VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

An ISO 9001: 2015 Certified Institution

(Approved by AICTE, New Delhi)

Permanently Affiliated to Anna University, Chennai)

Elayampalayam - 637205, Tiruchengode, Namakkal Dt.,

Tamil Nadu.

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Website :   www.vivekanandha.ac.in

              www.viims.ac.in

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DEPARTMENT OF MANAGEMENT STUDIES

NAME   : ....

REG. NO   : ....

YEAR & SEC : ....

VIVEKANANDHA EDUCATIONAL INSTITUTIONS

Vivekanandha Educational Institutions run by Angammal Educational Trust has 25 Educational Institutions under its service-fold. Kongu Nattu Sathanaiyalar "Vidhya Rathna", Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt., formed the trust in the year 1987 motivated by the ideals of service to the people with the focus on promoting technical and professional education for women . Around twenty three thousand girls from rural as well as urban areas from all over India have been provided with ample opportunities to pursue education at all levels in all disciplines. Vivekanandha Educational Institutions is providing safe and secure quality education to the women.

Vidhya Rathna, Rashtriya Ratan, Hind Rattan
கொங்குநாட்டுச் சாதனையாளர்

Prof. Dr. M. KARUNANITHI, B.Pharm, M.S., Ph.D., D.Litt.,
Founder, Chairman & Secretary

Angammal Educational Trust
Krishna Educational Charitable Trust
Rabindharanath Tagore Educational Charitable Trust
Tiruchengode and Sankari.

VIVEKANANDHA EDUCATIONAL INSTITUTIONS FOR WOMEN

His vision has sculpted a fascinating sprawling campus radiating the spirit of knowledge and wisdom. He is an educationist with intense passion for serving the cause of women's upliftment. His profound compassion impels him to serve the poor and underprivileged sections of society. His philanthropic qualities, generous gestures and humane approach constitute the core of his personality.

Our Founder's Vision
" The hand that rocks the cradle should rule the world "

IMPORTANT CONTACT INFORMATION OF THE COLLEGE

Designation	Name	Mobile No. & E-mail ID
Director	Dr.V.Mohanasundaram	**9443316537** directorviims@vivekanandha.ac.in
NAAC Coordinator	Dr.R.Miyal Vaganan	**8825827340** naacviims@vivekanandha.ac.in
IQAC Coordinator	Dr.R.Florence Bharathi	**9840958615** iqacviims@vivekandha.ac.in
HOD/MBA	Prof.T.Krishna Kumar	**8610803373** hodmbaviims@vivekanandha.ac.in
Placement Coordinator	Dr.S.Senthil Kumar	**9842007699** placementviims@vivekanandha.ac.in
Exam Cell	Mr.A.Haja Mydeen	**7845400448** examcellviims@vivekanandha.ac.in
Physical Director	Ms.M.Selvi	**9788906910** pdviims@vivekanandha.ac.in
Hostel Warden	Ms.P.Jayalakshmi	**9443316507**
Director/SDC	Dr.V.Kumaravel	**9443316521** hrdvsdc2023@gmail.com
Admission Office	-	**9443734670** admission@vivekanandha.ac.in
Office	-	**9443316537** officeviims@vivekanandha.ac.in
Transport Office	-	**9443774919** vivekanandhatransport@gmail.com

Personal Memorandum

Name : ....

Register No. : ....

Class & Branch : ....

Nationality : ....

Community : ....

Religion : ....

Day Scholar /
Hosteller : ....

Date of Birth : ....

Blood Group : ....

Bank A/c. No. : ....

Bank Name &
Branch : ....

Aadhaar No. : ....

ABC ID : ....

Father's Name : ....

Mother's Name: ....

Personal Memorandum

Address : ....

....

....

Mobile No. : 1. Student : ....

2. Father : ....

3. Mother : ....

E-mail : ....

Mentor
Name : ....

Mentor
Mobile No. : ....

VIIMS

VIIMS, a part of Vivekananda Educational Institutions established in 2002 offers full time MBA & MCA programme, approved by AICTE – New Delhi, permanently affiliated to Anna University and is an ISO 9001:2015 Certified Institution. The objective of the institution is to impart quality management and computer applications education to women students to become competent managers and Technocrats. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The holistic approach of "college to corporate" enhances the students potential with confidence to face the ever changing technology and business realities in Indian and global environment.

VISION

"Continuously engage in providing Management and Technical Education to Empower Women to be Economically Independent and Socially Responsive"

MISSION

We at VIIMS,

- are committed towards empowering rural women students by providing quality higher education to the aspirants in the field of Management and Computer Applications and thereby contributing to their economic independence.
- implement appropriate Learning Methods with Modern Tools and Techniques to Groom Students into Technically Competent and Ethically Strong, Quality Professionals.
- strive to be recognized as a Centre of Excellence for Research, Innovation, Entrepreneurship and disseminating knowledge by providing inspirational learning to produce professional leaders for serving the society

QUALITY POLICY

- All-round quality is assured through technology-driven professional education
- Academic quality is assured through effective teaching-learning methodology and experiential learning with Industry participation, based on continuous critical self-appraisal.
- Traits of Critical Analysis, Creative Thinking & Communication Skills are inculcated among students for producing well-groomed professional multifaceted leaders with rich values and the spirit of human emancipation.
- Welfare and professional growth of the faculty & employees is ensured by providing strong support and opportunities for their self-development, promoting commitment and willing participation.

INSTITUTIONAL OBJECTIVES

- To excel as a premier B-School in Tamilnadu.

- To provide an educational experience that groom the students to be an expert in the respective field.

- To provide consistent number of rank holders in Anna University Examinations.

- To introduce more number of skill development programs to enhance the employability skills of students.

- To ensure good placement track record every year.

- To enroll maximum number of alumni in the alumni forum and to conduct meets periodically.

- To increase the number of MoUs with Industries / Academic and Research institutions.

- To encourage faculty participation in Faculty Development Programs to upgrade their knowledge.

- To encourage the students to enroll for online certification courses through NPTEL / IIT Bombay / SWAYAM / MOOCS etc.,

- To mandate every student to be a part of Sports, Clubs, Yoga and in other departmental activities.

- To equip the Library with recent editions of books and journals for all the departments.

VIVEKANANDHA INSTITUE OF INFORMATION AND MANAGEMENT STUDIES

PROGRAMMES OFFERED

S.No	PROGRAMMES		DURATION
PG			
1	MBA	Master of Business Administration	2 years
2	MCA	Master of Computer Applications	2 years
Electives Offered – MBA (Dual Specialization)			
1	MBA	Human Resource Management	
2		Financial Management	
3		Marketing Management	
4		Business Analytics	
5		Operations Management	

ELIGIBILITY

S. No.	Courses	Qualification
1	MBA	Any Degree
2	MCA	Any Degree with atleast one Mathematics subject either in SSLC / H.Sc / UG

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

MBA Programme Curriculum is designed to prepare the post graduate students

   I. To have a thorough understanding of the core aspects of the business.

   II. To provide the learners with the management tools to identify, analyze and create business opportunities as well as solve business problems.

   III. To prepare them to have a holistic approach towards management functions.

   IV. To inspire and make them practice ethical standards in business.

PROGRAMME OUTCOMES (Pos)

On successful completion of the programme

1. Ability to apply the business acumen gained in practice.

2. Ability to understand and solve managerial issues.

3. Ability to communicate and negotiate effectively, to achieve organizational and individual goals.

4. Ability to understand one's own ability to set achievable targets and complete them.

5. Ability to fulfill social outreach

6. Ability to take up challenging assignments

INTERNSHIP & PROJECT

1. The Students need to undergo Internship for a period of continuous 4 Weeks by the end of the Second Semester.

2. The Students need to undergo Project work in the Final Semester for a Period of 20 weeks. (16 weeks for Data Collection and 4 weeks for report writing).

