

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
(Established under section 3 of UGC Act, 1956)

Directorate of Online and Distance Education (DODE)

for the

7th MEETING OF THE CENTRE FOR INTERNAL QUALITY ASSURANCE (CIQA)



held on
06th June 2024 (Thursday) at 11.00 AM
(Online Mode)

***SRM Institute of Science and Technology,
Kattankulathur, Potheri – 603 203,
Chengalpattu, Tamil Nadu, India***

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7th Centre for Internal Quality Assurance

The Seventh Meeting of Centre of Internal Quality Assurance (CIQA) of Directorate Online & Distance Education, SRMIST, Kattankulathur, Chennai, Tamil Nadu held on 06.06.2024 (Thursday) at 11:00 AM.

The meeting was chaired by Dr.C.Muthamizhchelvan, Vice Chancellor, SRMIST.

CENTRE FOR INTERNAL QUALITY ASSURANCE COMMITTEE

a) Dr. C. Muthamizhchelvan, Vice Chancellor, SRMIST

b) Dr. S.Ponnusamy , Registrar , SRMIST

c) EXTERNAL EXPERTS

1.Dr. S. Aravindhann

Professor Cum Director,
Institute of Distance Education,
University of Madras

2.Dr. S. Subramanian

Professor & Director
School of Management Studies,
Tamil Nadu Open University, Chennai.

3.Mr. Nick Hutton

Regional Director D2L,
Asia, Singapore

d) SENIOR PROFESSORS

- Dean Faculty of Science and Humanities,
SRMIST
- Dean, Faculty of Management,
SRMIST
- Professor & Head,
Department of Data Science & Business Systems
Faculty of Engineering & Technology, SRMIST
- Advisor,
Directorate of Distance Education,
SRMIST

E) HEAD OF THE DEPARTMENT

- Head of Department,
Department of Computer Applications,
Faculty of Science and Humanities.

- Head of the Department,
Department of Commerce,
Faculty of Science and Humanities
- Head of the Department,
Department of Business Administration
Faculty of Management

f) ADMINISTRATION & FINANCE

- Deputy Registrar,
KTR, SRMIST
- Assistant Registrar (Accounts)
SRMIST.

g) MEMBER SECRETARY

- Dr.Manoranjan Pon Ram
Director (Online and Distance Education),
SRMIST

h) ADDITIONAL MEMBERS

- Dean (IQAC),
SRMIST

Leave of Absence granted to:

1. Mr. Nick Hutton, Regional Director D2L, Asia, Singapore
2. Advisor, Directorate of Distance Education,
3. Head of Department, Department of Computer Application, Faculty of Science and Humanities

The Director (Online Education) and Member- Secretary of the CIQA welcomed the members of the Committee to the 6th meeting of CIQA. The Vice chancellor & Registrar delivered a brief address and welcomed the members of the Committee. Thereafter, the Agenda items were presented by the Director –Online and Distance Education, SRMIST, Kattankulathur.

Agenda 1:

Confirmation of the minutes of the Sixth meeting held on 12.12.2023 – Confirmed.

Agenda: 1

Action Taken Report of Sixth Meeting:

Agenda Number	Agenda Details	Resolution
06 CIQA 2.1.2	Course Audit 2023 –Internal	As recommended by the experts, we have reproduced / modified / reviewed / updated the 4 Quadrant content development for 14 courses in Management.
06 CIQA 2.1.11	Revision in regulations: 1. BBA (Digital Marketing) 2. MBA	Approved in the 55 th Academic Council.
06 CIQA 2.1.11	Revision: 1.MCA - Regulations 2.BCA (Data Science) – Regulations, Curriculum and Syllabus.	Approved in the 55 th Academic Council.
06 CIQA 2.1.12	New electives/ specializations: 1. Logistics and Supply Chain Management 2. Health Care and Hospital Management 3. Artificial Intelligence and Data Science	Approved in the 55 th Academic Council.
06 CIQA 2.1.13	New Diploma Courses: 1. Diploma new Regulations - 2024 2. Diploma in Certified - Financial Management 3. Diploma in Data Science and Machine Learning 4.Diploma in Stress Management	Approved in the 55 th Academic Council.
06 CIQA 2.1.16	Lateral Placement	Action Initiated 1. A placement officer position has been created for the purpose of co-ordination with the central Career Centre Office. Recruitment is under process. 2. The Director, Career Centre, has deputed Mr. G.Vijayakumar, Assistant Placement Officer, as point of contact for time being.

