

GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE – 641 018.

PERFORMANCE - TEACHER APPRAISAL REPORT

A. General Information:

- a) Name : **Dr. S. KOTHAI**
- b) Address (Residential) : 24, Boopathi Nagar,
Amman Nagar (East), Saravanampatti,
Coimbatore – 641035
- c) Designation : Assistant Professor
- d) Department : **COMMERCE**
- e) Date of Birth : 12-07-1963
- f) Area of Specialization : Marketing & Financial Management



B. Academic Qualifications:

Exam Passed	Board / University	Subjects	Year	Division / Grade / Merit etc.
High School	Board of Secondary Education	Eng, Tam, Mat, Sci, His & Geo	1978	II Class
Higher Secondary	Board of Higher Secondary Education	Banking & Commerce	1980	I Class
Bachelor of Commerce (B.Com)	Bharathiar University	Commerce	1984	II Class
Master of Commerce (M.Com)	Bharathiar University	Commerce	1987	II Class
M.Phil.	Bharathiar University	Commerce	1996	II Class
Ph.D.	Bharathiar University	Commerce	2005	Highly Commended
B.Ed.	Annamalai University	Education	1989	II Class
PGDCA	Pondicherry University	Computer Application	2002	II Class
MBA	Bharathiar University	Marketing & Finance	2009	I Class
SLST	Madras University	Commerce	1990	-

C. Research Experience & Training:

Research Stage	Title of Work / Thesis	University where the work was carried out
M.Phil.	A study on marketing Strategies of Finance Companies in Coimbatore District	Bharathiar University
Ph.D.	Marketing & Services – A study on Non-Banking Finance Companies in Tamilnadu	Bharathiar University
Post-Doctoral	-	-
Publications (give a list separately)	Please refer Appendix – A	-
Research Guidance (give names of students guided successfully)	Please refer Appendix – B	-
Training (please specify)		

D. Research Projects carried out:

Title of the Project	Name of the Funding Agency	Duration	Remarks
-	-	-	-

E. Seminars, Conferences, Symposia Workshops, etc. attended:

Name of Seminars, Conferences, Symposia Workshops, etc.	Name of the Sponsoring Agency	Place and Date
Please refer Appendix – C		

F. Teaching Experience:

Courses Taught	Name of the University / College / Institution	Duration
B. Com & M. Com	GRD college of Science	7 Years 9 Months
MBA	Hindustan College of Arts and Science	3 Years 7 Months
i. UG (B.A. / B.Sc. etc., pass) (B.A. / B.Sc. etc., hons)	Government Arts College, Coimbatore	9 Years 6 Months
ii. PG (M.A./M.Sc., etc.)	Government Arts College, Coimbatore	9 Years 6 Months
iii. M.Phil.	Government Arts College, Coimbatore	9 Years 6 Months
iv. Ph.D.	Government Arts College, Coimbatore	9 Years 6 Months

Total Teaching Experience

- a) Under-Graduate (Pass) : 22 Years
b) Under-Graduate (Hons) : -
c) Post-Graduate : 20 Years

G. Innovations / Contributions in Teaching:

a) Design of Curriculum	:	
b) Teaching Methods	:	Lecture-demonstration, Engaged Pedagogy, Visualizations, Field-Based Instruction, Classroom Labs, Case Studies, Debate, Quantitative Reasoning, Problem Solving, and Field trips
c) Laboratory Experiments	:	
d) Evaluation Methods	:	Assignments, Progress Tests, Papers & Projects Presentations, Classroom Assessment Techniques - Self-Observation, Self-Assessment and Critical Reflection, and Peer evaluation group assignments

e) Preparation of resource Material including books, Reading materials, laboratory Manuals etc.	:	<ol style="list-style-type: none"> 1. Primarily from prescribed text books 2. Discussion with subject experts and senior faculty members 3. Reviewing relevant literature in academic journals 4. Surfing through the available online resources
f) Remedial Teaching / Student Counselling (academic)	:	Special attention to weak students and Student-Development focused & Behavioral one-on-one Counselling to notorious students
g) Any other	:	Periodic Intrinsic & Extrinsic Motivation to students to create a sense of accomplishment in mastering the subjects with long-lasting and self-sustaining effect