ANNA UNIVERSITY, CHENNAI
NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY
REGULATIONS – 2021
MASTER OF BUSINESS ADMINISTRATION (FULL – TIME) CHOICE BASED CREDIT SYSTEM CURRICULA AND SYLLABI FOR I TO IV SEMESTERS

SEMESTER - I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4101	Statistics for Management	PCC	3	0	0	3	3
2.	BA4102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3.	BA4103	Managerial Economics	PCC	3	0	0	3	3
4.	BA4104	Accounting for Decision Making	PCC	3	0	0	3	3
5.	BA4105	Legal Aspects of Business	PCC	3	0	0	3	3

SEMESTER – I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
6.	BA4106	Information Management	PCC	3	0	0	3	3
7.		Non-Functional Elective	NEC	3	0	0	3	3
PRACTICAL								
8.	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
9.	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
		TOTAL		**21**	**0**	**8**	**29**	**25**

NOTE: In the first semester students need to choose one elective from the Non-Functional stream

SEMESTER – II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4201	Quantitative Techniques for Decision Making	PCC	3	0	0	3	3
2.	BA4202	Financial Management	PCC	3	0	0	3	3
3.	BA4203	Human Resource Management	PCC	3	0	0	3	3
4.	BA4204	Operations Management	PCC	3	0	0	3	3
5.	BA4205	Business Research Methods	PCC	3	0	0	3	3
6.	BA4206	Business Analytics	PCC	3	0	0	3	3
7.	BA4207	Marketing Management	PCC	3	0	0	3	3

SEMESTER – II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
8.	BA4211	Business Ethics (Seminar)	EEC	0	0	4	4	2
9.	BA4212	Data analysis and Business Modelling (Laboratory)	PPC	0	0	4	4	2
		TOTAL		21	0	8	29	25

Summer internship minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER – III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4301	Strategic Management	PCC	3	0	0	3	3
2.	BA4302	International Business	PCC	3	0	0	3	3
3.		Professional Elective I	PEC	3	0	0	3	3
4.		Professional Elective II	PEC	3	0	0	3	3
5.		Professional Elective III	PEC	3	0	0	3	3
6.		Professional Elective IV	PEC	3	0	0	3	3
7.		Professional Elective V	PEC	3	0	0	3	3
8.		Professional Elective VI	PEC	3	0	0	3	3

SEMESTER – III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
8.	BA4311	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
9.	BA4312	Summer Internship	EEC	0	0	4	4	2
		TOTAL		24	0	8	32	28

SEMESTER – IV

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
PRACTICAL								
9.	BA4411	Project Work	EEC	0	0	24	24	12
		TOTAL		**0**	**0**	**24**	**24**	**12**

TOTAL :90 CREDITS

NON FUNCTIONAL ELECTIVES (2 electives)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA4032	Entrepreneurship Development	NEC	3	0	0	3	3
2.	BA4033	Event Management	NEC	3	0	0	3	3

PROFESSIONAL ELECTIVES (PEC)
FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from **two functional** specializations

Or

2. Students can take six elective subjects from any **one sectoral** specialization

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
Stream/ Specialization : **Financial Management [7]**								
1.	BA4001	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	BA4002	Financial Markets	PEC	3	0	0	3	3
3.	BA4003	Banking and Financial Services	PEC	3	0	0	3	3
4.	BA4004	Financial Derivatives	PEC	3	0	0	3	3

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
5.	BA4005	Financial Modelling	PEC	3	0	0	3	3
6.	BA4006	International Finance	PEC	3	0	0	3	3
7.	BA4007	Behavioral Finance	PEC	3	0	0	3	3
Stream/ Specialization : **Marketing Management [7]**								
8.	BA4008	Retail Marketing	PEC	3	0	0	3	3
9.	BA4009	Consumer Behavior	PEC	3	0	0	3	3
10.	BA4010	Integrated Marketing Communication	PEC	3	0	0	3	3
11.	BA4011	Services Marketing	PEC	3	0	0	3	3
12.	BA4012	Sales and Distribution Management	PEC	3	0	0	3	3

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
13.	BA4013	Product and Brand Management	PEC	3	0	0	3	3
14.	BA4014	Digital Marketing	PEC	3	0	0	3	3
Stream/ Specialization : **Human Resource Management [6]**								
15.	BA4015	Strategic Human Resource Management	PEC	3	0	0	3	3
16.	BA4016	Industrial Relations And Labour Legislations	PEC	3	0	0	3	3
17.	BA4017	Organizational, Design, Change And Development	PEC	3	0	0	3	3
18.	BA4018	Negotiation And Conflict Management	PEC	3	0	0	3	3

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
19.	BA4019	Reward And Compensation Management	PEC	3	0	0	3	3
20.	BA4020	International Human Resource Management	PEC	3	0	0	3	3
Stream/ Specialization : **Operations Management [6]**								
21.	BA4021	Supply Chain Management	PEC	3	0	0	3	3
22.	BA4022	Quality Management	PEC	3	0	0	3	3
23.	BA4023	Materials Management	PEC	3	0	0	3	3
24.	BA4024	Services Operations Management	PEC	3	0	0	3	3
25.	BA4025	Supply Chain Analytics	PEC	3	0	0	3	3
26.	BA4026	Project Management	PEC	3	0	0	3	3

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
Stream/ Specialization : **Business Analytics [5]**								
27.	BA4027	Data Mining for Business Intelligence	PEC	3	0	0	3	3
28.	BA4028	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
29.	BA4029	Social media web Analytics	PEC	3	0	0	3	3
30.	BA4030	E-Business Management	PEC	3	0	0	3	3
31.	BA4031	Enterprise Resource Planning	PEC	3	0	0	3	3

SECTORAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations

or

2. Students can take six elective subjects from any one sectoral specialization

   (a) Logistics and Supply Chain Management
   (b) Infrastructure and Real Estate Management
   (c) Tourism Management

Sectoral Specialization: **Logistics and Supply Chain Management**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.	BA4051	Supply Chain Concepts and Planning	PEC	3	3	0	0	3
2.	BA4052	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	BA4053	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	BA4054	Supply Chain Information System	PEC	3	3	0	0	3
5.	BA4055	Warehouse Management	PEC	3	3	0	0	3

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
6.	BA4056	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	BA4057	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	BA4058	Air Cargo Management	PEC	3	3	0	0	3
9.	BA4059	Containerization and Allied Business	PEC	3	3	0	0	3
10	BA4060	Exim Management	PEC	3	3	0	0	3
11.	BA4061	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	BA4062	Port and Terminal Management	PEC	3	3	0	0	3
Sectoral Specialization :**Infrastructure and Real Estate Management**								
13.	BA4063	Infrastructure Planning Scheduling and Control	PEC	3	3	0	0	3
14	BA4064	Contracts and Arbitration	PEC	3	3	0	0	3

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
15	BA4065	Project Management for Infrastructure	PEC	3	3	0	0	3
16	BA4066	Management of Human Resources, Safety and Quality	PEC	3	3	0	0	3
17.	BA4067	Disaster Mitigation and Management	PEC	3	3	0	0	3
18.	BA4068	Economics and Financial Management in Construction	PEC	3	3	0	0	3
19.	BA4069	Urban Environmental Management	PEC	3	3	0	0	3
20.	BA4070	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	3	0	0	3
21.	BA4071	Strategic Airport Infrastructure Management	PEC	3	3	0	0	3
22.	BA4072	Real Estate Marketing and Management	PEC	3	3	0	0	3

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
23.	BA4073	Infrastructure and Real Estate Entrepreneurship	PEC	3	3	0	0	3
24.	BA4074	Valuation of Real Estate and Infrastructure Assets	PEC	3	3	0	0	3
Sectoral Specialization : **Tourism Management**								
25.	BA4075	Tourism Principles and Practices	PEC	3	3	0	0	3
26.	BA4076	Travel Management	PEC	3	3	0	0	3
27.	BA4077	International Tourism	PEC	3	3	0	0	3
28.	BA4078	Tourism Geography	PEC	3	3	0	0	3
29.	BA4079	Culture and Heritage	PEC	3	3	0	0	3
30	BA4080	Tourism Products in India	PEC	3	3	0	0	3
31	BA4081	Accommodation and House Keeping Management	PEC	3	3	0	0	3
32.	BA4082	Travel Media and Public Relations	PEC	3	3	0	0	3

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
33.	BA4083	Destination Planning and Management	PEC	3	3	0	0	3
34.	BA4084	Tour Operations	PEC	3	3	0	0	3
35.	BA4085	Leisure and Recreation Management	PEC	3	3	0	0	3
36.	BA4086	Medical Tourism	PEC	3	3	0	0	3

ACADEMIC ACRONYMS

PCC	- Professional Core Courses	O	- Outstanding (grade point - 10)
PEC	- Professional Elective Course	A+	- Excellent (grade point - 9)
FC	- Foundation Course	A	- Very Good (grade point - 8)
NEC	- Non-Functional Elective Courses	B+	- Good (grade point - 7)
EEC	- Employability Enhancement Course	B	- Average (grade point - 6)
L	- Lecture	C	- Satisfactory (grade point - 5)
T	- Tutorial	U	- Re-appearance (grade point - 0)
P	- Practical	SA	- Shortage of Attendance (grade point - 0)
C	- Credits	WD	- Withdrawal (grade point - 0)

PROCEDURES FOR AWARDING MARKS FOR INTERNAL ASSESSMENT (IA)

Theory Courses:

Two Assessments each carrying 100 marks shall be conducted during the semester by the Department / College concerned. The total marks obtained in all assessments put together out of 200, shall be proportionately reduced to 40 marks and rounded to the nearest integer (This also implies equal weightage to all the two assessments).

