



Karunya INSTITUTE OF TECHNOLOGY AND SCIENCES

(Declared as Deemed to be University under Sec.3 of the UGC Act, 1956)

MoE, UGC & AICTE Approved

NAAC A++ Accredited

Centre for Distance and Online Education (CDOE)

Centre for Internal Quality Assurance

KITS/IQAC/Meet/4985/2026

Date: 18.08.2026

Minutes of the 3rd CIQA Meeting held on 18th August 2026 at 12.00 Noon.

Members Present:

External:

1. Dr. K. Malar Mathi, 1. Professor, Bharathiar School of Management and Entrepreneur Development (BSMED), Bharathiar University, CBE
2. Dr. P. Vikkraman, Associate Professor, Management Studies, Anna University, CBE

Internal:

1. Dr. R. Elijah Blessing, Vice Chancellor
2. Dr. S.J. Vijay, Registrar
3. Dr. C. Joseph Kennady, Director, Centre for Distance and Online Education
4. Dr. D. Nirmal, Dean – Academic Affairs
5. CA. A. Joseph Amulraj, Finance officer
6. Dr. Jefferson Raja Bose B, Controller of Examinations (Officiating)
7. Dr. P. Ranjit Jeba Thangaiah, HoD, Digital Sciences
8. Dr. D. Mahila Vasanthi Thangam, HoD, Commerce and International Trade
9. Dr. G. Vikram, Associate Professor, Karunya School of Management
10. Dr. D. Tensing, Director - Quality Assurance & Accreditations - Member Secretary

S. No.	Details Discussed	Action to be taken
1	Dr. R. Elijah Blessing, Vice Chancellor, welcomed all the Committee members to the 3rd CIQA Meeting. He emphasized that the same quality standards followed for regular Programs need to be progressively extended to the online education Programs. He highlighted the need to ensure quality in: • Teaching-learning processes and academic delivery. • Online assessments and assignments. • Student learning outcomes and value addition. • Industry relevance of the program. • Student support and engagement. • Benchmarking with leading Institutions. • Overall academic and administrative processes.	FIO

	He advised the KCODE and Online MBA team to continuously monitor and strengthen the quality of online learning and ensure that students derive meaningful academic and professional values from the Program.													
2	Dr. C. Joseph Kennady, Director- KCODE presented the key updates and initiatives:	FIO												
	a) Discussion on 2 nd CIQA Minutes and Approval													
	<table><tr><th>Details Discussed</th><th>Action Taken / Status</th></tr><tr><td colspan="2">Dr. P. Vikkraman, Associate Professor, Management Studies, Anna University, CBE</td></tr><tr><td>Enhancement of Online MBA Enrolment for the forthcoming batch</td><td>Following measures were taken: • Details of the Online MBA program were circulated among final-year students to create awareness and encourage enrolment after graduation. • Social media campaigns were undertaken to strengthen admission. • The initiatives were reported to have resulted in increased enquiries and admissions. </td></tr><tr><td colspan="2">Dr. K. Malar Mathi, 1. Professor, Bharathiar School of Management and Entrepreneur Development (BSMED), Bharathiar University, CBE</td></tr><tr><td>Utilisation of Alumni Network</td><td> • Online MBA Program information was circulated through the Alumni Cell. • The communication has reached approximately 19,000 alumni. • The initiative has contributed to generating additional enquiries and prospective learners. </td></tr><tr><td>Industry and Employer Outreach</td><td> • Approximately 450 HR contacts from various companies were identified. </td></tr></table>		Details Discussed	Action Taken / Status	Dr. P. Vikkraman, Associate Professor, Management Studies, Anna University, CBE		Enhancement of Online MBA Enrolment for the forthcoming batch	Following measures were taken: • Details of the Online MBA program were circulated among final-year students to create awareness and encourage enrolment after graduation. • Social media campaigns were undertaken to strengthen admission. • The initiatives were reported to have resulted in increased enquiries and admissions.	Dr. K. Malar Mathi, 1. Professor, Bharathiar School of Management and Entrepreneur Development (BSMED), Bharathiar University, CBE		Utilisation of Alumni Network	• Online MBA Program information was circulated through the Alumni Cell. • The communication has reached approximately 19,000 alumni. • The initiative has contributed to generating additional enquiries and prospective learners.	Industry and Employer Outreach	• Approximately 450 HR contacts from various companies were identified.
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	• Program information is being circulated to HR executives in batches. • Industry outreach has been initiated with organisations including Nissan Digital and DP World.	
The minutes of the 2nd CIQA meeting was approved. b) Course Delivery for Online MBA – Four Quadrant Mapping The Program follows the UGC-prescribed four-quadrant approach for online learning: i. Quadrant I – e-Tutorial • Video & Audio Content • Simulations Study • Video Demonstrations • Case Based Teaching • Live Demos ii. Quadrant II – e-Content The learners are provided with: • Self-instructional material • e-Books • Case Studies, Presentations • Web Resources • Reference Materials iii. Quadrant III – Discussion Forum The following learner support mechanisms are being provided: • Doubt clearing Session • Peer discussions - Discussion Forums • Asynchronous Mentoring iv. Quadrant IV – Assessment Assessment is carried out through: • Internal assessments conducted by faculty members.		

