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

Department of Management Studies

STRATEGIC PLAN IMPLEMENTATION REPORT



Report of Strategic Plan Jan 2022 to June 2023

Reference: 5 Year Plan 2022-2026

INTRODUCTION:

The purpose of this document is to record the **1st**quarterly progress of the Department based on their stated strategic plan for the year -2022(starting from 1st January and ending by 31st December).

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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		Jan 2022 to June 2023				
HACHS -			Progress Report			
	Perspective/ Key Areas [2]	PLANNING [3]	Outcomes achieved [4]	Reasons for any deviatio n [5]	Further action plan, if applicab le	
F1 / M1 Curriculum Relevance	Re-establishing the relevance of critical thinking in Course outcomes and raising learning levels focusing on Experiential learning of NEP-2020.	on inputs received from industry and academic experts and also as per Board of Studies committee.	Session was conducted on 14.06.2022 from 3:00 to 5:00pm. Venue Director cabin No. of participants 6 (All internal members Following subject Cos revised inline with Blooms Taxonomy. 1 Strategic Management 2 Accounting for Managers 3 Entrepreneurship Development 4 Indian Business Environment Refer Page No Documents furnish to be Dr.Saleem Sonnekhan -BOS meeting was conducted on 30-7-2022 at MBA Department for 2022 scheme and syllabus approval. Chairman, External & Internal Members were presentNew Scheme and syllabus for the year 2022-23 was discussed and approved by the board2020 Scheme and syllabus (For 2 nd year) was also approved after revising some subjects (with less than 10 Percent change)There were minimum changes suggested for few subjects which are incorporatedThe details can be found in Minutes of the meeting. Refer Page No			

Re-establishing the relevance of Program Articulation Matrix-PAM	Activity 1:Program Articulation matrix will be used to analyze and identify the gap in curriculum. Outcome/ Target: 1. Mapping of Course outcomes to Program outcomesand program specific outcomes. 2. Ensuring all PO/PSO have been mapped. In charge faculty: Mrs. Bharathi Sunagar Activity 2: Brain storming sessions will be conducted to bridge the gap. Outcome/ Target: Consultation with experts in academics and industry during first quarter to get feedback on syllabus In charge faculty: Mrs. BharathiSunagar	Program Articulation matrix was formed considering inputs by all internal members. Meeting was held on 25-6-2022 from 4.00 pm to 5.00 pm among internal members of the department through DPGC to discuss the same and get approval. - Course outcomes of all subjects have been mapped appropriately with the Program outcomes and program specific outcomes. - CO-PO/PSO mapping was approved by DPGC. Refer Page No. Faculty members approached Industry Experts/ Academicians for getting inputs to frame the syllabus for 2022-23 scheme. Discussed in DPGC meeting held on24-03-2022. Revised syllabus as per industry standards. Further Approved by BOS. Refer Page no.
Conducting internal and External Audits	Activity 1:Internal Audit: The Internal Audit committee will conduct audit every year. Outcome/Target: 1 Internal audit at the end of academic year 2021-22 during 2 nd Quarter to ensure quality. In charge faculty: Mrs.BharathiSunagar	Internal Audit was completed for the academic year 2021-22 on 10-9-2022. Members: Prof. Leena Sakri & Prof. Sachin Joshi. Observations: Course files pertaining to certain subjects were found not up to date, few IA QP Scheme and Solution not available. The above observations were attended to ensure Internal quality. Internal Audit was completed for the academic year 2022-23 on 10-3-2023. Members: Prof. Leena Sakri & Prof. Sachin Joshi.

		Observations: Course files pertaining to certain subjects were found not up to date. The above observations were attended to ensure Internal quality.	
	Activity 2: External Audit: A Nominated External auditor will audit the academic performance of the department. Outcome/Target: Enternal audit conducted at the end of academic year 2021-22 during 2 nd Quarter In charge faculty: Mrs.BharathiSunagar	External Audit was conducted for the academic year 2021-22 on 10-8-2022 Members: Dr. Gopalakrishna B.V, NITK Suratkal (External), Dr. Prakash H.S, Dr.Prashantha C., Prof. Bharathi. Sunagar (Internal). - Vision & Mission fulfilled on all parameters Suggested to initiate MOUs with other organizations Performance & efficiency of Research Center need to be upgraded specially Publication	
Others- if any	NIL		

