

MANDATORY DISCLOSURE

1. **Name of the Institution:** **Asian School of Business**
Address including Telephone, Mobile, E-Mail: Asian School of Business, Technocity, Pallipuram, Trivandrum 695316 Phone: +914712757525 Mob: +919847563334 Email:admissions@asb.ac.in
2. **Name and address of the Trust/ Society/ Company and the Trustees**
Address including Telephone, Mobile, E-Mail - Asian School of Business, Technocity, Pallipuram, Trivandrum 695316 Phone: +914712757525 Mob: +919847563334 Email:admissions@asb.ac.in
3. **Name and Address of the Director:** **Dr. S. Ratnakumaran**
Address including Telephone, Mobile, E-Mail: Asian School of Business, Technocity, Pallipuram, Trivandrum 695316 Phone: +914712757525, Mob: +919447042964 Email: director@asb.ac.in
4. **Name of the affiliating University:** Recognized by Cochin University of Science and Technology for MBA program starting with academic year 2019 – 20. Was running PGDM program prior to that.
5. **Governance**
Members of the Board and their brief background:
 1. Mr. George M Thomas, President ASB Trust
Mr. George M. Thomas is currently the Group Chairman of Saif Al Harasi & Burj Oman LLC Group of companies that has been operating in the Sultanate of Oman for nearly three decades. Mr. Thomas was instrumental in nurturing several institutions in the area of infrastructure development, hospitality and learning. His infrastructure development firms have successfully managed several prestigious turn key projects in the public and private sector and is a leader in infrastructure projects in the Sultanate of Oman. His social commitment, passion for world class education and vision of nurturing future leaders led to the formation world class educational institutions in Kerala. The Trivandrum International School which was founded in the year 2004 was the pioneer IB World School in Kerala offering international curriculum including IB PYP, IB DP, IGCSE apart from ICSE & ISC. The success of Trivandrum International School and the dearth of a quality business school in Trivandrum inspired him to start a high quality business school. the Asian School of Business in Trivandrum within the sprawling Technocity campus in the year 2005.
 2. Dr.S.Ratnakumaran, Director, Asian School of Business
Dr.S.Ratnakumaran has over 35 year experience in various public sector and joint venture organizations out of which 13 years as Managing Director of Kerala State Co-Operative Consumers' Federation (CONSUMERFED), Kerala State Co-Operative Rubber marketing Federation (RUBBERMARK), Foam Mattings(India) Ltd and Rubek Balloons(Private) Ltd. He was Instrumental in turnaround RUBBERMARK and Rubek Balloons (Private) Limited. He was the key person in the preparation of Government level report for making CONSUMERFED, a Rs.1500 crores turnover organization with over 4000 employees, by overall restructuring of operations to make it viable. Government of Kerala approved the report and implemented the major recommendations and it resulted in substantial progress of the organization.
He has undergone technical training in Japan sponsored by the Association of Technical Scholarship (AOTS), under the Ministry of International Trade and Industry, Japan and is a Lead Assessor in Japanese 5S Management. His articles have been included in fourteen journals and also in twenty one other publications. He also made nine presentations in national and international conferences, including in countries like Japan and China. He is also a domain Expert in Business Management Sector in Business Advisory Committee of KASE, the Kerala Academy for Skill Excellence, Government of Kerala and Principal Advisor of Global Management, Energy and Aviation Consultancy.
 3. Dr. Joseph I Injodey, Chairman, IQAC, ASB
Dr. Joseph I. Injodey is the Ex-Executive Director of Rajagiri Centre for Business Studies, Kochi. A post graduate from Loyola College and Ph.D from M.G University, Dr. Injodey has over three decades of teaching and leadership experience in managing business schools successfully. Dr.Injodey is also an accomplished management trainer and visiting scholar at reputed business schools including Western Michigan University, USA. His widely-respected experience in

counselling and coaching is utilized for the overall development of the student community at large and he represents leading organizations as expert in employee selection and development.

