

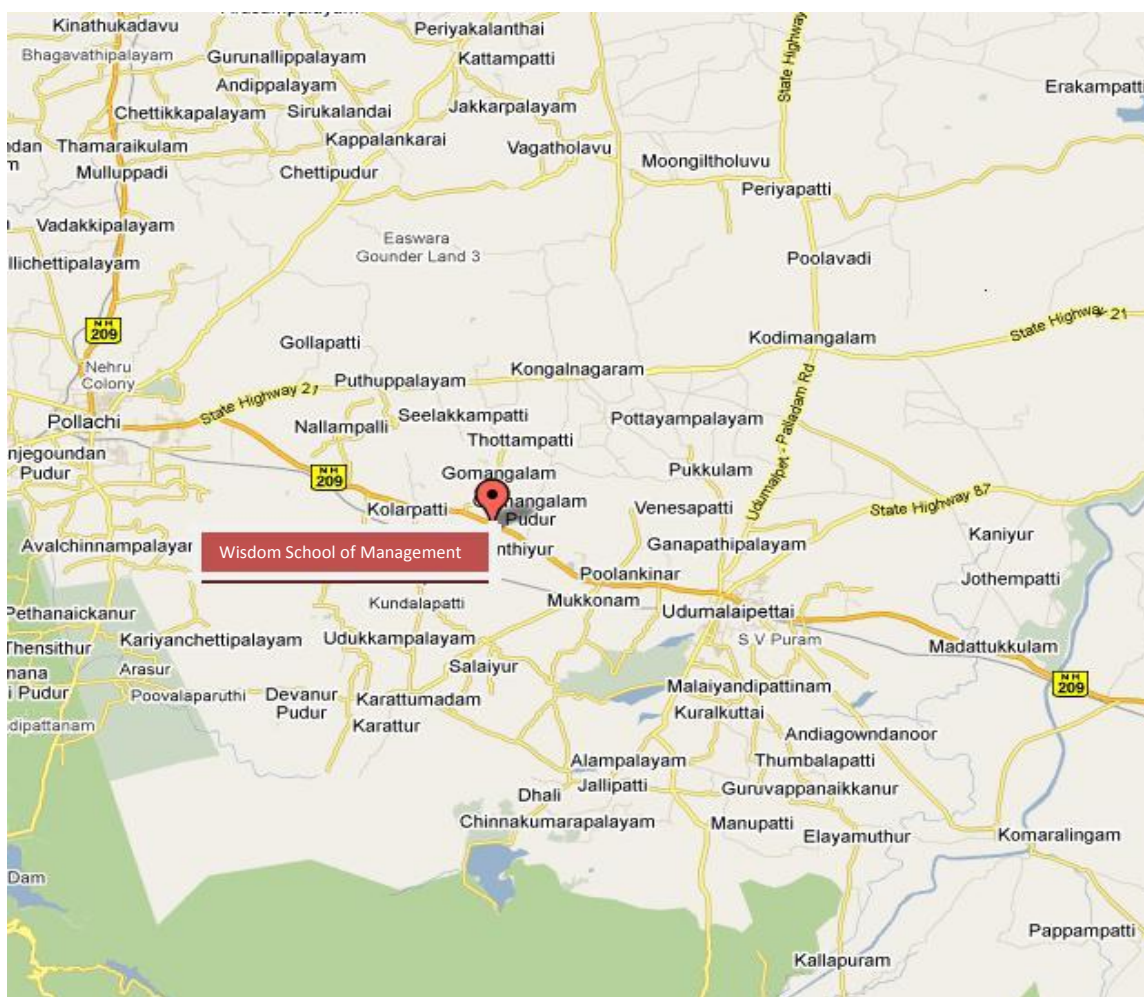
MANDATORY DISCLOSURE

Updated on 23.02.2017

AICTE File No	-	TN-018/MBA/2008-09/2007 Southern/1-494407861/2011/EOA
Date & Period of last approval	-	07.04.2015 & 2016-17
Name of the Institution	-	Wisdom School of Management
Address of the Institution	-	Village of New Harmony Campus, Pollachi - Udumalpet NH-209, Gomangalampudhur (Po), Pollachi (TK).
City & Pin Code	-	Coimbatore – 642107
State/UT	-	Tamilnadu
Longitude & Latitude	-	10 ⁰ .61N & 77 ⁰ .16E
Phone Number with STD Code	-	04259 – 280700, 280710
FAX Number with STD Code	-	04259 – 280720
Office Hours at the Institution	-	9.30 AM to 4.30 PM (8 Hrs)
Academic hours at the Institution	-	9.30 AM to 4.30 PM (8 Hrs)
E-Mail	-	admin@wisdomite.in
Website	-	www.wisdomite.in
Nearest Railway Station (Dist. in km)	-	Pollachi – 16 kms
Nearest Airport (dist. in km)	-	Coimbatore – 68 kms
Type of Institution	-	Private-Self Financed
Category (1) of the Institution	-	Non-Minority
Category (2) of the Institution	-	Co-Ed
Name of the Organization running the Institution	-	Vasanthi Educational Trust
Type of the Organization	-	Trust
Address of the organization	-	B-39, Hudco Colony, Gandhimaanagar, Peelamedu, Coimbatore - 641 004.
Registered with	-	Registration Department (Sub Registrar, Gomangalampudur)
Registration date	-	04/12/2007 last amended on 16/07/2010

Website of the organization - www.wisdomite.in

Location Map of the Institution



Name of the affiliating - Bharathiar University
University Address - Coimbatore
