4.3.1 QlM	**Institution frequently updates its IT facilities and provides sufficient bandwidth for internet connection** *Describe IT facilities including Wi-Fi with date and nature of updation, available internet bandwidth within a maximum of 500 words*
4.4	Maintenance of Campus Infrastructure

Qualitative analysis of Criterion 4
The institute has state-of-the-art infrastructural facilities with adequate infrastructure with eight modern classrooms and one multi-purpose room, all equipped with essential amenities including CCTV cameras, projectors, AV systems, computers, and air-conditioning. There is one air-conditioned auditorium with audio-visual facilities with a seating capacity of 380 students. The institute possesses a few classical instruments for cultural activities and indoor gaming facilities. For sustainability Institute has vermicomposting, and rainwater harvesting facilities, STP with capacity of 2000 literes and also an e-waste mechanism with an MOU with an external agency. Other amenities comprise independent faculty cubicles, first aid-equipped restrooms, sanitary napkin vending machines, a 100-seater canteen, stationery services, lift access, 125 KV generator, in-campus girl's hostel. There are 39 CCTV cameras installed in the campus. The institute has a library with 16,065 books, 4,555 e-books, and access to E-journals such as DELNET, NDL and EBSCO, though it is not air-conditioned and partially automated. It is equipped with 10 desktops, 100 Mbps leased line internet, Wi-Fi and EasyLib software. It maintains a healthy student-computer ratio of 4:1. Further, Language and Business Lab connected via LAN with 14 systems. Institute has 110 operating systems software and 182 application software.

Criterion5 - Student Support and Progression (Key Indicator and Qualitative Metrices(QlM) in Criterion5)	
5.1	Student Support
5.2	Student Progression
5.3	Student Participation and Activities
5.4	Alumni Engagement
5.4.1 QlM	**There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services**

Qualitative analysis of Criterion 5

As verified from the books of accounts, during the assessment period, the total scholarship amount sanctioned by the Government and Institute is Rs. 4,52,51,389 accounting for 72.44% of the students, out of which the scholarship amount sanctioned by the Institute is Rs. 3,01,15,000 to 635 students.

The institute organized 86 activities focusing on capacity development, encompassing soft skills, language proficiency, communication skills, life skills, entrepreneurship, and tech-trend awareness. All the statutory committees such as Anti-ragging Committee, Internal Complaint Committee, Anti-women Harassment Cell, and Grievance Redressal Committee addressing issues like sexual harassment and ragging are in place. Grievances can also be lodged through the online link available on the Institute's website.

The institute facilitated placements for 332 students through on-campus and off-campus interviews in the last five years. During the assessment period, the Institute has earned 162 events accolades by 315 students, spanning individual, team, overall winner, and runner-up championships in University/state/national level fests and competitions. The participation and vigor of the students including the Cultural Programme held in the presence of NAAC Peer Team has been outstanding.

The Institute has a registered Alumni Association bearing register number DRDK/SOR/115/2023-2024. It prioritizes alumni engagement, utilizing its Alumni Association to foster networking and during the assessment period total alumni contributions are Rs.2,20,303/-. Executive members of the Association actively participate in the Internal Quality Assurance Cell (IQAC). Alumni contribute their expertise in skill development, placements, and internship opportunities, act as judges for Institute events, participate in outreach programs, and provide curriculum feedback to enrich the educational experience for students. Five MOUs with alumni facilitated Add-on Certificate programmes and internships.

Criterion6 - Governance, Leadership and Management (Key Indicator and Qualitative Metrices(QlM) in Criterion6)	
6.1	Institutional Vision and Leadership
6.1.1 QlM	*The institutional governance and leadership are in accordance with the vision and mission of the Institution and it is visible in various institutional practices such as NEP implementation, sustained institutional growth, decentralization, participation in the institutional governance and in their short term and long term Institutional Perspective Plan.*
6.2	Strategy Development and Deployment
6.2.1 QlM	*The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc*
6.3	Faculty Empowerment Strategies
6.3.1 QlM	**The institution has performance appraisal system, effective welfare measures for teaching and non-teaching staff and avenues for career development/progression**
6.4	Financial Management and Resource Mobilization
6.4.1 QlM	**Institution has strategies for mobilization and optimal utilization of resources and funds from various sources (government/ nongovernment organizations) and it conducts financial audits regularly (internal and external)**
6.5	Internal Quality Assurance System
6.5.1 QlM	**Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activities**

Qualitative analysis of Criterion 6

The Governing Council, Academic Advisory Board and IQAC, along with key functionaries such as Director, Principal, Dean Academics, Student Council Advisor, Research Coordinator, IIIC In-charge and staff members collectively ensure the Institute adheres to its Vision and Mission, delivering quality Management Education.

The Institute values 360-degree continuous faculty performance appraisal. The institute provides financial support for conferences, research assistance, flexible leave, and career development programs fostering the career growth of faculty. Faculty have attended 66 conferences/workshops and 27 staff have attended FDP and MDP during assessment period.

The main source of revenue generation is through the collection of tuition fees. Further, the Institute mobilized Rs. 7,79,752 comprising sponsorship for conferences and fests, the amount received for infrastructure use and conduct of programmes under Government of India, Unnat Bharat Abhiyan by GOI, and SPICES by AICTE.