4. Mr. V K Mathews, Chairman IBS

Mr. V K Mathews is the Founder and Executive Chairman of The IBS Group. Mr. Mathews founded IBS in 1997 with a vision to redefine the way the global travel, transportation and logistics industries managed their businesses. Mr. Mathews was instrumental in IBS acquiring six international companies (in Europe, USA and India) during its 19 year journey which has added its portfolio of offerings to some of the best airlines, busiest airports, leading cruise lines, top oil & gas companies and renowned travel distributors & hotel groups in the world. With over 30 years of work experience, Mr. Mathews is a thought leader and a specialist in aviation business. He is a much sought after speaker at various global aviation events including those organized by IATA, ICAO and AACO. Mr. Mathews holds several important positions in Government agencies, academic institutions and trade bodies in India.

5. Mr. Sojan Varghese, Member Governing Board Trustee, ASB

Mr. Sojan Varghese is a young business leader, successfully steering two infrastructure development firms in Muscat namely Burj Oman LLC and Saif Al Harasi & Co. LLC towards its next phase of growth and development. His earlier assignments included engineering and management roles in large corporates namely Godrej and Boyce, Carrier and Dorma. Mr. Sojan Varghese is graduate engineer who undertook an MBA from the Durham University, UK.

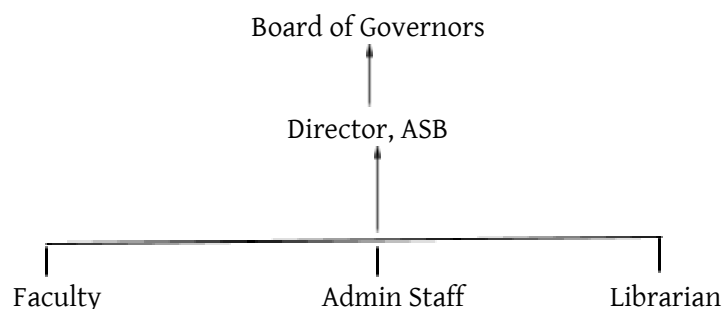
6. Mr. G. Vijayaraghavan

As a pioneering technocrat, he has contributed tremendously towards evolution of IT and software industry in Kerala, India and is the founder and former CEO of India's first software technology hub – Technopark and former President of International Association of Science Parks (Asia Pacific). Mr. Vijayaraghavan has held key mentorship and advisory roles in both the government and in the private sector. Some of his earlier roles were as member of Kerala State Planning Board and the Kerala State Council of Science Technology and Environment actively contributing towards the development of Kerala. He is also the Hon. Director of Trivandrum International School.

Members of Academic Advisory Body – We don't have one as of now.

Frequently of the Board Meeting and Academic Advisory Body – Frequency of board Meeting is once in an year

Organizational chart and processes



Nature and Extent of involvement of Faculty and students in academic affairs/improvements: As per AICTE directives, Faculty Members are involved in all academic and administrative activities
Mechanism/ Norms and Procedure for democratic/ good Governance: The guidelines of AICTE and Board of Governors are strictly followed. Faculty and other available academicians are consulted for consistent improvement in education and administration.

Student Feedback on Institutional Governance/ Faculty performance: Good

Grievance Redressal mechanism for Faculty, staff and students:

The institute's grievance redressal mechanism addresses the grievances of students, parents of students, faculty members, and non-teaching staff. Following mechanisms exist:

- (a) Suggestion Boxes
- (b) Mentoring Groups
- (c) Feedback / Counseling through Faculty members

- (d) Establishment of committees such as Grievance Redressal Cell, Anti-Ragging committee, etc.
- (e) Online Grievance Redressal System: the system can be accessed using the url:
www.asb.edugrievance.com
- (f) Open Forums as and well needed
- (g) In addition, students and faculty members and non-teaching staff are encouraged to meet with the Director in case of any issues that they would like to bring up. Director also maintains an open flow of communication with students, faculty members and non-teaching staff.

