

**SDM College of Engineering and Technology
Dhavalagiri, Dharwad-580002**

Department of Management Studies

STRATEGIC PLAN (2022-23) IMPLEMENTATION REPORT



[2023-24]

1st July 2023 to 31st December 2023

Date of Publication: 1st July 2023

Reference: 5 Year Plan 2022-23 to 2026-27

INTRODUCTION:

The purpose of this document is to record the progress of the Department based on their stated strategic plan for the year – **2023-24** (starting from 1st July and ending by December 2023).

In charge person indicted against each perspective/ Key areas have participated in the audit process and the records maintained by them are seen thoroughly by the audit team.

AUDIT TEAM:

1. **Chairman:** Principal, SDMCET, Dharwad
2. **Members:**
 - a) Dean Academic Program
 - b) Dean R & D
 - c) IQAC Coordinator — Member Secretary

INSTITUTIONAL VISION AND MISSION:

VISION:

To develop **competent** professionals with **human values**.

MISSION:

- M1.** To have **contextually relevant** Curricula.
- M2.** To promote **effective Teaching Learning** Practices supported by **Modern Educational Tools and Techniques**.
- M3.** To enhance **Research Culture**.
- M4.** To involve the **Industrial Expertise** for connecting Classroom contents to real-life situations.

M5. To inculcate Ethics and soft-skills leading to overall personality development.

ADDITIONAL FOCUS:

F1: Curriculum relevance- **M1**

F2: Academic/ Exam results- **M1, M2, M4**

F3: Research papers, Sponsored Projects, Root cause analysis for rejected papers and filling gap.- **M3**

F4: Value additions: Teaching, Soft skills, Use of ICT / Presentation, Discussion Groups
(Communication skills)- **M2 & M5**

F5: Community oriented services- **M3 & M5**

F6: Placement.

F7: Accreditation and Ranking: NBA, NAAC and NIRF - **M1 to M5 & Establishment of strong IQAC
to support quality checks and Institutional repository.**

F8: National Educational Policy- NEP-2020 – **M1 to M5. (Experiential Learning)**

CONTACT DETAILS:

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Year 2023-24

Focus [1]	Perspective/ Key Areas [2]	PLANNING [3]	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]

		<p>Activity 2: Curriculum will be revised based on inputs received from industry and academic experts and also as per Board of Studies committee.</p> <p>Outcome/Target:</p> <ol style="list-style-type: none"> To finalize the scheme and syllabus of 2022-23 for 1st Year To finalize the scheme and syllabus of 2023-24 for 2nd Year And 10% revision if needed for 1st year Syllabus as per the industry requirements <p>In charge faculty: Mrs. Bharathi Sunagar</p>	<p>scheme and syllabus approval. Chairman, External & Internal Members were present. -New Scheme and syllabus for the year 2023-24 was discussed and approved by the board. -2022 Scheme and syllabus (For 2nd year) was also approved after revising some subjects -There were minimum changes suggested for few subjects which are incorporated. -The details can be found in Minutes of the meeting.</p> <p>DPGC meeting was conducted on 30.05.2023 at Director cabin discussion on revision of syllabus for 2nd year for the year 2023-24 Members attended - 5</p> <ul style="list-style-type: none"> Faculties updated the status of the Project undertaken by students of Semester 3. Most students have reported to companies and have worked on part A of their project. Syllabus of different subjects has been reviewed by the faculties. Feedback from relevant academic and industrial experts has been received by the faculties for their subjects and the same was discussed in the meeting and accepted. Faculty members were updated about the Societal Projects to be done by the students of Semester 2 for a period of One week. <p style="text-align: center;">Refer Page No 3 to 6</p>
	<p>Re-establishing the relevance of Program Articulation Matrix-PAM</p>	<p>Activity 1: Program Articulation matrix will be used to analyze and identify the gap in curriculum.</p> <p>Outcome/ Target:</p> <ol style="list-style-type: none"> Mapping of Course outcomes to Program outcomes and program specific outcomes. Ensuring all PO/PSO have been mapped . <p>In charge faculty: Mrs. Bharathi Sunagar</p>	<p>Program Articulation matrix is approved</p> <ul style="list-style-type: none"> Course outcomes of all subjects have been mapped appropriately with the Program outcomes and program specific outcomes. CO-PO/PSO mapping for 2023-24 was approved by DPGC and approved by BOS held in July, 2023. <p>Refer Page No 3 to 6</p> <p>Faculty members approached Industry Experts/ Academicians for getting inputs</p>

