

Centurion University of Technology & Management Vizianagaram, Andhra Pradesh

Internal Quality Assurance Cell (IQAC)

Quality Policy

1. Preamble

Centurion University of Technology & Management (CUTM) is committed to delivering quality education and services that meet the expectations of students, programme participants, sponsors, service users, and society at large. The University emphasizes excellence in teaching, training, placements, research, consulting, and evidence-based advocacy. It adopts a continuous improvement approach to enhance institutional effectiveness, efficiency, and stakeholder satisfaction.

2. Purpose

This policy establishes a structured framework for continuous quality enhancement across academic and administrative functions through systematic planning, monitoring, evaluation, and the use of measurable performance indicators.

3. Scope

This policy applies to all academic, administrative, research, training, placement, and support service functions across all campuses of the University.

4. Internal Quality Assurance Cell (IQAC)

The Internal Quality Assurance Cell (IQAC), established on 1st January 2017, plays a central role in institutionalizing quality assurance practices. It ensures consistent improvement in teaching-learning processes, administrative performance, and overall institutional effectiveness through a structured and participatory approach.

Key Objectives

- Develop and implement quality benchmarks for academic and administrative activities
- Promote a culture of continuous improvement and innovation
- Enhance teaching-learning processes and evaluation systems
- Strengthen institutional performance and governance
- Support faculty and staff development initiatives

Core Functions

- Design, monitor, and assess quality parameters
- Conduct regular internal audits of institutional processes
- Collect and analyze feedback from stakeholders



- Review the impact of institutional policies and activities
- Facilitate capacity-building and professional development
- Develop and implement action plans for quality enhancement

5. Governance and Structure

The IQAC operates under the guidance of the Senior Management Team (SMT), ensuring alignment with the institutional vision and strategic priorities. It follows a participatory governance model involving departments, faculty, and administrative units.

Roles and Responsibilities

- **IQAC:** Overall coordination, monitoring, and evaluation of quality initiatives
- **Senior Management Team (SMT):** Strategic oversight and policy direction
- **Departments/Units:** Implementation of quality measures and reporting
- **Faculty and Staff:** Active participation and adherence to quality practices

Strategies

The strategies of IQAC are based on the principles of

- ensuring timely, efficient and progressive performance improvement of academic, administrative and financial tasks
- promoting quality of academic and research programmes
- monitoring equitable access to academic programmes and their affordability for various sections of society
- focusing on optimization and integration of the latest methods and techniques of teaching and learning through “on-going and after action reviews”
- developing objectivity and credibility of evaluation procedures
- ensuring the adequacy, maintenance and functioning of the support structure and services
- sharing research and discoveries through networking with other institutions in India and abroad
- consistently updating the universities systems and procedures based on national and international best practices



Functions

IQAC is based on the following major functions

- development and application of quality benchmarks/parameters for various academic and administrative activities of the university
- creation of a learning-centred environment to enhance quality education
- promotion of professional growth of faculty members through facilitating opportunities for them to enhance their knowledge and skills for effective delivery of teaching and learning process
- provision for feedback from students, parents and other stakeholders of the institution on quality-related institutional processes
- dissemination of information on various quality parameters for higher education
- organization of inter and intra institutional workshops and seminars on quality related themes and promotion of quality circles
- documentation of the various programmes/activities leading to quality enhancement
- acting as a nodal agency of the university for coordinating quality-related activities, including adoption and dissemination of the best practices
- development and maintenance of institutional database through MIS for the purpose of maintaining and enhancing institutional quality
- development of Quality Culture in the university
- preparation of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC



6. Measurable KPIs and Quality Indicators

The University adopts a data-driven approach to quality assurance by defining measurable Key Performance Indicators (KPIs) across core functional areas.