- End-semester Examinations conducted through the University's Examination system.

c) Program Details

- The Program is a 2-year, 4-semester MBA program open to candidates possessing a Bachelor's degree.
- Six specializations are offered, with specialization allocation undertaken based on learner interest.
- The Assessment pattern follows the applicable UGC requirements, with 30 marks for Internal assessment and 70 marks for the End-Semester Examination.

d) Key Strengths of the Online MBA Program

The following strengths were highlighted:

- Flexible online learning environment.
- Evening classes suitable for working professionals.
- Classes generally conducted between approximately 6:00 p.m. and 7:30 p.m.
- Additional classes scheduled on Saturdays where required.
- Industry-relevant curriculum.
- Multiple specialization options.
- LMS-enabled learning and academic support.
- Case-based learning and practical orientation.

e) Examination Results – May/June 2026

The Examination results of the four batches were presented.

Batch I:

The learners successfully completed the Program requirements and degrees were awarded during the 33rd Convocation.

Batch II:

Third Semester: A pass percentage of approximately 50% was reported. The lower performance was primarily attributed to network/connectivity difficulties faced by learners in different geographical locations, along with a small number of learners who could not clear the examinations.

Second Semester: The pass percentage was reported to be above 80%.

First Semester: The pass percentage was reported to be above 80%.

The committee noted the need to improve the performance of learners in the third semester and to provide appropriate academic and technical support to reduce examination-related difficulties.

f) Learner Feedback and Exit Survey Analysis

An Exit survey was conducted among the Graduating batch. The survey consisted of 10 questions, together with Qualitative feedback from learners.

The following areas received predominantly positive responses:

- Teaching quality.
- Faculty guidance.
- Study materials.
- LMS reliability.
- Examination fairness.
- Administrative services.
- Assessment/evaluation processes.

The overall sentiment was reported to be largely positive, with no major dissatisfaction identified through the quantitative feedback.

i. Major Strengths Identified:

The strongest areas highlighted through learner feedback were:

1. Administrative services.
2. Examination/evaluation fairness.
3. Study materials.
4. LMS reliability.

The robustness and reliability of the LMS were particularly appreciated.

ii. Areas Identified for Improvement

Two major areas requiring further attention were identified:

a. Curriculum Relevance

Working professionals expressed a desire for greater emphasis on Courses and Electives directly related to their respective industries and professional roles.

