

# Annual Quality Assurance Report (AQAR) For

Academic year 2016-2017

Submitted by

**Internal Quality Assurance Cell (IQAC)**

Of



*The Oxford College of Business Management  
Bangalore*

*Submitted to*



**राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद्**

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

*An Autonomous Institution of the University Grants Commission*

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, Bangalore - 560 072, Karnataka, India



CHILDREN'S EDUCATION SOCIETY (Regd.)  
**THE OXFORD COLLEGE OF BUSINESS MANAGEMENT**  
 (Permanently affiliated to Bangalore University & Recognized by the Government of Karnataka,  
 Approved by A.I.C.T.E., New Delhi)  
 Accredited by NAAC with "A" Grade and Certified by IAO

**REF: TOCBM/IQAC-AQAR/2016-2017**

**22/09/2017**

**Sub: Submission of IQAC-AQAR/2016-2017 OF THE OXFORD COLLEGE OF BUSINESS MANAGEMENT, BANGALORE**

**Sir,**

The IQAC of The Oxford College of Business Management, Bangalore is happy to submit the Final Quality Assurance report for the academic year 2016-2017 in soft copy by email to naac.aqar@gmail.com

The NAAC Track ID for the College is: CRIEQA 13412 and NAAC Executive Committee No. & Date is: EC/50/A&A/06 dated: 21 April 2012

The Contents of the AQAR are arranged as follows:

Sl. No.	Contents
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	<b>Annexure (I)</b>

Kindly acknowledge receipt of the AQAR for 2016-17.

Yours Sincerely

Institutional Coordinator- IQAC  
 The Oxford College of Business Management

**Part – A****AQAR for the year**

2016-2017

**1. Details of the Institution**

1.1 Name of the Institution

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

1.2 Address Line 1

No,32, 17<sup>th</sup> 'B' Main

Address Line 2

HSR Layout, Sector IV, Bangalore,  
Karnataka

City/Town

BENGALURU

State

KARNATAKA

Pin Code

560102

Institution e-mail address

principalbmt@theoxford.edu

Contact Nos.

080-30266353, 080-30266301, 080-30266351

Name of the Head of the Institution:

Dr. Monoo John

Tel. No. with STD Code:

080-30266353

Mobile:

+91-9916192177

Name of the IQAC Co-ordinator:

Mrs.Pratibha .M.R

Mobile:

+91-9343610273

IQAC e-mail address:

iqacbmgt@theoxford.edu

1.3 NAAC Track ID

CRIEQA 13412

OR

1.4 NAAC Executive Committee No. &amp; Date:

EC/50/A&amp;A/ 06 dated: 21 April 2012

1.5 Website address:

www.theoxford.edu/business\_management/index.htm

Web-link of the AQAR:

http://www.theoxford.edu/businessmanagement/iqac.ht

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 <sup>st</sup> Cycle	A	3.10	2012	2012-2017
2	2 <sup>nd</sup> Cycle				
3	3 <sup>rd</sup> Cycle				
4	4 <sup>th</sup> Cycle				

1.7 Date of Establishment of IQAC:

DD/MM/YYYY

01/10/2011

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC

- i. AQAR 2012-2013 submitted to NAAC on 04/04/2013
- ii. AQAR 2013-2014 submitted to NAAC on 26/05/2014
- iii. AQAR 2014-2015 submitted to NAAC on 10/07/2015
- iv. AQAR 2015-16 submitted to NAAC on 5/9/2016

1.9 Institutional Status (**Private unaided Institutions, Affiliated to Bangalore University**)

University State  Central  Deemed  Private

Affiliated College Yes  No

Constituent College Yes  No

Autonomous college of UGC Yes  No

Regulatory Agency approved Institution Yes  No

**(APPROVED BY AICTE, DELHI)**

Type of Institution Co-education  Men  Women

Urban  Rural  Tribal

Financial Status Grant-in-aid  UGC 2(f)  UGC 12B

Grant-in-aid + Self Financing  Totally Self-financing

## 1.10 Type of Faculty/Programme

Arts  Science  Commerce  Law  PEI (Phys Edu)

TEI (Edu)  Engineering  Health Science  Management

Others (Specify)

1.11 Name of the Affiliating University (*for the Colleges*)

Bangalore University

## 1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

**(Accredited by NAAC with 'A' Grade, UGC 2 (f) and 12 (b) Approved)**

Autonomy by State/Central Govt. / University

NA

University with Potential for Excellence	-----	UGC-CPE	-----
DST Star Scheme	-----	UGC-CE	-----
UGC-Special Assistance Programme	-----	DST-FIST	-----
UGC-Innovative PG programmes	-----	Any other ( <i>Specify</i> )	-----
UGC-COP Programmes	-----		

## **2. IQAC Composition and Activities**

2.1 No. of Teachers	11
2.2 No. of Administrative/Technical staff	01
2.3 No. of students	02
2.4 No. of Management representatives	01
2.5 No. of Alumni	02
2. 6 No. of any other stakeholder and Community representatives	01
2.7 No. of Employers/ Industrialists	01
2.8 No. of other External Experts	01
2.9 Total No. of members	20
2.10 No. of IQAC meetings held	08

2.11 No. of meetings with various stakeholders: No.  Faculty   
 Non-Teaching Staff  Students  Alumni  Others

2.12 Has IQAC received any funding from UGC during the year? Yes  No

If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos.  International  National  State  Institution Level

(ii) Themes

1. Balanced Score Card	19. Motivation
2. Accounting Standard and IFRS	20. Team work for success
3. Financing of Mergers & Acquisitions	21. Do's and Don'ts in Career
4. Research Methodology - Applications of Parametric and Nonparametric tests in Research	22. Wealth Management
5. Innovation in Reality	23. Quality Management Planning
6. Securitization	24. Public Speaking, Interpersonal Skills & Negotiation Skills"
7 Accounting Standard	25. Material Management
8 Entrepreneurship Mela & Business plan	26. Japanese Business Etiquettes
9. Stock markets	27. Crisis Management
10. The Cross cultural Business etiquette	28. Branding & Brand Equity
11. Career opportunities in the Banking sector"	29. Transactional Analysis
12. Introduction to Economics	30. Guest lecture on Orientation
13. Indian GAAP and IFRS	31. Balance score card and Bench Marking
14 Communication Skills	32. Future of Retail Sector in India – Challenges and Perspectives
15. Emotional intelligence	33. IFRS
16. Challenges in HR	34. Business Communication
17 WHY MBA and WHAT NEXT	35. Budget – 2017
18. Management and Spirituality	36. Business Plan Exercise