Website - www.b-u.ac.in
Latest affiliation period - 2014-2015
Name of the Principal - Dr. G. Manokaran
Exact Designation - Principal / Director
Phone number with STD - 04259 – 280700, 280710
code FAX Number with STD - 04259 – 280720
Code E-Mail - director@wisdomite.in
Highest Degree - Ph. D
Field of Specialization - Management

Board of Trustees-

The Board of Trustees of WSM is as follows:

- Er.. K. Duraiswamy
 - Er.. M.D. Senthil Kumar
 - Tmt. D. Pappathi
 - Tmt. S. Vidhya
-
- **Er. K. Duraiswamy**, an Engineer by profession, completed his graduation from Government College of Technology, Coimbatore. He joined TNEB and became the Chief Engineer, Coimbatore circle before retirement. He is presently the Chairman of Vasanthi Educational Trust.
 - **Er. M. D. Senthil Kumar**, an Engineer by profession graduated from KCT, Coimbatore, Completed his post graduation in Management from GRDIM, Coimbatore and went on to complete his MS from Australia. An emerging industrialist and educationalist from Coimbatore.
 - **Tmt. Pappathi Duraiswamy**, an agriculturalist by profession and is the wife of Er. K. Duraiswamy.
 - **Tmt. Vidhya .S** a Management graduate and wife of Er. M. D. Senthil Kumar is a business woman of repute.

Frequency of meetings & date of Last meeting - Meeting three months once,

Last meeting held on **18.12.2016**

Governing Council Members :

The Governing Council Committee is constituted with the following members for the effective and successful functioning of the MBA course of our college.

