

a.) MANDATORY DISCLOSURE – For MBA

I. Name of the Institution

Virudhunagar Hindu Nadars' Senthikumara Nadar College, Virudhunagar

Phone : 04562 - 280154 Fax : 04562 - 281338

Website: www.vhnsnc.in

E.mail: support@vhnsnc.in , mba@vhnsnc.in

II. Name&Address of the Principal

Dr. S.MANICKAVEL,M.Com.,M.B.A.,Ph.D.,

78/k-13, I.C.A. Colony

Ramamoorthy Road,

Virudhunagar-626 001.

E.mail: principal@vhnsnc.in

III. Governance

Members of the board and their background

Thiru S.V.Paramanatham

President, V.H.N.S.N. College Managing Board, Virudhunagar. He is from a family which has dedicated their service for education in Virudhunagar. He is a Dhal Manufacturer who has dedicated his service to needy Public through Lions Club of Virudhunagar and by holding position in the Social Welfare Trust. He has been serving as Patron of V.S.V.N. Polytechnic, Virudhunagar and Nadar Mahagana Sangam, S. Vellaichamy Nadar College, Madurai. A Man of balance and patience he has great passion for Development of Education and enhancement of Standards.

Thiru. Sv.M.R.T. Krishnamoorthy, B.Sc.,

Vice-President, V.H.N.S.N. College Managing Board, Virudhunagar. An industrialist in Matches who has dedicated his service to the needy public and by holding position in various social welfare organizations.

Tmt. R. Vijayalakshmi

Vice-President, V.H.N.S.N. College Managing Board, Virudhunagar. She has been serving the society through various Voluntary organizations. She has also dedicated her service to the needy public through Ladies Club of Virudhunagar Town.

Thiru. T.J. Jeyakumar, M.B.A.,

Secretary, V.H.N.S.N. College Managing Board, Virudhunagar. Sugar, Maida, Dhal and Bakery products Merchant who is from a family which has dedicated their service for promoting quality education in Virudhunagar. He has dedicated his service to needy public thorough Rotary Club of Virudhunagar. He has been serving the Society through various Voluntary organizations. An Alumnus of this Institution is young, dynamic and affable and is dedicated to the welfare and upliftment of poor and downtrodden.

Thiru. P.C.N. Raghavan

Treasurer, V.H.N.S.N. College Managing Board Virudhunagar. Cotton and Dhal Merchant who is from a family which has dedicated their service for promoting quality education in Virudhunagar. He is also working as member in various Educational Trusts and Social Welfare Trusts of Virudhunagar.

Members of academic advisory body

Shri C.Brindavan,B.E.,M.B.A.,(Dulelin)

Industrialist, Virudhunagar-626 001.

Shri K.Pirabharan,B.E.,M.B.A.,

Branch Manager, New India Assurance Co.Ltd.,

96, Bharathiar Street, Sattur – 626 203.

Shri K.Balasubramanian,B.E.,M.B.A.,
Creative consultancy,
C-176/10th cross,Thillainagar, Trichy-18.

Dr.B.Rajasekaran,
Head-Department of Management Studies,
Manonmaniam Sundaranar University,
Abishekapatti,Thirunelveli – 627012.

Dr U.Surya Rao, Prof & Head, Department of Management Studies,
Madurai Kamaraj University, Madurai.

Thiru S.Soundian, Head, Department of Business Administration, VHNSN College
Virudhunagar.

Thiru M.Kumar, SG Lecturer ,Department of Business Administration, VHNSN College,
Virudhunagar

Thiru S.Sekar Subramanian, SG Lecturer, Department of Business Administration,
VHNSN College, Virudhunagar.