6.1 Students' Enrollment

Sl. No.	KPI	Indicator / Measurement	Target / Benchmark
1	Enrollment Rate	% of seats filled against sanctioned intake	≥ 90%
2	Year-on-Year Growth	Increase in enrollment compared to previous year	≥ 5–10%
3	Conversion Rate	Admitted students ÷ total applicants	≥ 30–40%
4	Diversity Index	Gender, regional, socio-economic representation	Balanced diversity (e.g., ≥ 30% female)
5	Quality of Intake	Average academic score / entrance rank	Continuous improvement
6	Scholarship Utilization	% of eligible students availing scholarships	≥ 80%
7	Outreach Effectiveness	Enrollments from campaigns (school visits, digital, fairs)	Measurable contribution from each channel
8	Programme-wise Enrollment	% seats filled in each programme	≥ 80% per programme
9	Geographical Reach	No. of districts/states represented	Increasing trend year-on-year
10	Admission Processing Time	Time from application to admission confirmation	≤ 1 month

6.2 Teaching-Learning Process

KPI	Indicator	Target
Student Satisfaction Index	Feedback score (out of 5)	≥ 4.0
Student Attendance	Average attendance percentage	≥ 85%
Experiential Learning	% courses with hands-on/project-based learning	≥ 70%
Faculty-Student Ratio	Ratio as per norms	≤ 1:20
Use of ICT Tools	% courses using LMS/ICT tools	≥ 80%

6.3 Student Performance & Outcomes



KPI	Indicator	Target
Pass Percentage	Students passing in each semester	≥ 90%
Distinction Rate	Students scoring ≥ 75%	≥ 30%
Placement Rate	% students placed	≥ 80%
Higher Education Progression	% students pursuing higher studies	≥ 20%
Graduate Employability Score	Employer feedback rating	≥ 4.0/5

6.4 Research & Innovation

KPI	Indicator	Target
Publications	Papers per faculty per year	≥ 1
Research Projects	Funded projects per year	Increase annually
Patents/IPR	Number filed/published	≥ 5/year
Industry Collaboration	MoUs/active projects	≥ 10 active
Innovation Activities	Hackathons/bootcamps conducted	≥ 4/year

6.5 Faculty Development

KPI	Indicator	Target
FDP Participation	% faculty attending FDPs	≥ 90%
Training Hours	Avg. training hours per faculty/year	≥ 40 hrs
Research Contribution	Faculty with publications/projects	≥ 60%
Performance Appraisal Score	Annual evaluation rating	≥ 4/5

6.6 Administrative Efficiency

KPI	Indicator	Target
Service Delivery Time	Processing time for student services	≤ 3 days



ERP Utilization	% digitized processes	90% \geq
Grievance Redressal	Resolution time	≤ 7 days
Audit Compliance	Internal audit score	$\geq 90\%$ compliance

6.7 Stakeholder Engagement

KPI	Indicator	Target
Feedback Collection	Stakeholder response rate	$\geq 75\%$
Alumni Engagement	Events/activities per year	≥ 2
Industry Interaction	Guest lectures/internships	$\geq 10/\text{year}$
Community Outreach	Extension activities	$\geq 5/\text{year}$

7. Monitoring and Review

The IQAC ensures continuous monitoring and periodic review of all quality initiatives through a structured mechanism.

- Quarterly KPI review meetings
- Annual performance benchmarking
- Regular internal and external audits
- Implementation of corrective and preventive actions (CAPA)

8. Continuous Improvement

CUTM is committed to fostering a culture of continuous improvement through innovation, data-driven decision-making, and stakeholder involvement.

- Adoption of innovative teaching-learning practices
- Strengthening institutional systems and processes
- Enhancing stakeholder satisfaction and engagement
- Promoting best practices and knowledge sharing

9. Documentation and Reporting

All quality-related activities, including audits, feedback, and action plans, are systematically documented to ensure transparency, accountability, and informed decision-making.

10. Policy Review

This policy shall be reviewed annually by the IQAC and SMT to ensure its continued relevance, effectiveness, and alignment with institutional and regulatory requirements.