Assessment I (100 Marks)		Assessment II (100 Marks)		Total Internal Marks Assessment
Assignment	Written Test	Assignment	Written Test	
40	60	40	60	200*

*200 Marks is to be converted into 40 Marks for Internal Assessment.

Two internal assessments will be conducted as a part of continuous assessment. Each internal assessment is to be conducted for 100 marks and will have to be distributed in two parts viz., Assignment (such as case study/seminar/mini project/online certificate courses) and Written Test with each having a weightage of 40% and 60% respectively. The tests are in written mode. The total internal assessment marks of 200 shall be converted into a maximum of 40 marks and rounded to the nearest integer.
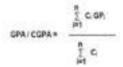
Laboratory Courses:

The maximum marks for Internal Assessment shall be 60 in case of practical courses. Every practical exercise / experiment shall be evaluated based on conduct of experiment / exercise and records to be maintained. There shall be at least one test. The criteria for arriving at the Internal Assessment marks of 60 are as follows: 75 marks shall be awarded for successful completion of all the prescribed experiments done in the Laboratory and 25 marks for the test. The total mark shall be converted into a maximum of 60 marks and rounded to the nearest integer.

GRADE SHEET

After results are declared, Grade Sheets will be issued to each student which will contain the following details:

- The college in which the candidate has studied.

- The list of courses enrolled during the semester and the grades scored.

- The Grade Point Average (GPA) for the semester and

- The Cumulative Grade Point Average (CGPA) of all courses enrolled from first semester onwards.

GPA for a semester is the ratio of the sum of the products of the number of credits acquired for courses and the corresponding points to the sum of the number of credits acquired for the courses in the semester. CGPA will be calculated in a similar manner, considering all the courses registered from first semester. RA grades will be excluded for calculating GPA and CGPA.

$$GPA \ / \ CGPA = \frac{\sum_{i=1}^{n} C_i \ Gp_i}{\sum_{i=1}^{n} C_i}$$

Where

C_i is the number of credits assigned to the course

Gp_i is the Grade point corresponding to the grade obtained for each Course

n is number of all Courses successfully cleared during the particular semester in the case of GPA and during all the semesters in the case of CGPA.

AWARD OF LETTER GRADES

The award of letter grades will be decided using relative grading principle. The performance of a student will be reported using letter grades, each carrying certain points as detailed below:

Letter Grade	Grade Points
O (Outstanding)	10
A + (Excellent)	9
A (Very Good)	8
B + (Good)	7
B (Average)	6
C (Satisfactory)	5
RA (Re-appearance)	0
SA (Shortage of Attendance)	0
W (Withdrawal)	0

A student is deemed to have passed and acquired the corresponding credits in a particular course if he/she obtains any one of the following grades: "O", "A+", "A", "B+", "B", "C".

'SA' denotes shortage of attendance and hence prevention from writing the end semester examinations. 'SA' will appear only in the result sheet.

"RA" denotes that the student has failed to pass in that course. "W" denotes withdrawal from the examination of the particular course. The grades RA and W will figure both in Grade Sheet as well as in Result Sheet. In both cases, the student has to appear for the End Semester Examinations as per the Regulations.

SALIENT FEATURES

1. Well-furnished classrooms with smart board.

2. Well-equipped Air-conditioned computer labs with software of latest version and language labs

3. Special coaching classes for Banking and Competitive exams like IBPS, UPSC, TNPSC etc.,

4. Digital library with a collection of 10,944 Titles and 21,888 Volumes, 12 National and 12 International journals and Online Journals like DELNET, N-LIST, EPSCO, etc.

5. Remedial teaching, special coaching and one to one counselling for weak students by experts.

6. International Conference / HR Conclave / Trade fair events to exhibit the students' talent.

7. Scholarships for meritorious, sports champions, parentless and physically challenged students through the Vivekanandha Merit Scholarship Exam (VIMS) conducted every year.

8. Placement assistance through centralized placement cell.

9. Mentor - Mentee System to ensure personalized care for the students.

10. Skill Development Center to enhance employability skills by providing value added courses and distance education courses.

11. Comfortable, spacious, well-furnished hostel with hygienically served vegetarian and non-vegetarian food.

12. 24 hours medical assistance provided by the Multi-Speciality Hospital of our sister concern (Vivekananda Medical Care Hospital).

13. Yoga, Driving, Typewriting, Tailoring and Dance classes handled by experts within the campus.

14. Penta-Fest celebrations (Cultural Day, Sports Day, College Day, Achiever's Day)

15. Proficiency awards for the students who excel in Curricular, Co-curricular & Extra-Curricular Activities.

16. Purified Mineral water unit is installed for the supply of drinking water to the college and the hostel round the clock.

STATUTORY COMMITTEES

1. Governing Council
2. Planning and Monitoring Committee
3. Discipline and Welfare Committee
4. Grievance Redressal Committee

NON - STATUTORY COMMITTEES

S.No	Committee	S.No	Committee
1	The Planning and Evaluation Committee	12	Academic Audit Committee
2	Green Campus Committee	13	SC / ST Welfare Committee
3	Monitoring Committee (Code of Conduct)	14	OBC Welfare Committee
4	Anti-Ragging Committee	15	Minority Committee
5	Admission Committee	16	Research Advisory Committee
6	Library Committee	17	Ethics Committee
7	Student Welfare Committee	18	Cyber Security Committee
8	Anti-Ragging Squad	19	Hostel Committee
9	Anti-Drug Committee	20	Sports Committee
10	Internal Complaints Committee	21	Purchase Committee
11	Extra-Curricular Activities Committee	22	Road Safety Committee

BEYOND CURRICULUM

VIIMS offers several courses in addition to the regular curriculum for providing essential knowledge that every student should be familiar with by the time they complete their degree.The courses offered include:

- Value-Added Courses (VAC)
- Add-on Courses
- Online Certifications
- Courses in Cyber Security
- Universal Human Values
- Human Rights
- Women Empowerment
- Physical Education
- Health and Hygiene
- Ethics
- Artificial Intelligence in Everyday Life
- Aptitude Skills
- Vocational Skill Courses
- Distance Education Programme

EXTENSION ACTIVITIES CELL

S.No	Cell
1	National Service Scheme (NSS)
2	Red Ribbon Club (RRC)
3	Youth Red Cross (YRC)
4	National Cadet Corps (NCC)

MEMORANDUMS OF UNDERSTANDING

Vivekanandha Institute of Information and Management Studies consistently endeavors to integrate industrial practices with academic curriculum under the guiding principle that covers the institutional objective 'Industry Relevance and Collaboration'. This MOU encompasses a broad range of collaborative opportunities for both students and faculty members of the institution. It facilitates various initiatives such as collaborative research projects, faculty exchange programs, student internships, faculty training sessions, joint conferences, workshops, and industrial visits. Vivekanandha Institute of Information and Management Studies (VIIMS) aims to enhance its educational standards, encourage innovation and cultivate a culture of continuous learning and development through these strategic partnerships.

LIST OF MoUs

S.No	Name of the Organisation / Institution / Industry
1	Nithra Apps India Private Ltd, Tiruchengode
2	Vivekanandha Medical Care Hospital, Tiruchengode
3	Inovatrik Technologies Private Ltd, Bengaluru
4	Ageas Federal Life Insurance Company Ltd, Coimbatore
5	Betamonks & Yukke global ventures, Chennai
6	Hackwit Technology Pvt Ltd, Chennai
7	Digilabs, (Star Systems), Chennai
8	M.S. University, Tirunelveli
9	CII (Confederation of Indian Industry), Chennai
10	Aadara Educational welfare society, Chennai
11	Bharathidhasan University, Trichy
12	MSME, Chennai
13	Skill Point Learning Services, Erode
14	CVESD, Chennai

VIVEKANANDHA SKILL DEVELOPMENT CENTRE

Education is a cornerstone for driving both individual and National Socio- economic growth. However, higher education institutions in India often face challenges in delivering skill-centric education that aligns with the evolving needs of industries and society globally. To address these challenges, Vivekanandha Educational Institutions for Women has established the Centre for Skill Development in collaboration with esteemed academic and industrial partners. The Centre partners with various training organizations, including the MSME Technology Development Centre, Tamil Nadu Apex Skill Development Centers for Logistics, Manonmaniam Sundaranar University, IECD of Bharathidasan University, Learnet Skill Ltd, National Council of Vocational and Research Training, and the Council of Vocational Education and Skill Development. Its industry partners include Indian Healthcare BPO, IMCI Indian Medical Coding Academy, Veranda Race Academy, Vetri IAS Study Circle, C Cube Technologies, Acemanbas Edutech Solution Pvt. Ltd, Xplore IT Corp Training, Space Zone India, Zorg Corp, New French Academy, Hackwit Technologies Pvt Ltd, Skill Point Learning Services, Arise Academy, and Oxford Academy. These collaborations provide students with practical, industry-relevant training, effectively preparing them for successful careers.