Agenda Number	Agenda Details	Resolution																				
The Director, Directorate of online and Distance Education shall move																						
07 CIQA 2.1.1	Academic Calendar for 2024-25 &2025-26.(OL & ODL) - Submitted for approval.	Noted																				
07 CIQA 2.1.2	Course Audit: 1.Internal Course Audit – As per UGC (Open and Distance Learning programme and Online programmes) - regulations 2020 – Part V pt.19 (3) Pg. No 79., an Internal Course audit for DODE (Distance and Online Education) for the year 2024 has been initiated. 2. External Academic Audit: As per UGC (Open and Distance Learning programme and Online programmes) - regulations 2020 – Part V pt.19 (3) Pg. No 79., a third-party academic audit is required to be conducted once in every five years. It is due during the academic year 2025 – 26 for DODE.	Noted																				
07 CIQA 2.1.3	Industry Institute Linkages: For information to the members. Corporate Guest Lectures: 1. “ <i>Peer to Peer Interaction – Environmental Social Responsibilities</i> ”, by Mr. Kumaran Mahalingam - Senior Geologist, Kuwait Oil Corporation and Founder of Paddle for Future, Chennai- on 10.02.2024 (Saturday) at 11.00 AM. 2. " <i>Climbing Corporate Ladders</i> ". by Mr. Marshall John, Senior Director of Human Resource, Chennai – on 07.03.2024 (Thursday) at 07.00 PM. 3. “ <i>Campus to Corporate</i> ” by Mr. Govindaraja R, Head Product Development, Global Testing and Validation, Royal Enfield, Chennai - on 08.05.2024(Wednesday) at 8 PM. 4. “ <i>Opportunities and Challenges in Online Education</i> ” by Mr. Nick Hutton, Regional Director, Asia, D2L Bright Space – UK – on 21.05.2024 (Tuesday) at 03.00 PM.	Noted																				
07 CIQA 2.1.4	Empanelment of External Experts <table><tr><th>S.No</th><th>Category (SME)</th><th>No of Experts OL</th><th>No of Experts ODL</th></tr><tr><td>1.</td><td>Academia</td><td>137</td><td>19</td></tr><tr><td>2.</td><td>Corporate</td><td>65</td><td>-</td></tr><tr><td>3.</td><td>International Experts</td><td>19</td><td>-</td></tr><tr><td colspan="2">Total</td><td>221</td><td>19</td></tr></table>	S.No	Category (SME)	No of Experts OL	No of Experts ODL	1.	Academia	137	19	2.	Corporate	65	-	3.	International Experts	19	-	Total		221	19	Noted
S.No	Category (SME)	No of Experts OL	No of Experts ODL																			
1.	Academia	137	19																			
2.	Corporate	65	-																			
3.	International Experts	19	-																			
Total		221	19																			
07 CIQA 2.1.5	Student Support: Academic session – January 2024 OL <table><tr><th>S.No</th><th>Support System</th><th>No of queries raised</th><th>No of queries resolved</th></tr><tr><td>1</td><td>Student dashboard</td><td>8448</td><td>8403</td></tr></table> Nature of queries (Frequently): 1. SRMIST Domain Email ID login issues. 2. Assignments. 3. ID Card download. 4. Fee related. 5. Refund request	S.No	Support System	No of queries raised	No of queries resolved	1	Student dashboard	8448	8403	Noted												
S.No	Support System	No of queries raised	No of queries resolved																			
1	Student dashboard	8448	8403																			