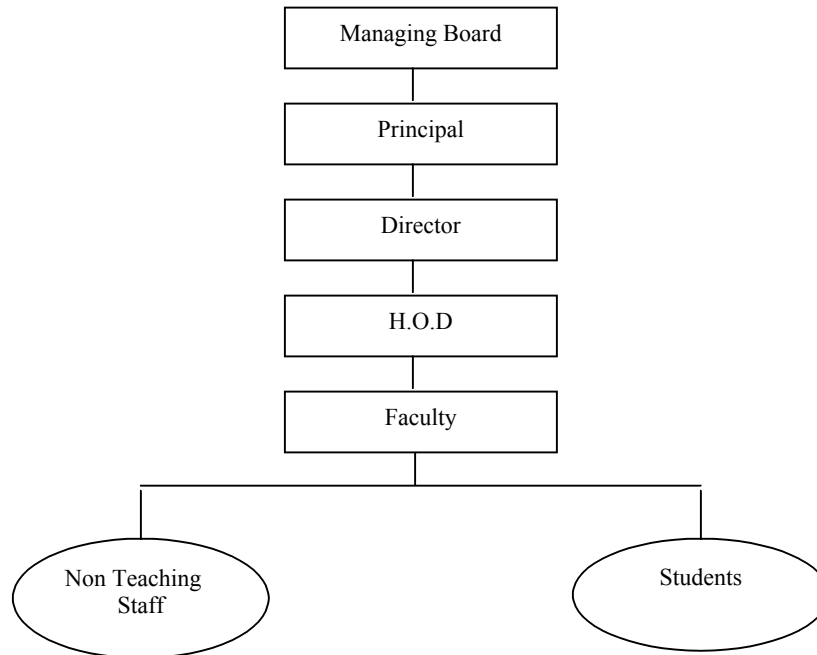
Thiru G.Muralidharan, SG Lecturer ,Department of Business Administration, VHNSN
College, Virudhunagar.

Thiru G.Murugesan, Lecturer, Department of Business Administration,
VHNSN College, Virudhunagar.

Frequency of the Board Meetings and Academic Advisory Body

Board meetings & academic advisory body meetings are held once in three months and additional meetings are conducted whenever necessary.

Organizational Chart & Processes



Nature and extent of involvement of faculty and students in academic affairs/ improvements.

Frequent meetings of staff advisory council, faculty members and students are conducted to discuss the academic affairs, grievances of staff and students and to improve overall quality of education.

IV Programmes

Name of the programmes (full time) approved by the AICTE

MBA- Master of Business Administration

MCA- Master of Computer Applications.

Name & duration of programmes not approved By AICTE and being run in the same campus

Nil

Details Of AICTE Approved Programmes

	M.B.A	M.C.A
No of Seats:	60	60
Duration :	2 years	3 years
Cut off mark:	As Prescribed by the State Govt.	As Prescribed by the State Govt.
Placement facility:	Available	Available
Campus Placement:	40%placed	5%placed

V FACULTY

	MBA
Permanent faculty	10
Visiting „	4
Adjunct „	5

Profile of each faculty

Sl. No	Name	Age	Designation	Qualification & Specialization	Experience	Date of joining the institution (Full time / part time)
1	Dr.T.ARULVELAN	50	Professor & Director	MBA INTERNATIONAL BUSINESS CAIIB	26 Years	15.6.2009
2	Dr.R.NEELAMEGAM	69	Emeritus Professor – AICTE & Advisor	M.Com. Ph.D	38 Years	01.02.2007
3	P.SARAVANAN	33	Assistant professor	M.B.A., MARKETING M.Phil., P.G.D.C.A.,	11 Years	23.07.1998
4	R.JAYANTHI	35	Senior Lecturer	M.Com., M.Phil., FINANCE	8 Years	03.07.2001
5	E.V.RIGIN	30	Lecturer	M.Sc.(Stat&IT)., M.Phil., M.B.A SYSTEMS	8 Years	13.08.2001
6	K. PUSHPA VENI	25	Lecturer	M.B.A., FINANCE	2 Years, 8 months	06.12.2006
7	M.JAISUN	26	Lecturer	M.B.A., FINANCE	2 Years, 5 months	16.03.2007
8	V. GAYATHRI	27	Lecturer	M.B.A., PERSONNEL	1 Year & 2 months	30.06.2008
9	A.MAREESWARI	28	Lecturer	M.C.A., SYSTEMS	1 Year & 2 months	18.06.2009
10	R.AMIRTHA	22	Lecturer	M.B.A., PERSONNEL	2 months	24.06.2009

Profile of Principal

Name : **Dr. S.MANICKAVEL**,M.Com.,M.B.A.,Ph.D.,
 Designation : PRINCIPAL
 Official Address : V.H.N.Senthikumara Nadar College,
 Virudhunagar – 626 001.
 Virudhunagar District, Tamil Nadu, India.
 Ph: 04562-281488 (personal)
 04562 – 280154 (office)
 E.mail: principal@vhnsnc.in

Native Residential Address : 78/k-13, I.C.A. Colony
 Ramamoorthy Road,
 Virudhunagar-626 001.