Action: The Online MBA team will explore the possibility of introducing appropriate industry-oriented electives or curriculum enhancements in future revisions, while maintaining the required broad-based MBA curriculum.

b. Student Support

Some learners reported difficulties relating to:

- Internet/network connectivity.
- Access to faculty support at convenient times.
- Coordination of communication with faculty members.

Action: The Online MBA team will explore a more structured faculty interaction/support schedule and strengthen mechanisms for resolving learner queries.

iii. Observations on Qualitative Feedback

a. Placement Support for Online MBA Learners

Learners expressed the need for placement and career support even though many are already working professionals.

The following action has been initiated:

- Final-semester Online MBA learners have been encouraged to register on the University's placement portal.
- Whenever companies visit the University for recruitment, eligible Online MBA learners will also be informed and considered for relevant opportunities.
- For physical/offline recruitment, learners will be required to attend the recruitment process at the University.
- For virtual recruitment, learners may participate remotely.
- During industry visits, relevant industries will be informed about the availability of Online MBA learners and potential opportunities for them.

The committee appreciated this initiative and emphasized the importance of extending appropriate career development support to online learners.

b. Learner Requests for Sunday Classes

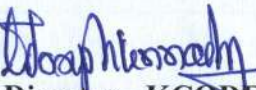
- Some learners expressed interest in having classes on Sundays because of the convenience of the holiday.

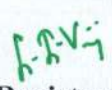
	The Online MBA team informed the committee that the feasibility of conducting Sunday sessions would be explored, considering faculty availability and learner requirements. Action: The team will examine the feasibility of introducing selected Sunday academic sessions wherever necessary and practicable.	
3	Dr. D. Tensing, Director - Quality Assurance and Accreditations presented the initiatives taken towards the Academic Audit and Quality Assurance Initiatives undertaken for the Online MBA program The following components have been reviewed: - Quality of video lectures. - Quality of uploaded learning materials. - Quality and appropriateness of assessment components. - Quizzes. - Case studies. - Term papers. - Literature reviews and other academic activities. i. E-Course Files It was informed that, from the Academic Year 2026-27, e-course files shall be systematically prepared and maintained for online courses. The course files shall be maintained in digital format rather than hard copy and will be shared with External Experts for Audit. External Experts will provide: - Scores. - Observations. - Recommendations for improvement. The Feedback from the Experts will be communicated to the Dean for necessary improvement. ii. Integration of Learner Feedback with the Campus Management System - It was informed that the learner feedback process is proposed to be integrated with the Campus Management System from the Odd Semester of Academic Year 2026-27.	FIO

	The existing feedback questions will be reviewed and revised, wherever necessary, and additional questions may be incorporated to obtain more meaningful feedback.	
4	External Expert Observations and Recommendations Dr. P. Vikkraman - Dr. Vikkraman appreciated the efforts taken by the Institution in implementing the online MBA Program. Dr. Malar Mathi - Dr. Malar Mathi appreciated the efforts of the Online MBA team with regard to the progress. - She particularly appreciated the learner feedback and overall implementation of the program. - She suggested that connectivity issues shall not become a reason for learners to absent themselves for the Semester End Examination. She recommended that learners may be given opportunity to visit the campus for their examinations. Response from Director, KCODE He informed the committee, that the possibility will be considered for the conduct of Semester End Examinations.	FIO
5	Concluding Remarks & Vote of Thanks Dr. S. J. Vijay, Registrar delivered the concluding remarks and thanked all members for their active participation and suggestions. He emphasized two key priorities: 1.Student Satisfaction: The Institution ensures that every learner receives a positive academic and support experience, with continuous efforts to eliminate areas of dissatisfaction. 2.Enhancement of Online MBA Admissions: Strategies should be developed and continuously implemented to increase the number of learners enrolling in the Online MBA program. He also emphasized on the need to effectively implement other online Programs approved by UGC, ensuring quality.	FIO

*FIO – For Information Only


Director – QAA


Director - KCODE


Registrar


Vice Chancellor