		Jan 2022 to June 2023				
Focus	Perspective/		Progress Rep	ort		
[1]	Key Areas ^[2]	PLANNING [3]	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]	
F2 M1,M2,M4	Bridge Courses For all and specific to Slow learners & Learning Extensions	Activity 1:An induction program will be conducted to introduce students from various streams to the field management Outcome/ Target: Orient students to management program. Incharge Faculty: Dr.Saleem Sonnekhan	Induction program was conducted on 18 th February 2022. 60 students participated in the program. The faculties have oriented the students in their respective subjects. - Dr.Prakash H.S -Management - Dr.Prashantha C-Analytics - Dr. Saleem Sonnekhan –Basic Accounts - Mrs.Bharathi Sunagar – Communication skills Refer Page no.			
Exam Results	Strengthening Experiential Learning component	Activity 1: Field assignments will be conducted to bring industry relevance in the selected courses. Outcome/ Target: Experiential Learning through practical assignment Incharge Faculty: Mr.Prashant Gujanal	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 (details are available in CD)			
	Industry Connectivity	Activity 1: Industry connect through Subject related corporate	Entrepreneurship Development- Topic- Entrepreneurial avenue and challenges .			

e C1	guest lectures	Pagouras parson Mr Pohit Potraveli	
for Class	guest lectures	Resource person – Mr.Rohit Patravali Designation- CEO	
room	Outcome/ Target:	Company – Esteem Integrated Logistics Pvt	
	Exposing students to	Ltd, Dharwad	
	corporate culture and	Date- 15-10-2022	
	industry practices by	Time-10:00am to 11:30am	
	arranging corporate guest	No. of students attended - 57	
	lectures.	No. of students attended - 37	
		Banking & Financial Services -	
	Incharge Faculty:	Topic- Credit Management .	
	Mrs.Bharathi Sunagar	Resource person – Mrs. Asha Sirur	
		Designation- Area of Credit Manager,	
		Company – Fullerton India Ltd. Mangaloru	
		Date- 06.02.2022	
		Time-6:00 to 8:00pm (Online)	
		No. of students attended – 46	
		Recruitment & Selection	
		Topic- Recruitment Selection.	
		Resource person – Mrs. Anuradha Karur	
		Designation- Recruitment Specialist	
		Company – Oracle Tech Hub, Bangalore	
		Date- 04.02.2022	
		Time-6:00 to 8:00pm (Online)	
	Activity 2:	No. of students attended – 32	
	Semester wise factory	Retailing management	
	visits	Topic- Retail Mix	
	Outcome/ Target:	Resource person – Dr. Mamta Hegde	
	Connecting classrom	Designation- Assistant Professor	
	learning to industry	Organization – SDM IMD , Mysore	
	practices.	Date- 22-2-2023	
	Incharge Faculty:	Time-10.30 to 12.30pm	
	Dr. Saleem Sonnekhan	No. of students attended - 52	
		Recruitment & Selection	
		Topic- Technology trends in Talent	
		acquisition	
		Resource person – Dr. Mamta Hegde	
		Designation- Assistant Professor	

Others- if any	NIL		
		59 Students of MBA III semester visited AEQUS SEZ, Hattaragi, Dist: Belagavi, from 09:00 am to 4:00 pm on 16 th March 2023	
		55 students of MBA 1 semester visited Tata Hitachi , Dharwad plant from 10:00 am to 4:00 pm on 6 th May 2022	
		Topic- Personal Branding Resource person – Dr. Mamta Hegde Designation- Assistant Professor Organization – SDM IMD , Mysore Date- 23-2-2023 No. of students attended – 55	
		Date- 22-2-2023 Time-2.00 to 3.00pm No. of students attended – 50 Business Communication	
		Organization – SDM IMD , Mysore	