Vivekanandha Skill Development Centre is dedicated to raise the skill levels of its students to international standards through extensive industry engagement and customized skill development courses designed to enhance employability. The Centre offers a diverse range of courses including:

1. MS Office
2. Foundation English
3. SPSS
4. Aari Work and Hand Embroidery
5. Silambam & Karate
6. Fine Arts and Craft
7. Yoga for Human Excellence
8. Spoken Hindi
9. Beautician
10. Tally with GST
11. Photoshop & CoralDraw
12. Robotics

13	Photography & Editing	22.	Amazon Web Services
14	Computer Graphics and Animation	23.	Augmented Reality & Virtual Reality
15	Data Science with Python	24.	Scripting Language
16	Desktop Publishing	25.	Internet of Things (IOT)
17	Artificial Intelligence with Python	26.	Japanese Language
18	Block Chain & Crypto Currency	27.	Basic Life Support (BLS)
19	Design Thinking	28.	Medical Coding
20	Android App Development	29.	Advanced Cardiovascular Life Support (ACLS)
21	Natural Language Processing	30.	NET / CSIR / GATE / CAT Preparation

Over the past seven years, the Centre has successfully organized more than 125 skill development courses, benefiting approximately 16,250 students. This achievement underscores the institution's commitment for equipping students with diverse skills, preparing them for success in today's rapidly evolving global landscape.

TRAINING AND PLACEMENT CELL

The placement training programs and placement drives are being conducted by our centralized placement cell effectively to enhance career growth opportunities in leading organizations for our MBA students. VIIMS is proud of ensuring a good placement track record by providing employment in the most leading companies like ICICI Bank, Reliance Communications, TCS, CTS, WIPRO, HCL, HP, HDFC Bank and still counting on and the most importantly, it works in support of students giving them directions and resources to acquire the necessary skills to attain their dream jobs. The Placement Cell offers practical and informative sessions in Quantitative Ability, Logical Reasoning, Verbal Ability, Just-a-minute presentations, Group Discussions, Interview Skills, Communication Skills, Personality Development, and Motivational Lectures. Special emphasis is placed on developing communication skills from the grassroots level through proficient trainers. By continually analyzing evolving trends in campus recruitment, the Placement Cell crafts a comprehensive training program and effective materials for Final year students. Its ultimate goal is to ensure that every student secures a position in a reputed multinational company.

RESEARCH & DEVELOPMENT CELL

Our Research & Development Cell is committed

- To encourage and support our faculty and stud ents in publishing articles in reputed journals and getting grants from funding agencies.
- To establish incubation centre and incorporate effective research culture in the Institutions.
- To encourage our faculty and students to apply for Intellectual Property Rights.

CERTIFICATE OF MERIT

Certificate of merit will be awarded for the rank holders based on their performance in the Anna University Exams.

BEST OUTGOING STUDENT AWARD

An award for the best outgoing student is instituted for each course and students are selected based on their overall performance in academics, co-curricular and extracurricular activities.

SCHOLARSHIPS & CONCESSIONS

1. Vivekanandha Merit Scholarship
2. Mark Cut off Concession
3. Single Parent (Fatherless Child) Concession
4. BC/MBC Welfare Scholarship
5. SC/ST Scholarship

MBA			August 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
12.08.2024	Mon	**Reopening Day (II Year MBA - III Semester) Commencement of Unit I**	
13.08.2024	Tue	Preparing for Interview (CII IWN Webinar)	Mrs. Dilshad Azim
14.08.2024	Wed		
15.08.2024	Thu	**Independence Day Celebrations**	
16.08.2024	Fri		
17.08.2024	Sat		
18.08.2024	Sun	**Holiday**	
19.08.2024	Mon	Leadership Day - Seminar	
20.08.2024	Tue		
21.08.2024	Wed	Reinventing the Future of Work (Webinar)	Mrs. Saritha G Pillai
22.08.2024	Thu	Review of Internship Report	
23.08.2024	Fri	**Completion of Unit I (II Year MBA - III Semester)**	
24.08.2024	Sat	Holiday	
25.08.2024	Sun	Holiday	
26.08.2024	Mon	**Krishna Jayanti**	
27.08.2024	Tue	**Holiday**	
28.08.2024	Wed	**Commencement of Unit II (II Year MBA - III Semester)** Cycle Test I (II Year MBA - III Semester)	

MBA			August 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
29.08.2024	Thu	Personal Branding (CII IWN Webinar), Cycle Test I (II Year MBA - III Semester)	Dr. Vidhya Srinivasan
30.08.2024	Fri	Mentor - Mentee Meeting, Cycle Test I (II Year MBA - III Semester)	
31.08.2024	Sat	Cycle Test I (II Year MBA - III Semester)	

			September 2024
01.09.2024	Sun	**Holiday**	
02.09.2024	Mon	Cycle Test I - Review of Advanced learners & Slow learners (II Year MBA - III Semester)	
03.09.2024	Tue	Emerging Trends in Securities Market (Guest Lecture 1)	Dr. K.Prabhakaran
04.09.2024	Wed	First year- MBA (2024-2026) Online Orientation	
05.09.2024	Thu	First year- MBA (2024-2026) Online Orientation	
06.09.2024	Fri	**First Year - MBA (2024-2026) Inauguration**	
07.09.2024	Sat	**Vinayagar Chathurthi – Holiday**	
08.09.2024	Sun	**Holiday**	
09.09.2024	Mon	Commencement of regular Classes (I Year MBA - I Semester)	

MBA			September 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
10.09.2024	Tue	Resume Building (CII IWN Webinar) - (II Year MBA - III Semester), Induction Program- (I Year MBA - I Semester)	Ms. Kalaivani
11.09.2024	Wed	**Completion of Unit II (II Year MBA - III Semester) Commencement of Unit I (I Year MBA - I Semester)**	
12.09.2024	Thu	**Commencement of Unit III (II Year MBA - III Semester)** Cycle Test II (II Year MBA - III Semester)	
13.09.2024	Fri	Innovation and Entrepreneurship Day - Seminar, Cycle Test II (II Year MBA - III Semester)	
14.09.2024	Sat	**Holiday**	
15.09.2024	Sun	**Holiday**	
16.09.2024	Mon	Cycle Test II (II Year MBA - III Semester)	
17.09.2024	Tue	Milad-un-Nabi - Holiday	
18.09.2024	Wed	Cycle Test II (II Year MBA - III Semester)	
19.09.2024	Thu	Cycle Test II - Review of Advanced learners & Slow learners (II Year MBA - III Semester) Career Counselling (CII IWN Webinar)	Ms. Vidya Prabhu
20.09.2024	Fri		