Address for communication : 78/k-13, I.C.A. Colony
 Ramamoorthy Road,
 Virudhunagar-626 001.

Age : 55 years.
 Data of Birth : 20-07-1952
 Nationality : Indian
 Community : Backward Class
 Religion & Caste : Hindu Nadar
 Languages Known : Tamil and English

EDUCATION :

Qualification	Year	Institution/ University	Class/percentage of marks
S.S.L.C	March 1969	K.V.Sala High school	470/600
P.U.C	March 1970	V.H.N.S.N. College	First Class
B.Com	April 1973	V.H.N.S.N. College	High Second Class
M.Com	April 1975	V.H.N.S.N. College	First Class
Ph.D	May 1990	Madurai Kamaraj University	
M.B.A	May 1998	Madurai Kamaraj University	First Class

SPECIAL DISTINCTION IN EDUCATION

1. First Rank in the college in B.Com. Degree Course and Awarded Thiru.V.A.M RATHINAM NADAR Endowment Gold Medal.
2. First Rank in the University in B.Com Degree Course Group- 'C' Optional Subjects "Co-Operation-Paper I and Paper II Awarded Tamilnadu Government Gold Medal.
3. Second Rank in the University In M.Com Degree Course.

11. TEACHING EXPERIENCE:

1. Institution wise:

- i) Served in Ayya Nadar Janaki Ammal College, Sivakasi
as Assistant Professor 1975-77 - 2 years
- ii) Serving in V.H.N.Senthikumara Nadar College
Virudhunagar since 1977 - 28 years 11 months
- Total Experience - 30 years 11 months

2. Course wise:

- i) U.G Course : 30 years 11 months
- ii) P.G. Course : 23 years 11 months
- iii) M.Phil Course : 15 years 11 months
- iv) Ph.D Guidance : 11 years

3. Serving as Chairman/Teacher in charge for M.Phil Commerce (V.H.N.S.N College) Course since July 1991 till date.

12. ORGANISATION OF SEMINARS AND WORKSHOP

- 1. Member- Organising Committee-2Days Seminar on “Income tax Reforms”-March 1993.
- 2. I Day Seminar on “Advertising Techniques”-February 1998.
- 3. I Day Seminar on “Budget Evaluation”- March 2003.
- 4. I Day Workshop on “Value Added Tax”- February 2005

13. PARTICIPATION IN SEMINAR/CONFERENCES/WORKSHOP/SYMPOSIA

- 1. Symposium on “Quantitative Techniques for Management”- U.G.C sponsored- P.G.faculty of commerce V.H.N.S.N. College- 12.5.1982 to 18.5.1982.
- 2. Short Term Institute in Inter Disciplinary Business Studies- U.G.C sponsored- Department of Commerce, University of Madras-June 3 to June 24, 1985.
- 3. Seminar on “Emerging Trends in Financial Management- Department of Corporate Secretary ship, Alagappa University 20th and 21st February 1989.
- 4. National Workshop on “Entrepreneurship Development”- U.G.C. sponsored- Department of Commerce in Vivekananda College, Tiruvedakam West- 28.8.90 to 30.8.90.
- 5. Seminar on “Innovative Banking”- Department of Bank Management, Alagappa University- February 23, 1992.]
- 6. “History of Accounting”- Paper presented in the State Level Seminar conducted by Vivekananda College, Tiruvedakam (West)- 1.4.95
- 7. Orientation course on “College teacher’s Teaching Improvement”- Madurai Kamaraj University- September 23 to December 20, 2004.

