

MANDATORY DISCLOSURE BY INSTITUTIONS RUNNING PGDBM/PGDM/MBA PROGRAMMES TO BE INCLUDED IN THEIR RESPECTIVE INFORMATION BROCHURE, DISPLAYED ON THEIR WEBSITE AND TO BE SUBMITTED TO AICTE EVERY YEAR WELL BEFORE THE ADMISSION PROCESS.

The following information is to be given in the Information Brochure besides being hosted on the Institution's official Website.

“The information has been provided by the concerned institution and the onus of authenticity lies with the institution and not on AICTE.”

- I. Name of the Institution : Sreenivasa Institute of Technology and Management Studies (SITAMS)
Dr. Visweswaraiah Road,
(Bangalore-Tirupathi Bye-Pass Road),
Murukambattu Post, Chittoor – 517 127.
Phone : (08572) 246299, 246298
Fax : (08572) 246297
e-mail : principal@sitams.org
website : www.sitams.org
- II. Name & Address of the Director : Sri D.K.Audikesavulu
Chairman, Sreenivasa Trust,
D.No.24-3, Lakshmi Nagar Colony,
CHITTOOR – 517 001.
Phone : (08572) 226389
Fax : (08572) 226389
e-mail : dkaudikesavulu@hotmail.com
- III. Governance :
- * Members of the Board and their brief background : Copy enclosed in Page No.6 to 7
- * Members of Academic Advisory Body : List enclosed in Page No.8
- * Frequency of the Board Meetings and Academic Advisory Body : Twice in a year (Board Meetings)
Twice in a month (HODs & Faculty)
- * Organisational chart and processes : Governing Council, Sub-Committee of Governing Council, Chairman, Vice-Chairman, Executive Vice-Chairman, Principal, Vice Principals, HODs, Associate Professors, Assistant Professors & Lecturers.
- * Nature and Extent of involvement of faculty and students in academic affairs / improvements : The faculty and students are actively involved in the academic schedule as per JNTU, Hyderabad.
Alumni Association, Industry-Institute Interaction Cell, Newsletter, Training & Placement Cell, Personality Development Programmes & other Extension Programmes

IV. PROGRAMMES

* Name of the Programmes (Full Time) : Master of Business Administration (MBA)
approved by the AICTE

* Name of the Programmes (Part Time) :
approved by the AICTE - NO -

* Name and duration of Programme(s), if any, :
not approved by AICTE and being run in the
same campus - NO -

* For each Programme the following details are :
to be given

- | | | | |
|---|---|-------------|-------------|
| • Name | Master of Business Administration (MBA) | | |
| • Number of Seats | 120 | | |
| • Duration | 2 Years (4 semesters) | | |
| • Cut off mark / rank for admission during the last 2 years | <u>2007</u> | <u>2008</u> | |
| | 1,39,809 | 1,24,700 | |
| • Fee | Rs.26,700/- | | |
| • Placement Facilities | Enclosed in page No.9 | | |
| • Campus placement in last two years with minimum salary, maximum salary and average salary | Min. Salary | Max. Salary | Avg. Salary |
| | 8,000/- | 15,000/- | 11,000/- |

* Name and duration of programme(s) having :
affiliation / collaboration with Foreign
University(s) / Institution (s) and being run in
the same campus along with status of AICTE
approval. NIL

Details of the Foreign Institution / University

- Name of the University/Institution
- Address
- Website
- Is the Institution / University Accredited in its Home Country
- Ranking of the Institution / University in the Home Country
- Whether the degree offered is equivalent to an Indian degree? If yes, the name of the agency which has approved equivalence. If no, implications for students in terms of pursuit of higher studies in India and abroad and jobs both within and outside the country
- Nature of Collaboration
- Conditions of Collaboration
- Complete details of payment a student has to make to get the full benefits of collaboration

NIL

* For each Collaborative / affiliated Programme give the following

- Programme Focus
 - Number of seats
 - Admission procedure
 - Fee
 - Placement Facility
 - Placement Records for last two years with minimum salary, maximum salary and average salary
- : NIL

* Whether the Collaborative Programme is approved by AICTE? If not whether the Domestic / Foreign Institution has applied to AICTE for approval as required under notification No.37-3/Legal/2005 dated 16th May, 2005. : - NO-

