National Education Society (R.)
JAWAHARLAL NEHRU NEW COLLEGE OF ENGINEERING
SHIVAMOGGA
(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC – 'A', NBA Re-Accredited UG programs:CE,ME,EEE,ECE,CSE,ISE,ETE for the period: 01.07.2022 to 30.06.2025
PG Program: MBA for the period of 01.07.2022 to 30.06.2025
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DEPARTMENT OF MANAGEMENT STUDIES

Constitution of Department Advisory Board 2023-24

The Departmental Advisory Board (DAB) of 2023-24 has been constituted and it is composed of members from eminent institutions as well as members from educational institutions, industry, students and the members of faculty of the department. The present composition of the DAB for the year 2023-24 is as follows.

Sl. No	Name of the Member	Designation	Organisation
1	Dr. C Srikant	Director & Chairman	Department of Management Studies, JNNCE, Shivamogga
2	Dr. M.G. Krishnamurthy	Professor	Department of Management Studies, JNNCE, Shivamogga
3	Sri. Srinath R. Girimaji	Industrialist	J.R Industries, Sagar Road, Shivamooa
4	Dr. Sumukha P. S	Educationalist	Director, KHSIGS, LB & SBS College, Sagar
5	Sri. Ram Prasad	Entrepreneur	Srinidhi Silks & Textiles
6	Dr. Archana Bhat	Educationalist	HOD, Department of Psychology, KA
7	Ms Parvathi Salera	MBA Student	Department of Management Studies, JNNCE, Shivamogga
8	Mr Vinaya Hegde	MBA Student	Department of Management Studies, JNNCE, Shivamogga
9	Ms Bhoomika Bhat	MBA Student	Department of Management Studies, JNNCE, Shivamogga
10	Dr. Subhadra P. S	Assistant Professor & Convener	Department of Management Studies, JNNCE, Shivamogga

Dr C Srikanth,
Director-MBA

Director
Dept. of Management Studies
J.N.N. College of Engg
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Department of Management Studies

NOTICE

The Meeting of the Department Advisory Board (DAB) of the MBA Department is scheduled to be held on 15.03.2023at 4pm in theDirector's Chamber.

The meeting is proposed to review the progress of the ongoing semester with a special focus on academic delivery, NBA/OBE compliance, industry–institute interaction, placement preparedness, and faculty development initiatives. Members are requested to attend the meeting and contribute their valuable insights for the continuous improvement of the department.

AGENDA

1. Welcome and introductory remarks by the Chairperson.
2. Confirmation of the minutes of the previous DAB meeting and review of the Action Taken Report (ATR).
3. Review of academic progress for the current semester.
4. NBA/OBE compliance
5. Review of industry–institute interaction: guest lectures, industrial visits, internships, and MoUs.
6. Placement training and employability skill development activities.
7. Faculty research, publications, FDPs, and academic contributions.
8. Planning for departmental events, conferences, and alumni engagement.
9. Suggestions from the Board members.
10. Resolutions and action plan for the remainder of the semester.
11. Vote of thanks.

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MINUTES OF THE MEETING (MoM)

Meeting of the Department Advisory Board (DAB), Department of Management Studies, JNNCE
Date: 15.03.2023
Time:4.00pm
Venue: MBA Director's Chamber
Members Present:

Sl. No	Name of the Member	Designation	Organisation
1	Dr. C Srikant	Director & Chairman	Department of Management Studies, JNNCE, Shivamogga
2	Dr. M.G. Krishnamurthy	Professor	Department of Management Studies, JNNCE, Shivamogga
3	Sri. Srinath R. Girimaji	Industrialist	J.R Industries, Sagar Road, Shivamooa
4	Dr. Sumukha P. S	Educationalist	Director, KHSIGS, LB & SBS College, Sagar
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8	Mr Vinaya Hegde	MBA Student	Department of Management Studies, JNNCE, Shivamogga
9	Ms Bhoomika Bhat	MBA Student	Department of Management Studies, JNNCE, Shivamogga
10	Dr. Subhadra P. S	Assistant Professor & Convener	Department of Management Studies, JNNCE, Shivamogga

Proceedings

The Chairperson welcomed all members of the Advisory Board and thanked them for their continuous support in shaping the growth of the MBA Department. The minutes of the previous meeting were reviewed and confirmed. The Head of the Department presented the Action Taken Report (ATR), highlighting that remedial classes for weaker students, guest lectures by industry professionals, and Conference proposal had already been implemented as per previous resolutions. Members appreciated the timely execution of these action points.