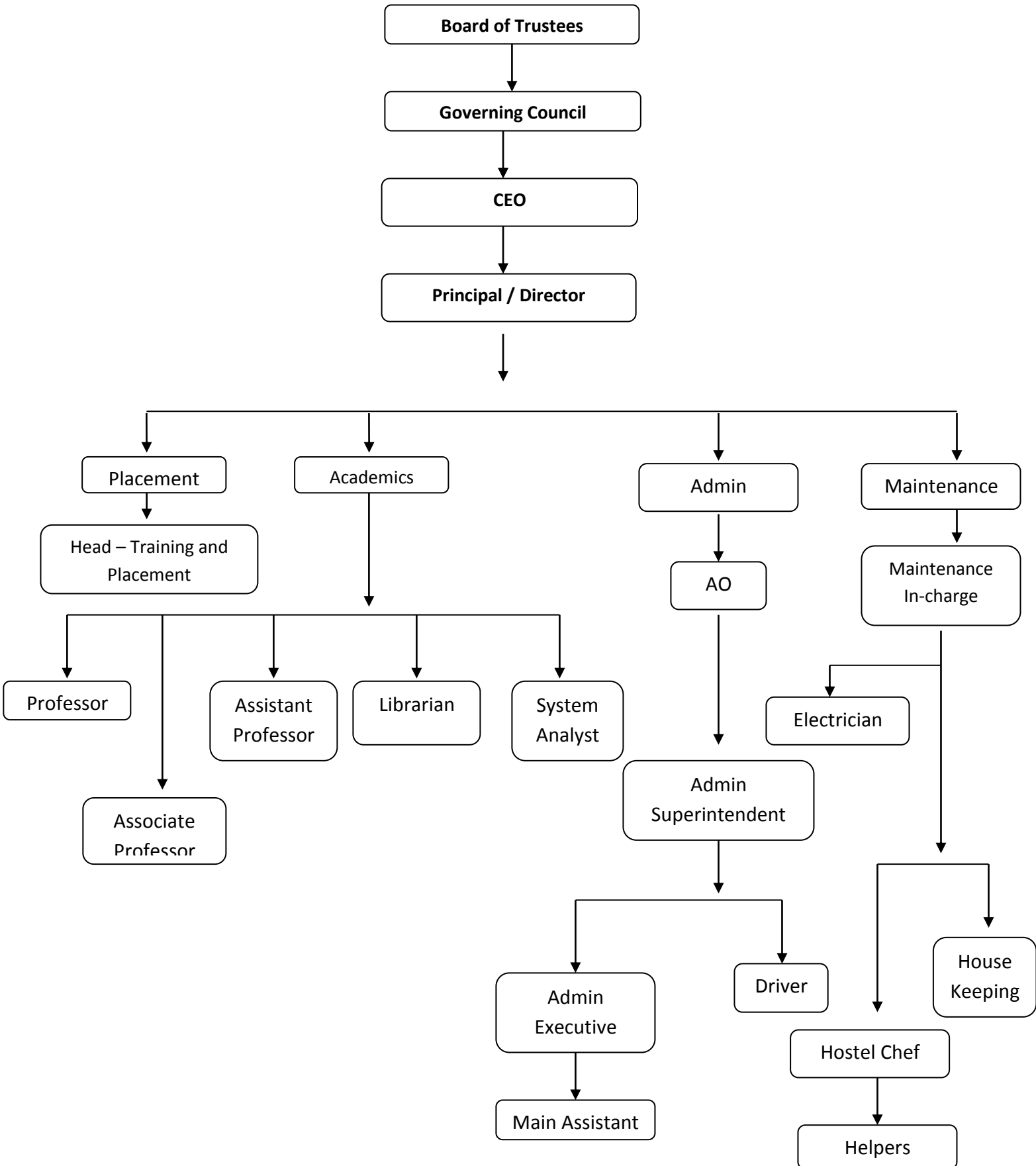
- Er. K. Duraiswamy B.E, F.I.E.,
Chairman, Wisdom School of Management
- Er. M. D. Senthil Kumar, B.E., M.B.A., MS (Aus).
Managing Trustee, Wisdom School of Management
- CA. R. D. Srinivasan, B.Com, FCA
Auditor, Erode.
- Er. R. Mahalingam, B.E.,
Managing Director, Netcon Technologies India Pvt Ltd,
Coimbatore.
- Er. P. Prabhakaran, B.E.,
Executive Director, LGB & Brothers Ltd.,
Coimbatore.
- Er. C. S. Manoharan, B.E.,
CEO, Axon Infosoft India Pvt Ltd., Coimbatore.
- Er. P.R. Perumal, B.E., PGDE
Senior Vice President, ITCOT Ltd., Chennai.
- Dr. A. Vimala, Assistant Professor. Department of
Extension, Career Guidance, Bharathiar University,
Coimbatore. (Nominee of Bharathiar University).
- Regional officer (EX-Officio)
Southern regional office, All India Council for Technical Education SHASTRI
BHAVAN, 26, Haddows road, Nungambakkam, Chennai-600006.
- Nominee of the regional officer
Southern regional office, All India Council for Technical Education SHASTRI
BHAVAN, 26, Haddows road, Nungambakkam, Chennai-600006.
- Director of technical education(EX-Officio), Chennai
Nominee by the State Government
- Er. S. Jothiramalingam, B.E, MBA
CEO, Wisdom School of Management
- Dr. G. Manokaran, MBA, M. Phil, Ph. D
Principal / Director,
Wisdom School Management

The Committee is required to meet once in 3 months and advise the college on various needs and developments relating to the MBA Programme. The term of office of the Committee is 2 years from the date of constitution of the Committee.

Frequency of meeting & date of Last meeting - Meet once in 3 Months, Last meeting held on **18.12.2016**

Organization Chart:

The organizational chart of the institution is shown below.



Processes:

Wisdom school of management is governed by its board of trustees, headed by chairman Er.K.Duraiswamy, B.E., F.I.E., and Managing Trustee Er.M.D.Senthil Kumar, BE, MBA, MS (Aus). The board is assisted by a governing council comprised of eminent personalities from academic and industry.

The CEO/Director holds the supreme authority and is responsible for the smooth functioning of the institute.

Principal is the academic head and takes care of the day to day academic activities of the institute.