		<p>Activity 2: Brain storming sessions will be conducted to bridge the gap.</p> <p>Outcome/ Target: Consultation with experts in academics and industry during first quarter to get feedback on syllabus</p> <p>In charge faculty: Mrs.BharathiSunagar</p>	<p>to frame the syllabus for 2023-24 scheme.</p> <p>Revised syllabus as per industry requirements and VTU.</p> <p>Approved by BOS.</p> <p>Refer Page No 3 to 6</p> <p>Will be done next year at the time of revising the syllabus.</p>
	<p>Conducting internal and External Audits</p>	<p>Activity 1: Internal Audit: The Internal Audit committee will conduct audit every year.</p> <p>Outcome/Target: 1 Internal audit at the end of academic year 2021-22 during 2nd Quarter to ensure quality.</p> <p>In charge faculty: Mrs.BharathiSunagar</p> <p>Activity 2: External Audit: A</p>	<p>Internal Audit was completed for the academic year 2022-23 (EVEN SEMESTER) on 20-07-2023.</p> <p>Members: Prof. Leena Sakri & Prof. Sachin Joshi.</p> <p>Observations: Course files pertaining to certain subjects were found not up to date The above observations were attended to ensure Internal quality.</p> <p>Refer Page No 7 to 10</p> <p>External Audit was conducted for the academic year 2023-23 on 7-8-2023</p> <p>Members: Dr. Gopalakrishna B.V, NITK Suratkal (External), Dr. Prakash H.S, Dr.Prashantha C., Prof. Prashant U Gujanal (Internal).</p> <p>- Department has progressed in the quality publication in highly reputed</p>

		<p>Nominated External auditor will audit the academic performance of the department.</p> <p>Outcome/Target: External audit conducted at the end of academic year 2021-22 during 2nd Quarter</p> <p>In charge faculty: Mrs. Bharathi Sunagar</p>	<p>journals. In addition to two Ph. D degree awarded and two funded projects awarded.</p> <ul style="list-style-type: none"> - The strategic plan and vision and in mission as per the records and fulfil the variables /parameters of the norms. - My suggestions and recommendation to institute financial and monetary benefit may be assistance to research scholar and faculty members to participate in quality conferences and publications. <p>Refer Page No 11 to 13</p>		
	Others- if any	NIL			

		Year 2023-24			
Focus [1]	Perspective/ Key Areas [2]	PLANNING [3]	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]
<p>F2</p> <p>M1,M2,M4</p> <p>Exam Results</p>	<p>Bridge Courses</p> <p>For all and specific to</p> <p>Slow learners</p> <p>&</p> <p>Learning Extensions</p>	<p>Activity 1:An induction program will be conducted to introduce students from various streams to the field management</p> <p>Outcome/ Target: Orient students to management program.</p> <p>Incharge Faculty: Dr.Saleem Sonnekhan</p>	<p>Induction program was conducted on 12th February 2024.</p> <p>Resource person for the program: Mr. Mukesh Bafna, Founder & CEO, MWB Technologies India Pvt, Ltd, Hubli</p> <p>The event was conducted in the Seminar hall, SDMCET, Dharwad. The program was attended by the Secretary & Principal,</p> <p>He spoke about why it is necessary for students to be disciplined in life and get a good education in a good institution.</p> <p>Orientation program for First year students was organized at Seminar hall, SDMCET Dharwad on 12th February, 2024.</p>		