MBA			September 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
21.09.2024	Sat	Club Activity	
22.09.2024	Sun	**Holiday**	
23.09.2024	Mon		
24.09.2024	Tue	National Conference at Christian College, Kodikanal & Educational Tour (I & II MBA)	
25.09.2024	Wed	National Conference at Christian College, Kodikanal & Educational Tour (I & II MBA)	
26.09.2024	Thu	Internal Assessment I (II Year MBA - III Semester) **Completion of Unit I (I Year MBA - I Semester)**	
27.09.2024	Fri	Internal Assessment I (II Year MBA - III Semester) **Commencement of Unit II (I Year MBA - I Semester)** Cycle Test I (I Year MBA - I Semester)	
28.09.2024	Sat	Internal Assessment I (Semester III) & **Completion of Unit III (II Year MBA - III Semester)** Cycle Test I (I Year MBA - I Semester)	
29.09.2024	Sun	Holiday	
30.09.2024	Mon	Internal Assessment I (II Year MBA - III Semester) **Commencement of Unit IV (II Year MBA - III Semester)** Cycle Test I (I Year MBA - I Semester)	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
01.10.2024	Tue	Internal Assessment I (II Year MBA - III Semester) Cycle Test I - Identification of Advanced Learners & Slow Learners (I Year MBA - I Semester)	
02.10.2024	Wed	**Gandhi Jayanthi - Holiday**	
03.10.2024	Thu	Fresher's Day (2024-2026 Batch)	
04.10.2024	Fri	Cycle Test – III (II Year MBA - III Semester) Result Analysis of Internal Assessment -I (II Year MBA - III Semester)	
05.10.2024	Sat	Cycle Test – III (II Year MBA - III Semester)	
06.10.2024	Sun	**Holiday**	
07.10.2024	Mon	Mastery In Leadership Excellence (CII IWN) Guest Lecture 2 Cycle Test – III (II Year MBA - III Semester)	Dr. Kalpana G
08.10.2024	Tue	Finance and Investment Day-Seminar Cycle Test – III (II Year MBA - III Semester)	
09.10.2024	Wed	Pooja Celebrations	
10.10.2024	Thu	**Holiday**	
11.10.2024	Fri	**Ayutha Pooja - Holiday**	
12.10.2024	Sat	**Vijaya Dasami - Holiday**	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
13.10.2024	Sun	**Holiday**	
14.10.2024	Mon	Cycle Test – III - Review of Advanced Learners & Slow Learners (II Year MBA - III Semester)	
15.10.2024	Tue	Artificial Intelligence with Python (Workshop), **Completion of Unit II** **(I Year MBA - I Semester)**	Mr. S. Sriram
16.10.2024	Wed	**Commencement of Unit III** **(I Year MBA - I Semester)** Cycle Test II (I Year MBA - I Semester)	
17.10.2024	Thu	**Completion of Unit IV** **(II Year MBA - III Semester)** Cycle Test IV (II Year MBA - III Semester) Cycle Test II (I Year MBA - I Semester)	
18.10.2024	Fri	**Commencement of Unit V** **(II Year MBA - III Semester)** Cycle Test IV (II Year MBA - III Semester) Cycle Test II (I Year MBA - I Semester)	
19.10.2024	Sat	Cycle Test IV (II Year MBA - III Semester)	
20.10.2024	Sun	**Holiday**	
21.10.2024	Mon	Global Business and Strategy Day - Seminar Cycle Test IV (II Year MBA - III Semester) Cycle Test II (I Year MBA - I Semester)	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
MBA			October 2024
22.10.2024	Tue	Cycle Test IV - Review of Advanced Learners & Slow Learners (II Year MBA - III Semester) Cycle Test II - Review of Advanced Learners & Slow Learners (I Year MBA - I Semester)	
23.10.2024	Wed	Internal Assessment- I (I Year MBA - I Semester)	
24.10.2024	Thu	Internal Assessment I (I Year MBA - I Semester) Educational Tour (II Year MBA - III Semester)	
25.10.2024	Fri	Internal Assessment I (I Year MBA - I Semester) Educational Tour (II Year MBA - III Semester)	
26.10.2024	Sat	Internal Assessment I (I Year MBA - I Semester) Educational Tour (II Year MBA - III Semester)	
27.10.2024	Sun	**Holiday**	
28.10.2024	Mon	Internal Assessment I (I Year MBA - I Semester) **Completion of Unit III (I Year MBA - I Semester)**	
29.10.2024	Tue	Result Analysis of Internal Assessment - I & Cycle Test III (I Year MBA - I Semester)	
30.10.2024	Wed	**Holiday**	
31.10.2024	Thu	**Deepavali Festival-Holiday**	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
01.11.2024	Fri	**Holiday**	
02.11.2024	Sat	**Holiday**	
03.11.2024	Sun	**Holiday**	
04.11.2024	Mon	**Completion of Unit V,** Internal Assessment II (II Year MBA - III Semester) **Commencement of Unit IV (I Year MBA - I Semester)** Cycle Test III (I Year MBA - I Semester)	
05.11.2024	Tue	Internal Assessment II (II Year MBA - III Semester) Cycle Test III (I Year MBA - I Semester)	
06.11.2024	Wed	Internal Assessment II (II Year MBA - III Semester) Cycle Test III (I Year MBA - I Semester)	
07.11.2024	Thu	Internal Assessment II (II Year MBA - III Semester) Cycle Test III - Review of Advanced Learners & Slow Learners (I Year MBA - I Semester)	
08.11.2024	Fri	Happiness and Money (Webinar)	Mr.Vivek Pathak
09.11.2024	Sat	Result Analysis of Internal Assessment II (II Year MBA – III Semester)	
10.11.2024	Sun	**Holiday**	
11.11.2024	Mon	Full Stock Web Development (Workshop), Cycle Test V (II Year MBA - III Semester)	Ms. Jayashangaree

MBA November - 2024

MBA			November - 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
12.11.2024	Tue	Cycle Test V (II Year MBA - III Semester)	
13.11.2024	Wed	Sustainability and CSR Day - Seminar, Cycle Test V (II Year MBA - III Semester)	
14.11.2024	Thu	Hybrid Working and Moonlighting (Guest Lecture -3) Cycle Test V (II Year MBA - III Semester)	Ms. Tejasverya Suhasvelu
15.11.2024	Fri	**Completion of Unit IV** **(I Year MBA - I Semester)** Cycle Test V - Review of Advanced Learners & Slow Learners (II Year MBA - III Semester)	
16.11.2024	Sat	**Commencement of Unit V** **(I Year MBA - I Semester)** Cycle Test IV (I Year MBA - I Semester)	
17.11.2024	Sun	**Holiday**	
18.11.2024	Mon	Cycle Test IV (I Year MBA - I Semester)	
19.11.2024	Tue	Cycle Test IV (I Year MBA - I Semester)	
20.11.2024	Wed	Model Exam (II Year MBA - III Semester) Cycle Test IV (I Year MBA - I Semester)	
21.11.2024	Thu	Model Exam (II Year MBA - III Semester) Cycle Test IV - Review of Advanced Learners & Slow Learners (I Year MBA - I Semester)	

MBA			November - 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
22.11.2024	Fri	Model Exam (II Year MBA - III Semester)	
23.11.2024	Sat	**Holiday**	
24.11.2024	Sun	**Holiday**	
25.11.2024	Mon	Model Exam (II Year MBA - III Semester) Internal Assessment II (I Year MBA - I Semester)	
26.11.2024	Tue	Model Exam (II Year MBA - III Semester) Internal Assessment II (I Year MBA - I Semester)	
27.11.2024	Wed	Model Exam (II Year MBA - III Semester) Internal Assessment II (I Year MBA - I Semester)	
28.11.2024	Thu	Model Exam (II Year MBA - III Semester) Internal Assessment II (I Year MBA - I Semester)	
29.11.2024	Fri	Model Exam (II Year MBA - III Semester) Last Working Day (II Year MBA - III Semester) Result Analysis of Internal Assessment II (I Year MBA - I Semester)	
30.11.2024	Sat		

MBA			December 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
01.12.2024	Sun	**Holiday**	
02.12.2024	Mon	Model Practical Examination (II Year MBA - III Semester)	
03.12.2024	Thu	Model Internship Viva – Voce (II Year MBA - III Semester) Result Analysis of Model Exam, Review of Advanced Learners & Slow Learners (II Year MBA - III Semester) Allotment of Guide for Project (II Year MBA - IV Semester)	
04.12.2024	Wed	**Completion of Unit V (I Year MBA - I Semester)** University Practical Examination (II Year MBA - III Semester)	
05.12.2024	Thu	Creativity and Innovation - Viva - voce (II Year MBA - III Semester) Cycle Test V (I Year MBA - I Semester)	
06.12.2024	Fri	University Internship - Viva - Voce (II Year MBA - III Semester) Cycle Test V (I Year MBA - I Semester)	
07.12.2024	Sat	**Holiday**	
08.12.2024	Sun	**Holiday**	
09.12.2024	Mon	Cycle Test V (I Year MBA - I Semester)	
10.12.2024	Tue	Cycle Test V (I Year MBA - I Semester)	