	<div>6. Specialization change request</div> <div>7. Bonafide / Scholarship request.</div> <div>8. Error in assessment questions.</div> <div>ODL</div> <table><tr><th>Sl.No</th><th>Support System</th><th>No. of Queries raised</th><th>No. of Queries resolved</th></tr><tr><td>01</td><td>Mail Support</td><td>206</td><td>206</td></tr><tr><td>02</td><td>Call Support</td><td>1482</td><td>1482</td></tr><tr><td>03</td><td>App-based support - WhatsApp</td><td>521</td><td>521</td></tr><tr><td>04</td><td>Student dashboard</td><td>63</td><td>63</td></tr></table> <div>Nature of queries (Frequently):</div> <div>1. Fees related</div> <div>2. Examination Centre</div> <div>3.Course related activities in elective change.</div>	Sl.No	Support System	No. of Queries raised	No. of Queries resolved	01	Mail Support	206	206	02	Call Support	1482	1482	03	App-based support - WhatsApp	521	521	04	Student dashboard	63	63													
Sl.No	Support System	No. of Queries raised	No. of Queries resolved																															
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02	Call Support	1482	1482																															
03	App-based support - WhatsApp	521	521																															
04	Student dashboard	63	63																															
07 CIQA 2.1.6	<div>Student Feedback – January 2024 session</div> <div>Student feedback was conducted during the month of April 2024. The analysis report is submitted for approval.</div> <div>The following actions were taken after the analysis of the feedback report:</div> <div>1. The counselling and query sessions were organized and conducted to clarify their doubts.</div> <div>2. Student portal:</div> <div>(i)Process regarding loan / yearly paid candidates’ result publication tickets has been raised with ERP team for resolution.</div> <div>(ii) Ticket have been raised to have a provision to display Tuition / Exam fee dues and semester –wise course list.</div>	Noted																																
07 CIQA 2.1.7	<div>Admissions Details:</div> <table><tr><th>Sl.No</th><th>Program me</th><th>Calendar-Year 2024 – OL</th><th>Calendar- Year 2024 – ODL</th></tr><tr><td>01</td><td>BBA</td><td>318</td><td>39</td></tr><tr><td>02</td><td>BCA</td><td>314</td><td>30</td></tr><tr><td>03</td><td>B.Com</td><td>-NA-</td><td>08</td></tr><tr><td>04</td><td>MBA</td><td>1572</td><td>272</td></tr><tr><td>05</td><td>MCA</td><td>614</td><td>33</td></tr><tr><td>06</td><td>M.Com</td><td>-</td><td>12</td></tr><tr><td colspan="2">Total</td><td>2818</td><td>394</td></tr></table>	Sl.No	Program me	Calendar-Year 2024 – OL	Calendar- Year 2024 – ODL	01	BBA	318	39	02	BCA	314	30	03	B.Com	-NA-	08	04	MBA	1572	272	05	MCA	614	33	06	M.Com	-	12	Total		2818	394	Noted
Sl.No	Program me	Calendar-Year 2024 – OL	Calendar- Year 2024 – ODL																															
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06	M.Com	-	12																															
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07 CIQA 2.1.8	ABC ID Generation OL <table><tr><th>Sl. No</th><th>Total Strength (Batch – 2021 to 2024)</th><th>ABC ID Generated</th><th>ABC ID Not- Generated</th></tr><tr><td>01</td><td>9788</td><td>9740</td><td>38</td></tr></table> ODL <table><tr><th>Sl. No</th><th>Total Strength (Batch – 2021 to 2023)</th><th>ABC ID Generated</th><th>ABC ID Not -Generated</th></tr><tr><td>01</td><td>4485</td><td>3731</td><td>754</td></tr></table>	Sl. No	Total Strength (Batch – 2021 to 2024)	ABC ID Generated	ABC ID Not- Generated	01	9788	9740	38	Sl. No	Total Strength (Batch – 2021 to 2023)	ABC ID Generated	ABC ID Not -Generated	01	4485	3731	754	Noted
Sl. No	Total Strength (Batch – 2021 to 2024)	ABC ID Generated	ABC ID Not- Generated															
01	9788	9740	38															
Sl. No	Total Strength (Batch – 2021 to 2023)	ABC ID Generated	ABC ID Not -Generated															
01	4485	3731	754															
07 CIQA 2.1.9	Four-year degree OL/ODL: As per UGC letter, titled, Implementation of Commission decision regarding offering Bachelor’s programmes with duration of 4 years in ODL/Online mode by HEIs already entitled to offer 3-year bachelor’s degree programmes, dated 27.05.2024. The same has been discussed in the 6 th CIQA meeting dated 12.12.2023 in Agenda item no: CIQA 2.1.11. We have received the recommendations from external experts, that, we can begin once it has been initiated in the regular stream. This is submitted for member’s feedback.	External Experts and the Registrar has recommended to start the 4 years Honors degree programme in (BBA&BCA)OL/ODL from the next academic year and advised to create awareness among the students.																

**07 CIQA
2.1.10****Online Education: Tech Stack.****I. Student Support: AI based Helpdesk:**

AI based helpdesk is a simple, easy-to-use the system *empowering customer support teams with better context and collaboration.*

We have reached nearly 10000+ learners in Online Education. To provide an efficient student support service related to Academic / Technical / Finance etc., we need an AI based platform.