Academics include Professor, Associate Professors, Assistant Professors, Librarian, and the System Analyst. These academicians are solely responsible for the effective conduct of the classes, internal assessments, guest lectures, case studies, role plays, proper usage of library, computer centre, language lab and smooth conduct of university exams.

The administrative department is headed by the administrative officer; this department takes care of office administration pertaining to the institution and is responsible for the PR and liaison activities of the University; AICTE and other government bodies.

The placement department is headed by the head -Placement and training, the department focuses on making every wisdomite get placed in leading Indian and multinational organizations. Students are given right guidance and relevant placement oriented training programs.

Maintenance department is headed by the maintenance in charge. The team comprises of the Maintenance Assistants, Security, Hostel Chef, Electrician, and other Maintenance Staff.

Student feedback mechanism on Institutional Governance / Faculty performance:

Student's feedback on faculty performance is obtained twice per year and accordingly corrective actions are taken.

Student's feedback on Institutional governance is received through the suggestion Box provided in the college. Necessary steps are taken by the Principal/Director based on the direction from Managing Trustee of the college on the feedback / suggestions so received.

Grievance redressal mechanism for faculty, staff and students:

The student's Grievances redressal cell functions from the year of inception. The cell functions with an objective to solve the grievances of the students. The complaints received from the students are analyzed by the members of the committee and are brought to the notice of the Principal for further

necessary action. Members of the committee hear the problems patiently and take remedial steps. It also functions as a counseling cell whenever personal problems are reported. The committee maintains a record of its activities. The grievances of the staff are addressed by the CEO and Principal.

Name of the Department*	-	Management
Course	-	MBA
Level	-	PG
1st Year of approval by the council	-	2009
Accreditation Status of the course	-	Not eligible yet
Doctoral Courses	-	No
Foreign Collaborations, if any	-	Nil
Professional Society Memberships	-	Nil
Professional activities	-	Management development programmes for corporates
Consultancy activities	-	HR Re-engineering Process for Netcon Technologies India Pvt Ltd., Coimbatore
Grants fetched	-	Nil
Department Achievement	-	NA
Distinguished Alumni	-	NA

Name of the Teaching staff : **Dr. G. Manokaran**
 Designation : **Principal / Director**
 Department : **Management**
 Date of joining the institution : **24.12.2016**



Qualification with class / Grade:

UG	PG		M. Phil	Ph. D
BBM	MBA	M. Com	Management	Management
II Class	I Class	I Class	Commended	Awarded

Total Experience in Years - Teaching: 16 Years - Industry: 1 Year - Research: 7 Years

Paper Published - National: 11 - International: Nil

Paper Presented in Conferences - National: 12 - International: 3

Ph. D Guide? Give field & University - Field: Nil : University: Nil

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 200

Books Published / IPR / Patents -

Professional Membership - Senate Member at Bharathiar University.

Consultancy Activities - Nil

Name of the Teaching staff : **Dr. P. Radhakrishnan**
 Designation : **Professor**
 Department : **Management**
 Date of joining the institution : **01.07.2013**



Qualification with class / Grade:

UG	PG - 1	PG - 2	PG - 3	Ph. D	PGDCA
B. Sc	M. Sc	M.S	M. Tech	Management	--
I Class	I Class	I Class	I Class	Awarded	I Class

Total Experience in Years - Teaching: 28 Years - Industry: Nil - Research: 6 Years

Paper Published - National: 3 - International: 13

Paper Presented in Conferences - National: 10 - International: 15

Ph. D Guide? Give field & University - Field: Management, University: Bharathiar University

Ph. Ds / Projects Guided - Ph.Ds: 1 Projects at Master Level: 50

Books Published / IPR / Patents - Contributed a chapter to the book titled "Organizational Flexibility and Competitiveness" published by Springer Jan 2014.

Professional Membership - ISTE, ORSI, AIMS,CMA(AIMA)

Consultancy Activities - Nil

Achievements & Awards

1. "Dr Radhakrishnan Gold Medal Award" instituted by GEPR ,Oct 2013
2. "Bharat Jyoti Award" instituted by IIFS, Aug 2012
3. Contributed novel "Hybrid Approach to Managerial Decision Making" to the Management Field , Aug 2012
4. "Leading Professionals of the World" by IBC, Cambridge, England, 2010
5. Graduate studies scholarship, The University of Western Ontario, Canada (1988-1990)
6. J. N. Tata Scholarship for higher students Abroad, 1988.
7. Gold Medal for First Rank (1981)