MBA			December 2024
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
11.12.2024	Wed	Cycle Test V - Review of Advanced Learners & Slow Learners (I Year MBA - I Semester	
12.12.2024	Thu	Model Exam (I Year MBA - I Semester)	
13.12.2024	Fri	Model Exam (I Year MBA - I Semester)	
14.12.2024	Sat	**Holiday**	
15.12.2024	Sun	**Holiday**	
16.12.2024	Mon	Model Exam (I Year MBA - I Semester)	
17.12.2024	Tue	Model Exam (I Year MBA - I Semester)	
18.12.2024	Wed	**Commencement of End Semester Exam (II Year MBA - III Semester)** Model Exam (I Year MBA - I Semester)	
19.12.2024	Thu	Model Exam (I Year MBA - I Semester)	
20.12.2024	Fri	Fun with Finance (CII IWN Session) – (Guest Lecture -4)	Ms. Raathandeep Umesh S
21.12.2024	Sat	**Holiday**	
22.12.2024	Sun	**Holiday**	
23.12.2024	Mon	Model Exam (I Year MBA - I Semester)	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
MBA			**December 2024**
24.12.2024	Tue	Winning Personality Traits (CII IWN Session), Model Exam Result Analysis, Review of Advanced Learners & Slow Learners (I Year MBA - I Semester)	Ms. Hazel Catherine
25.12.2024	Wed	Christmas- Holiday	
26.12.2024	Thu	**Commencement of End Semester Exam (I Year MBA - I Semester)**	
27.12.2024	Fri		
28.12.2024	Sat	**Holiday**	
29.12.2024	Sun	**Holiday**	
30.12.2024	Mon		
31.12.2024	Tue		
			January 2025
01.01.2025	Wed	**New Year - Holiday**	
02.01.2025	Thu		
03.01.2025	Fri		
04.01.2025	Sat		
05.01.2025	Sun	**Holiday**	
06.01.2025	Mon		
07.01.2025	Tue		
08.01.2025	Wed	Session on Virtual Interview (Guest Lecture -5)	Ms. Sindhu Grandhey
09.01.2025	Thu		

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
10.01.2025	Fri	Pongal Celebrations	
11.01.2025	Sat		
12.01.2025	Sun	**Holiday**	
13.01.2025	Mon	**Holiday**	
14.01.2025	Tue	**Pongal - Holiday**	
15.01.2025	Wed	**Thiruvalluvar Day- Holiday**	
16.01.2025	Thu	**Uzhavar Thirunaal- Holiday**	
17.01.2025	Fri	Final Year Project	
18.01.2025	Sat		
19.01.2025	Sun	**Holiday**	

		MBA	January 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
20.01.2025	Mon	**Reopening Day (I Year MBA - II Semester) Commencement of Unit I (I Year MBA – II Semester)**	
21.01.2025	Tue		
22.01.2025	Wed	Necessity of being Human (Guest Lecture -1)	Dr.K.Prabhakaran
23.01.2025	Thu		
24.01.2025	Fri	Leadership and Management Day - Seminar	
25.01.2025	Sat	Club Activity	
26.01.2025	Sun	**Republic Day - Holiday**	
27.01.2025	Mon	Corporate Expectations from the freshers (Webinar)	Ms.Priyanka Rajan
28.01.2025	Tue		
29.01.2025	Wed	Trade Fair	
30.01.2025	Thu	Trade Fair	
31.01.2025	Fri	Trade Fair	

			February 2025
01.02.2025	Sat	**Holiday**	
02.02.2025	Sun	**Holiday**	
03.02.2025	Mon	**Completion of Unit I (I Year MBA – II Semester)**	
04.02.2025	Tue	**Commencement of Unit II (I Year MBA – II Semester** Cycle Test I (I Year MBA – II Semester)	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
05.02.2025	Wed	Outbound Training for First Year, Yercaud	
06.02.2025	Thu	Outbound Training for First Year, Yercaud	
07.02.2025	Fri	Outbound Training for First Year, Yercaud	
08.02.2025	Sat	**Holiday**	
09.02.2025	Sun	**Holiday**	
10.02.2025	Mon	Fireside chat – A decade of POSH Act. (CII IWN Session) - Guest Lecture -2, Cycle Test I (I Year MBA – II Semester)	Savitha Kesav Jagadeesan
11.02.2025	Tue	**Thaipusam-Holiday**	
12.02.2025	Wed	Technology and Digital Transformation Day Cycle Test I (I Year MBA – II Semester)	
13.02.2025	Thu	Industrial Visit – India Cements Limited - Sankagiri	
14.02.2025	Fri	Cycle Test I (I Year MBA – II Semester)	
15.02.2025	Sat	**Holiday**	
16.02.2025	Sun	**Holiday**	
17.02.2025	Mon	Cycle Test I - Review of Advance Learners & Slow Learners (I Year MBA – II Semester)	
18.02.2025	Tue	**Completion of Unit II (I Year MBA – II Semester)**	

MBA			February 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
19.02.2025	Wed	Unveiling (the journeys of Trailblazers) Webinar Cycle Test II (I Year MBA – II Semester	Murthy (CSN) Chavali
20.02.2025	Thu	**Commencement of Unit III** Cycle Test II (I Year MBA – II Semester)	
21.02.2025	Fri	Cycle Test II (I Year MBA – II Semester)	
22.02.2025	Sat	Project Review I (II Year MBA - IV Semester)	
23.02.2025	Sun	**Holiday**	
24.02.2025	Mon	HR Conclave – 2025, Cycle Test II (I Year MBA – II Semester)	
25.02.2025	Tue	Cycle Test II - Review of Advance Learners & Slow Learners (I Year MBA – II Semester)	
26.02.2025	Wed	Effective Marketing - Guest Lecture -3	Ms. Nicky Jain
27.02.2025	Thu		
28.02.2025	Fri		
			March 2025
01.03.2025	Sat	**Holiday**	
02.03.2025	Sun	**Holiday**	
03.03.2025	Mon	Internal Assessment I (I Year MBA – II Semester)	
04.03.2025	Tue	Internal Assessment I (I Year MBA – II Semester)	

MBA			March 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
05.03.2025	Wed	Internal Assessment I (I Year MBA – II Semester)	
06.03.2025	Thu	Internal Assessment I (I Year MBA – II Semester) **Completion of Unit III (I Year MBA – II Semester)**	
07.03.2025	Fri	**Commencement of Unit IV &** Cycle Test III (I Year MBA – II Semester)	
08.03.2025	Sat	**Women's Day - Holiday**	
09.03.2025	Sun	**Holiday**	
10.03.2025	Mon	Cycle Test III (I Year MBA – II Semester	
11.03.2025	Tue	Women And Financial Independence (Webinar) Cycle Test III (I Year MBA – II Semester)	Ms. Neha Singh
12.03.2025	Wed	Result Analysis of IAT-I Cycle Test III (I Year MBA – II Semester)	
13.03.2025	Thu	Cycle Test III - Review of Advanced Learners & Slow Learners (I Year MBA – II Semester)	
14.03.2025	Fri	Educational Tour (I Year MBA – II Semester)	
15.03.2025	Sat	Educational Tour (I Year MBA – II Semester) Project Review II (II Year MBA - IV Semester)	
16.03.2025	Sun	**Holiday**	

Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
17.03.2025	Mon	Global Business Day - Seminar	
18.03.2025	Tue	Women's health and wellness (Guest Lecture- 4)	Ms. Chandra
19.03.2025	Wed	Trifest – Cultural Day	
20.03.2025	Thu	Trifest – Cultural Day	
21.03.2025	Fri	Trifest – Sports Day	
22.03.2025	Sat	Trifest – College Day	
23.03.2025	Sun	**Holiday**	
24.03.2025	Mon	**Completion of Unit IV (I Year MBA – II Semester)**	
25.03.2025	Tue	**Commencement of Unit V,** Cycle Test IV (I Year MBA – II Semester)	
26.03.2025	Wed	Cycle Test IV (I Year MBA – II Semester)	
27.03.2025	Thu	Cycle Test IV (I Year MBA – II Semester)	
28.03.2025	Fri	Cycle Test IV (I Year MBA – II Semester)	
29.03.2025	Sat	**Holiday**	
30.03.2025	Sun	**Holiday Telugu New Year - Ugadi**	
31.03.2025	Mon	**Ramzan - Holiday**	