Below are the functionalities of the helpdesk for your information:

Functionality	Description
Customer Portal	One-stop-service for learners to find answers to queries and easily raise a ticket.
Help Widget	Help customers help themselves from anywhere on our website or app.
Multi-channel Support	Convert social posts and messages on Twitter and Facebook as tickets in Helpdesk
Scenario Automation	Perform a series of tasks related to your tickets using a single click
Collision Detection	Prevent more than one agent from replying to the same ticket at a time with auto update, traffic cop, and agent collision detection.
Summary App	Add a summary to a ticket to facilitate easy context switching between teams.
AI based helpdesk	Respond and resolve faster by automating redundant tasks.
Analytics	Build custom dashboards relevant to business context and make data backed decisions.
CSAT Surveys	Capture customer feedback and assess the quality of customer Support.
Cloud telephony	Cloud telephony allows us to make outbound calls and receive inbound calls from any Internet-connected device. It is a voice service that eliminates the need for expensive telephone hardware's.

Proposals received for AI based Helpdesk

1. Freshworks (Chennai)
2. Devrev (US)
3. ODOO (Belgium)
4. ZOHO (Chennai)

II. Video Streaming Server: Video Streaming Server:

The video streaming server is used to broadcast our video content to our viewers in real time. It ensures that they can watch the event we're broadcasting with minimal latency, leading to a pleasant video-watching experience.

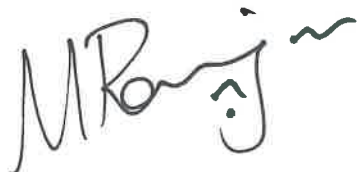
Proposals to be received from

1. Kaltura
2. Dacast
3. Daily Motion
4. Echovideo

The Registrar and the External members have appreciated about the initiation and recommended to implement this technology effectively.

07 CIQA 2.1.11	Fees Revision – July 2024 - ODL The fee has been revised and got approved. (Last revision:2018)	Noted
07 CIQA 2.1.12	Revision of Regulations for ODL: It is proposed to revise the regulations for the following degree programme in ODL: MBA, M. Com, B. Com, BCA and BBA.	Noted and appreciated
07 CIQA 2.1.13	Award of Rank Certificates: It is proposed to award rank certificates for OL students - Programme -wise and Session-wise.	Initiation is appreciated and recommended to provide rank certificates and suggested to have a separate graduation day for ODL/OL.
07 CIQA 3.1.1	<p>ANY OTHER ITEMS</p> <p>1.DEB ID: UGC meeting dated 31.05.2024 @02.00 pm, mandatory requirement to create DEBid using ABCid for all students applying for ODL/OL.</p> <p>2. As per NEP 2020, transferring of students between online mode to regular mode and vice versa is permitted. This provision is available in the Online Education regulations 2020 and 2024. But in regular mode, it was noted that, this provision is not available in their regulations for BBA and MBA degree programmes.</p> <p>3. As per our Vice Chancellors suggestions and advice, we are planning to offer the certificates in the following Domains.</p> <p>The following certificate courses are to be launched from October/November 2024</p> <ul style="list-style-type: none"> • Certificate Course in Data analysis using R (3 Months) • Certificate Course in Green Supply Chain Management (3 Months) • Certificate Course in Python Programming (3 Months) • Certificate Course in Internet of Things (IoT) (3 Months) <p>The following courses are planned to be launched from January/ February 2025</p> <ul style="list-style-type: none"> • Certificate Course in ChatGPT with Artificial Intelligence (3 Months) • Certificate Course in Artificial Intelligence and Machine Learning (3 Months) • Certificate Course in Block Chain Management (3 Months) • Certificate Course in Health Care Operations, Branding and Marketing (6 months) <p>Th following courses are planned to be launched from May / June 2025</p> <ul style="list-style-type: none"> • Certificate Course in Business Analytics using Power BI (3 Months) • Certificate Course in Machine Learning (3 Months) • Certificate Course in Fintech (3 Months) • Certificate Course in Yoga for Human Excellence (3 Months) 	Noted

	<p>Note: A market feasibility analysis would be done before the launch of the above said certificate courses.</p> <p>4. Budget Allocation for promoting the newly launched Diploma / Certificates courses through Digital Marketing.</p>	
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Director
(Online & Distance Education)

DIRECTOR
DIRECTORATE OF ONLINE AND DISTANCE EDUCATION
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Registrar

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Vice-Chancellor

Prof. C. MUTHAMIZHCHELVAN
Vice Chancellor
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