## 2.14 Significant Activities and contributions made by IQAC

<ol style="list-style-type: none"> <li>1. Online attendance and assessment and information system operational</li> <li>2. Online admissions, fees payments and University approvals systems operational.</li> <li>3. Quality enhancement academic content and delivery system including customisation of lesson plans, Regular internal evaluation, Paper Presentations, etc.</li> <li>4. Entrepreneurship fest</li> <li>5. Business Analytic Workshop</li> <li>6. Mock Stock simulation exercise</li> <li>7. Movie Based case studies.</li> <li>8. Class Tests / Assignments</li> <li>9. Creation of panels- Academic Progression, Training &amp; Development, Mentoring &amp; Counselling, Entrepreneurship development, Recruitment &amp; Feedback, Research &amp; Development panels</li> <li>10. Departmental Examinations, Cultural, Workshops/seminars/Conferences/ Guest Sessions, Student Council, Result Analysis.</li> <li>11. Performance Based Quality Improvement Strategic Systems Portfolio (PBQISSP) implemented.</li> </ol>
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## 2.15 Plan of Action by IQAC/Outcome

The plan of action chalked out by the IQAC in the beginning of the year towards quality Enhancement and the outcome achieved by the end of the year \*

SL.No	Plan of Action	Achievement
1	Improve research related activities through projects, publications.	Seven Minor Research projects were approved by UGC for this year. Many faculty members published and presented their research papers in various reputed journals and conference proceedings at National and International Level.
2	Value added programs	The department has conducted many workshops, symposia, certification programmes, skill development programmes and Faculty Development Programmes to enhance the learning process.
3	Entrepreneurial activities and campus ventures.	The Institution has conducted Entrepreneurship awareness programmes in association with various Entrepreneurship Development Institutions.
4	Training and Development activities for students	Training and Development Cell has initiated many soft skill training programmes to improve the skill set of the students. This has equipped them to face interviews, participate in group discussions with confidence and gain better placements.
5	Improve industry institution linkages	The institution has created a platform for better Academia Industry Interface through workshops, symposium, certification programmes, Experiential learning and guest lectures.



6	Extension activities	Students are encouraged to involve actively themselves in social service through the NSS wing of the college. As a part of Corporate Social Responsibility, the students are encouraged to engage in humanitarian and social upliftment activities.
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*\* Attach the Academic Calendar of the year as Annexure.*

2.15 Whether the AQAR was placed in statutory body

Yes

No

Management

Syndicate

Any other body

(IQAC)

Provide the details of the action taken

**Changes were made to AQAR as per suggestions from IQAC / AQAR for 2015-16, scrutinised and approved by IQAC**

## Part – B

## Criterion – I

**1. Curricular Aspects**

## 1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	01			
PG	02(MBA,Mcom)		02	09
UG	02(BBA,Bcom)		02	03
PG Diploma	01(PGDHA)		01	
Advanced Diploma				
Diploma				
Certificate				
Others				
<b>Total</b>	06		05	12
Interdisciplinary				
Innovative				

- 1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options  
(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	05
Trimester	
Annual	

1.3 Feedback from stakeholders\* Alumni  Parents  Employers  Students   
(On all aspects)

Mode of feedback : Online  Manual  Co-operating schools (for PEI)

*\*Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Updating of Syllabi 2014-15 onwards under Choice Based System(CBCS)

1.5 Any new Department/Centre introduced during the year. If yes, give details.

- NIL-

## Criterion – II

### 2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
45	38	05	02	--

As per LIC (Inclusive of librarian +Physical Director)

2.2 No. of permanent faculty with Ph.D.

06
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2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
02									

2.4 No. of Guest and Visiting faculty and Temporary faculty

24		
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Visiting faculty

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended Seminars/	7	54	3
Presented papers	--	11	
Resource Persons	--		

## 2.6 Innovative processes adopted by the institution in Teaching and Learning:

The following are the innovative processes adopted by the institution in Teaching and Learning:

1. **Movie Based Case Study Learning:** It helps in creating a great learning experience and plays a very important role in training & inspiring learning in an engaging & entertaining way.
2. **Business Plan Contest:** Provides a platform to the students to nurture their entrepreneurship & creative skills. It also enables to students to build leadership skills & team spirit.
3. **Creativity Exercise:** The creative activities conducted for students helps in building their critical thinking skills, strengthening problem solving activities, stimulating inauguration & refining their emotional skills.
4. **Business Roundups:** Faculty & students have regular discussions & presentations on current business topics. This helps students to keep themselves abreast of the latest developments in business.
5. **Business games:** focus on tapping into students natural aptitude & improving their business acumen by using experiential learning.
6. **Book Reviews:** Provides opportunities for students to express their ideas & opinion through writing & develop his or her ability to communicate effectively.
7. **Debates:** Are very useful tools to engage students & liven up class room learning. We have been successful in fostering abstract learning, clarity, persuasion, public speaking, research & teamwork.
8. **Industrial visits:** It helps students gain real time experience on how industry operations are executed and bridge the gap between theoretical learning & practical training. It broadens the outlook of the students to different work cultures of different industries.
9. **Orientation Programme:** It is organised for the I semester students. The aim of this programme is to introduce the students to the various aspects of management & provide them with the necessary skills for personality development.
10. **Case Study Learning:** Effective use of case studies in teaching has enabled students to explore how the theoretical concepts they study are applied in real world situations. It develops their problem solving, Analytical & decision making skills.