			<p>The event was on juniors VOYAGE- 2024 wherein 41 out of the 50 students who had attended the program.</p> <p>Refer Page No 14 to 17</p>
	Strengthening Experiential Learning component	<p>Activity 1: Field assignments will be conducted to bring industry relevance in the selected courses.</p> <p>Outcome/ Target: Experiential Learning through practical assignment</p> <p>Incharge Faculty: Mr.Prashant Gujanal</p>	<p>Entrepreneurship Development- Practical field assignment was given for individual students to interact with entrepreneur. A standard schedule was given for given to interview entrepreneur, further the same has been presented in the class. No. of students 59 (2nd sem. students) No. of entrepreneur 59</p> <p>Entrepreneurship Development- Will be done during 2nd semester</p>
	Industry Connectivity for Class room	<p>Activity 1: Industry connect through Subject related corporate guest lectures</p> <p>Outcome/ Target: Exposing students to corporate culture and industry practices by arranging corporate guest lectures.</p> <p>Incharge Faculty: Mrs.Bharathi Sunagar</p>	<p>Retailing Management Will be done during next semester</p> <p>Business Communication Will be done in the month of March 2024 Will be done in the month of March / April 2024</p>

		Activity 2: Semester wise factory visits Outcome/ Target: Connecting classroom learning to industry practices. Incharge Faculty: Dr. Saleem Sonnekhan			
	Others- if any	NIL			

		Year 2023-24			
Focus [1]	Perspective/ Key Areas [2]	PLANNING [3]	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicab le [6]
F3	Quality assessment of all research proposals	NIL			

<p>M3 Research</p>	<p>IPR: Copyrights and Patents</p> <p>Paper Publications</p>	<p>Activity 1: The research group will be formulated.</p> <p>Outcome/ Target: Formulation of 2 research groups consisting of faculty members</p> <p>Incharge Faculty: Dr.Prashantha C</p> <p>Activity 2: Identifying Research avenues</p> <p>Outcome/ Target: Clear idea about areas of research leading to paper publication</p> <p>Incharge Faculty: Dr.Prashantha C</p>	<p>Last years research groups are continued for this year.</p> <p>IPR - Patent Application Publication</p> <p>Title of Invention : Impact of Customer Characteristics on Retail Format Selection</p> <p>Name of Inventor/s- Dr.Prashantha C Dr. Chandan A Chavadi, Pushparaj S Kodakganur , Daneshwari Guddad G. S. Hiremath,</p> <p>Application Number : 20234104696 A</p> <p>Date of filing Application- 12-07-2023</p> <p>Publication Date : 01-09-2023</p> <p>Refer Page No 18</p> <p>PAPERS PUBLISHED</p> <p>Dr. Prakash H S, published research paper titled “Management Principles in Agricultural Activities: A Study with Specific Reference to Paddy Crop in Sothern Part of Karnataka” in a Scopus Indexed, Q3 Journal, “European Chemical Bulletin”.</p> <p>Volume-10, Issue-10, 2023. DOI: 10.31838/ecb/2023-12.53.621. Date of publish-07-07-2023.</p> <p>Refer Page No 19 to 20</p> <p>Nil will be planned next year</p>
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	<p align="center">Funded Projects</p>	<p>Activity 3: Organize a Training program on paper publications and funded projects to train the faculty.</p> <p>Outcome/ Target: Paper publication/ Project Proposal application</p> <p>Incharge Faculty: Dr.Prashantha C</p>	<p>Nil</p> <p>-</p> <p>--</p> <p>-</p> <p>--</p>
	<p>Others- if any</p>	<p>Workshops/ Seminar/ conferences attended (Faculty + Students)</p>	<p>Faculty Participants</p> <p>1) Dr.Prashantha C Conducted a training program as Resource Person on “Case Study on Application of Transportation problem” using MS Solver to MBA 2nd Semester students of KLE’s IMSR, Hubli on 26th August, 2023.</p> <p>Refer Page No 21</p>