The grievances are reviewed on a regular basis by the Director, in addition to the review and action recommended by the Grievance Redressal Committee.

Establishment of Anti Ragging Committee: Yes

Establishment of Online Grievance Redressal Mechanism: Yes

Establishment of Grievance Redressal Committee in the Institution and Appointment of OMBUDSMAN by the University: Yes

Establishment of Internal Complaint Committee (ICC): Yes

Establishment of Committee for SC/ ST : Yes

Internal Quality Assurance Cell: Yes

6. Programmes

Name of Programmes approved by AICTE: PGDM (till academic year 2018 – '20)

Name of Programmes Accredited by AICTE: PGDM(till academic year 2018 – '20)

Status of Accreditation of the Courses

Total number of Courses: One

No. of Courses for which applied for Accreditation: NA

Status of Accreditation – Preliminary/ Applied for SAR and results awaited/ Applied for SAR and visits completed/ Results of the visits awaited/ Rejected/ Approved for Courses

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

	2016	2017	2018	2019
Course	PGDM	PGDM	PGDM	PGDM
Number of seats	90	90	90	90
Duration	2years	2years	2years	2years
Cut off Marks	50% in qualifying degree	50% in qualifying degree	50% in qualifying degree	50% in qualifying degree
Fee	Rs. 4,80,000/-	Rs. 4,80,000/-	Rs. 4,80,000/-	Rs. 4,80,000/-
Placement Candidates Placed	9	17	11	27
Max Sal	Rs. 10.45 L	Rs. 5.8 L	Rs. 5.8 L	Rs. 5.8 L
Min Sal	Rs. 3.0 L	Rs. 3.0 L	Rs. 3.0 L	Rs. 3.0 L
Avg Sal	Rs. 4.86 L	Rs. 4.94 L	Rs. 4.56 L	Rs. 4.56 L

Name and duration of programme(s) having Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval. If there is Foreign Collaboration, give the following details: **Not Applicable**

Details of the Foreign University

Name of the University

Address

Website

Accreditation status of the University in its Home Country

Ranking of the 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 job 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 benefit of Collaboration

For each Programme Collaborated provide the following: **Not Applicable**

Programme Focus

Number of seats

Admission Procedure

Fee

Placement Facility

Placement Records for last three years with minimum salary, maximum salary and average salary

Whether the Collaboration Programme is approved by AICTE? If not whether the Domestic/Foreign University has applied to AICTE for approval: Not Applicable

7. Faculty

Branch wise list Faculty members:

Permanent Faculty: 8


Adjunct Faculty - 3

Permanent Faculty: Student Ratio: 1: 7.4

Number of Faculty employed and left during the last three years:


	2016	2017	2018	2019
No. of Faculty Employed	16	11	9	9
No. of Faculty Who left	5	2	1	1


8. Profile of Director


Name	S. Ratnakumaran	
Designation	Professor & Director	
DOB	20.11.1956	
DOJ	20.11.2020	
Unique id (Aadhaar No.)	864689142974	
Area of specialization	Management	
Working experience		
Teaching	2 years	
Research	4 years	
Industry	35 years	
Others		
Total	1 year	
Qualification		
Degree	BSc.Engg (Electrical)	
Post Graduation	MBA(Marketing)	
Doctoral	Ph.D	
papers published in journals:		
National		
International	4	
	1	
Papers published in conference:		
National		


International	12 2	
Research Guidance Masters PhD	4 Nil	
Books Published	1	
Technology Transfer	Nil	

Profile of faculty members:

Name	C. KRISHNA KUMAR	
Designation	ASSOCIATE PROFESSOR	
DOB	22 JANUARY 1961	
DOJ	1 JUNE 2015	
Unique id (Aadhaar No.)	4678 8947 0705	
Area of specialization	MARKETING/INTERNATIONAL BUSINESS	
Working experience		
Teaching	3 YEARS & 9 MONTHS	
Research		
Industry	28 YEARS	
Others		
Total		
Qualification		
Degree	BTECH MECHANICAL ENGG	
Post Graduation	PGDM (IIM AHMEDABAD)	
Doctoral		
Papers published in journals:		
National		
International		
Papers published in conference:		
National		
International		
Research Guidance		
Masters		
PhD		
Books Published		
Technology Transfer		


Name	MADHAVA CHANDRA KURUP M	
Designation	ASSOCIATE PROFESSOR	
DOB	15 May 1967	
DOJ	18 April 2018	
Unique id (Aadhaar No.)	5837 0509 8298	
Area of specialization	Strategy, OB	
Working experience		
Teaching	1 YEARS & 8 MONTHS	
Research		
Industry	29 YEARS	
Others		
Total		
Qualification		
Degree	BTECH Applied Electronics & Instrumentation, Univ. of Kerala	
Post Graduation	PGSM (IIM Bangalore)	
Doctoral		
Papers published in journals:	NIL	
National		
International		
Papers published in conference:		
National	1	
International	NA	
Research Guidance		
Masters		
PhD		
Books Published	NIL	
Technology Transfer		


Name	LEKSHMI R. KUMAR	
Designation	Assistant Professor	
DOB	14.05.1977	
DOJ	01.03.2016	
Unique id (Aadhaar No.)	9848 8546 7461	
Area of specialization	Operations/ Sustainability	
Working experience		
Teaching	3	
Research		
Industry	12	
Others	1	
Total	16	
Qualification		
Degree	B.Sc.(Agriculture)	
Post Graduation	M.Sc.(Env. Sciences); PGPX(IIMA)	
Doctoral	IIM-Lucknow (Pursuing)	
Papers published in journals:		
National		
International		
Papers published in conference:		
National		
International		
Research Guidance		
Masters		
PhD		
Books Published		
Technology Transfer		

Name	Dipu B.	
Designation	Assistant Professor	
DOB	24 May 1988	
DOJ	12 January 2015	
Unique id (Aadhaar No.)	924298372955	
Area of specialization	Human Resources Management	
Working experience		
Teaching	7	
Research	0	
Industry	0	
Others		
Total	7 Years	
Qualification		
Degree	B.E (ECE)	
Post Graduation	MBA	
Doctoral	Nil	
Papers published in journals:	Nil	
National		
International		
Papers published in conference:	Nil	
National		
International		
Research Guidance		
Masters		
PhD		
Books Published		
Technology Transfer		

Name	Vivek Vijayan
Designation	Assistant Professor
DOB	14/02/1994
DOJ	01/12/2020
Unique id (Aadhaar No.)	760480637728
Area of specialization	Finance
Working experience Teaching Research Industry Others Total	Teaching – 2 years Industry – Nil Total – 2 years
Qualification Degree Post Graduation Doctoral	Degree - B. Com Post-Graduation - M. Com, M. Phil Doctoral - Doing
Papers published in journals: National International	National – Nil International - Nil
Papers presented in seminar: National International	National – Nil International - Nil
Research Guidance Masters PhD	Nil
Books Published	Nil
Technology Transfer	Nil



Name	T N Kavitha	
Designation	Asst.Professor	
DOB	13.02.1978	
DOJ	01.06.2018	
Unique id (Aadhaar No.)	901245498797	
Area of specialization	Finance/Human Resource Management	
Working experience		
Teaching	10 Yrs	
Research	-	
Industry	7 Yrs	
Others		
Total	17 Yrs	
Qualification		
Degree	B.Sc Zoology	
Post Graduation	MBA ,PGDHRM	
Doctoral		
Papers published in journals:		
National	2	
International	1	
Papers published in conference:		
National	1	
International	1	
Research Guidance		
Masters	20	
PhD		
Books Published	-	
Technology Transfer	-	