MBA			April 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
01.04.2025	Tue	Cycle Test IV - Review of Advanced Learners & Slow Learners (I Year MBA – II Semester)	
02.04.2025	Wed	Internal Assessment II (I Year MBA – II Semester)	
03.04.2025	Thu	Internal Assessment II (I Year MBA – II Semester)	
04.04.2025	Fri	Internal Assessment II (I Year MBA – II Semester)	
05.04.2025	Sat	**Holiday**	
06.04.2025	Sun	**Holiday**	
07.04.2025	Mon	Internal Assessment II (I Year MBA – II Semester)	
08.04.2025	Tue	Result Analysis of Internal Assessment II (I Year MBA - II Semester) Conquering Cancer (CII IWN Webinar)	Ms. Neerja Malik
09.04.2025	Wed	Industrial Visit – Hatsun Dairy (Salem)	
10.04.2025	Thu	**Mahavir Jayanti- Holiday**	
11.04.2025	Fri	Marketing and Customer Experience Day - Seminar	
12.04.2025	Sat	Hostel Day	
13.04.2024	Sun	**Holiday**	
14.04.2025	Mon	**Tamil New Year -Holiday**	
15.04.2025	Tue	Project Review III (II Year MBA - IV Semester)	

MBA			April 2025
Date	Day	Academic / Extra Curricular Activities Particulars	Remarks
16.04.2025	Wed	**Completion of Unit V (I Year MBA – II Semester)**	
17.04.2025	Thu	Cycle Test V (I Year MBA – II Semester)	
18.04.2025	Fri	**Good Friday - Holiday**	
19.04.2025	Sat	Cycle Test V (I Year MBA – II Semester)	
20.04.2025	Sun	**Holiday**	
21.04.2025	Mon	Cycle Test V (I Year MBA – II Semester)	
22.04.2025	Tue	Midlife Career Challenges for Women (Guest Lecture -5) Cycle Test V (I Year MBA – II Semester)	Madras Management Association - Chennai.
23.04.2025	Wed	Two Days International Conference	
24.04.2025	Thu	Two Days International Conference	
25.04.2025	Fri	Cycle Test V - Review of Advanced Learners & Slow Learners (I Year MBA – II Semester)	
26.04.2025	Sat		
27.04.2025	Sun	**Holiday**	
28.04.2025	Mon		
29.04.2025	Tue	Understanding Imposter Phenomenon and Coping Strategies (Webinar)	Ms. Nidhi La
30.04.2025	Wed		

MBA			May- 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
01.05.2025	Thu	May Day-Holiday	
02.05.2025	Fri	Women of Wonder – Enhance your Leadership Skill (CII IWN Webinar)	Ms. Vidya Prabhu
03.05.2025	Sat		
04.05.2025	Sun	**Holiday**	
05.05.2025	Mon		
06.05.2025	Tue	Model Exam (I Year MBA – II Semester	
07.05.2025	Wed	Model Exam (I Year MBA – II Semester	
08.05.2025	Thu	Model Exam (I Year MBA – II Semester	
09.05.2025	Fri	Model Exam (I Year MBA – II Semester	
10.05.2025	Sat	Project Review IV (II Year MBA - IV Semester)	
11.05.2025	Sun	**Holiday**	
12.05.2025	Mon	Model Exam (I Year MBA – II Semester)	
13.05.2025	Tue	Model Exam (I Year MBA – II Semester)	
14.05.2025	Wed		
15.05.2025	Thu	Preparation of goal Setting (CII IWN - Webinar)	Mrs. Aishwarya Nagarajan
16.05.2025	Fri	Result Analysis of Model Exam (I Year MBA – II Semester)	
17.05.2025	Sat		

MBA			May- 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
18.05.2025	Sun	**Holiday**	
19.05.2025	Mon	**Commencement of End Semester Exam (I Year MBA – II Semester)**	
20.05.2025	Tue		
21.05.2025	Wed		
22.05.2025	Thu		
23.05.2025	Fri		
24.05.2025	Sat		
25.05.2025	Sun	**Holiday**	
26.05.2025	Mon		
27.05.2025	Tue		
28.05.2025	Wed		
29.05.2025	Thu		
30.05.2025	Fri	Necessity Of being Human (Guest Lecture)	Mr.P. Naveen Kumar
31.05.2025	Sat		
			June - 2025
01.06.2025	Sun	**Holiday**	
02.06.2025	Mon	One Month Internship – Summer Project (I Year MBA)	
03.06.2025	Tue		
04.06.2025	Wed		

MBA			June - 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
05.06.2025	Thu	Future Skills In the Digital World	Dr. Senthamarai Gokulakrishnan P
06.06.2025	Fri		
07.06.2025	Sat	Project Rough Draft Submission (II Year MBA - IV Semester)	
08.06.2025	Sun	**Holiday**	
09.06.2025	Mon		
10.06.2025	Tue		
11.06.2025	Wed	Prevention Of Sexual Harassment(CII IWN - Webinar)	Ms. Deepa Varadhan
12.06.2025	Thu	Project Fair Copy Submission , Model Viva-Voce (II Year MBA - IV Semester)	
13.06.2025	Fri		
14.06.2025	Sat		
15.06.2025	Sun	**Holiday**	
16.06.2025	Mon		
17.06.2025	Tue	**Holiday - Bakrid**	
18.06.2025	Wed		
19.06.2025	Thu	Session on Winning Personality Traits (Webinar)	Ms. Mithra Malini
20.06.2025	Fri		
21.06.2025	Sat		
22.06.2025	Sun	**Holiday**	
23.06.2025	Mon		

MBA			June - 2025
Date	**Day**	**Academic / Extra Curricular Activities Particulars**	**Remarks**
24.06.2025	Tue		
25.06.2025	Wed		
26.06.2025	Thu		
27.06.2025	Fri		
28.06.2025	Sat		
29.06.2025	Sun	**Holiday**	
30.06.2025	Mon		

LIBRARY - GATEWAY TO KNOWLEDGE

The institute's library acts as key element of intellectual thinking, offering a wide range of cognitive resources in the form of hard copy on the pallet racks and soft copy on the library computers. The College has a central library and two departmental libraries. The central library's collection includes a total of 10944 Titles, 21888 Volumes & 3451 Reference books. To stay updated with the latest developments in the Management and Computer Applications field, the library also subscribes 12 National journals and 12 International journals, 20 magazines and 5 Newspapers. In alliance with the DELNET – software agency our central library offers the e-resources for the readers. The aim of the digital platform is to provide access to all the students for referring various journals in the web. The library has unique OPAC system that functions effectively.

ICT ENABLED CLASSROOMS

The information and Communication Technology (ICT) is designed to enhance the teaching and learning process through the use of digital technologies. By integrating ICT in classroom, students can improve their digital literacy, engage in collaborative learning and access a wide range of educational resources and information. Major elements in ICT enabled classrooms are computers, tablets, interactive white boards, the internet, and specialized software applications, multimedia equipment, flexible seating arrangement, security measures, engaging content and sustainable practices.

DEPARTMENT OF PHYSICAL EDUCATION

Department of Physical education in VIIMS trains the student as individuals and teams for various sports and games in District, Zonal, State level. Several students have represented at these levels and have secured various positions in the events. The management provides financial support to the players for participating in these events.

Additionally, the Department of Physical Education annually conducts various games and sports at the intra-mural level. Students of all the departments will be segregated into four houses and matches will be

conducted between the houses. Cumulative winning points will be computed and overall trophy will be given to the house with highest score points. For staff of VIIMS, both indoor and outdoor games will be conducted. Individual and team events are conducted.

TRANSPORT SERVICES

To ensure the safety and security of women students, the college provides free transport services with 230 buses to all day-scholar students with GPS tracking and speed control devices installed in every bus, covering eight districts: Erode, Salem, Namakkal, Karur, Dindigul, Trichy, Dharmapuri and Tirupur.

The GPS tracking system provides an additional benefit, allowing parents to monitor the bus location and the travel progress of their children. In addition, it provides information about the bus's starting and arrival times, making it convenient for parents to plan pickups accordingly.

During monthly holidays and festival holidays, the college arranges special bus services for hostellers to various districts across Tamil Nadu. These buses provide direct transport to key locations including Dindigul, Madurai, Rameswaram, Ramanathapuram, and other major districts ensuring convenient and safe travel for students returning home.

OTHER FACILITIES

MEDICAL CARE

Vivekanandha Medical Care Hospital (VMCH) run by the same trust of the college, a 250 bed specialty hospital providing 24x7 in-patient and out-patient services. The hospital is staffed by specialists in field such as Medicine, Surgery, Orthopedics, Obstetrics & Gynecology and Pediatrics. It is equipped with modern facilities including ICU, Accidents & Emergency ward, Clinical Laboratories and Ambulance services. In addition, hostel is equipped with a health care clinic staffed by medical professionals to address emergencies and provide first aid.