H. Extension Work / Community Service:

a) Please give a short account of your contribution to:

(i) Community work such as values of National integration, secularism, Democracy, socialism, humanism, Peace, scientific temper, flood or Drought relief, small family norms etc

:

Inculcated Ethical Values, Problem-Solving Techniques & Coping Strategies
Pollution Control, Waste & Water Resource Management Measures.
Instrumental in various Campaigns, like: Dengue Fever Awareness & Right to Vote

(ii) National Literacy Mission

:

Encourage the endless educational possibilities through literacy

b) Positions held / Leadership role played

:

In organisations linked with Extension Work and National Service Scheme (NSS) or (NCC) or any other similar activity

I. Participation in Corporate Life:

Please give a short account of your contribution to:

a) College / University / Institution	:	Volunteering for committee work, chairing projects, attending meetings and working with student groups as a faculty advisor
b) Co-curricular Activities	:	Organized an exhibition on “ <i>Evolution of Banking Sector</i> ”
c) Enrichment of Campus Life (hostels, sports, games, cultural activities)	:	Preserve the highest standards of professional, educational and moral conduct inside the campus
d) Students welfare and Discipline	:	Organized Career Counselling Program on Chartered Accountancy Course. The behavior of the students, both within and outside the college campus is monitored.
e) Membership / Participation in Bodies / Committees on Education and National Development	:	Member of Board of Studies
f) Professional Organization of Teachers	:	-
g) Members of professional bodies, societies etc.	:	
h) Editorship of journals	:	-
i) Any other information	:	-

(Signature of the Teacher)

APPENDIX – III
PERFORMANCE APPRAISAL REPORT-II
SELF APPRAISAL

A. General Information:

- a) Name : **Dr. S. KOTHAI**
- b) Date of Birth : 12-07-1963
- c) Address (Residential) : 24, Boopathi Nagar,
Amman Nagar (East), Saravanampatti,
Coimbatore – 641035
- d) Designation : Assistant Professor
- e) Department : Commerce
- f) Area of Specialization : Marketing & Financial Management
- g) Date of Appointment:
- (i) In the Institution : 28.01.2010
- (ii) In the present post : 28.01.2010
- h) Honours conferred : -

B. Teaching:

a) Classes Taught:

Class	Periods				Steps taken for the teaching of periods missed during absence of leave
	Assigned per week		Taught in the year		
	Lecture per Week	Tutorial / Practical per Week	Lecture per Week	Tutorial / Practical per Week	
i) UG (B.A./ B.Sc. etc., pass) (B.A. / B.Sc. etc., hons)	12		12		Special Classes
ii) PG (M.A./M.Sc., etc.)	4		4		Special Classes
iii) M.Phil.	-	-	-	-	-
iv) Any other	-	-	-	-	-

b) Regularity and Punctuality : Regularity and punctuality to the class is highly prioritized

c) Details of Course teaching plan, synopses of lectures, and reading lists supplied to students : Simultaneous process of taking notes during the lecture is habituated

d) Details of participation in the following

- i. University Evaluation : Internal & External examiner in theory of UG & PG courses
- ii. Internal Evaluation : Internal examiner for UG & PG CIA tests
- iii. Paper Setting : Active question paper setter for UG & PG programs of other colleges & Universities
- iv. Assessment of Home assignments : Evaluation of UG & PG assignments
- v. Conduct of Examinations : Integrity, alertness and sincerity are followed in the examinations
- vi. Evaluation of Dissertations etc. : Evaluator of PG, M.Phil. and Ph.D. dissertations

C. Details of Innovations / Contribution in Teaching, during the year:

- 1) Design of Curriculum :
- 2) Teaching Methods : Lecture-demonstration, Engaged Pedagogy, Visualizations, Field-Based Instruction, Classroom Labs, Case Studies, Debate, Quantitative Reasoning, Problem Solving, and Field trips
- 3) Laboratory Experiments :
- 4) Evaluation Methods : Assignments, Progress Tests, Papers & Projects Presentations, Classroom Assessment Techniques - Self-Observation, Self-Assessment and Critical Reflection, and Peer evaluation group assignments
- 5) Preparation of resource : Primarily from prescribed text books, Material including books, Reading materials, laboratory Manuals etc. discussion with subject experts and senior faculty members, reviewing relevant literature in academic journals, and surfing through the available online resources
- 6) Remedial Teaching / Student Counselling (academic) : Special attention to weak students and Student-Development focused & Behavioral one-on-one Counselling to notorious students
- 7) Any other : Periodic Intrinsic & Extrinsic Motivation to students to create a sense of accomplishment in mastering the subjects with long-lasting and self-sustaining effect