		Year 2023-24			
Focus	Perspective/ Key Areas	PLANNING	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]
F4 M2 & M5 Value additions	Learning for Placement	<p>Activity 1: Aptitude & reasoning training will be provided to students to enhance placement abilities.</p> <p>Outcome/ Target: Enhancement of aptitude /reasoning skills of MBA-II sem students to increase placeability</p> <p>Incharge Faculty: Dr.Prashantha C</p> <p>Activity 2: Workshop on Resume building to prepare effective resume.</p> <p>Outcome/ Target: Refined resumes of MBA-III sem students</p> <p>Incharge Faculty: Dr.Prashantha C</p>	<p>2) Aptitude reasoning training program through CIII cell Conducted by - Universal Education, Bangalore. Dharwad for the MBA 2nd semester (2022-24) batch 59 students attended the training program.</p> <p>No. of hours : 15 conducted during 1st Sept to 29th Sept 2023</p> <p>Refer Page No 22 to 36</p> <p>Will be done during 2nd semester</p> <p>--</p>		

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Soft Skills	<p>Activity 1: Management games for enhancing soft skills.</p> <p>Outcome/ Target: 5 Management games have to be conducted 1st year MBA students.</p> <p>Incharge Faculty: Mrs.Bharathi Sunagar</p>	Will be done during March /April 2024
Discussion Group	<p>Activity 1: Training will be provided on Group discussion for improving students' place ability skills.</p> <p>Outcome/ Target: Placeability enhancement of MBA II year students</p> <p>Incharge Faculty: Prof. Bharathi Sunagar</p>	Group discussion and personal interview triaging program through CIII cell is ongoing.
English Communication Skills	<p>Activity 1: Spoken English training will be provided for students' skill development in Semester I</p> <p>Outcome/ Target: Communication skills of I semester students</p> <p>Incharge Faculty: Dr.Prashantha C</p>	<p>Soft Skills and reasoning training program through CIII cell</p> <p>Conducted by - Mr.Shubham Rai, Free Lancer, Dharwad for the MBA 2nd semester (2022-24) batch.</p> <p>59 students attended the training program.</p> <p>No. of hours : 22</p> <p>conducted during 20th May 4th Oct 2023</p> <p>Refer Page No 37 to 48</p>

	<p>Use of ICT Information Communication Technology</p>	<p>Activity 1: Google classrooms Swayam Courses/ NPTEL courses/ Online certification programs Outcome/ Target: Enhanced use of IT for communication, assigning of tasks to students.</p> <p>Incharge Faculty: Mr.Prashant Gujanal</p> <p>Activity 2: Stock market simulation Outcome/ Target: Create Awareness about Stock market trading</p> <p>Incharge Faculty: Dr. Prashantha C</p>	<p>Google class room used by all the Faculty members for all the subjects in all semesters.</p> <p>No of faculty: 5 No of courses: 10</p> <p>Refer Page No 49</p> <p>Will be done during 2nd semester of 2024</p>
	<p>Others- if any</p>	<p>Activity 1: MS Excel training, 3 C's report analysis Email etiquettes Micro presentations</p> <p>Outcome/ Target: Introduce students to the use of Excel Sheets for data compilation and analysis, Improve the understanding of students to the different</p>	<p>3) C's (Company, Customer, Competitor) Report Analysis: Students are assigned into teams and are asked to choose a company for detailed analysis. No. of teams:30</p> <p>Micro Presentations: A value added activity initiated to enhance communication skills, confidence and overcome stage fear. Students presented on various topics of their interest in every class for 5</p>

		organizations in the country, Alleviate stage fear of students through continuous presence on stage, Incharge Faculty: Mr.Prashant Gujanal	minutes as per the mentoring list. Duration: Throughout Semester I & II No. of students : 59
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Year 2023-24