2.7 Total No. of actual teaching days during this academic year

UG- 180 days	PG-165 days
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2.8 Examination/ Evaluation Reforms initiated by  
the Institution (for example: One Book Examination, Bar Coding, Double Valuation, Photocopy,  
Online Multiple Choice Questions)

Introduced Open Book Examination for II Sem MBA
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2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

0	4	
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2.10 Average percentage of attendance of students

80%
-----

2.11 Course/Programme wise  
distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
MBA I Semester Feb 2016	127	16	39	18	--	73
MBA III Semester Feb 2016	111	11	69	10	--	90
MBA II Semester July 2016	127	11	61	13	--	85
MBA IV Semester July 2016	111	11	70	9	--	90
MBA I Semester Feb 2017	105	11	63	20	--	94
M.Com I Semester Feb 2016	56	38	50	--	--	88
M.Com III Semester Feb 2016	58	66	30	--	--	96
M.Com II Semester July 2016	56	33	67	--	--	97
M.Com IV Semester July 2016	58	42	50	--	--	92
M.Com IIISemester Feb 2017	54	47	33	2	--	82

**2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes :**

1. IQAC approves the activities planned by the committee members to be initiated, before the start of the semester.
2. IQAC periodically conducts academic audits to ensure that, the academic schedules are being executed according to the preset plan.
3. IQAC organizes workshops, Value added programmes, and certification programmes for the students,
4. IQAC conducts FDPs in areas such as Research papers writing skills, Improvement in Teaching Methods and refresher programmes etc., for enhancing the quality of teaching.
5. IQAC has implemented the Performance Based Quality Improvement Strategic Systems Portfolio (PBQISSP) which is a portfolio of Key Performance Indicators in ten core categories of a Higher Education Institution.

**2.13 Initiatives undertaken towards faculty development**

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	
UGC – Faculty Improvement Program	
HRD Program	
Orientation Program	02
Faculty exchange Program	--
Staff training conducted by the university	15
Staff training conducted by other institutions	21
Summer / Winter schools, Workshops, etc.	44
Others- (FDPs, Seminars, Symposiums, Conferences)	

**2.14 Details of Administrative and Technical staff**

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	14	-	-	-
Technical Staff	03	-	-	-

## Criterion – III

### 3. Research, Consultancy and Extension

#### 3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

The Oxford college of Business Management is recognised as Bangalore University Research Centre after the inspection committee accorded sanction to only affiliated institutions in 2014-15. Since then the Centre for Research and Publication of the institution has been putting efforts to promote research culture and imbibe research as a habit on the part of teaching fraternity and student community. The following are some of the recent milestones achieved by the Centre:

1. The Research Centre of the Institution holds FOUR Minor Research Projects sanctioned from UGC for the year 2016
2. The institution is eligible to offer PhD programme in Management in affiliation to Bangalore University during the current academic year
3. Dr. K. Tharaka Rami Reddy, Dean-Research, has been empanelled as PhD Guide by Bangalore University.
4. Prof. Lakshmi Priya K has been awarded PhD in Entrepreneurship.

The Institution believes in imparting cutting-edge knowledge and learning to the students. This is made possible through intensive and extensive research activities among the faculty. To promote research culture the following mentioned initiatives have been implemented:

- a) Incentives for the faculty who completed their doctoral degree
- b) Research Allowances for the faculty with PhD
- c) Once in a year Research Orientation programs such as FDP on research methodology, SPSS, MS Excel Advanced Tools to sharpen research skills of faculty.
- d) Provision of cash incentives, paid leaves and other to encourage faculty to present their research papers in prestigious conferences and to publish their original research papers in reputed and refereed management research journals.
- e) Sabbatical facility for the faculty who offer consultancy services to industry besides teaching at the institute.
- f) Facilities to do research such as, computer lab with latest software, SPSS, uninterrupted internet, well equipped library with huge number text books, journals and magazines. The library has subscribed for both online and off line popular and reputed management research journals
- g) Online research Journal “Vidyaniketan-Journal of Management and Research” a bi-annual management research journal with ISSN- 2320-3951 has been maintained..
- h) Collaboration with NIESBUD
- i) Collaboration INVESTTRACK
- j) 20 research publications from the faculty members in 2016-17
- k) Students involvement in Field visits and field study exercises
- l) Journal, Newspaper, Books review assignments for the students.

#### 3.2 Details regarding major projects: ---

	Completed	Ongoing	Sanctioned	Submitted
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Number				
Outlay in Rs. Lakhs				

3.3 Details regarding minor projects: **4 Minor Research Projects are being recommended by UGC**

	Completed	Ongoing	Sanctioned	Submitted
Number	-	-	4	-
Outlay in Rs. Lakhs	-	-	2,45,000	-

3.4 Details on research publications

	International	National	Others
Peer Review Journals	5	5	----
Non-Peer Review Journals	----	----	----
e-Journals	--	----	----
Conference proceedings	--	10	

3.5 Details on Impact factor of publications: **NIL**

Range  Average  h-index  Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	NA			
Minor Projects	One	UGC/SWRO	2,45,000/-	In the process
Interdisciplinary Projects	NA			
Industry sponsored	NA			
Projects sponsored by the University/ College	NA			
Students research projects <i>(other than compulsory by the University)</i>	NA			
Any other(Specify)	NA			
Total	NA		2,45,000/-	

3.7 No. of books published i) With ISBN No.

01

Chapters in Edited Books

-

ii) Without ISBN No.

-

3.8 No. of University Departments receiving funds from (**NIL**)



UGC-SAP  CAS  DST-FIST   
 DPE  DBT Scheme/funds

3.9 For colleges: (NIL) Autonomy  CPE  DBT Star Scheme   
 INSPIRE  CE  Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of Conferences / Seminars organized by the Institution

Level	International	National	State	University	College
		01	-	-	-

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International  National  Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs: 5,00,000/-

From funding agency  Management of University/College

Total

3.16 No. of patents received this year {NA}

Type of Patent		Number
National	Applied	--
	Granted	--
International	Applied	--
	Granted	--
Commercialised	Applied	--
	Granted	--

3.17 No. of research awards/ recognitions received by faculty and research fellows Of the institute in the year: **(NIL)**

Total	International	National	State	University	Dist	College
--	--	--	--	--	--	--

3.18 No. of faculty from the Institution

01

Who are Ph. D. GUIDES?