The Internal Quality Assurance Cell (IQAC) has contributed to Institutional development by fostering various initiatives, however it needs to be strengthened more.

Criterion7 - Institutional Values and Best Practices (Key Indicator and Qualitative Metrices(QlM) in Criterion7)	
7.1	Institutional Values and Social Responsibilities
7.1.1 QlM	**Institution has initiated the Gender Audit and measures for the promotion of gender equity during the last five years.** *Describe the gender equity & sensitization in curricular and co-curricular activities, facilities for women on campus etc., within 500 words*
7.1.4 QlM	**Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance and harmony towards cultural, regional, linguistic, communal socioeconomic and Sensitization of students and employees to the constitutional obligations: values, rights, duties and responsibilities of citizens (Within 500 words)**
7.2	Best Practices
7.2.1 QlM	**Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual**
7.3	Institutional Distinctiveness
7.3.1 QlM	**Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words**

Qualitative analysis of Criterion 7
The institute places priority on gender equity in both student admissions and staff appointments. Over the last five years, the Institute has had an average female intake percentage of 57.95% and a female-employee ratio of 53.96%. Nine courses delivered content ensuring gender equity/sensitivity and the Institute ensured equal representation of female students in leadership roles. Reinforcing initiatives such as National Conference on Raja Ram Mohan Roy in fostering gender equality, honouring accomplished women and discussions on gender equity, promoting women's rights and gender equality are organized. The institute has a sustainable green campus with a Vermi Compost Unit. Ten programmes including Cleanliness Drive -Ek Tareekh, Ek Ghanta, Ek Saath Swachchta Pakhwada - Swachchata Hi Seva 2023 Campaign, Plastic Free Abhiyan, Beach Cleaning, Swachh Campus Abhiyan etc., both on and off-campus were conducted to promote environmental awareness and conservation. Further, a disabled-friendly environment is ensured. The first best practice, "Nari Sashaktikaran" produced concrete outcomes that enhanced the presence of women in admissions and faculty roles. The second best practice, "Expanding Reach: Connecting Beyond", outreach initiatives including UBA, encouraged student engagement with the community, nurturing collaborative partnerships and fostering social awareness. The institute's distinctiveness "Pioneering Excellence: Our Signature in Management Fests" has resulted in notable achievements, demonstrated by our student participation in inter-collegiate, state, and national events.

Section III:OVERALL ANALYSISbased on Institutional strengths.Weaknesses,Opportunities & Challenges(**SWOC**)(up to 500 words)
Overall Analysis
Strength:

- Visionary and proactive management
- Excellent students' academic performance during the assessment period with 5 University Ranks and 4 Gold Medals.
- A blend of curriculum and beyond curriculum, ensuring diverse learning experiences for holistic development.
- Good Infrastructure with well-maintained modern facilities and technology on the campus.
- Consistently full student enrollment over five years.
- Locational advantage and strategic proximity to National Highway.

Weaknesses:

- Less flexibility in curriculum design
- Confined largely to internal sources of funds.
- No revenue generation through consultancy.
- Lack of financial support from research funding agencies
- Inadequate research publications

Opportunities:

- Grant of Autonomous status
- Research center and motivation for research culture.
- Institution – Industry Interface.
- Collaborations with National and international Universities.
- More industrial exposure to the students through industrial visits to other states of the country.
- MOOCS and Swayam courses.

Challenges:

- Coping with current technological advancements
- Industry-oriented curriculum
- Developing a strong entrepreneurship mindset among students.
- Integration of students hailing from various socio-economic and cultural backgrounds.
- Getting good faculty and students from other states.

Section IV:Recommendations for Quality Enhancement of the Institution
(Please limit to **ten major ones** and use telegraphic language) (It is not necessary to indicate all the ten bullets)

- More focus should be given to research publications in UGC CARE/ Scopus/Web of Science/ ABDC Journals by the faculty members through an institutional Incentive-driven scheme.

- Academia-Industry Connect to be strengthened to ensure live projects from industry for students.

- More industry visits to be organized including outside the state as well.

- Health insurance should be provided to the faculty and staff.

- An incubation Centre should be established on the campus.

- Placement cell to be strengthened to make student employment ready

- The library needs to be airconditioned with full automation.

- Add-on Courses on foreign languages also need to be introduced to increase the skill and employability of the students.

- Faculty procurement from diverse backgrounds and regions also needs to be encouraged.

- Focused sports promotion should be encouraged through already having shared sports facilities.

- Programmes on IKS should be organized at regular intervals to facilitate value systems and Happiness amongst the students in the light of the NEP-2020 mandate.

I have gone through the observations of the Peer Team as mentioned in this report

Signature of the Head of the Institution

Seal of the Institution

Sl.No	Name		Signature with date
1	DR. BIJENDER KUMAR PUNIA	Chairperson	
2	DR. AMIT SINGH	Member Co-ordinator	
3	DR. ANURADHA JAIN	Member	
4	Dr. Priya N	NAAC Co - ordinator	

Place

Date

Sl.No	Name		Signature with date
1	DR. BIJENDER KUMAR PUNIA	Chairperson	
2	DR. AMIT SINGH	Member Co-ordinator	

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