D. Improvement of Professional Competence:

Details regarding refresher courses / orientation attended, participation in summer schools, workshops, seminars, symposia etc., including Open University courses / M.Phil., Ph.D.:

- 1) Participated in the Orientation Course conducted by Tamil Nadu State Council for Higher Education and UGC Academic Staff College, University of Madras, from 04.05.2011 to 02.06.2011
- 2) Participated in the Refresher Course conducted by UGC Academic Staff College, Bharathiar University, from 08.05.2012 to 28.05.2012

E. Research Contributions:

- a) Number of students (M.Phil. / Ph.D.):

	At the beginning of the year	Registered during the year	Completed during the year
M.Phil.	-	01	-
Ph.D.	04	02	01

- b) No. of research papers published (Please enclose list) : **Please refer Appendix – A**

c) Research Projects : -

d) Details of seminars, conferences, Symposia organized : -

e) Patents taken, if any, Give a brief description : -

f) Membership of Professional Bodies, Editorship of Journals etc :

F. Extension Work / Community Service:

- a. Please give a short account of your contribution to:

i. Community work such as values of National integration, secularism, Democracy, socialism, humanism, Peace, scientific temper, flood or : Inculcated Ethical Values, Problem-Solving Techniques & Coping Strategies Pollution Control, Waste & Water Resource Management Measures.

Drought relief, small family norms etc

Instrumental in various Campaigns, like: Dengue Fever Awareness & Right to Vote

ii. National Literacy Mission : Encourage the endless educational possibilities through literacy

b. Positions held / Leadership role played :
In organisations linked with Extension Work and National Service Scheme (NSS) or (NCC) or any other similar activity

G. Participation in Corporate Life:

Please give a short account of your contribution to:

- a) College / University / Institution : Volunteering for committee work, chairing projects, attending meetings and working with student groups as a faculty advisor
- b) Co-curricular Activities : Organized an exhibition on “*Evolution of Banking Sector*”
- c) Enrichment of Campus Life (hostels, sports, games, cultural activities) : Preserve the highest standards of professional, educational and moral conduct inside the campus
- d) Students welfare and Discipline : Organized Career Counselling Program on Chartered Accountancy Course. The behavior of the students, both within and outside the college campus is monitored.
- e) Membership / Participation in Bodies / Committees on Education and National Development : Member of Board of Studies
- f) Professional Organization of Teachers : -
- g) Members of professional bodies, societies etc. :
- h) Editorship of journals : -
- i) Any other information : -

H. Assessment:

Steps taken by you for the evaluation of the course programme taught:

Self-Evaluation, Periodic Surveys, Student Feedback, Open notebook quiz and through reviewing recent pedagogical literature on designing and delivering lectures

I. General Data:

- Teachers are to integrate critical thought and moral values among the students by broadening the learning experience and make it more relevant to everyday life situations.
- Teachers should act as the catalysts for change.

J. Verification of factual data:

- a. General Information
- b. Teaching
- c. Details of Innovations / Contribution in Teaching, during the year
- d. Improvement of Professional Competence
- e. Research Contributions
- f. Extension Work / Community Service
- g. Participation in Corporate Life

