

**VIVEKANANDA DEGREE COLLEGE**  
**“MANDATORY DISCLOSURE”**  
**(2009 – 2010, UPDATED AS ON MAY 2009)**

**PGDBM/PGDM/MBA PROGRAMMES**

The following information is to be given in the Information Brochure besides being hosted on the Institution's official Website.

**I. NAME OF THE INSTITUTION**

\* Address including telephone, Fax, e-mail.

**: VIVEKANANDA DEGREE COLLEGE**

**Dr. Rajkumar Road, Rajajinagar II Stage  
Bangalore – 560 055.**

**Ph: 080 – 23577334**

**FAX: 080 – 23371889**

**E-mail: vdc\_principal@rediffmail.com**

**II. NAME & ADDRESS OF THE DIRECTOR: DR. T. R. SHANMUGAM**

**Director – MBA**

**Vivekananda Degree College**

**Dr. Rajkumar Road, Rajajinagar II Stage  
Bangalore – 560 055**

**III. GOVERNANCE**

i) Members of the Board and their brief background.

**As per Enclosure - 1**

ii) Members of Academic Advisory Body.

**As per Enclosure - 2**

iii) Frequency of the Board Meetings and Academic Advisory Body.

**Board once in a month, Academic Advisory Board meets once in 3 months.**

iv) Organisational chart and processes

**As per Enclosure - 3**

v) Nature and Extent of involvement of faculty and students in academic affairs/improvements.

**Faculties are involved in mentoring the students in addition to lecturing.**

**Students take active part in case study presentation & group discussions.**

**IV. PROGRAMMES**

i) Name of the Programmes (Full Time) approved by the AICTE.

**MBA (Full time) 2 years affiliated to Bangalore University**

ii) Name of the Programmes (Part Time) approved by the AICTE.

**- NIL -**

iii) Name and duration of programme(s), if any, not approved by AICTE and being run in the Same campus.

**- NIL -**

iv) For each Programme the following details are to be given:

v) Name: **MBA (Full time) 2 years affiliated to Bangalore University**

vi) Number of seats: **120**.

vii) Duration : **2 Years**

viii) Cut off mark for admission during the last 2 years. **50% at Degree Level**.

ix) Fee : **Rs. 50,000 p.a.**

x) Placement Facilities : Placement Assistance is provided to deserving students.

xi) Campus placement in last two years with minimum salary, maximum salary and average Salary.

Min Salary: Rs. 7,000 p.m. Avg. Salary: Rs. 10,000.p.m, and Maximum Salary: Rs 17,000 p.m.

xii) Name and duration of programme(s) having affiliation/collaboration with Foreign University(s)/Institution(s) and being run in the same Campus along with status of AICTE approval.

**- NIL -**

xiii) Details of the Foreign Institution/University:

xiv) Name of the University/Institution

xv) Address

xvi) Website

xvii) Is the Institution/University Accredited in its Home Country

xviii) Ranking of the Institution/University in the Home Country

xix) 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 jobs both within and outside the country.**

xx) Nature of Collaboration

xxi) Conditions of Collaboration

xxii) Complete details of payment a student has to make to get the full benefits of collaboration.

**AICTE** : For each Collaborative/affiliated Programme give the following:

i) Programme Focus

ii) Number of seats

iii) Admission Procedure

**- Not Applicable -**

iv) Fee

v) Placement Facility

vi) Placement Records for last two years with minimum salary, maximum salary and average salary

vii) Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic/Foreign Institution has applied to AICTE for approval as required under

notification no. 37-3/Legal/2005 dated 16th May, 2005.

## V. FACULTY

- i) Number of faculty members: **For an intake of 120 students in 1<sup>st</sup> year and 120 student in 2<sup>nd</sup> year.**
- Permanent faculty **16**
  - Visiting faculty **4**
  - Adjunct faculty **NIL**
  - Guest faculty **Guest lectures are arranged once in 15 days.**
- ii) Profile of each faculty with qualifications, total experience, age and duration of employment at the institute concerned.  
**As per enclosure - 4**
- iii) Number of faculty employed and left during the last two years  
**Employed – 3**  
**Left - 0**
- iv) Profile of Director/Principal with qualifications, total experience, age and duration of Employment at the institute concerned.  
**As per enclosure - 5**
- v) Whether student assessment of faculty is in force. - **Yes**

## VI. FEE

- i) Details of fee, as approved by State Fee Committee, for the Institution.  
**Tuition fees Rs.50, 000-00**
- ii) Time schedule for payment of fee for the entire programme.  
**Once a year during I & III semester**
- iii) Fee waivers granted with amount and name of students.  
**NIL**
- iv) Number of scholarships offered by the institute with the name of students, duration and amount.  
**Not Applicable**
- v) Criteria for fee waivers/scholarships.  
**Not Applicable**
- vi) Estimated cost of Boarding and Lodging in Hostels.  
**Lodging facility exists in college hostel costing Rs.2.000.00p.m.**

## VII. ADMISSION

- i) Number of seats sanctioned with the year of approval.  
**120 seats effective from 2008 - 09**
- ii) Number of students admitted under various categories each year in the last two years.  
**2007 - 08 : 60**  
**2008 – 09 : 120**

iii) Number of applications received during last two years.