Name	VISHNU VIVEK M	
Designation	ASST PROFESSOR	
DOB	05/05/1983	
DOJ	01/06/2018	
Unique id (Aadhaar No.)	8255 1278 4733	
Area of specialization	MARKETING	
Working experience		
Teaching	2 Years 9 Months	
Research		
Industry	10 Years	
Others		
Total		
Qualification		
Degree	B.COM	
Post Graduation	MBA	
Doctoral		
Papers published in journals:		
National		
International		
Papers published in conference:		
National	1	
International		
Research Guidance		
Masters		
PhD		
Books Published		
Technology Transfer		

9. Fee

- Details of fee, as approved by State Fee Committee, for the Institution – Total 4,72,865/- : First Year – 2,30,798/- , Second Year – 2,42,067/-
- Time schedule for payment of fee for the entire programme – Paid in two installments, First Installment before the commencement of First trimester classes and second installment to be paid before the commencement of fourth trimester classes
- No. of Fee waivers granted with amount and name of students - Nil
- Number of scholarship offered by the Institution, duration and amount-
 - GMT foundation Scholarship for 1 student , Rs.75,000/- per year , total amount is 1,50,000/-
Criteria for fee waivers/scholarship – GMT Foundation Scholarship – 80% consistent marks for SSLC, +2 and Degree – Eligible for first year scholarship. Need to get an CGPA of 4 to become eligible for the second year scholarship of Rs. 75,000/-
 - Merit Scholarship: 50% academic fee concession for those with a call letter from any of the IIMs, XLRI, MDI, IMI, IMTs, TAPMI, GIM, Great Lake and IITs but could not get selected or opted not to join these institutes upon presentation and verification of the call letters. The concession may be made applicable to other institutes of repute provided they are one of the top 30 management institutes of the country. The ranking criteria will be decided by the management. This scholarship is also applicable to top 3 rank holders of any university.
 - Merit cum Need Scholarship. If you have a university rank of 1, 2 or 3 and a score above 70 percentiles in one of the qualifying examination mentioned above but unable to procure a loan for want of CIBIL score or not having a co-borrower who is alive, you can seek a full fee waiver based on a special application to the President of ASB Society.
 - Diversity Scholarship: 10% of academic fee concession for students from other states subject to their being not originally from Kerala. The Scholarship is confined to 3 students per state and 1 per union territory per year. It will be awarded based on admission merit plus performance in academics in school and college and contribution to extracurricular activities, which include activities in NCC, NSS and the like.
 - Scholarship for Children of ‘Protectors of the Nation’. Children of Defence personnel (Army, Navy, Air force), BSF, CRPF, Assam Rifles, Border Road Organization, central security forces, Intelligence forces deployed for border security, or J&K police will be given a 10% scholarship on the academic fee. The list mentioned is not exhaustive and if you fall in a category which is similar to these, you could still seek the scholarship and will be granted subject to the discretion of the management. Scholarship is applicable to the wards even if the parent has retired from the above services. Scholarship can be raised to 30% if you are the ward of someone from the above category, who was killed in action or have disability

above 40%. Upto 5 scholarships per year based on admission merit plus performance in academics in school and college and contribution to extracurricular activities, which includes activities in NCC, NSS and the like.

•Estimated cost of Boarding and Lodging in Hostels- Hostel Fee including Food – Rs,1,00,000/- Per Year

10. Admission

- Number of seats sanctioned with the year of approval: 90 for AY 2019
- Number of Students admitted under various categories each year in the last three years

	2016	2017	2018	2019	2020
Category	General	General	General	General	General
Number of Students Admitted	16	32	32	63	74

- Number of applications received during last two years for admission under Management Quota and number admitted: **Not Applicable**

11. Admission Procedure

- Mention the admission test being followed, name and address of the Test Agency and its URL (website): CAT, CMAT, MAT and from academic year 2019 onwards KMAT in place of MAT

12. Criteria and Weightages for Admission

- Describe each criterion with its respective weightages i.e. Admission Test, marks in qualifying examination etc.