		Jan 2022 to June 2023				
	Perspective/ Key Areas [2]		Progress Re	port		
Focus [1]		PLANNING [3]	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicab le [6]	
	Quality assessment of all research proposals	NIL				
F3 M3 Research	IPR: Copyrights and Patents Paper Publications	Activity 1: The research group will be formulated. Outcome/ Target: Formulation of 2 research groups consisting of faculty members Incharge Faculty: Dr.Prashantha C Activity 2: Identifying Research avenues Outcome/ Target: Clear idea about areas of research leading to paper publication Incharge Faculty: Dr.Prashantha C	Nil Session was conducted on 01-02-2022 Research Groups - 2 groups formulated Group 1: Dr.Prakash H.S Prof.BharathiSunagar Prof.PrashantGujanal Group 2: Dr.Prashantha.C Dr.SaleemSonnekhan Dr.Mahesh Vanjeri Session was conducted on 4-2-2022, 4-5 PM . Research avenues for paper publication was discussed .			

	Activity 3:	3 PAPERS PUBLISHED	
	Organize a Training program on paper publications and funded projects to train the faculty. Outcome/ Target: Paper publication/ Project Proposal application	2 in UGC refereed journals i) Paper titled "Rural Consumers preferences towards Online shopping " in the Journal "Third Concept" ISSN 0970- 7247 Volume 36 No.429 pg 50-54, November 2022 by Dr.Prakash H.S	
Funded Projects	Incharge Faculty: Dr.Prashantha C	ii) OTT Consumptions Patterns And Intentions Across Generations Adopting Uses And Gratification Theory. Rabindra Bharati Journal Of Philosophy ISSN: 0973-0087 Prof.BharathiSunagar respectively	
		1 in Scopus indexed i) Paper titled "An empirical investigation of customer characteristics on retail format selection – a mediating role of store image" in the journal Journal of Indian Business Research published by Emerald publications doi: Session was conducted on 11-2-2022, 4-5 PM. Inputs regarding publication and funded projects were discussed. 2 Projects have been approved for SDMCET Seed Money Scheme by	
		1) Project entitled "Role of MSME in achieving sustainable development goals: A case based analysis of Dharwad district -Principal Investigator: Dr.Prakash H.S & Prof. BharathiSunagar Date of approval:Jan 2023	
		2) Project entitled "A study on Retail Entrepreneurship Development " Principal Investigator- Prof Dr.Prashantha.C Date of approval:Jan 2023:	

Others- if any	PhD awareded in MBA research centre	2 Students under the guidance of Dr,Prashantha C awarded PhD in management 1) Dr.Alok Gaddi (2SD18PBA01) "A Pragmatic study on purchasing intentions towards online shopping based on Technology Acceptance Model (TAM) with special reference to North Karnataka" 2) Dr.Suvarna Hiremath (2SD17PBA01) "A Study on Entrepreneurial Process and Ecosystem in Organized Retailing Sector with Reference to North Karnataka"	

			Jan 2022 to June 2023)22 to June 2023			
	Perspective/		Progress Report				
Focus	Key Areas	PLANNING	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]		
F4 M2 & M5 Value additions	Learning for Placement	Activity 1: Aptitude & reasoning training will be provided to students to enhance placement abilities. Outcome/ Target: Enhancement of aptitude /reasoning skills of MBA-II sem students to increase placeability Incharge Faculty: Dr.Prashantha C Activity 2: Workshop on Resume building to prepare effective resume. Outcome/ Target: Refined resumes of MBA- III sem students Incharge Faculty:	Aptitude and reasoning triaing program through CIII cell Conducted by - Robsons Technologies, Dharwad for the MBA 2nd semester (2021-23) batch. 59 students attended the training program. No. of hours: 22 conducted during 23-07-2022 to 01-10-2022 Will be organised in I week of Feb-2023 for the batch of 2021-23. However the last Resume building workshop was held on 12-11-2021 for the batch of 2020-22 by Dr.Prashantha C No.of students attended:49 Date: 12-11-2021				
	Soft Skills	Dr.Prashantha C Activity 1: Management games for enhancing soft skills. Outcome/ Target: 5 Management games have to be conducted 1st year MBA students.	Management games were organized during semester I & II for 2021-23 Batch to enhance problem solving, decision making, team work, risk taking, communication & interpersonal skills among students. The class of 60 students are divided into 6 equal teams.				