<b>2007 - 08</b>	<b>:</b>	<b>100</b>
<b>2008 - 09</b>	<b>:</b>	<b>150</b>

## VIII. ADMISSION PROCEDURE

i) Mention the admission test being followed, name and address of the Test Agency and its URL (website).

**K-MAT (KPPGCA)  
PGCET (VTU)**

ii) Number of seats allotted to different Test Qualified candidates CAT, MAT, XAT, JMET, ATMA, CET, JEE (State conducted tests/University tests). - **NIL**

i) Calendar:

ii) Last date for request for applications. **As per the guidelines received from**

iii) Last date for submission of application **PGCET/Bangalore University**

iv) Dates for Group Discussion (GD)/Interviews

### **Dates for announcing final results**

i) Release of admission list (main list and waiting list should be announced on the same day)

ii) Date for acceptance by the candidate (time given should in no case be less than 15 days)

iii) Last date for closing of admission.

iv) Starting of the Academic session. - **September 2009**

### **The waiting list should be activated only on the expiry of date of main list**

i) The policy of refund of the fee, in case of withdrawal, should be clearly notified.

## IX. CRITERIA AND WEIGHTAGES FOR ADMISSION

i) Describe each criteria with its respective weightages i.e. Admission Test, GD, Interview etc.

ii) Mention the minimum level of acceptance, if any, for any criteria.

iii) Mention the cut-off levels of percentage & percentile scores (section-wise and/or total as case may be) of the candidates in the admission test who are called for GD/Interview

### **50% in aggregate at Degree level**

iv) Display marks scored in Test, GD, Interview etc. and in aggregate for all candidates who come for GD/Interview etc.

**Item No I - IX must be given in information brochure and must be hosted as fixed content in the website of the Institution. The Website must be dynamically updated with regard to X -XIII.**

**Mandatory Disclosure is uploaded on the college website during May 2009.**

## X. APPLICATION FORM

- i) Downloadable application form, with online submission possibilities.

**Facility will be available**

## XI. LIST OF APPLICANTS

- i) List of candidates whose application have been received along with percentile/percentage score for each of the qualifying examination in separate categories for open seats. List of candidates who have applied along with percentage and percentile score for Management quota seats.

**Admission is under progress for 2009-10. List will be uploaded on the website after the admissions are completed.**

## XII. CRITERIA FOR GD/PERSONAL INTERVIEW

- i) Norms adopted for calling the candidates for Group Discussion/Personal Interview. (It has to be strictly in order of merit.)
- ii) Attributes for evaluation in GD/Interview.

**Management seats are allotted based on the ranking of K-MAT and marks Obtained in the Degree and personal interview, Communication skills, General knowledge & personality.**

## XIII. RESULTS

- i) Composition of evaluation team with the brief profiles of members (This information be made available in the public domain after the admission process is over)  
**Principal, Director & 2 faculty members**
- ii) Score of the individual candidates called for Group Discussion and Interview in each of the components including the test and in total, arranged in order of merit.
- iii) List of candidates who have been offered admission in each category.
- iv) Waiting list of the candidates in order of merit to be operative from the last date of joining of the first list candidates, category wise.
- v) List of the candidates who joined within the date vacancy position in each category before operation of waiting list.