		MAXIMUM MARKS						MARKS AWARDED
		40	45	50	60	70	80	
GROUP DISCUSSION	Clarity	3 MARKS						
	Content	3 MARKS						
	Communication	4 MARKS						
PERSONAL INTERVIEW	Attitude	4 MARKS						
	Motivation	3 MARKS						
	General Awareness	3 MARKS						
CAT/CMAT/ KMAT	Marks ----->	40	45	50	60	70	80	
		UPTO						
	CAT (Percentile)	20	21 - 30	31 - 40	41 - 45	46 - 50	51 & Above	
	KMAT (Score)	108 - 120	121 - 140	141 - 160	161 - 180	181 - 200	201 & Above	
	CMAT (Score)	40 - 60	61 - 80	81-100	101 - 150	151 - 200	201 & Above	
GRAND TOTAL (100)								

13. Information of Infrastructure and Other Resources Available

- Number of Class Rooms and size of each – 4 (140.74, 106.25, 167.04 and 134.23 sq. mtrs)
- Number of Tutorial rooms and size of each – 2 (52.46, 91.59 sq mtrs)
- Number of Laboratories and size of each – NA
- Number of Drawing Halls with capacity of each: NA
- Number of Computer Centres with capacity of each: one, 195.5 Sq mtr
- Central Examination Facility, Number of rooms and capacity of each: One room, 43.61 Sq mtr
- Barrier Free Built Environment for disabled and elderly persons: Yes

- h. Occupancy Certificate: Yes
- i. Fire and Safety Certificate: Yes
- j. Hostel Facilities: Yes

k. Library

- i. Number of Library books/ Titles/ Journals available (program-wise): 5946 Books, 22 National Journals and 1 International Journal
- ii. List of online National/ International Journals subscribed
- iii. E- Library facilities: Yes

l. Laboratory and Workshop

- i. List of Major Equipment/Facilities in each Laboratory/ Workshop - NA
- ii. List of Experimental Setup in each Laboratory/ Workshop - NA

m. Computing Facilities

Internet Bandwidth
20 mbps

- Number and configuration of System
56 PC's (Intel E7500 Core 2 Duo 2.93GHz OR Intel i3-2100 3.10GHz CPU, 2GB RAM, 500GB HDD, 18.5" Monitor)

- Total number of system connected by LAN
32

€

- Total number of system connected by WAN
24

- Major software packages available
Windows Xp - Operating System
Windows 10 - Operating System
windows server 2012 - Operating System
Ubuntu 18.04 - Operating System
MS Office 2007 - Application Software
Tally ERP 9 - Application Software

- Special purpose facilities available

Moodle - Learning Management System
Koha - Integrated Library System

Asure Id - Photo ID Card Software
 Cardax Command Centre - Integrated Security Card Access System
 Biometric Attendance System - Biometric Time Attendance Machine

- n. Innovation Cell: Yes
- o. Social Media Cell: NA
- p. Compliance of the National Academic Depository (NAD), applicable to PGCM/
 PGDM Institutions and University Departments
- q. **List of facilities available**
 - i. Games and Sports Facilities: Yes, TT Room, Badminton Court in Hostel
 - ii. Extra-Curricular Activities: Yes, Gym, Yoga Room
 - iii. Soft Skill Development Facilities: Yes, Centre for Leadership Development

14. Enrollment of students in the last 3 years

	2016	2017	2018	2019	2020
Category	General	General	General	General	General
Number of Students Admitted	16	32	32	63	74

15. List of Research Projects/ Consultancy Works

Number of Projects carried out, funding agency, Grant received: NA
 Publications (if any) out of research in last three years out of masters projects: NA
 Industry Linkage: None at this time
 MoUs with Industries (minimum 3): None at this time

16. LoA and subsequent EoA till the current Academic Year: Uploaded in the website

17. Accounted audited statement for the last three years: Available on request