V. FACULTY

- * Number of faculty members : 18
- Permanent faculty : 18
 - Visiting faculty : --
 - Adjunct faculty : --
 - Guest faculty : --
- * Profile of each faculty with qualifications, total experience, age and duration of employment at the institute concerned : Enclosed in Page No.10
- * Number of faculty employed and left during the last two years : 10
- * Profile of Director / Principal with qualifications, total experience, age and duration of employment at the institute concerned : Enclosed in Page No.10
- * Whether student assessment of faculty is in force. : YES

VI FEE

- * Details of fee, as approved by State Fee Committee, for the Institution : Rs.26,700/-
- * Time schedule for payment of fee for the entire programme : I year fee : At the time of admission
II year fee : At the beginning of II year

* Fee waivers granted with amount and name of students	:	NIL							
* Number of scholarships offered by the institute with the name of students, duration and amount	:	NIL							
* Criteria for fee waivers / scholarships	:	NIL							
* Estimated cost of Boarding and Lodging in Hostels	:	Rs.35,000/- for boys and girls student per annum							
VII. ADMISSION	:								
* Number of seats sanctioned with the year of approval	:	120 for the year 2009-2010							
* Number of students admitted under various categories each year in the last two years	:	<u>2007-2008</u>				<u>2008-2009</u>			
		OC	BC	SC	ST	OC	BC	SC	ST
		61	39	16	02	54	44	16	06
* Number of applications received during last two years	:	<u>No. of applications received</u>				<u>No. of students admitted</u>			
		<u>2007-08</u>		<u>2008-09</u>		<u>2007-08</u>		<u>2008-09</u>	
		40		46		22		30	
VIII. ADMISSION PROCEDURE	:								
* Mention the admission test being followed, name and address of the Test Agency and its URL (website)	:	ICET conducted by State Govt. of A.P. Convenor, ICET (Director of Technical Education)							
* Number of seats allotted to different Test Qualified candidates CAT, MAT, XAT, JMET, ATMA, CET, JEE (State conducted tests / University tests)	:	ICET – 84 (70%) NRI – 36 (30%)							
* Calendar:	:								
<ul style="list-style-type: none"> • Last date for request for applications • Last date for submission of application • Dates for Group Discussion (GD) / Interviews • Dates for announcing final results • Release of admission list (main list and waiting list should be announced on the same day) • Date for acceptance by the candidate (time given should in no case be less than 15 days) • Last date for closing of admission • Starting of the Academic session • The waiting list should be activated only on the expiry of date of main list • The policy of refund of the fee, in case of withdrawal, should be clearly notified 		ICET conducted by Govt. of A.P.							

IX. CRITERIA AND WEIGHTAGES FOR ADMISSION

- * Describe each criteria with its weightages i.e. Admission Test, GD, Interview, etc. : ICET Ranking and marks 50% and above overall / groups in Degree exams
- * Mention the minimum level of acceptance, if any, for any criteria : ----
- * Mention the cut-off levels of percentage & percentile scores (section-wise and/or total as case may be) of the candidates called for GD/Interview : 50%
- * Mention last two years cut-off percentage & percentile (section-wise and/or total as the case may be) of the candidates called for GD/Interview : ICET and counselling conducted by A.P. State Government
- * Display marks scored in Test, GD, Interview etc. and in aggregate for all candidates who come for GD/Interview, etc. : ICET and counselling conducted by A.P. State Government

Item No I - IX must be given in information brochure and must be hosted as fixed content in the website of the Institution.

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|-----|---|---------------------|
| 8. | Sri G.V.Ranganath
Regional Joint Director of Technical Education,
S.V. Govt. Polytechnic College Campus,
K.T. Road,
TIRUPATHI | Member |
| 9. | Dr.N.K.Kole
Regional Officer,
Southern Central Regional Office,
AICTE, (JNTU Masab Tank Campus),
Mahaveer Marg,
HYDERABAD – 500 028 | Member |
| 10. | Sri D.K. Badrinarayana
B.Sc., P.G.Dip. in L & Law, M.A.,
Industrialist & Philanthropist | Member |
| 11. | Sri G. Ramachandraiah
B.E (Mech)
Formerly Chief Engineer,
Wadighan Project (Libya),
Samireddy Palle,
CHITTOOR | Member |
| 12. | Dr.T.Sai Rama
M.E., Ph.D.
Principal | Member
Secretary |

ADVISORY COUNCIL

The following Advisory Council has been constituted with eminent Educationalists from Premier Technical Educational Institutes like IIT Madras, Vellore Engineering College, to advise the Institute management on all academic matters.