And students registered under them

03

3.19 No. of Ph.D. awarded by faculty from the Institution

--

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones): **NIL**

JRF

--

SRF

--

Project Fellows

--

Any other

--

3.21 No. of students Participated in NSS events:

University level

160

State level

--

National level

--

International level

--

3.22 No. of students participated in NCC events:

University level

--

State level

--

National level

--

International level

--

3.23 No. of Awards won in NSS: **NIL**

University level

--

State level

--

National level

--

International level

--

3.24 No. of Awards won in NCC: NIL

University level  State level   
 National level  International level

3.25 No. of Extension activities organized: **(06)**

University forum  College forum   
 NCC  NSS  Any other

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

2 <sup>nd</sup> October, 2016	Swach Bharath
20 <sup>th</sup> – 27 <sup>th</sup> August, 2016	NSS camp at Shiva Gange- 7 days camp
14 <sup>th</sup> April, 2016	Health awareness camp at Sarakki village
27 <sup>th</sup> May, 2017	Blood Donation Camp in collaboration with Rashtrrothana Blood Bank, Bangalore
20 <sup>th</sup> February, 2017	Training on “Life saving skills- First-Aid”
2 <sup>nd</sup> October, 2016	100 Rupee Investment Exercise

**Criterion – IV****4. Infrastructure and Learning Resources**

## 4.1 Details of increase in infrastructure facilities: (Square Meter)

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	5435	0	Children's Education Society	5435
Class rooms	1796	155.2	The Oxford College Of Business Management, Bangalore	1951.82
Laboratories	08	0		08
Seminar Halls	300.86	150.0	The Oxford College Of Business Management, Bangalore	450.86
No. of important equipments purchased ( $\geq$ 1-0 lakh) during the current year.	250 PCs 06 LCDs	50 PCs & 2 speakers for Auditorium	The Oxford College Of Business Management, Bangalore	300 PCs 06 LCDs & 2 speakers
Value of the equipment purchased during the year (Rs. in Lakhs)	23,50,000		The Oxford college of business management, Bangalore	23,50,000
Others				

## 4.2 Computerization of administration and library

<ol style="list-style-type: none"> <li>1. Yes, fully automated, E-Paatshala</li> <li>2. Library software</li> <li>3. E-resources.</li> </ol>
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## 4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	11309	28,83,447	733	261608	14441	31,45,055
Reference Books	2399				2399	
e-Books	-	-	-	-	-	-
Journals	National-2016				28	69206
e-Journals	EBSCO @J Gate-2016				2	371081
Digital Database						
CD & Video					568	
Others (specify) Bound volume Journals					601	

## 4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	430	07	ALL	7	7	10	16	
Added				-	-	-		
Total	430	07	ALL	7	7	10	16	

## .5 Computer, Internet access, training to teachers and students and any other programme for technology Upgradation (Networking, E-Governance etc.)

8 MBPS Reliance 1:1 and Systems up gradation
--

## 4.6 Amount spent on maintenance in lakhs:

i) ICT	4,68,600
ii) Campus Infrastructure and facilities	77,00,000
iii) Equipments	2,80,500
iv) Others	8,66,712
<b>Total :</b>	93,15,812

**Criterion – V****5. Student Support and Progression**

## 5.1 Contribution of IQAC in enhancing awareness about Student Support Services

<ul style="list-style-type: none"> <li>❖ Orientation sessions jointly conducted by management &amp; faculty for new students.</li> <li>❖ Institution has offered workshops and events for skill development.</li> <li>❖ Teachers are trained to assist students in mentoring and counselling.</li> <li>❖ Buddy system has been introduced and implemented at the event of inauguration of B.com and BBA I Sem Orientation sessions involving the parents were conducted so as to enlighten them on college codes and conduct and university norms.</li> <li>❖ Parents are frequently updated on all student support services and encouraged to approach the HOD if they have any grievances.</li> <li>❖ Every students is provided CD and handbook detailing the college services and course.</li> </ul>
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## 5.2 Efforts made by the institution for tracking the progression

<ul style="list-style-type: none"> <li>❖ Formative assessment, seminars, presentations and assignments.</li> <li>❖ Class tests and Remedial tutorials are held every fifteen days for both B.com and BBA classes.</li> <li>❖ Parents are informed by the respective class teachers about the student's progress through regular interaction and PTA. Same process will be carried out in the case of attendance.</li> <li>❖ Non-reported students will be kept tab on and without delay parents /guardian will be intimated about the same.</li> </ul>
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## 5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
1194	347	--	--

## (b) No. of students outside the state

507
-----

## (c) No. of international students

02
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Men	No	%
	1101	71

Women

No	%
440	29

Last Year 2015-16						This Year 2016-2017					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OB C	Physically Challenge d	Total
1281	127	14	91	-	1513	939	143	24	435	-	1541

## 5.4 Details of student support mechanism for coaching for competitive examinations (If any)

- ❖ College provides support for CA-CPT Examinations to all B.com and BBA students inclusive of over hour class sessions for which external faculty and chartered accountants were invited upon apart from in-house training.
- ❖ College has taken special interest in conducting classes for competitive exams like banking, groups etc, anticipating their career prospects.
- ❖ Regular training has been given for students of BBA and B.com to face aptitude test.

