



ERODE SENGUNTHAR ENGINEERING COLLEGE

(An Autonomous Institution)

Approved by AICTE, New Delhi, Permanently Affiliated to Anna University- Chennai,
New Delhi Accredited by National Board of Accreditation (NBA), New Delhi &
National Assessment and Accreditation Council (NAAC), Bangalore with 'A' Grade
PERUNDURAI -638 057, TAMILNADU, INDIA.



DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA / DAAC / CIR & AGENDA

01.02.2021

CIRCULAR

CIRCULAR

Department of Management Studies has planned to conduct online Department Academic Advisory Committee meeting on 08.02.2021 (Monday) at 01.30 p.m. All the DAAC members are requested to attend meeting and provide your valuable suggestions.

Agenda:

- Welcoming the members.
- Review the minutes of previous meeting.
- Standard practices and administrative systems for attainment of PEO aligning of PO's to the mission and vision statements.
- Skill set development of students
- Identification of curricular gap for 2021-22 and the preparation of content beyond syllabus, value added courses and etc., for the upcoming academic year.
- Entrepreneurship development.
- Employability improvement of the students.
- Industry Institute interaction
- Any other relevant point with the permission of convener.


Co-convener

Convener


Convener

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1. DAAC Members
2. Principal
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DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA / DAAC / Members

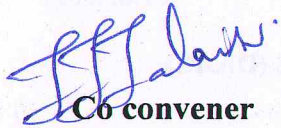
01.02.2021

DEPARTMENT ACADEMIC ADVISORY COMMITTEE (DAAC)

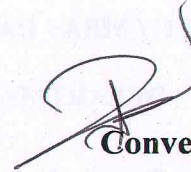
Team of Department Academic Advisory Committee (DAAC) members

S. No.	Name of the members	Designation	Roles & Responsibilities
1.	Dr.A.Ravisankar	HoD / MBA	Convener
2.	Dr.K.T.Kalaiselvi	Professor	Co-convener
3.	Dr.V.Venkatachalam	Principal	Member
4.	Dr.Chirstian Johnson	Director/Academics	Member
5.	Ms.Hema Nandhini	HR, Saint Gobain Sipcot, Perundurai	Industrial Experts-Member
6.	Mr.Mouli	Senior Executive HR Department, Milky Mist Perundurai	Industrial Experts-Member
7.	Dr.G.Balamurugan	Assistant Professor (Sr.Grade) Department of MBA Anna University, BIT Campus, Tiruchirappalli	Academic - member
8.	Mr.R.Ramamoorthy	Senior Process Excutive, Kamathunu Feeds, Erode.	Industrial Experts-Member
9.	Mr.D.Nidhyanth	Associate Professor	Member
10.	Dr.S.Kalaivani	Assistant Professor	Member
11.	Dr.G.T.Sesatharan	Assistant Professor	Member
12.	Ms.M. Sathya	Assistant Professor	Member
13.	Mr.V.Prakash	Assistant Professor	Member
14.	Mr.K.R.Vijiyakumar	Assistant Professor	Member
15.	Mr.Somnath Bhattacharjee	Assistant Professor	Member

16.	Mr.R.Thangamani	Alumni Member	Assistant HR, AKR Industries, Tirupur	Alumni (2017) Member
17.	Mr.S.Vasanthakannan	Alumni Member	PRO, Karur Gold Finance, Perundurai	Alumni (2017) Member
18.	Mr.V.Moorthy	Parent Member	Father of M.Kavin	Parent Member
19.	Mr.S.Senthilkumar	Parent Member	Father of S.Keerthana	Parent Member


Co convener

Convener


Convener

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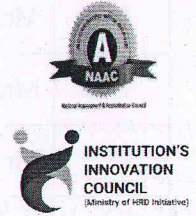
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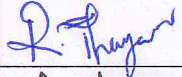