Academic Progress Review

J.N.N COLLEGE OF ENGINEERING MBA, SHIVAMOGGA

The faculty members presented the status of syllabus coverage, student attendance, and internal assessments. It was noted that academic delivery is progressing as per the academic calendar. Students are actively engaging in classroom discussions, though it was suggested that more interactive case-based pedagogy be introduced to enhance participation. The Board recommended the use of business simulations, management games, and blended learning tools to strengthen experiential learning.

NBA/OBE Compliance: CO–PO Mapping and Attainment

A detailed presentation on **CO–PO mapping and attainment** for the current semester was given by the NBA coordinator. It was explained that Course Outcomes (COs) were mapped with Program Outcomes (POs) at three levels of correlation—high, medium, and low—using a structured rubric. Direct attainment was assessed through class tests, mid-term exams, assignments, and mini-projects, while indirect attainment was measured through student surveys and feedback mechanisms.

Industry–Institute Interaction

The department reported that two expert lectures had been conducted in the first half of the semester, covering topics on "Digital Marketing Strategies" and "Financial Risk Management." Additionally, one industry visit to a manufacturing unit was successfully organized. While these activities were appreciated, the Board recommended that a minimum of three additional guest lectures and one more industry visit be conducted before the end of the semester. It was also suggested that the department explore opportunities for live projects and consultancy assignments with local industries to give students hands-on exposure.

Placement Readiness

The Placement Officer informed the Board that students are undergoing regular aptitude training and mock interview sessions. However, the Board stressed that more emphasis should be placed on domain-specific employability training, particularly in the areas of financial modeling, marketing analytics, and HR technologies. The Board resolved that a structured placement readiness program be rolled out, combining aptitude training, domain knowledge sessions, and soft skills workshops, to enhance student preparedness for final placements.

Research and Faculty Development

Faculty members shared updates on their research activities. Some papers were under review in reputed journals, and faculty participation in national-level FDPs was ongoing. The Board encouraged faculty to publish in Scopus/UGC-listed journals and to take up minor research projects funded by university or government bodies. It was resolved that each faculty should aim for at least one quality publication during the academic year, and the department should host a faculty seminar series to promote research culture.

Departmental Events and Alumni Engagement

The Board discussed the upcoming departmental events. It was agreed to organize a National Seminar and an Alumni Program before the semester ends. Alumni would be invited to share industry insights, mentor students, and contribute to placement readiness. The Board members appreciated the initiative and assured support in mobilizing resource persons and participants.

Resolutions

1. Faculty to review CO–PO mapping and address attainment gaps.
2. Additional guest lectures and at least one more industry visit to be conducted this semester.
3. A structured placement readiness program integrating aptitude, soft skills, and domain-specific training to be rolled out.
4. Faculty members to aim for at least one Scopus/UGC publication this year and actively participate in FDPs.
5. Department to host a National Seminar and conduct an Alumni Meet .



Conclusion

The meeting concluded with a consensus that the MBA Department is progressing well, but continuous improvement in analytical training, entrepreneurial orientation, and industry engagement is essential for meeting NBA expectations and enhancing student outcomes.

The Chairperson thanked all members for their valuable inputs and reiterated the department's commitment to achieving excellence in teaching, research, and industry collaboration. The meeting ended with a formal vote of thanks proposed by the Director.

Prepared by Dr Subhadra P S, Convener, DAB

Approved by Dr C Srikanth, Director-MBA

Meeting Attendance

Sl. No	Name of the Member	Designation	Signature
1	Dr. C Srikant	Director & Chairman	
2	Dr. M.G. Krishnamurthy	Professor	
3	Sri. Srinath R. Girimaji	Industrialist	
4	Dr. Sumukha P. S	Educationalist	
5	Sri. Ram Prasad	Entrepreneur	
6	Dr. Archana Bhat	Educationalist	Archana Bhat
7	Ms Parvathi Salera	MBA Student	
8	Mr Vinaya Hegde	MBA Student	Vinay Hegde
9	Ms Bhoomika Bhat	MBA Student	Bhoomika Bhat
10	Dr. Subhadra P. S	Assistant Professor & Convener	

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