14. PUBLICATIONS IN JOURNALS AND NEWSPAPERS

Inter- National Level

- 1. Competition for the products of SSI Units of Tamil Nadu (India) – Journal of Small Business Management, U.S.A., Vol-3D Issue-I. Jan, 1992

National Level

- 1. “Are State Trading & Co-op Marketing solution for the Marketing Problems of SSI Unit?” Business Spectrum, Jan-Mar, 1992.
- 2. “Marketing Problem of small industrial Units in India” News Bulletin, Alagappa university Vol., No.1 June 1992.
- 3. “Loan Covenants in small Business lending”, The Hindu- Business line, 2nd Nov., 1994.
- 4. “Women Entrepreneurs- value out weight strategies”. The Hindu-Business Line, 10th Nov. 1994.

5. "Impact of THADCO Economic Development Schemes on Individual Beneficiaries" social Welfare Vol.42 Nov.1995.
6. "Adequacy of Capital & Safety of Banks", The Hindu- Business Line 2" Aug. 1995.
7. "Indian Business & The International Dimension", Indian Management Vol.30, No.3, march 1996.
8. "History of Accounting" – Commerce 1996- P.O. Commerce Study Club, Madurai, S.V.N.V.M. College.
9. "Role of Telecommunication in Business Units"- Indian Journal of Marketing, April 1996.
10. Marketing management in small industries sector of a Developing Country with reference to India"- ABHIGYAN spring 1996.
11. "Problem In Tele Communication"- Indian Journal of Marketing, April 1997.
12. "Need for Entrepreneurs in Village"- Social Welfare, April 1997.
13. "Privatisation of Tele Communication Media Indian Journal of Marketing", July, 1997.
14. "Organizational Life cycle Model for Small Business Development and Survival"- Abhigyan, Vol.XV No.31997.
15. "Inventory management in small scale industrial units of Tamil Nadu"- Abhigyan, Vol.XV No.31997.
16. "Rejection in the loan Application process: Male and Female Entrepreneur's Perceptions and subsequent Intentions"- ABHIGYAN- Vol.XV No.4. 1997.
17. "Planning of information system for competitive advantage"- Indian Journal of Marketing, Jan 1998.
18. "Co-Operative Management and Indian Women", Social Welfare- Vol.45 No. I, April 1998.
19. "Child Labour and match industry in Virudhunagar District", Social Welfare Vol.46 No. I, Jan 1999.
20. "Bank Loans for Entrepreneurs- Is these a Gender Basic"- Social Welfare Vol.46 No.5, August 1999.
21. "The Impact of Tele Communication Media usage in Business- A Select study" ABHIGYAK, Vol.XVII, No. I, Jan.2000.

15. MEMBERSHIP IN ACADEMIC BODIES

1. Member, Board of Question Paper Setting & Examiner in Madurai Kamaraj University.
2. Member, Board of Question Paper Setting & Examiner in Alagappa University.
3. Member, Board of Question Paper Setting & Examiner in Annamalai University.
4. Member, Board of Question Paper Setting & Examiner in University of Madras.
5. Member, Board of Question Paper Setting & Examiner in Manomaniam Sundaranar University.
6. Member, Board of Question paper Setting & Examiner in Bharathidasan University.
7. Member, Board of Question Paper Setting & Examiner in Barathiar University.
8. Member, Board of Question paper Setting and Examiner in A.N.J.A.College, Sivakasi.
9. Member, Board of Question Paper Setting and Examiner in Vivekananda College, Thiruvudakum.
10. Member, Board of Question Paper Setting and Examiner in Fatima College, Madurai.
11. Member, Board of Question Paper Setting and Examiner in American College, Madurai.
12. Member, Board of Question Paper Setting and Examiner in Thiagarajar College, Madurai.
13. Member, Board of Question paper Setting and Examiner in Maurai College, Madurai.
14. Member, Board of Question Paper Setting and Examiner in P.S.G. College of arts and science, Coimbatore.
15. Member, Board of Question Paper Setting and Examiner in Government Arts College, Coimbatore.
16. Member Board of Question Paper Setting and Examiner in Erode Arts College, Erode.

16. RESOURCE PERSON IN REFRESHER COURSES:

1. CORPORATE MANAGEMENT GOVERNANCE – Department of Corporate Secretary ship Alagappa University Karaikudi on 18.04.1995.
2. CORPORATE FINANCIAL MANAGEMENT – Department of Corporate Secretaryship, Alagappa University Karaikudi on 16.11.1995.
3. INTER DISCIPLINARY STUDIES – Department of Commerce Vivekananda College, Thiruvudagam on 11.05.2001.
4. EMERGING TRENDS IN COMMERCE RESEARCH EDUCATION – Department of Commerce, Annamalai University, Annamalai Nagar, 27.04.2002.