	Incharge Faculty: Mrs.Bharathi Sunagar	All teams participated in all the games. Games conducted: Week 1: Multi Ball Team Building challenge Week 2: Human Knot Week 3: Risk & Return Game Week 4: Paper Bridge Week 5:Field goal cup game Week 6: Connect Correctly Refer Page No.	
Discussion Group	Activity 1: Training will be provided on Group discussion for improving students' place ability skills. Outcome/ Target: Placeability enhancement of MBA II year students Incharge Faculty: Dr.Saleem Sonnekhan	Group discussion and personal interview triaing program through CIII cell is ongoing. Conducted by - Mr. Shubham rai, Director Divas Academy, Dharwad, for the MBA 3rd semester (2021-23) batch. 59 students are attending the training program. Date of commencement:24-12-2022 No. of hours planned: 24 Advance EXCEL triaing program through CIII cell is commence. Conducted by - Dr.Prashantah C, Professor, Dept. Of Management Studies,SDMCET,Dharwad.for the MBA 1st semester (2022-23) batch. 60 students are attending the training program. Date of commencement:18-03-2023 No. of hours planned: 12	
English Communication Skills	Activity 1: Spoken English training will be provided for students' skill development in Semester I Outcome/ Target: Communication skills of I sem students Incharge Faculty: Dr.Prashantha C	Spoken English training program through CIII cell Conducted by - Me4U International, Hubli for the MBA1st semester (2022-23) batch. 59 students attended the training program. No. of hours: 20 conducted during 05-03-2022 to 26-04-2022	

Use of ICT	Activity 1: Google classrooms Swayam Courses/ NPTEL courses/ Online certification programs Outcome/ Target: Enhanced use of IT for communication, assigning of tasks to students.	Google class room used by all the Faculty members for all the subjects in all semesters. No of faculty: 6 No of courses: 32 Details attached in annexure	
Information Communication Technology	Incharge Faculty: Mr.Prashant Gujanal Activity 2: Stock market simulation Outcome/ Target: Create Awarness about Stock market trading Incharge Faculty:	Stock market challenge will be conduted during semester II to create awareness about Stock trading through a simulation platform provided by Dalal Street. No of participants: 60	
	Mrs.Bharathi Sunagar Activity 1: MS Excel training,	MS Excel Training: The hands on training sessions were conducted for the students of	
	3 C's report analysis Email etiquettes Micro presentations	Semester I MBA 2021-23.during 03-03-2022 to 26-05-2022 Resource Person: Dr.Prashantha C No. of Participants: 60	
Others- if any	Outcome/ Target: Introduce students to the use of Excel Sheets for data compilation and analysis, Improve the understanding	No. of Sessions: 11	
	of students to the different organisations in the country, Alleviate stage fear of students through continous	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	
	presence on stage, Incharge Faculty: Mr.Prashant Gujanal		

Email Etiquettes: A training program was conducted on 10-12-2021, 11.30 to 1.00 pm in MBA Seminar Hall. Resource Person: Dr.Shashikant Kurodi No. of Participants:48
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 minutes as per the mentoring list. Duration: Throught out Semester I & II No. of students: 59

	Jan 2022 to June 2023						
			Progress Rep	ort			
Focus	Perspective/ Key Areas	PLANNING	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]		
F5 Community Oriented	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 next year				
Services M3 & M5	Learning Programs through workshops	Activity 1: Digital banking awareness program for rural people. Outcome/ Target: To improve Public speaking skills, Create awareness about digital	Digital banking awareness program was organized by Students of Semester I To sensitize rural people to safe use of digital banking. Village: Yerikoppa Date: April10 to 20, 2022 No. Of students Participated:10				

	banking among Rural peo	ple. Faculty Incharge: Bharathi Sunagar	
	Incharge Faculty:		
	Mr.Prashant Gujanal		
Te	chnology		
T	ransfer		
Pı	rograms NIL		
Oth	iers- if any		

	Jan 2022 to June 2023					
			Progress Re	port		
Focus	Perspective/ Key Areas	PLANNING	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable	
	No. of Offers	60	111			
F6	No. of students getting Placed	50	51			
Placement	pay packages being offered	Lowest: 2.5 Lakhs Highest: 10 Lakhs	Lowest: 2.5 Lakhs Highest: 10 Lakhs (7 LPA Fixed +3LPA- Variable)			

