



# ERODE SENGUNTHAR ENGINEERING COLLEGE

(An Autonomous Institution)

Approved by AICTE, New Delhi, Permanently Affiliated to Anna University- Chennai,  
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**

02.02.2022

## CIRCULAR

All Department Academic Advisory Committee members are requested to attend the DAAC meeting on 09.02.2022 (Wednesday) at 01.30 p.m. with the following agenda.

### **Agenda:**

- Welcoming the members.
- Detailed presentation of departmental activities by the convener covering all aspects
- Feedback from the members.
- Any other matter.

  
**Co convener**

  
**Convener**

Copy to:

1. DAAC Members
2. Principal
3. Department File Copy



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### DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA/ DAAC / Members

02.02.2022

### 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.S.Kalaivani	Associate 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.R.Ramamoorthy	Senior Process Executive Kaamadhenu Feeds, Erode	Industrial Experts-Member
7.	Dr.K.Sakthi Srinivasan	Professor Grade 2 Department of General Management Vellore Institute of Technology Vellore	Academic - member
8.	Dr.G.Yoganandan	Professor Department of management Studies School of Business Studies Periyar university Salem	Academic - member
9.	Mr.D.Nidhyanth	Associate Professor	Member
10.	Dr.V.Gayathri	Assistant Professor	Member
11.	Mr.V.Prakash	Assistant Professor	Member

12.	Ms.M.Sathya	Assistant Professor	Member
13.	Mr.K.R.Vijayakumar	Assistant Professor	Member
14.	Mr.Somnath Bhattacharjee	Assistant Professor	Member
15.	Mr.R.Thangamani	Assistant HR, AKR Industries, Tirupur	Alumni (2017) Member
16.	Mr.S.Vasanthakannan	PRO, Karur Gold Finance, Perundurai	Alumni (2017) Member
17.	Mr.D.Suresh	Father of S.Naveen	Parent Member
18.	Mr.R.Eswaran	Father of E.Prem	Parent Member

  
**Co convener**

**Convener**



  
**Convener**

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## DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

Ref: ESEC / MBA / DAAC / Attendance

09.02.2022

### ATTENDANCE OF DAAC MEETING

S. No.	Name of the members	Designation	Roles & Responsibilities	Signature
1.	Dr.A.Ravisankar	HoD /MBA	Convener	
2.	Dr.S.Kalaivani	Associate 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.R.Ramamoorthy	Senior Process Executive Kaamadhenu Feeds, Erode	Industrial Experts-Member	
7.	Dr.K.Sakthi Srinivasan	Professor Grade 2 Department of General Management Vellore Institute of Technology Vellore	Academic - member	
8.	Dr.G.Yoganandan	Professor Department of management Studies School of Business Studies Periyar university Salem	Academic - member	
9.	Mr.D.Nidhyananth	Associate Professor	Member	
10.	Dr.V.Gayathri	Assistant Professor	Member	

11.	Mr.V.Prakash	Assistant Professor	Member	<i>Prakash</i>
12.	Ms.M.Sathya	Assistant Professor	Member	<i>Sathya</i>
13.	Mr.K.R.Vijayakumar	Assistant Professor	Member	<i>K.R.Vijayakumar</i>
14.	Mr.Somnath Bhattacharjee	Assistant Professor	Member	<i>Somnath</i>
15.	Mr.R.Thangamani	Assistant HR, AKR Industries, Tirupur	Alumni (2017) Member	<i>R.Thangamani</i>
16.	Mr.S.Vasanthakannan	PRO, Karur Gold Finance, Perundurai	Alumni (2017) Member	<i>S.Vasanthakannan</i>
17.	Mr.D.Suresh	Father of S.Naveen	Parent Member	<i>Suresh</i>
18.	Mr.R.Eswaran	Father of E.Prem	Parent Member	<i>Eswaran</i>

*K.R.Vijayakumar*  
**Co convener**

Convener

*h*

*R.Thangamani*  
**Convener**

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## DEPARTMENT OF MANAGEMENT STUDIES (M.B.A)

**Ref: ESEC / MBA / DAAC / MOM**

10.02.2022

### DEPARTMENT ACADEMIC ADVISORY COMMITTEE (DAAC)

#### MINUTES OF MEETING

Department Academic Advisory Committee (DAAC) meeting of Management Studies held on 09.02.2022 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.

1. Convener welcomes the members.
2. Convener narrated the purpose of the Department Advisory Committee meeting and importance of outcome based education. He informed the members about the accreditation process.
3. The presentation covered the following topics are Institutional details and approval process, Vision, mission and PEOs, POs, Programme Curriculum and syllabus, Teaching Learning Process, Industry Interaction, Course outcome & Program Outcome attainments, Students performance, Faculty information and contribution, Facilities support, Continuous improvement, Students support systems, Department achievements, Future plan.

As per the recommendation of AICTE and NBA the maximum of PEO will be 6 to 8 and PO will be 5 to 7 based on the recommendation the department modify PEO and PO and to be implemented from the academic year 2023-24 onwards. DAAC members approved the above changes from the academic year 2023-24 onwards.

4. Convener highlighted the process being followed in evolving the department's Vision, Mission and Program Educational Objectives and presented the statements for review to the DAAC members.
5. Convener presented the academic wise progress of the department as follows Value added Courses, Internship and online courses, Teaching Learning Process-PDCA, Activities for advance learners and slow learners, online course details, Quality of

internal assessment, students' projects, The major topics finding the gap in curriculum and identifying the scheme to bridge the gap, Performance in end semester examination, Placement and Higher studies details- Year wise, Students support systems such as feedback systems, Mentors Systems, Co-curricular and extracurricular activities, student scholarships, Faculty information and contribution in FDPs, Workshops, Industrial Visit, Academic research and funded research, Academic- Industry interaction through MOUs, Industrial visits, Internship etc., Department achievements.

6. After the detailed presentation, the suggestion for improvement was invited from the members.

Initially the members congratulated the process of the department growth with the involvement of stake holders.

Dr.K.Sakthi Srinivasan suggested that the progress of the department in all aspects going on the right path and he suggested the point related to the accreditation. He gave suggestion in program Educational Objectives and Mission Matrix, the PEO statement can be limited in future for forth coming curriculum. The details of skill development for non teaching staff members can be included. Analysis about the placement experience and previous year placement statistics can be done to improve more number of placements and it helps to find the weaker area.

Mr.R.Ramamoorthy insist to improve the student projects, the problem statement can be obtained from the industry experts in the early stages of the review which helps to improve the quality of the projects. The project proposal submissions to the funding agency can be done in consultation with the industry experts.

Mr.S.Vasanthakannan Alumni member suggested improving the entrepreneurship skills can be developed with proper guidance. The students should be identified right from the first year and should be given awareness about various schemes of the central government and start-ups.

Internal members suggested the following points are special training for hostellers can be arranged topic wise while the faculty members visiting the hostel. The attainment through value added course can be done. The project can be finally audited based on societal needs.

Alumni members suggested that their junior students should be exposed to diversity of jobs available in the field. The student can be exposed to different situation for solving the similar problem like case study. Convener requested to form alumni network for

benefits to both the institution and the alumni.

7. The meeting was closed by extending a heartfelt vote of thanks by the convener for the valuable suggestions shared by each member towards the progress of the department and he assured the suggestions will be implemented in the forthcoming semesters. Finally, he thanked all the members for the prospective development of the department.

  
**Co-convener**

  
**Convener**

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