No. of Student's beneficiaries BCOM

Not applicable for PG

## 5.5 No. of students qualified in these examinations

NET  KSET/SLET  GATE  CAT   
 IAS/IPS etc  State PSC  UPSC  Others

## 5.6 Details of student counselling and career guidance

- ❖ **Mentoring and counselling committee mentors the students and faculty through continuous evaluation and feedback.**
- ❖ **Weak students are identified for further improvement and remedial classes are conducted to give them personal attention and thereby transcending their limits.**
- ❖ **Parents are intimated about their wards progress by the respective class teachers. Workshop on soft skill development like nirman sakti and to help them probe into recent relevant and business issues.**
- ❖ **Guest lecture on creative writing was conducted for II sem BBA and BCOM students to help them understand the creative aspects of language and for betterment of presentation skill.**

No. of students benefitted

## 5.7 Details of campus placement

Number of Organizations Visited	<i>On campus</i>		<i>Off Campus</i>
	Number of Students Participated	Number of Students Placed	Number of Students Placed
24	70	49	07

## 5.8 Details of gender sensitization programmes

- ❖ **Women’s day celebration was conducted on March 8<sup>th</sup> at the college auditorium. Students were addressed on socially significant issues of gender inequality, female infanticide etc.**
- ❖ **A woman empowerment program was initiated with “start with the boys” campaign was conducted following week in the campus.**

## 5.9 Students Activities

## 5.9.1 No. of students participated in Sports, Games and other events--

State/ University level  National level  International level

No. of students participated in cultural events

State/ University level  National level  International level

BCOM/BBA – 80

PG - 58

## 5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports: State/ University level  National level  International level

Cultural: State/ University level  National level  International level

## 5.10 Scholarships and Financial Support

Scholar Ship and Financial Support	Number of students	Amount
Financial support from institution	Meritorious students in academics get scholarships	
Financial support from government	84	1928541
Financial support from other sources (Educational Loans)	-	-
Number of students who received International/ National recognitions	-	-



## 5.11 Student organised / initiatives

Fairs : State/ University level  National level  International level

Exhibition: State/ University level  National level  International level

5.12 No. of social initiatives undertaken by the students

1.	The Salumara Project, Raagihalli Gram Panchyat
2.	International literary day, Primary School, J.Hosahalli, Hennagar Post. B'lore Rural Dist
3.	Swachatha Abiyan, Hosahalli, Anekal Tq, Bengaluru Rural Dist
4.	Health awareness program, Doddakannahalli
5.	World Aids day
6.	National Youths Day
7.	Service program, Samarthanam Trust for the Disabled Centre, H.S.R.Layout, Bengaluru .
8.	Women's day
9.	Orientation program on awareness of Social Service in the society
10.	The Salumara Project, Raagihalli Gram Panchyat
11	A day with school children at Government School, HSR layout distributed note books, pencils etc.,

5.13 Major grievances of students (if any) redressed: \_\_\_\_\_

1. Canteen facility upgraded and renovated
2. Class furniture repaired
3. Drinking water facility upgraded.
4. Floor wise Dustbin are arranged.
5. Audio system has been serviced in both Seminar halls and Auditorium

## Criterion – VI

### **6. Governance, Leadership and Management**

#### 6.1 State the Vision and Mission of the institution

##### **VISION**

‘To provide global standard educational opportunities for ethical and competitive professional management and unparalleled range of expertise across the field of business education and to achieve the status of a world class educator’

##### **MISSION**

‘Developing global knowledge leaders in the field of management through high quality business education programmes’

#### 6.2 Does the Institution has a management Information System

Yes, The Institution has an effective MIS. Details are as follows:

1. Administrative processes including financial operations are computerized by using tally.
2. Student admissions and admission approvals by University are carried out through Internal MIS and University MIS.
3. Student Attendance and Internal Assessments as well as communication is maintained through MIS software
4. Syllabus coverage of all courses through Lesson plans, Case studies, field works, and related matters communicated to the students, if necessary to their respective parents/guardians.
5. Staff attendance is recorded through the Institutional biometric system.
6. Library processes( Issue and Return of books) is managed by Libsoft.

#### 6.3 Quality improvement strategies adopted by the institution for each of the following:

##### 6.3.1 Curriculum Development

1. Senior faculty have been involved in the university meetings for the purpose of revision of syllabi / curriculum for MBA, M.Com, BBA, B.Com Programmes.
2. Curriculum development is undertaken by University; however the Institution also takes initiatives to incorporate value added programs to enhance the skill set on the part of the student.
3. Curriculum quality improvement is measured through strict adherence to lesson plans, Seminars and Workshops on critical topics and themes.
4. Student paper presentations, Case study discussions, Summer projects/ Internships as per University regulations, research based assignments are also emphasized for curriculum development.
5. Faculty are encouraged to design and implement value added programs in areas

such as Entrepreneurship, Finance, HRM, Marketing, Advertising and Research methodology.

6. Short visits to Industry ( One Day trip), Industrial tours are encouraged to give exposure to the students to learn practice of management, which intern helps in the curriculum development.
7. Business plan exercises and Guest lectures by the industry personnel also help in bringing significant development in the curriculum of the commerce and management courses.
8. New specializations are becoming popular namely Health care , Banking, Finance & insurance services management, startups and SMEs management.

### 6.3.2 Teaching and Learning

To make teaching and learning effective, the following techniques are executed:

1. Case studies to give the real time exposure; Business plan exercises to give exposure on the future perspective and creative thinking, idea generation and financial planning; Entrepreneurship events to give exposure on innovative ideas and to develop start-up culture; Strategy games to develop the students to react and counteract to the peer group strategies and presentations by the students to make them involve and to develop their presentation skills.
2. Remedial and tutorial courses in critical subjects such as Accounts, Business mathematics, Research methodology for the weak students to make them learn effectively.
3. Lesson plan based teaching and learning processes to make the teaching and learning process systematic.
4. Excellent infrastructure and learning resources create conducive environment for speedy and effective learning.
5. Experiential learning methods through Industrial visits, Project activity, Management games, Campus ventures, work-shops , field surveys, seminars, paper presentations , live projects.
6. Continuous feedback mechanisms enable real time improvements, corrections in teaching and learning methods.
7. Class tests, student paper presentations, regular Q&A sessions also contribute to quality enhancements in teaching and learning.
8. Academic activity reports, student-performance reports implemented.

### 6.3.3 Examination and Evaluation

1. Regular Internal assessments for UG and PG courses as per the guidelines of the Bangalore University
2. Nodal Centre for University examinations for UG and PG courses.
3. Assignments, Class tests, Presentations, Case study exercises for UG and PG courses.
4. Internal assessment evaluations remarks are sent to parents periodically.
5. Examination results determine remedial and tutorial sessions for the failed students.