	MoUs	Activity 1:MoUs Outcome: 5 MoUs with local industries Faculty Incharge: Dr.Saleem Sonekhan	1. Under process with Esteem Integrated Logistics Pvt, Ltd, Dharwad, Dr. Prakash HS. 2. India infoline franchise Dharwad, Dr.Prashanth C, 3. PRR Tolls Ltd, Dharwad, Dr.Saleem Sonnekhan 4. Skytech Pvt Ltd, Dharwad Prof. Bharthi Sungar 5. LIC Regional office Dharwad, Prof. Prashant Guinal	Organisations have been approached by faculty members waiting for their decision.	
	Internship	Nil			
0	Others- if any	Nil			

	Jan 2022 to June 2023					
			Progress R	Report		
Focus	Perspective	ve Perspective/ Key Areas	Outcomes achieved [4]	Reasons for any deviation [5]	Further action plan, if applicable [6]	
		Activity 1:Management development programs and	Nil Will be done in next year	Identification of suitable topic is		
		workshops for industry	will be done in new year	under process.		
F7	NBA	executives Outcome/ Target:				
F /	Faculty I/C:	1 Incharge Faculty:				
Accreditation and Ranking	NBA Coordinator	Dr.Saleem Sonnekhan				

MOU with local organizations. Outcome/ Target: 5 Incharge Faculty: Dr. Saleem Sonnekhan Activity 1: Organizing FDP/Workshops/ seminar Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr. Prashanth C Activity 2: Publication in recognized journals Outcome/ Target: Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr. Prashanth C Activity 2: Publication in recognized journals Outcome/ Target: Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr. Prashanth C Activity 2: Publication in recognized journals Outcome/ Target:		1		, , , , , , , , , , , , , , , , , , ,
Activity 1: Organizing FDP/Workshops/ seminar Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr. Prashanth C Activity 2: Publication in recognized journals Outcome/ Target: One publication for each faculty Incharge Faculty: Dr. Prashanth C One publication for each faculty Incharge Faculty: Dr. Prashanth C One publication for each faculty Incharge Faculty: Dr. Prashanth C Incharge Faculty: Dr. Prashanth C One publication for each faculty Incharge Faculty: Dr. Prashanth C Incharge Faculty: Dr. Prashanth C One publication for each faculty Incharge Faculty: Dr. Prashantha C Incharge Faculty: Dr. Prashantha C One publication for each faculty Incharge Faculty: Dr. Prashantha C Intention of suitable topic is under process. Dr. Saleem Sonekhan: Under process. Incharge Faculty: Dr. Prakash H.S ii) OTT Consumptions Patterns And Intentions Across Generations Adopting Uses And Gratification Theory. Publication under process. Mr. Prashant U. Gujanal: Publication under process. Acceptance		MOU with local organizations. Outcome/ Target: 5 Incharge Faculty:	IntegratedLogistics Pvt, Ltd, Dharwad, Dr. Prakash HS. 2. India infoline franchise Dharwad, Dr.Prashanth C, 3. PRR Tolls Ltd, Dharwad, Dr.Saleem Sonnekhan 4. Skytech Pvt Ltd, Dharwad Prof. Bharthi Sungar 5. LIC Regional office Dharwad, Prof.	
ISSN: 0973-0087	Faculty I/C:	Organizing FDP/Workshops/ seminar Outcome/ Target: Additional inputs to faculty Incharge Faculty: Dr. Prashanth C Activity 2: Publication in recognized journals Outcome/ Target: One publication for each faculty Incharge Faculty:	Nil Will be done in next quarter 3 PAPERS PUBLISHED 2 in UGC refereed journals i) Paper titled "Rural Consumers preferences towards Online shopping " in the Journal "Third Concept" ISSN 0970-7247 Volume 36 No.429 pg 50-54, November 2022 by Dr.Prakash H.S ii) OTT Consumptions Patterns And Intentions Across Generations Adopting Uses And Gratification Theory. Rabindra Bharati Journal Of Philosophy	Dr.Saleem Sonekhan: Under process. Mr.Prashant U.Gujanal: Publication under

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.

Year 2022	Faculty I/C	Head of the		Dean	
	of Strategic Plan	Department	Dean Admin	Academic	PRINCIPAL