17. PROJECTS UNDERTAKEN

Title	Funded By	Amount	
		Rs.	Year
a. "Exports Performance of SSIS in TamilNadu"	U.G.C	9000	1985-87
b. "Impact of TAHDCO's socio Economic Schemes on Beneficiaries"	Social Welfare Department, Government of TamilNadu	6000	1989-90

18. RESEARCH GUIDANCE COMPLETED

Ph.D : 5 (Result Awaiting 1)

M.Phil : 27

Ph.D. Thesis Guided:

S. No	Title of the Thesis	Candidate	Month & Year
1	"Impact of tele communication Media on Business Units in Kamaraj District"	Dr.P.Sundra Pandian	September 2000
2	"Venture Management and Women Entrepreneurship in Virudhunagar District"	Dr.Mrs.K.Selvarani	January 2002
3	Personal Management and Women Entrepreneurship in Virudhunagar	Dr.B.Ravichandran	December 2004
4	"A study on Grapes Industry in Theni District"	Mr.J.Mohammed Ali	December 2005

M.Phil Dissertations Guided:

S. No	Title of the Dissertation	Name of the Candidate	Month & Year
1	Consumer Behaviour of the Gasolene Users	Mrs.K.Selvarani	October 1991
2	A study on Soft Drinks (carbonate) Manufacturing Units in Kamarajar District.	Mr.D.Jeyabalan	June 1992
3	A study of Tele Communication Media In Business	Mr.P.Sundara Pandian	February 1993
4	A study in Freight Forwarding Houses	Mr.N.Muthuselvam	March 1993
5	The Role of Commission Agency Houses in Marketing of Chilies	Mr.G.Ranga Rajan	June 1993
6	Broiler Farm Management in Rajapalayam Taluk	Mr.R.Pothiraj	August 1994
7	Consumer Behavior with credit cards	Mrs.K.Rajerhwari	March 1996
8	Grape Industry in Uthamapalayam Taluk	Mr.J.Mohamed Ali	July 1997
9	Absenteesion and Labour Turnover in Power Loom Industry in Erode	Mr.R.RamaKrishnan	December 1998
10	Payment of bonns in Private sector cotton Textile Mills at Coimbatore	Mr.S.Senthilsrinivasan	December 1998
11	Behaviour of L.P.G.User in Sivakasi	Ms.Sasikala Devi	March 1999
12	Behaviour of Co-operating Housing society Loan Borrowers	Mr.D.SakthiKumaran	June 1999
13	Effective Promotional Strategies for Pesticides in a Competitive Market	Ms.Jayanta Chandra	November 1999
14	Budgetory Control System in BHEL Trichy	Ms.Samira Shareef	June 2000
15	Cash Management in BHEL Trichy`	Ms.S. Maheswari	June 2000
16	A study on virudhunagar Co-operative Milk supply Society Ltd	Ms.V.Lakshmi	September 2000
17	Financial management in watch manufacturing industries	Mr.B.Sathishkumar	May 2001
18	Employee's job satisfaction sakthi sugar limited	Mr.K.Loganathan	July 2001
19	Attitude of the investors towards the post office savings scheme in Virudhunagar District.	Mr.G.Kartheeshwaran	December 2001
20	A study of production and Marketing of Jasmine Flower in Vedaranyam Taluk	Mr.V.Saravanan	August 2002
21	Consumer satisfaction on mobile phone Services in Karaikudi Town	Mr.M.Thiruppathy	July 2003
22	A study on Retailing Business Units in Virudhunagar	Mrs.K.Thenarathy	September 2003
23	He problem and prospects of women Entrepreneurship in Valparai Town	Mrs.A.Jvy Veda	November 2003
24	Consumer's Attitude towards Courier Services in Kovilpatti	Mr.S.PalaniKumar	October 2004
25	Women Self Help Group in Sattur Taluk	Mr.C.V.Karthis Pandian	October 2004