Signature of the Person authorized*

C. Research Experience & Training: List of Publications*International Journals:*

- 1) “Do The Promotional Tools Mediate Investment Decision?” *Research Journal of Commerce & Behavioural Science*, ISSN: 2251 1547, February-2015, Volume 04, No. 04, pp6-12
- 2) “Investment Decision: Role of Behavior& Emotion” *Intercontinental Journal of Human Resource Research Review*, ISSN 2347-1662 (Print) ISSN 2320-9704 (Online) February-2015, Volume 03, No. 01, pp80-83
- 3) “Learning to Unlearn: Antecedents of e-Banking Adoption – An Eclectic Approach” *International Journal in Management & Social Science*, ISSN -2321–1784, February-2015, Volume 03, No. 02
- 4) “Does the Investor Investigate? Antecedents of Investment Decision” *European Journal of Business and Management*, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online), 2014, Vol.6, No.37, pp57-64.
- 5) “Braining the Brands: Ethnographic Assessment on Neuromarketing with reference to Ultimate3 Ad Campaign” *Asia Pacific Journal of Marketing & Management Review*,ISSN 2319-2836, October 2012, Volume 1 No 2: pp117-125
- 6) “Customer Preference & Satisfaction towards Housing Flats Promoted & Sold by Tamil Nadu Housing Board” *SMART International*,ISBN 0973-1598, July-December 2008, Volume 4 No 2

National Journals:

- 7) “Business Process Reengineering: Cotton Ginned in Africa – Innovative Approach” *Journal of Management and Science (JMS)*, Printed ISSN No. 2249 1260 & Online ISSN 2250 1819, June 2012, Volume 1 – Special Issue IV: pp141-150.
- 8) “A study on role and customer satisfaction towards logistics services with special reference to Arem Logistics” *Journal of Management and Science (JMS)*, Printed ISSN 2249 1260 & Online ISSN 2250 1819, June 2012, Volume 1 – Special Issue IV

C. Research Experience & Training: Research Guidance**I. M.Phil., (Commerce)**

S.No.	Name of the Scholar	Year	FT/PT	University	Pursuing / Awaiting for viva / Completed
1.	Kalaivani	2013	PT	Bharathiar	Completed

II. Ph.D. (Commerce)

S.No.	Name of the Scholar	Year	FT/PT	University	Pursuing / Awaiting Viva / Completed
1.	M. Vanishree	2009	PT	Bharathiar	Completed
2.	Rubha C.N.	2009	PT	Bharathiar	Completed
3.	VijayaChithra	2008	PT	Bharathiar	Completed
4.	Maheshwari	2009	PT	Bharathiar	Completed
5.	Jayakumar T.	2011	PT	Bharathiar	Completed
6.	Thangaraj	2013	PT	Bharathiar	Pursuing

E. Seminars, Conferences, Symposia Workshops, etc. attended:

- 1) “Motivating Teachers for Acquiring Classroom Skills” – Symposium organized by Government Arts College, Coimbatore on March 18, 2015
- 2) “Investment Decision: Role of Behavior & Emotion” – National Seminar on Social Entrepreneurship – An Innovation for transforming Indian Society organized by Department of Commerce (SF), PSGR Krishnammal College for Women, held on February 11, 2015
- 3) “Emerging Paradigms in Management Research” – International Conference organized by Vivekanandha Institute and Mother Teresa Women’s University, held on February 27 -28, 2015
- 4) “Experiencing The Experience: Psychodynamics of Customer Citizenship Behavior (CCB)” – Conference on Global Strategies for an Emergent India, The University of Sydney & Indian Institute of Management Kozhikode, December 27 – 28, 2012
- 5) “Total Quality Management in Teaching” – Faculty Development Programme organized by Government Arts College, Coimbatore on January 19, 2013
- 6) “Business Process Reengineering: Cotton Ginned in Africa - Innovative Approach” – International Conference on Competency Building Strategies in Business & Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, February 24, 2012
- 7) “A study on role and customer satisfaction towards logistics services with special reference to AREM Logistics” – International Conference on Competency Building Strategies in Business & Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, February 24, 2012
- 8) “A study of eco-friendly products with reference to Palakkad District” – International Conference on Competency Building Strategies in Business & Technology for Sustainable Development, Sri Ganesh School of Business Management, Salem, February 24, 2012
- 9) “Innovation Practices in Retailing” – Innovation Practices in Management, Nehru Institute of Management Studies, Coimbatore, April 23, 2011
- 10) “Social Work Practice in Hospital Setting” – Challenges in Contemporary Social Work Practice, SreeNaranaya Guru College, September 29 and 30, 2011
- 11) “WTO and Consumerism” – Consumer Awareness, Protection and Promotion of Consumer Rights, KhadirMohideen College, Adirampattinam, February 21 & 22, 2009.