Focus	Perspective/ Key Areas	PLANNING	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]
F5 Community Oriented Services	Awareness Program	Activity 1 Awareness program on Usage of Mobile phones among school children Outcome/ Target: Incharge Faculty: Mr.Prashant Gujanal	Will be done in coming semester		
	Learning Programs through workshops	Activity 1: Digital banking awareness program for rural people. Outcome/ Target: To improve Public speaking skills, Create awareness about digital	Will be done in coming semester		
M3 & M5					

		banking among Rural people. Incharge Faculty: Mr.Prashant Gujanal	
	Technology Transfer Programs	NIL	
	Others- if any		

		Year 2023-24			
Focus	Perspective/ Key Areas	PLANNING	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]
F6 Placement	No. of Offers	59	05		
	No. of students getting Placed	59	05		
	pay packages being	Lowest: 2.5 Lakhs Highest: 10 Lakhs	Batch: 2022-24 (on going) Lowest: 5.5 Lakhs Highest: 5.5 Lakhs		

	offered				
	MoUs	Activity 1: MoUs Outcome: 5 MoUs with local industries Faculty Incharge: Dr.Saleem Sonekhan	Nil		
	Internship	Nil			
	Others- if any	Nil			

Year 2023-24					
Focus	Perspective	Perspective/ Key Areas	CURRENT STATUS		
			Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]

F7 Accreditation and Ranking	NBA Faculty I/C: NBA Coordinator	Activity 1: Management development programs and workshops for industry executives Outcome/ Target: 1 Incharge Faculty: Dr.Saleem Sonnekhan Activity 2: MOU with local organizations. Outcome/ Target: 5 Incharge Faculty: Dr.Saleem Sonnekhan	Nil Will be done in next year Nil Under process
	NAAC Faculty I/C: NAAC Coordinator	Activity 1: Organizing FDP/Workshops/ seminar Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr.Prakash H. S	Nil NAAC already upgradation

		<p>Activity 2: Publication in recognized journals Outcome/ Target: One publication for each faculty</p> <p>Incharge Faculty: Dr. Prashantha C</p>	<p>1 PAPERS PUBLISHED</p> <p>1) Published research paper titles “Management Principals in Agricultural Activities: A Study with Specific Reference to Paddy Crop in Sothern Part of Karnataka” in a Scopus Indexed, Q3 Journal, “European Chemical Bulletin”. Volume-10, Issue-10, 2023. DOI: 10.31838/ecb/2023-12.53.621. Date of publish-07-07-2023.</p> <p>by Dr.Prakash H.S</p> <p>Refer Page No 19 to 20</p>
	<p>NIRF ranking.</p> <p>Faculty I/C: PG Coordinator</p>	<p>Activity1: Targeting publication in indexed journals Outcome/ Target: One publication for each faculty</p> <p>Incharge Faculty: Mr.Prashant Gujanal</p>	<p>1 PAPERS PUBLISHED</p> <p>IMACT OF CUSTOMER CHARACTERISTICS ON RETAIL FORMAT SELECTION</p> <p>Authors : Dr.Prashantha.C, Dr. S Hiremath, Dr. G.S. Hiremath in the journal “Third Concept”, ISSN-0970-7247, Vol.37, Issue 435 , pp 57/63 , published in 01.09.2023</p> <p>Refer Page No 50 to 52</p>
	<p>Others- if any</p>	-	<p>1) Conducted on “Samatva-23 an exhibition by students on the theme of Independence” organized by Department of Management Studies, SDMCET, Dharwad on 14th August, 2023. Coordinator Mr.Prashant U.Gujanal</p> <p>Refer Page No 53 to 54</p>

Remarks-by the auditing team.

The progress report mentioned above is presented by the concerned department team, verified for its correctness by the auditing team and approved by the concerned authorities mentioned below.

Name and Signature with Date of the concerned authority								
Year 2022-23								
	DUGC Member Secretary	Dept-IQAC Coordinator	Faculty I/C of Strategic Plan	Head of the Department	Member-3 Audit Team	Member-2 Audit Team	Member-1 Audit Team	PRINCIPAL