Grants Fetched - Nil

Interaction with Professional

1. The University of Western Ontario, Canada
2. Stamford College, Malaysia
3. Stansfield School of Business, Singapore
4. Modern College of Business & Science, Sultanate of Oman
5. PSG Institute of Advanced Studies, Coimbatore
6. JNTU, Hyderabad

Name of the Teaching staff : **Dr. A. Jayanthi**
Designation : **Associate Professor**
Department : **Management**
Date of joining the institution : **11.09.2013**



Qualification with class / Grade:

UG	PG	M. Phil	Ph. D
B. A (History)	MBA	Management	Management
I Class	I Class	I Class	Awarded

Total Experience in Years - Teaching: 13 Years - Industry: Nil - Research: 1 Year

Paper Published - National: 1 - International: 1

Paper Presented in Conferences - National: 15 - International: 5

Ph. D Guide? Give field & University - Field: Nil, University: Nil

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 200

Books Published / IPR / Patents - Nil

Professional Membership - Senate Member

Consultancy Activities - Nil

Name of the Teaching staff : **Dr. T. Satheesh Kumar**

Designation : **Assistant Professor**

Department : **Management**

Date of joining the institution : **01.09.2015**



Qualification with class / Grade:

UG	PG	Ph. D
B. E	MBA	Management
I Class	I Class	Awarded

Total Experience in Years - Teaching: 13 Years - Industry: 3 Years - Research: 1 Year

Paper Published - National: Nil - International: Nil

Paper Presented in Conferences - National: 4 - International: 1

Ph. D Guide? Give field & University - Field: Management University: Bharathiar University

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 25

Books Published / IPR / Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Name of the Teaching staff : **Dr. H. Shamina**
Designation : **Assistant Professor**
Department : **Management**
Date of joining the institution : **01.07.2011**



Qualification with class / Grade:

UG	PG - 1	PG - 1	M. Phil	Ph. D
B. Sc (CS)	MBA	M.COM	Management	Management
I Class	I Class	I Class	Commended	Awarded

Total Experience in Years - Teaching: 13 Years - Industry: Nil - Research: 5 Years

Paper Published - National: 7 - International: 2

Paper Presented in Conferences - National: 12 - International: 6

Ph. D Guide? Give field & University - Field: Management University: Bharathiar University

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 40

Books Published / IPR / Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Name of the Teaching staff : **S. Jothiramalingam**

Designation : **Assistant Professor**

Department : **Management**

Date of joining the institution : **01.11.2016**



Qualification with class / Grade:

UG	PG
B. E	MBA
I Class	I Class

Total Experience in Years - Teaching: 5 Years - Industry: 14 Years - Research: Nil

Paper Published - National: Nil - International: Nil

Paper Presented in Conferences - National: Nil - International: Nil

Ph. D Guide? Give field & University - Field: Nil - University: Nil

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 15

Books Published / IPR / Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Name of the Teaching staff : **S. Saranya Rao**
Designation : **Assistant Professor**
Department : **Management**
Date of joining the institution : **04.07.2016**



Qualification with class / Grade:

UG	PG
B. Sc	MBA
I Class	I Class

Total Experience in Years - Teaching: 4 Years - Industry: 3 Years - Research: Nil

Paper Published - National: Nil - International: Nil

Paper Presented in Conferences - National: Nil - International: Nil

Ph. D Guide? Give field & University - Field: Nil - University: Nil

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: 10

Books Published / IPR / Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Name of the Teaching staff : **K. Gokila Priyanka**
Designation : **Assistant Professor**
Department : **Management**
Date of joining the institution : **02.01.2017**



Qualification with class / Grade:

UG	PG
B. Sc	MBA
I Class	I Class

Total Experience in Years - Teaching: Nil - Industry: 2 Years - Research: Nil

Paper Published - National: Nil - International: Nil

Paper Presented in Conferences - National: Nil - International: Nil

Ph. D Guide? Give field & University - Field: Nil - University: Nil

Ph. Ds / Projects Guided - Ph.Ds: Nil Projects at Master Level: Nil

Books Published / IPR / Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Name of the Teaching Staff - **R. Veeramani**
 Designation - Librarian
 Department - Management
 Date of Joining the Institution - 14.07.2010
 -
 Qualification with Class/Grade



UG	PG	M.Phil	Ph.D
B.Sc	M.L.I.S.C	---	---

Total Experience in Years - Teaching: 18 Industry: Research: Nil

Paper Published - National: Nil International: Nil

Papers Presented in Conferences - National: Nil International: Nil

PhD Guide? Give field & University - Field: Nil University: Nil

PhDs / Projects Guided - PhDs: Nil Projects at Master Level - Nil

Books Published/ IPRS/ Patents - Nil

Professional Membership - Nil

Consultancy Activities - Nil

Awards - Nil

Grants Fetched - Nil

Interaction with Professional - Nil

Admission Quota

Number of seats allotted for TANCET (Open Quota) : 30
Number of seats allotted for CET (Management Quota) : 30

Entrance test/admission criteria:

Admission test for MBA Programme are conducted as detailed below.