Dr. K.Pandurangan

Professor of Computer Science & Engineering
Indian Institute of Technology, Chennai

Computer Science and Engineering and
Information Technology

Dr. H.V.Rama Krishna

Professor & Head of MCA Dept.
Vellore Engineering College, Vellore

Computer Science and Engineering

Dr.A.Kuppurajulu

Formerly Professor and Electrical
Engineering and Dean of Academic Courses,
Indian Institute of Technology, Chennai

Electrical and Electronics Engineering

Dr. K.M.M. Prabhu

Professor of Electrical Engineering
Indian Institute of Technology, Chennai

Electronics and Communication
Engineering

Dr. V.Jagadeesh Kumar

Associate Professor of Electrical Engineering
Indian Institute of Technology, Chennai

Electronics and Instrumentation
Engineering

Dr. O.V.K. Chetty

Professor of Mechanical Engineering
Indian Institute of Technology, Chennai

Mechanical, Production and Industrial
Engineering

Dr. K.V. Reddy

Formerly Professor of Physics
Indian Institute of Technology, Chennai

Mathematical and Physical Sciences

Dr.T.Sai Rama

M.E., Ph.D.,
Principal

Member Secretary

PLACEMENT CELL:

A placement cell is established in this institution and it plays an active role in campus placements. Our students were placed in companies like M/s Cognizant Technology Services, Wipro Technologies, Sathyam Computers, Infosys, Caritor, Syntel (India) Pvt. Ltd., Torry Harrys, Saskin Technologies, Sonata International Ltd., Convergys, Tata Consultancy Services, IBM, Sujala Pipes (P) Ltd., Nutrine Confectionery Company (P) Ltd., etc. through campus placement and placement assistance.

The following is the list of students placed through our Placement assistance.

Year	No. of Students placed
2005	38
2006	108
2007	57
2008	220
2009	378

INSTITUTIONAL TIE-UPS:

SITAMS has entered into Memorandums of Understanding (MOU) with M/s Same Deutz Fahr India (P) Ltd., Ranipet, Tamilnadu and Step Online (P) Ltd., Bangalore, Tirumalai Chemicals, Ranipet, Tamilnadu and NIIT, Hyderabad, Progment Solutions, Bangalore for regular Institute-Industry interface to meet the purposes of consultancy, training, industrial visits, project works, placement services, etc.

INDUSTRY-INSTITUTE INTERACTION CELL:

The main objective of the Industry-Institute Interaction Cell is to maintain continuous interaction with industry by exchanging the managerial and technical information. This helps the institute to understand the changing profile of industry so that suitable training can be provided to the students according to the requirements of managerial and technical jobs. The cell provides training programmes, workshops, industrial visits, placement assistance, etc. to the students.

OPPORTUNITIES FOR FURTHER STUDIES ABROAD:

SITAMS has collaboration with Technical University, Vienna, Austria. Under the program, two of our students were selected during 2004-05 for higher studies (MS Programme) at Technical University, Vienna, Austria. All the expenses necessary for travel, course studies and living in Austria etc. are borne by the University. Process is on for selecting the next batch of students for MS program at University of Vienna, Austria.

For each Faculty give a page covering

1. Name
2. Date of Birth
3. Educational Qualification
4. Work Experience
 - Teaching
 - Research
 - Industry
 - Others
5. Area of Specializations
6. Subjects teaching at Under Graduate Level
Post Graduate Level
7. Research guidance

: Dr. S.E.V. Subra
hmanyam
: 01-06-1964
: M.B.A., Ph.D.



S. Subrahmanyam

: 19 1/2 Years
: -
: About 1 1/2 Years
: -
: marketing

: managerial Economics, Business economics
marketing management, Organisational
Behaviour, Consumer Behaviour, Retailing
management, Strategic mgt, international mkt

Masters's 4
Ph.D. 5

No. of papers published in

- National Journals : 8
- International Journals :
- Conferences : 3

8. Projects Carried out : -
9. Patents : -
10. Technology Transfer : -
11. Research Publications : 4
12. No. of Books published with details : -