**Note: Suppression and/or misrepresentation of information would attract appropriate Penal action.**

## III(I) Members of the Board and their brief background

Sl. No.	Name	Designation	Brief background
1	Dr. A. C. Raghuram	President	Retired Scientist from National Aeronautical Laboratory, Bangalore. Travelled widely.
2	Sri. S. T. Narayana Gowda	Vice - president	Government Contractor and held Different position in social organizations.
3	Sri. C. N. Manche Gowda	Secretary	Retired Director from KMF, Bangalore. Travelled widely.
4	Sri. K. B. Jayaram	Joint Secretary	Industrialist and involved in various Voluntary organizations.
5	Sri. H. G. Balagopal	Treasurer	Retired General Manager, State Bank of Mysore. Participated in many international events.
6.	Sri. N. Nagaraj	Internal Auditor	Contractor, also having varied business in service sector.
7	Sri. T. Thimmaiah	Member	Industrialist and involved in various Organizations.
8	Sri. S. N. Nagaraju	Member	Karnataka Administrative Service and held various positions in Govt. Of Karnataka.
9	Sri. M. G. Narasimhaiah	Member	Retired Engineer, PWD, Govt. of Karnataka and involved in various social organization.
10	Sri. K. Puttaswamy	Member	Retired Govt. official from Bangalore University. Dedicated his service to Various social organizations.
11	Sri. H. C. Balakrishna	Member	Member of the Legislative Assembly and involved in various rural programmes.
12	Prof. G. K. Narayana Reddy	Member	Retired Vice-Chancellor of Karnataka University. President of various Social organizations.
13	Sri. A. S. Chinnaswamy Raju	Invitee	Govt. Contractor, Business man, President of various Educational Institutions.
14	Sri. B.P. Muniraju	Invitee	Civil Contractor.
15	Sri. B. L. Subramanya	Invitee	Retd. Chief Engineer
16	Sri. I. Narayana Reddy	Invitee	Business man