BANKING AND ATM SERVICES

The campus features an on-site branch of Indian Overseas Bank and one ATM operated by City Union Bank. These services are fully computerized and air-conditioned catering to the banking needs of both students and staff. The ATM facilities are particularly convenient for the hostel residents and faculty members.

REPROGRAPHIC FACILITY

A Reprographic section is available at the campus, providing students with convenient access to photocopying and other documentation services such as binding, printouts (black and colour), etc.

SUGGESTION BOX

The college has installed suggestion boxes throughout the campus and hostel to facilitate the submission of grievances, concerns or suggestions for institutional improvement. This process fosters an open and secure environment for addressing issues and ensures a conducive atmosphere.

CANTEEN AND GENERAL STORES

The college provides canteen facilities offering a variety of vegetarian and non-vegetarian meals, snacks, beverages, and fresh fruits. Additionally, a centralized department store is available providing students with all necessary stationary items.

VIVEKANANDHA – VETRI IAS ACADEMY

To provide expert guidance for students aspiring to succeed in civil service examinations, the college has established the Vivekanandha – Vetri IAS Academy in collaboration with VETRI IAS STUDY CIRCLE. The Academy offers intensive coaching for the union public service commission (UPSC) exams and the Tamilnadu Public Service Commission (TNPSC) Group I and II exams, covering Preliminary, Mains and Interview Stages.

This Academy has played significant role in the success of many candidates in their civil service exam preparation.

GYMNASIUM

The campus gym serves as a comprehensive fitness centre, offering cardiovascular training, strength training, flexibility exercises, yoga and aerobics. The gym is equipped with state-of-the-art fitness equipment, catering to the health and fitness needs of students.

BEAUTY SPA

The college offers a dedicated beauty spa on campus, providing grooming and beauty services exclusively for female students. This on-campus facility provides a convenient and comfortable environment for personal care, ensuring that students, especially those residing in hostels, do not need to leave the campus for these services. The beauty spa is designed to meet the grooming needs to students efficiently, adding to their overall convenience and well-being.

TYPEWRITING INSTITUTE

The College has an exclusive Typewriting Institute within the campus. Students are prepared for certifying in

- English typewriting (Lower & Higher)
- Tamil Typewriting (Lower & Higher)
- Shorthand (English & Tamil)

College helps the interested students to get certified and prepare them for employability.

DRIVING SCHOOL

The college has in-house Driving School which trains the students for two wheeler and four wheeler driving. Students are trained to get driving license.

TAILORING INSTITUTE

Tailoring classes are provided within the campus which helps in learning the design making, sewing, etc which becomes a motivation for students who loves to become an entrepreneur. The skill of art in stitching and garment making cater to the aspiring students.

MODERN PRINTING PRESS

The college operates a modern printing press equipped with the latest printing printing technology and state-of-the-art production machinery. This facility handles a wide range of printing needs, including publications, magazines, books, notes, and packaging for the college and its students.

CODE OF CONDUCT

- The academic day runs from 9:30 am to 4:00 pm, with attendance taken every hour.
- Regular attendance is required, and leave is only allowed with prior permission from the class teacher and Head of the Department.
- Leave requests must be authorized by parents for day scholars or by the warden for hostellers. A medical certificate is needed for sick leave.
- Daily attendance reports are sent to parents.
- Continuous Internal Assessments and model exams are held for all UG and PG classes.
- Progress reports, including university results and attendance, are sent to parents.
- Students are encouraged to actively participate in departmental and college events.
- A proper dress code is enforced: churidar with shawls is mandatory, and sarees are allowed on special occasions.
- A white apron must be worn during lab hours.

- Students should show respect to teachers by standing when they enter or leave the classroom.
- Disruptive activities that affect the campus environment should be avoided.
- Any issues should be reported to the Director or Management through appropriate channels.
- Free time should be spent in the library to improve academic progress.
- Visitors must sign in at the gate and return their entry pass when leaving.

ATTENDANCE REQUIREMENTS

- Students must maintain a minimum of 75% attendance to be eligible for the End semester Examinations.
- Students who secures overall attendance between 65% and 74% in that current semester due to medical reasons (prolonged hospitalization / accident / specific illness / participation in sports events) may be permitted to appear for the current semester examinations subject to the condition that the candidate shall submit the medical certificate / sports participation certificate to the Head of the Institution. The same shall be forwarded to the Controller of Examinations for record purposes.
- Candidates who could secure less than 65% overall attendance and Candidates who do not satisfy the clauses 1 & 2 will not be permitted to write the end-semester examination of that current semester and are not permitted to go to next semester. They are required to repeat the incomplete semester in the next academic year.

CODE OF CONDUCT IN THE HOSTEL

- Hostel residents are required to follow the general rules provided at the time of admission.
- During attendance time from 8:00 pm to 8:30 pm, students must remain in their rooms.

- All entries and exits from the hostel must be logged in the register, and permission must be obtained from the warden before leaving.
- Visitors are not allowed in students' rooms, and parents should avoid sending money through courier services.

HOSTELLERS MUST ADHERE TO THE FOLLOWING MESS TIMINGS

Breakfast	: 07.30 a.m. to 09.00 a.m.
Lunch (Batch - I)	: 12.15 p.m. to 01.10 p.m.
Lunch (Batch - II)	: 01.10 p.m. to 02.05 p.m.
Evening Refreshments	: 04.45 p.m. to 05.45 p.m.
Supper	: 07.30 p.m. to 08.30 p.m.

CELEBRATIONS

VIIMS celebrates all the important commemorative days, festivals and special occasions. Celebrations cover Independence Day, Pooja Day, Day Scholar day, Hosteller Day, Teachers Day, Pongal Celebrations, Trade Fair, Penta-Fest, Achievers Day and Graduation Day etc.

RAGGING PREVENTION

Ragging is strictly prohibited within and outside the college campus. Under the Tamil Nadu Prohibition of Ragging Act, 1997, those found guilty of ragging may face imprisonment or up to two years and a fine up to ten thousand rupees. For monitoring the ragging prevention, two committees – anti ragging committee and anti-ragging squad has been framed. Students involved in ragging will be suspended immediately, and those convicted will be dismissed from the institution and barred from admission to any other Educational Institution.

TIME TABLE (ODD SEMESTER)

DAY ORDER / PERIOD	I Period 09:30.a.m. to 10:20.a.m.	II Period 10:20.a.m. to 11:10.a.m.	TEA BREAK 11:10.a.m. to 11:20.a.m.	III Period 11:20.a.m. to 12:10.p.m.	IV Period 12:10.p.m. to 01:00.p.m.	LUNCH 01:00.p.m. to 01:50.p.m.	V Period 01:50.p.m. to 02:30.p.m.	VI Period 02:30.p.m. to 03:10.p.m.	TEA BREAK 03:10.p.m. to 03:20.p.m.	VII Period 03:20.p.m. to 04:00.p.m.
I Day Order										
II Day Order										
III Day Order										
IV Day Order										
V Day Order										

TIME TABLE (EVEN SEMESTER)

DAY ORDER / PERIOD	I Period 09:30.a.m. to 10:20.a.m.	II Period 10:20.a.m. to 11:10.a.m.	TEA BREAK 11:10.a.m. to 11:20.a.m.	III Period 11:20.a.m. to 12:10.p.m.	IV Period 12:10.p.m. to 01:00.p.m.	LUNCH 01:00.p.m. to 01:50.p.m.	V Period 01:50.p.m. to 02:30.p.m.	VI Period 02:30.p.m. to 03:10.p.m.	TEA BREAK 03:10.p.m. to 03:20.p.m.	VII Period 03:20.p.m. to 04:00.p.m.
I Day Order										
II Day Order										
III Day Order										
IV Day Order										
V Day Order										

ODD SEMESTER INTERNAL & END SEMESTER EXAM MARKS STATEMENT

S.No	Subject Code	Subject Title	Internal Mark 1		Internal Mark 2		Model Exam (100)	End Semester Exam	Staff Sign
			IAT 1 (60)	Assign 1 (40)	IAT 2 (60)	Assign 2 (40)			

Class Incharge Signature

Student Signature

Parent Signature

EVEN SEMESTER INTERNAL & END SEMESTER EXAM MARKS STATEMENT

| S.No | Subject Code | Subject Title | Internal Mark 1 | | Internal Mark 2 | | Model Exam (100) | End Semester Exam | Staff Sign |
			IAT 1 (60)	Assign 1 (40)	IAT 2 (60)	Assign 2 (40)			

Class Incharge Signature

Student Signature

Parent Signature

Notes

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