

Graded Program: MIB
 CRISIL Grading:
 National B ★ ★ ★
 State TN A
 Valid upto: April 20, 2012

Dr. G. R Damodaran College of Science (School of Commerce and International Business)
 M Civil Aerodrome Post, Avanashi Road, Coimbatore – 641 014, Tamilnadu
<http://grd.org/grdcs/dept/Commerce.aspx>

Report Date: April 21, 2011

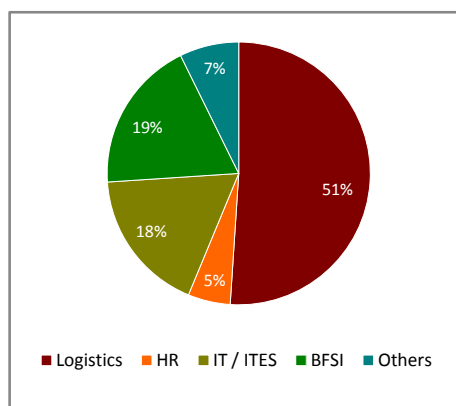
GRD School of Commerce and International Business (GRDSCIB) operates as a separate department within Dr G R Damodaran College of Science (GRDCS) which is affiliated to Bharathiar University, Coimbatore and recognised by the University Grants Commission. GRDCS offers Post Graduate, M.Phil and Ph.D programmes in Management, Computer Science, Social Work, Biotechnology, Biochemistry, Microbiology, Visual and Mass Communication, Commerce and International Business.

Best Practices Followed

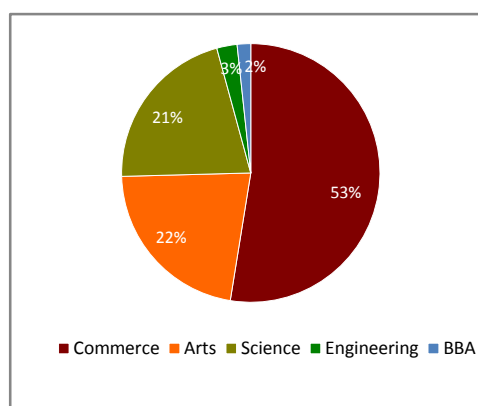
Comprehensive Curriculum review process with inputs from independent Board of Studies comprising of academicians and industry experts

Graded Program Details		Students - Key Statistics		Permanent Faculty	
Program	MIB (2 years)	Student strength	120	Faculty strength	14
Offered since	1997	Average age	21 years	Median teaching experience	10 years
Status	Autonomous	Average work experience	4 months	Median Industry experience	1 year
Recognition	NAAC, ISO	Percentage of female students	39%	Retention rate	100%
Program Fee	Rs. 2.20 lakh	Entrance test	Graduation percentage, Group Discussion and Personal Interview is used for selection	Student-Faculty ratio	16:1
Total Seats	120 (From 2009-11 Batch)			Visiting faculty	11

Placement Diversity (08-10)



Student Diversity (10-12)



Student Outcome (08-10)

Placements	87%
	8% students opted out of campus placements
Median salary	Rs.2.12 lakh
Maximum salary	Rs.2.60lakh
Pre-placement offer	NIL
No. of student clubs	NIL
Predominant placement region	Coimbatore, Chennai
Key recruiters	C.H Robinson Logistics, Kuehnek and Nagel Logistics, AI-Seer Logistics, Standard Chartered Bank, Panalpina Logistics and Career Net Consulting

Curriculum

The programme is spread over four semesters with seven to eight courses per semester. The programme includes industry visit, self study paper and management skill development courses. There is a summer internship of 4 week duration after the second semester. Students get to choose an elective each in the 3rd and the 4th semester.

Industry visits to Malaysia and Singapore through the 'Global Frontiers' programme add to the overall student learning outcomes.

The pedagogy involves class room interactions, assignments, case studies, quizzes and group assignments.

Industry Interaction

A total of 34 guest lectures were held in 2008-09 while 24 lectures were held in 2007-08. Industry visits and conferences and seminars are also organised regularly.

In 2009-10, the institute conducted 3 MDPs in which 325 applicants from 31 companies participated. The MDPs were held in the field of creativity in management, branding, change management and international business.

The institute has 5 tie-ups for customised courses by professionals from entities like O&M, Idea and Hindu Business Line.

Infrastructure

The self-sufficient campus is spread over an area of 14 acres with facilities, such as students' hostel, canteen, sports and recreation facility, six classrooms dedicated for MIB programme, a seminar hall and video conferencing facility.

The library is stocked with 13,100 books and 7,250 titles for undergraduate and postgraduate students. The institute also subscribes to more than 60 journals (National and International) and online databases, such as EBSCO.

The learning infrastructure at GRDSCIB is limited and the information is shared through Yahoo / Google Groups. The institute is yet to implement a learning management system at the campus.

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