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
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES
Constitution of Department Advisory Board 2024-25

The Departmental Advisory Board (DAB) of 2024-25 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 2024-25 is as follows.

Department Advisory Board-2024-25

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 Chaitanya	MBA Student	Department of Management Studies, JNNCE, Shivamogga
8	Mr Chethan	MBA Student	Department of Management Studies, JNNCE, Shivamogga
9	Ms Yuktha Mukhi	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 Engineering
SHIMOGA-577 204 (Karnataka)

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
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES

MEETING NOTICE

The **Semester Beginning Meeting of the Department Advisory Board (DAB)** of the MBA Department is scheduled as follows:

- **Date**: 25.03.2024
- **Time**: 4.30pm
- **Venue**: MBA Seminar Hall

All members of the DAB are requested to kindly attend the meeting to discuss important academic, curricular, co-curricular, and industry-oriented initiatives for the upcoming semester. **Agenda of the meeting is enclosed herewith.**

Dr C Srikanth
Director

Director
Dept. of Management Studies
J.N.N. College of Engg.
SHIMOGA-577 204 (Karnataka)

J.N.N COLLEGE OF ENGINEERING
MBA, SHIVAMOGGA

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
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)

MINUTES OF THE MEETING (MoM)

Minutes of the Meeting of the Department Advisory Board (DAB)

Department of Management Studies, JNNCE

Date: 25.03.2024
Time: 4.30pm
Venue: MBA Seminar Hall
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
5	Sri. Ram Prasad	Entrepreneur	Srinidhi Silks & Textiles
6	Dr. Archana Bhat	Educationalist	HOD, Department of Psychology, KA
7	Ms Chaitanya	MBA Student	Department of Management Studies, JNNCE, Shivamogga
8	Mr Chethan	MBA Student	Department of Management Studies, JNNCE, Shivamogga
9	Ms Yuktha Mukhi	MBA Student	Department of Management Studies, JNNCE, Shivamogga
10	Dr. Subhadra P. S	Assistant Professor & Convener	Department of Management Studies, JNNCE, Shivamogga

Chairperson: Dr C Srikanth, Director-MBA

Proceedings:

1. The Chairperson welcomed all members and briefed about the purpose of the meeting.
2. The Minutes of the previous meeting were confirmed.
3. The Action Taken Report was presented and approved.

Key Discussions & Resolutions:

1. **Academic Performance Review:** The Board reviewed previous semester results and discussed strategies for improving weak areas. Remedial classes and mentoring sessions to be conducted for academically weak students.

2. **Curriculum Enrichment:** Suggestion for introducing value-added courses in Data Analytics, Digital Marketing, and Business Simulation.
Department to organize at least 3 value-added courses/certification programs this semester
3. **Industry–Institute Interaction**: Members emphasized on increasing internships and industry guest sessions.
Minimum of 5 guest lectures and 2 industry visits to be arranged.
4. **Research & Publications**: Faculty and students encouraged to publish in Scopus/UGC-listed journals. Each faculty could publish at least 1 quality publication this semester; student research projects to be promoted.
5. **Placement Readiness:** Training in soft skills, aptitude, and domain knowledge to be enhanced. A structured placement training module to be designed in collaboration with external agency.
6. **Alumni Engagement:** Alumni to be invited for mentoring and career guidance. Alumni Connect Program to be scheduled mid-semester.
7. **Departmental Activities:** Faculty Development Programs and National Seminar to be planned. Department to organize at least 1 National Conference this semester.
8. **Digital Infrastructure Requirements:** Need for upgrading computer, software and digital library resources was highlighted. Proposal for infrastructure upgradation to be submitted.
9. **NBA/OBE Compliance:** Discussion on CO-PO mapping and attainment levels.
Faculty members to ensure timely CO-PO attainment analysis and corrective measures. The Department Advisory Board reviewed the Course Outcomes (COs) of the MBA program and their alignment with the Program Outcomes (POs) as per the NBA framework. The Head of the Department presented the consolidated CO–PO mapping for the previous semester. It was highlighted that the mapping has been done at three levels—high, medium, and low—depending on the strength of correlation between the outcomes.
10. The attainment analysis of COs and POs for the last semester was also discussed. Direct attainment was measured through internal assessments, end-semester examinations, case study analysis, and project work. Indirect attainment was assessed using student feedback, alumni feedback, and employer inputs. The Board appreciated and emphasized that the CO–PO attainment analysis must be presented in every DAB meeting so that corrective measures are continuously monitored and improvements are documented for NBA compliance.

At the end of the meeting, the Director thanked all the members present at the meeting. The Meeting was concluded with Vote of thanks by the Convener of the Board

Prepared by Dr Subhadra P S, Convener, DAB

Approved by Dr C Srikanth, Director-MBA

Director
Dept. of Management Studies
J.N.N. College of Engg.
SHIMOGA-577 204 (Karnataka)

J.N.N COLLEGE OF ENGINEERING * MBA, SHIVAMOGGA *

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
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES
Departmental Advisory Board (DAB)

Meeting Attendance-25.03.2024

Sl. No	Name of the Member	Designation	Signature
1	Dr. C Srikant	Director & Chairman	[signature]
2	Dr. M.G. Krishnamurthy	Professor	[signature]
3	Sri. Srinath R. Girimaji	Industrialist	[signature]
4	Dr. Sumukha P. S	Educationalist	[signature] 25-3-24
5	Sri. Ram Prasad	Entrepreneur	[signature] 25-3-2024
6	Dr. Archana Bhat	Educationalist	Archana Bhat
7	Ms Chaitanya	MBA Student	Chaitanya
8	Mr Chethan	MBA Student	Chethan
9	Ms Yuktha Mukhi	MBA Student	Yuktha Mukhi
10	Dr. Subhadra P. S	Assistant Professor & Convener	Subhadra PS

MBA, SHIVAMOGGA ★ J.N.N COLLEGE OF ENGINEERING ★