### 6.3.4 Research and Development

The following are the highlights of Research and Development at the institution:

1. The College runs an online research journal which encourages contribution from students, faculty in all areas of business management. Commerce and economics.
2. The Research Centre of the Institution holds 04 Minor Research Projects sanctioned from UGC for the year 2016
3. Faculty members are encouraged to do research by registering for MPhil/PhD programs and also by publishing research papers and book publications.
4. Students are encouraged to write research papers on relevant topics and to participate in Seminars/Conferences, workshops.
5. Faculty development programs on research topics, latest concepts and recent trends happening in the industry.
6. Faculty recruitment processes emphasize research aptitude and research qualifications.
7. Students and faculty are sponsored by the Institution to participate in seminars, conferences and workshops and to present papers.
8. Book and research paper publications by faculty are rewarded with cash award/incentives.
9. 12 ICCR Minor projects applied for
10. Collaboration with NEDC Ministry of skill development & entrepreneurship, KMPG for financial certifications, track invest for value added certifications in stocks & securities EDUCESTA for certification in digital marketing and for business analytics Praxis solutions.

#### 6.3.5 Library, ICT and physical infrastructure / instrumentation

1. Library resources are updated every year through the budgetary recommendations of the Library committee.
2. Library is well stocked with current titles, journals, e- journals, current affairs magazines and newspapers, learning software, videos, internet facility, reading facilities, J-GATE and EBSCO e-journal is installed in library.
3. The institution has modern computer labs, updated software and hardware, Wi-Fi facilities, LCDs, smart boards and audio video transmission facilities.
4. The institution has a dedicated recording and editing studio for learning and its own media purposes.
5. The institution has set up three fully equipped air-conditioned seminar halls.
6. State of art facilities auditorium is used for seminar & workshop presentation.

#### 6.3.6 Human Resource Management

The following are the HRM policies and practices at the institution:

1. Transparent recruitment and selection policies.
2. Faculty recruitment process emphasizes research aptitude and research qualifications.
3. Industry best pay packages for staff and substantial annual increments.
4. Training and development programs for staff and students through workshops, FDPs, seminars, and skills development sessions.
5. Research related incentives for paper publications, book publications, and participation

in national and international seminars, conferences, etc.

6. Welfare measures for staff and students – food, transportation facility, medicals, dental treatment at concessionary rates, accommodation and regular health checkups.
7. Fee waiver for meritorious students
8. Fee waiver for students participating in national sports and games.
9. Independent workstations and staff rooms for staff and similarly separate common rooms, dining halls for boys and girls.

### 6.3.7 Faculty and Staff recruitment

The Faculty and staff recruitment policy and practices at the institution are as follows:

1. Vacancies are determined on the basis of workload, university allocated class hours for the subjects concerned.
2. Vacant positions as per requirements are advertised through institutional website and print media.
3. Recruitment and selection of faculty and staff is planned and executed by the constituent selection committee which includes Chairman of The Oxford Educational Institutions, Vice Chairman of The Oxford Educational Institutions, Principal, HODs, Senior Faculty, Subject Experts, and Administrative Heads.
4. Shortlisted candidates undergo various stages of selection including demo class, technical and HR interviews.
5. Final interviews with Chairman and Vice Chairman of the Oxford Institutions.

### 6.3.8 Industry Interaction / Collaboration

The following are the practices adopted to strengthen Industry Interaction / Collaboration

1. Collaboration with NEDC Ministry of skill development & entrepreneurship, KMPG for financial certifications, track invest for value added certifications in stocks and securities EDUCESTA for certification in digital marketing and for business analytics Praxis solutions.
2. The institution also collaborates with National Entrepreneurship Network (NEN) on entrepreneurship projects, training, and mentoring activities.
3. Industry experts are invited to take guest lecturers in areas as Business strategy, core functional areas of management and Entrepreneurship Development: , Innovation and Creativity, startup culture etc., Further Industrial personnel are used to organize workshops and case study discussions..
4. The Institution also collaborates with industry for university stipulated projects/internships, case studies and also for placements.

### 6.3.9 Admission of Students

The following are the Admission policy and practices at the Institution.

1. The Admissions committee formulates its admission plans as per Bangalore University rules and regulations which include qualifying criteria, minimum percentage requirements, reservation quota, etc.
2. As per Karnataka Government & Bangalore University rules, 50% of sanctioned seats for PG course are allotted through University (Government administered entrance examination)
3. Prospective candidates are counseled by the faculty and taken around the campus to help them decide. For UG & PG programmers, students are put through intensive GD and Interview process to select the right student for the courses.

6.4 Welfare schemes for Teaching , Non teaching Staff and Students

The following are the Welfare schemes provided to Teaching , Non teaching Staff and Students

1. Subsidized canteen with all hygiene facilities and variety food choice is provided.
2. Children of College staff are given admission to schools in the Oxford Group with fee concessions.
3. ESI for all the eligible staff members
4. Maternity leave for women employees
5. Transportation and accommodation facilities for teaching and non-teaching staff.
6. Employee Provident Fund (EPF)
7. Students are provided with transportation and Hostel accommodation and Food
8. Attractive and best salary packages for well-qualified and competent faculty.
9. Salaries are paid on time.
10. Fees waiver for students participating at national Sports and games events
11. 50% fee concession for toppers in Academics.

6.5 Total corpus fund generated  (Oxford Endowment Fund)

6.6 Whether annual financial audit has been done Yes  No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	AICTE/ University	Yes	IQAC
Administrative	Yes	AICTE/ University	Yes	IQAC

6.8 Does the University/ Autonomous College declare results within 30 days?

For UG Programmes      Yes      No

For PG Programmes      Yes       No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

1. The College is affiliated to Bangalore University and follows university prescribed Syllabus for all courses. And university examination system.
2. Surprise Assessment/ Evaluation/Test
3. Question paper pattern for PG courses include analysis, situation based evaluative exercises, case lets and case studies.
4. Faculty contributes to reforms by recommending inclusion of new topics and/or also suggests additions/ amendments.
5. Faculty is also serving as valuation board members for university examinations.
6. The Institution is a nodal centre for university examinations. Students from other affiliated colleges are allotted to write the university examinations in our college centre.
7. Principal and concerned department heads are Chief Superintendent and Deputy Chief Superintendents respectively to conduct the university examinations in the college.
8. Some of the Faculty members are nominated to be a part of university examinations in the roles of Sitting Squad and Flying Squad to prevent also serve as Members of University examinations flying squads to prevent malpractices during examination.
9. The College faculty(Subject wise) participating in the university BOE meetings to contribute ideas regarding the pattern of the Question paper and evaluation system.