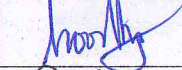

DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA / DAAC / Attendance


08.02.2021

Attendance of DAAC Members

S. No.	Name of the members	Designation	Roles & Responsibilities	Signature
1.	Dr.A.Ravisankar	HoD / MBA	Convener	
2.	Dr.K.T.Kalaiselvi	Professor	Co-convener	
3.	Dr.V.Venkatachalam	Principal	Member	
4.	Dr.Chirstian Johnson	Director/Academics	Member	
5.	Ms.Hema Nandhini	HR, Saint Gobain Sipcot, Perundurai	Industrial Experts-Member	
6.	Mr.Mouli	Senior Executive HR Department, Milky Mist Perundurai	Industrial Experts-Member	
7.	Dr.G.Balamurugan	Assistant Professor (Sr.Grade) Department of MBA Anna University, BIT Campus, Tiruchirappalli	Academic - member	
8.	Mr.R.Ramamoorthy	Senior Process Excutive, Kamathunu Feeds, Erode.	Industrial Experts-Member	
9.	Mr.D.Nidhyanth	Associate Professor	Member	
10.	Dr.S.Kalaivani	Assistant Professor	Member	
11.	Dr.G.T.Sesatharan	Assistant Professor	Member	
12.	Ms.M. Sathya	Assistant Professor	Member	
13.	Mr.V.Prakash	Assistant Professor	Member	
14.	Mr.K.R.Vijiyakumar	Assistant Professor	Member	
15.	Mr.Somnath Bhattacharjee	Assistant Professor	Member	

16.	Mr.R.Thangamani	Assistant HR, AKR Industries, Tirupur	Alumni (2017) Member	
17.	Mr.S.Vasanthakannan	PRO, Karur Gold Finance, Perundurai	Alumni (2017) Member	
18.	Mr.V.Moorthy	Father of M.Kavin	Parent Member	
19.	Mr.S.Senthilkumar	Father of S.Keerthana	Parent Member	


S. Senthilkumar
Co convener


R. Thangamani
Convener

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DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA / DAAC / MOM

09.02.2021

DEPARTMENT ACADEMIC ADVISORY COMMITTEE (DAAC)

MINUTES OF MEETING

Department Academic Advisory Committee (DAAC) meeting of Management Studies held on 08.02.2021 at 1.30 P.M in the Philip Kotler Hall. The following points were discussed during the meeting and the minutes were recorded as below.

The following points were discussed during the meeting and the minutes were recorded as below,

- Convener of the meeting welcoming the members.
- Minutes of previous Department Academic Advisory Committee meetings were reviewed and entire points stand completed.
- He stated purpose of the meeting and apprised the guests by Department Vision and mission of the Programme.
- Then he requested the Committee Members to give valuable suggestions.
- The Department Academic Advisory Committee members reviewed the progress of students by assessing PO1 to PO 10 based on the Program Educational Objectives.
- Dr.A.Ravishankar conveyed the redefined Vision, Mission, PEOs and POs. The DAAC members approved the following:

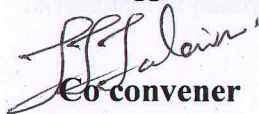
Vision

- Our vision is to be a management school of excellence in shaping leaders and decision makers for global work places with a clear focus on scientific approach in managerial decision making and ethical business practices.

Mission

- DM 1: Awareness of employment opportunities: Impart management education with a wide exposure to global business scenario and best practices.
- DM 2: Innovative ideas and positive attitude: Nurture the innovative mindset of students with right skills, attitude and knowledge to make a positive change in the society.

- DM 3: Industry–academia partnership: Build industry academia research partnership to equip students to gain expertise in application of modern managerial tool for decision-making.
 - DM 4: Teamwork and Leadership: Work in teams and assume leadership roles during the career.
 - DM 5: Ethical practices: To promote social responsibility among the students with a strong commitment towards business ethics, environmental protection and social inclusiveness.
1. Convener discusses the PAC minutes and the course evaluation attainment for the academic year 2021-22.
 2. Co convener stated that various assessment methods of 2020 and 2021 Batch MBA to measure the PEOs attainment attributes.
 3. The experts gave the suggestion for various category,
 - Ms.Hema Nandhini requested the coordinators to encourage the students to learn the contents beyond the syllabus. Also recommended undergoing more industrial visit which was relevant to the subject.
 - Mr.R.Mouli recommended having industrial collaboration for doing final year projects.
 - Parent member suggested the coordinators to motivate the students to do more industrial oriented projects so that the students can attain practical knowledge at the time of learning. And he recommended to attending the Industrial Exposure for the benefit of students.
 - Dr.G.Balamurugan suggested the coordinator to make necessary arrangement to conduct value added courses for the students in Financial, HR & Marketing to improve the student knowledge
 - Alumni members suggested the coordinator to make necessary arrangements to develop the extra knowledge on Academic & Industry. He also stated that to conduct more industrial training programs.
 - Convener summarized and expressed his thanks to the experts for valuable suggestions.


Co-convener


Convener

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