**Enclosure-2**

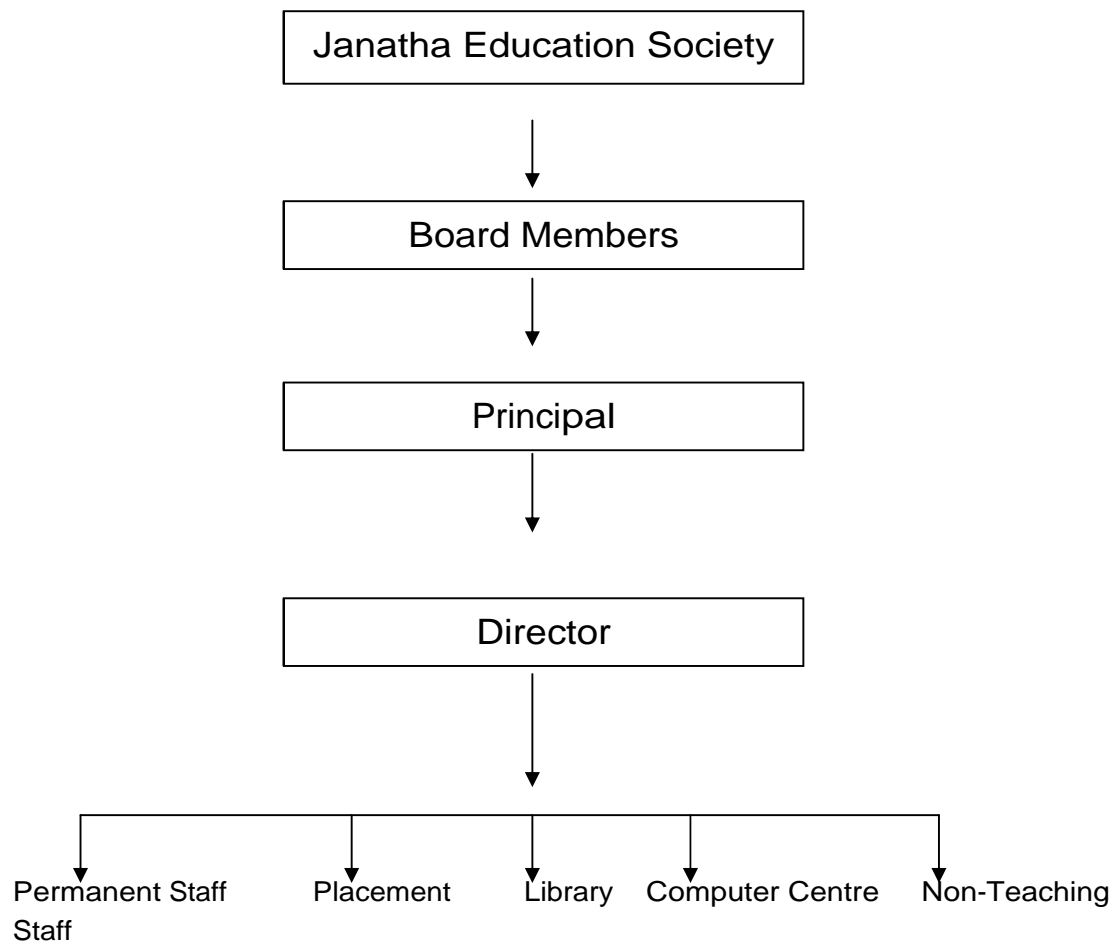
VIVEKANANDA DEGREE COLLEGE  
INSTITUTE OF MANAGEMENT STUDIES  
BANGALORE-560055

**Academic Advisory Body**

<b>Name of the members</b>	<b>Designation</b>
1. Dr. A. C. Raghuram, President	Chairman
2. Sri. S. T. Narayana Gowda, Vice-president	Member
3. Sri. C. N. Manche Gowda, Secretary	Member
4. Sri. H.G.Bal Gopal, Treasurer	Member
5. Prof. G.K. Narayan Reddy , Member	Member
6. Sri. B. L. Subramannya, Invitee	Member
7. Prof. S. Laxman Reddy	Member
8. Prof. B. Narayan Swamy	Member
9. Sri. M. Revanna	Member

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**Organisational Chart**



**ENCLOSURE 4****Faculty profile**

<b>SL.No</b>	<b>Name</b>	<b>D.O.B</b>	<b>Qualification</b>	<b>Total No.Of Experience</b>
01	Dr.T.R.Shanmugam Director-MBA	20.08.1945	B.E.MBA M.Phil, PGPBE Ph.D.	25 years of Industry experience in the capacity of Manager R&D-Corporate in Public sector B.E.L and academic experience of over 10 years in leading B.Schools and 8 years academic experience as Director of Management Dept.
02	Dr.Sandhya .N. Asst.Professor	30.04.1970	L.L.B, MHRM, M.Phil Ph.D.	12 years of teaching experience in Management institutions
03	Shri.G.V.Ramaiah Lecturer	01.05.1966	M.Com. L.L.B M.B.A.,	20 years of teaching experience in Management institutions
04	Shri.M.Chandrashekar Assistant Professor.	14.10.1971	M.Com M.B.A.	12 years of teaching experience in Management institutions
05	Smt.Banumathi.P Lecturer	24.05.1978	B.E., M.B.A	5 ½ years of teaching experience in Management institutions
06	Shri.Channaverae Gowda. Lecturer		M.Com M.B.A., M.Phil., Pursuing Ph.D	6years of teaching experience in Management institutions
07	Shri.Anand.M.B Lecturer	19.12.1976	M.B.A	4 years industrial experience and 4 years Teaching experience in Management institutions
08	Shri.G. Mahesh		M.B.A	6 years industrial experience and 1 years

				Teaching experience in Management institutions
09	Dr..T.N.Anuradha Assistant Professor	01.04.1963	M.A (Economics) M.Phil, Ph.D.	18 years of teaching experience in management institutions
10	Dr.Vidhyvathi Professor		M.A, (M.B.A) Ph.D	4 years of teaching experience in Management institutions.
11	M.L.Nagaraj Assistant Professor		M.C.A , M.Phil	5 years of teaching experience in Management institutions
12	Smt.Chethna		M Com, (M.Phil)	3 years of teaching experience in Management institutions
13	Shri.Manjunath		M.Com.	2 years of teaching experience in Management institutions
14	Brijesh Singh		M.Com, M.B.A. M.Phil	3 years of teaching experience in management institutions and 4 years of Industry experience
15	A.V.Shilpa		M.B.A.	1years of teaching experience in management institutions and 1 year of industry experience.
16	K.S.Arun		M.B.A.	1 years of teaching experience in management institutions and 1 year of industry experience.

Profile of Director/Principal with qualifications, total experience, age and duration of Employment at the institute concerned.

**Profile of Principal**

Name : Prof. M. Govindaiah  
Designation : Principal  
**Qualification** : **M.A.**  
Experience : 27 years  
Date of Birth : 29.02.1952  
Highest Degree : M. A.  
Specialization : Kannada  
Total Experience : 29 years  
E-Mail : [Vdc\\_principal@rediffmail.com](mailto:Vdc_principal@rediffmail.com)  
Phone No. (O) : 080-23579511  
Phone No. (R) : 23491944  
Mobile No. : 9448191944

## Profile of Director

Name : Dr. T. R. SHANMUGAM  
DIRECTOR

Date of Birth : 20-08-1945

Academic qualifications (with field of specialization) : B. E. (Mechanical)  
M.B.A. (Marketing)  
M. Phil (Management)  
Diploma in Production Engg.  
Ph. D. (Management)

Details of Experience (Academic / Industrial) : 25 years of Industrial experience at BEL,  
B'lore as a corporate Manager.  
17 years academic experience in 'B' schools.

Date of the appointment in the present institution : 14-10-2004

Phone No. (O) : 080-23577334

Phone No. (R) : 080- 23125121

Mobile No. : 9844382307 / 9980820857