19. RESEARCH DISSERTATIONS/THESIS VALUED AND VIVA CONDUCTED AS AN EXTERNAL EXAMINER:

Ph.D. Thesis	: 2
M.Phil Dissertations	: 10

20. CO-CURRICULAR AND EXTRA-CURRICULAR CONTRIBUTION:

1. Served as Vice President Post Graduate Commerce Association in 1988- 89, 1994-95and 2000-01.
2. Served as Faculty Member, Dept of Management studies (part time courses) from 1988-89 to 1990-91.
3. Serves Faculty Member, Dept of Commerce Science (self Financing Courses) from 1996-97 to 1998-99.
4. Serves as Faculty Member, I.A.S. Coaching study Centre during 1994-95 and 1995-96.
5. Served as Faculty in “Pre Examination Coaching Centre for Weaker sections” sponsored by the Ministry of Labour Welfare, Government of India.
6. Served as Faculty in “PMRY Entrepreneurial Development Training” Sponsored by Department of Industries and Commerce, Govt.of TamilNadu.
7. Served as Faculty in CAIIB sub-Centre”, State Bank of India, Virudhunagar
8. Served as Faculty in the Training Programmes of Virudhunagar (Kamarajar) District Small Industries Association Virudhunagar.
9. Given Guest Lectures on “Budget Proposals” for many years in the Meetings arranged by Chamber of Industries and Commerce, Virudhunagar and Sriviliputhur.

22. SPECIAL SERVICES TO THE INSTITUTION MEMBERSHIP IN COMMITTEES/COUNCILS:

Hostel

1. Served as Sub-Warden in the A.N.J.A.College Hostels, Sivakasi from July 1975-77.
2. Served as Residential Superintendent in the V.H.N.S.N.College Hostels from June 1977 to March 1979.
3. Served as Warden during 1979-80, 1981-82 and 1990-91.
4. Served as CHIEF WARDEN during March 1997 to June 1997, 1997-98 and 1998-99.

NSS and Others

1. Served as Member, Advisory Committee, N.S.S.Unit No.92 in 1977-78.
2. Served as NSS Programme Officer Unit No.122 in 1978-79 and 1979-80.
3. Served as Member Advisory Committee in National Adult Education programme in 1979-80.
4. Served as Member Advisory Committee in Planning Forum in 1981-82 and from 1991-92 till 1994-95.
5. Served as Member College Students ‘Aid fund Committee from 1986-87 till 1998-99.
6. Served as Secretary, College Old Boy’s Association from 1988-89 till 1995-96.
7. Served as Convener in the college Lunch Committee for many years.
8. Served as Convener in the college Golden Jubilee Fun Fair Committee during 1997-98.
9. Served as Convener in the college students Peace Committee during 1997-98.
10. Served as Member in the College Sports Committee during 1997-98.
11. Served as Member in the NAAC Accrediation Committee during 2000-01.

23. PARTICIPATION IN SOCIAL SERVICE ACTIVITIES:

1. Member in the Virudhunagar Y’s Men’s Club since January 2000.
2. Secretary of the Virudhunagar Y’s Men’s Club for the year 2004-05. As such organized blood donation camp. Eye medical camp. Elocution competition and many community projects.

VI Admission

60 seats are sanctioned for the year 2006 – 2007.

Number of students admitted under various categories each year in the last two years

Year	Government Quota	Management Quota
2005-2006	48	12
2006-2007	30	30

No. of applications received during last two years

2007 – 2008 141

2008 – 2009

VII Admission Procedure

Admissions are made based on the entrance test (TANCET) conducted by the State Govt.

All the seats of govt. quota are admitted based on TANCET scores and the Management

Quota are admitted based on CET conducted by the consortium of Self financing Arts , Science & Professional colleges in Tamil Nadu.

Calendar

15th April is the last date for request for application

20th April is the last date for submission of application

7th June is the date for announcing result & releasing admission list

25th June is the date for acceptance by the candidate

15th July is the date of commencement of classes

30th September is the last date for closing of admission

75% of fee will be refunded in case of withdrawal, if found genuine

VIII Criteria & Weightages for Admission

Admission is based on TANCET conducted by the State Govt. and followed by the counselling conducted by the State Govt. authorities