Test name : TANCET
Test Agency : Anna University, Chennai
URL (Website) : www.annauniv.edu
Test name : CET / MAT / XAT / CAT / CMAT
Test Agency : Consortium of Self-Financing Professional, Arts and Science Colleges in Tamil Nadu / AIMA, New Delhi/ AICTE/ XLRI, Jamshedpur / Indian Institute of Management, Lucknow.

URL (Website) : www.tnsfconsortium.org / www.aima-ind.org / www.xlri.edu / www.catiim.in

For Management Quota:

Admission Test : As Fixed by CET and MAT
Group Discussions : 10 Marks
Interview : 10 Marks

	CAY	CAY-1	CAY-2
Cut off/last candidate admitted	- 40%	40%	40%
Fees in rupees	- Rs.30000	----	---
Number of Fee Waivers offered	- Nil	Nil	Nil

Admission Calendar

Last date for request for applications : 20 days from the date of publication of UG results of Bharathiar University

Last date for submission for applications : 30 days from the date of issue

Dates for announcing final results : Based on CMAT/CET/TANCET results

Release of admission list : Based on CMAT/CET/TANCET results

(Main list and waiting list should be announced on the same day)

Date of acceptance by the candidate : As per Bharathiar University norms

(Time given should in no case be less than 15 days)

Last date for closing of admission : As per Bharathiar University norms

Starting of the Academic session : As per Bharathiar University norms

The waiting list is activated only on the expiry of the date of main list.

The policy of refund of the fee, in case of withdrawal is as per the norms of Government of Tamil Nadu

PIO quota - **No**

Infrastructural information

Class room/tutorial room facilities



Laboratory details

-NA

Computer Centre facilities



Library facilities



Auditorium/Seminar Hall



Cafeteria



Indoor Sports facilities



Outdoor Sports facilities



Gymnasium facilities



Facilities for disabled

- Photo Not Available

Any other facilities

Vehicle parking facility



Portable Water Supply and Outlets	- Available
For drinking water at strategic locations	- Available
Electric Supply	- Available
Sewage Disposal	- Available
Telephone and FAX	- Available
First Aid Facility	- Available
Vehicle Parking	
Vehicle parking facility	



Safety provisions including fire & other calamities



All Weather approach road



General Notice Board & Departmental Notice Board



Transport Facility



LCD projectors in class rooms



Hostel

Boys Hostel

Girls Hostel



Canteen



Hostel Room facilities



Medical & other Facilities at Hostel - Available

**Academic Sessions
Examination system, Year/Sem** - Semester Pattern

Period of declaration of results - One month after the examinations are over

**Counseling / Mentoring/
Career Counseling** - One separate hour has been included in the academic time table in which students are counseled by our college counseling cell, which is the training cell.

Medical facilities - Available (On call)

Student Insurance - Available (Star Health Insurance)

Students Activity Body Cultural activities:

- i. Students Participated the Intercollegiate Meet at various colleges.

Sports activities : **Sports Day was conducted at College Campus on 15.12.2016**

Literary activities : Students are encouraged to participate in various Literal activities conducted by Training cell of our college as well as inter collegiate literary competition.

Magazine / Newsletter - Under process

Technical activities / Tech Fest:

1. Conduct Symposiums for UG and PG students of other colleges
2. Conduct Intra Collegiate Competition once in a year
3. Conduct Inter Collegiate Competition once in a year
4. Conduct Workshops & Seminars twice in a semester
5. Conduct Guest Lecturing every month
6. Out bound training activity every year.

Industrial Visits/ Tours : Every Student is taken to an industry visit every month to various industries and apart from this Overseas study tour is also rendered.

Alumni activities : NA

Name of the Information Officer

RTI	-	Dr. G. Manokaran
Désignation	-	Principal / Director
Phone number with STD code	-	04259 – 280700, 280710
FAX number with STD code	-	04259 – 280720
E-Mail	-	ceo@widomite.in