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

- 1. The university has involved our college in framing the curriculum and the designing project activities.**
- 2. Bangalore University has encouraged The Oxford College of Business management to continually enhance quality in teaching, learning, evaluation, Curricular and Extracurricular aspects, infrastructure and governance, student and staff welfare measures, placements, examinations and results declaration.**
- 3. The University conducts annual inspections in order to ensure adherence to best practices in academics, to improve Teaching, Learning and Evaluation and administration to enhance the performance of the Institution in accordance with university rules & regulations.**
- 4. The University encourages our institution to incorporate good and effective steps to Continually enhance quality in all aspects.**

6.11 Activities and support from the Alumni Association

1. Alumni students support the institution through guest lectures, conducting orientation programmes, assist students in getting permission to get project/ internship.
2. A vibrant Alumni Association exists for both UG and PG students, through which the Institution regularly interacts with its alumni and the Alumni also keep in touch with their Alma-mater.
3. Alumni meets are conducted annually and the Alumni database is regularly updated.
4. The Institution has achieved significant placements through Alumni Referrals.

#### 6.12 Activities and support from the Parent – Teacher Association

1. Parents support the institution by providing permissions to students for projects with the organizations they work for and by interacting with students on industry related themes
2. Parents – Teachers’ Association is very proactive in this Institution.
3. Parents are regularly kept informed about their ward’s progress, attendance and internal assessments and also remedial measures undertaken to improve students’ performance.
4. Parents’ consent is mandatory for industrial trips, projects, competitions etc.
5. Parents Teachers meetings are held regularly.

#### 6.13 Development programmes for support staff

1. Supporting staff are given training to work with installed software in order to improve their productivity.
2. Free medical and Dental checkups
3. ESI benefits to all supporting staff.
4. Training programs for clerical staff in written and Oral communication.

#### 6.14 Initiatives taken by the institution to make the campus eco-friendly

1. Regular sensitisation and awareness programme for students and faculty on such areas like, cleanliness, hygiene and eco friendly and Green practices.
2. The campus is designed and built in a way that ensures airy, bright and well ventilated classrooms.
3. Hygienic environment and strict adherence to effective waste management methods.
4. Insistence on effective usage of waste bins.
5. Water usage with minimum wastage.

## Criterion – VII



## 7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

### Teaching- Learning and evaluation:

1. Performance Based Academic Quality Enhancement Programmes Strategy System Portfolio.
2. Entrepreneurship Development Cell.
3. Outbound Learning Programmes.
4. Experiential Learning.
5. Business Round-ups.
6. Movie based case study discussions.
7. Inter disciplinary discussion sessions.
8. Collaborative value added certification programmes

### Research, Consultancy and Extension:

1. Incentives for the faculty who completed their doctoral degree/NET exam.
2. Research Allowances for the faculty with PhD
3. Research Orientation programs such as FDP on research methodology, Business analytics, SPSS, MS Excel Advanced Tools to sharpen research skills for non-PhD faculty.
4. Provision of cash incentives, paid leaves and other to encourage faculty to present their research papers in prestigious conferences and to publish their original research papers in reputed and refereed management research journals.
5. Facilities to do research such as, computer lab with latest software, SPSS, uninterrupted internet, well equipped library with huge number text books, journals and magazines. The library has subscribed for both online and off line popular and reputed management research journals.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

Plan of Action	Achievement
<ul style="list-style-type: none"> <li>➤ <b>Improve research related activities through projects, publications.</b></li> <li>➤ <b>Students involvement in field studies and field visits.</b></li> <li>➤ <b>Journal, Newspaper, Books review assignments for the students.</b></li> <li>➤ <b>Collaborations with organizations</b></li> <li>➤ <b>MDP,FDPs</b></li> </ul>	<ul style="list-style-type: none"> <li>• Four minor research projects were approved by UGC.</li> <li>• 20 research publications were published in various reputed journals and conference proceedings at National and International levels.</li> <li>• Students involved in field visits and field study exercises.</li> <li>• Review of Journal Articles, Newspapers, Books is being undertaken by students and faculty.</li> <li>• Collaboration with NIESBUD</li> <li>• Collaboration with INVESTTRACK.</li> </ul>

7.3 Give two Best Practices of the institution (please see the format in the NAAC Self-study Manuals)

1. Implementation of Performance Based Quality Improvement Strategic Systems Portfolio (PBQISSP)
2. Experiential Learning and Innovative Pedagogy.

*\*Provide the details in annexure (annexure need to be numbered as i, ii,iii)*

7.4 Contribution to environmental awareness / protection

- ✓ Creating awareness among the students about environmental issues and protection. Ensures the programmes conducted by the department are plastic free, and usage of minimum paper products.
- ✓ Sensitising the students on environmental issues and reaching out to the community on working towards environment protection.
- ✓ Waste audit of the college is done.

7.5 Whether environmental audit was conducted?

Yes

No

**SWOT ANALYSIS FOR THE OXFORD COLLEGE OF BUSINESS MANAGEMENT:**

**Strengths:**

1. Highly qualified teaching fraternity with a blend of both academic and corporate experience.
2. Consistently ranked as one of the best colleges in the country as per the recent B-Schools survey reports.
3. State- of-the Art infrastructure with wi-fi facility
4. Innovative teaching pedagogy in the form of Experiential Learning, case studies, Movie based case studies, business plan exercises etc.,
5. Popular Inter – collegiate cultural and academic theme based events.
6. Excellent placement facility and support.
7. Strong Alumni and Parent- Teacher associations
8. Recognized for quality Seminars, conferences, FDPs and symposiums.
9. Strong Entrepreneurial culture and entrepreneurship development focus on the campus
10. Bangalore University accredited Research Centre. One among three affiliated colleges

**Weakness:**

1. Limited linkages with International institutions currently

**Opportunities:**

1. Collaboration opportunities with Foreign Universities / Exchange opportunities for students/ Faculty/ Research scholar
2. Consultancy opportunities with Industry and other research focused bodies.
3. Opportunities for introduction of vocational, industry and market relevant courses.
4. Opportunities for creation of new ventures, new jobs and wealth creation through entrepreneurship development.
5. Opportunities for revolutionizing teaching and learning methods using new technology.

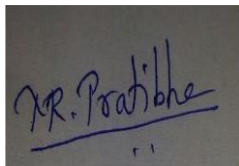
**Challenges:**

- 1 Matching industry requirements and student competencies.
2. Mushrooming of Autonomous, Private Universities and schools has posed lot of challenges for Management Education

## **8. Plans of Institution for Next year**

1. Continuous engagement in Research activities through executing the approved projects by UGC.
2. Implementation of the Performance Based Quality Improvement Strategic systems Portfolio.
3. Value added programs, FDPs, Workshops, Seminars and Certificate Programme
4. Innovation hub, to conduct programmes to encourage and support students to become entrepreneurs.
5. Interview, Training and Development activities for student
6. More industry institution linkages through Research analytics.
7. Initiatives for an eco-friendly learning space
8. Conducting student focused academic and skills development activities.
9. Conducting programmes to encourage and support students to start their own business ventures.
10. Conducting activities to hone the creative skills of students and provide a platform to display their creativity.

**Mrs. Pratibha.M.R**



*Signature of the Coordinator, IQAC  
The Oxford College of Business Management*

**Dr. Monoo John**



*Signature of the Chairperson, IQAC  
The Oxford College of Business Management*

**Abbreviations:**

CAS	-	Career Advanced Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission

## **ANNEXURE (I) BEST PRACTICES**

### **1. Title of the Practice**

- I. Performance Based Quality Improvement Strategic Systems Portfolio (PBQISSP)

### **2. Objectives of the Practice**

- The Performance Based Quality Improvement Strategic Systems Portfolio (PBQISSP) is meant to measure performance quality on ten parameters of Higher Degree Educational Institutions.
- To determine and implement strategic action steps to sustain and strengthen Strong KPIs and to Improve performance in Weak key performance indicators.
- To identify strong and weak areas of performance through the use of key performance indicators.
- To prioritise resources and align institutional systems and processes to achieve quality results.

### **3. Underlying principles or concepts of these practices:**

- Higher Degree educational institutions require strategic vision to overhaul systems and processes for quality outcomes.
- Key performance Indicators in such categories as teaching, learning and evaluation, understanding stakeholders needs, Governance and leadership, extension activities, student progression and research can accurately help in directing the institution to higher level quality goals and objectives

#### **4. The Context**

- It is increasingly felt that higher degree educational institutions need professional tools to examine all aspects of their management and governance systems and to improve their critical processes and results.
- There is an urgent need for educational institutions to stress upon experiential student learning and employability.
- To incorporate excellence in performance in the domain of Higher Degree Education a well conceived and well executed assessment strategy, annual improvements in key measures and indicators of performance and demonstrated leadership in performance.

#### **5. The Practice**

- The Oxford College of Business Management, Bangalore has implemented a well planned Strategy Systems portfolio in ten categories of systems and processes.
- A number of areas were identified for measurement of performance .
- Each area generated a number of KPIs (Key Performance Indicators) which were evaluated qualitatively in order to determine Strong and Weak KPIs.
- Finally strategic action steps were defined and implemented. Monitoring is an ongoing process and the cycle is repeated to ensure continuous progression.

#### **6. Evidence of Success**

- Success is evident in better placements, improved academic performances, and recognition of Institution among its peers as a quality centre in the educational sphere and enhanced degree of influence of students and faculty in industry.

## **7. Problems Encountered and Resources Required**

- Higher degree educational institutions in India are still traditional in nature. The concept and practice of professionalism in these institutions is largely restricted. Therefore the idea of self evaluation through the identification of KPIs and subsequent strategic action steps is not immediately acceptable.

## **Title of the Practice**

### **II. Experiential Learning and Innovative Pedagogy.**

#### **1. Objectives of the Practice**

- To expose students to events, situations and experiences in the business domain in order to enhance and improve business management skills in students.
- To improve effectiveness of teaching and learning methods and processes.
- To enhance learning experiences and results.

#### **2. Underlying principles or concepts of these practices:**

- Learning by doing enhances quality of outcomes.

- Increasing interaction and collaboration between teacher, student and event improves strategic and decision making skills.

### **3. The Context**

- In contemporary times, the critical challenge facing education and industry is the widening mismatch between skills imparted or developed and skills required among students.
- In this context, it has become imperative on the part of educational institutions to bring events into the classroom and to stimulate experiential learning among students.
- Further, there is urgent need to transform behavior through innovative pedagogy since industry expects its new breed of employees to transform organizations they work for.

### **4. The Practice**

- The Oxford College of Business Management, Bangalore as strategically implemented a carefully planned, teaching, learning and assessment portfolio which includes, effective lesson plans, case study and discussions, workshops, surveys, projects, presentations, certifications, training programs, classroom tests, assignments, skills enrichment programs, research orientation programs,



entrepreneurship development programs and feedback mechanisms.

## **5. Evidence of Success**

- Success is evident in better placements, improved academic performances, and recognition of Institution among its peers as a quality centre in the educational sphere and enhanced degree of influence with students and faculty.

## **6. Problems Encountered and Resources Required**

- Being a self aided higher degree institution, financial resources remain a challenge and a constraint.
- The absence of effective monitoring mechanisms for experiential learning and teaching processes also pose challenges in determining effectiveness and impact of such processes.