



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



ASE, CE, CSE, ECE,
EEE, IT & ME
Under Tier-I



CGPA: 3.20/4

MASTER OF BUSINESS ADMINISTRATION

Colloquium was held on 5.8.26 titled “Strategic Plan Status Review of MBA Department”

Abstract

The Department of Master of Business Administration (MBA) has undertaken a comprehensive Strategic Plan Status Review to evaluate the progress made towards achieving its vision. Guided by its mission of promoting innovative teaching-learning practices, entrepreneurship, research, industry collaboration, and holistic student development, the department has systematically implemented a series of strategic initiatives aligned with institutional goals in 2025-26 and deliberations were made as to how to proceed further for new Academic Year 2026-27. The Head of the Department of MBA, Dr.K.Deepika presented the highlights of the department and interactions made among the faculty members of the department for further improvement. Nine faculty of department presented in colloquium and it was held in forenoon of 5th August 2026.

Deliberations:

During the academic year 2025–26, significant progress has been made across multiple strategic domains. The department has focused extensively on improving accreditation process through the implementation of Outcome-Based Education (OBE), curriculum enhancement, and quality assurance measures based on recommendations received from the NBA Expert Committee. Business Analytics, Artificial Intelligence, and other emerging technology-oriented courses have been integrated into the curriculum, while industry interaction has been strengthened through industrial visits, guest lectures, entrepreneurship programmes, hackathons, and management development programmes. Placement training has also been reinforced through skill development in Advanced Excel, SQL, Power BI, Tableau, aptitude training, group discussions, and mock interviews to enhance student employability.

The department has demonstrated remarkable achievements in delivering an outstanding student learning experience. Numerous value-added certification programmes, entrepreneurship initiatives, co-curricular and extracurricular activities, and student development programmes have been conducted to strengthen technical, managerial, and leadership competencies. Faculty performance has also been strengthening through the engagement of industry experts and Professors of Practice, ensuring a stronger connection between academia and industry. Several faculty members have received prestigious national

and international recognitions for research publications, conference presentations, innovation awards, reviewing contributions, and academic excellence. The department has also encouraged research publications, intellectual property generation, collaborative research proposals, and institutional partnerships, although further efforts are planned to improve externally funded research and consultancy activities.

Students have secured internships and placement opportunities with improved salary packages, reflecting the effectiveness of continuous industry engagement and career-oriented training. Entrepreneurship has been promoted through initiatives such as UDYAM 2K25, HR Hackathon, and "A Day with Businessman," creating an ecosystem that nurtures innovation and start-up culture among students.

The department has also focused on strengthening alumni engagement, expanding professional networking. Strategic initiatives have been undertaken to improve institutional visibility, facilitate collaborative research, and enhance stakeholder participation in curriculum development and departmental activities. A structured calendar of academic, professional, and outreach events has further supported systematic implementation of the strategic plan throughout the academic year.

Overall, the Strategic Plan Status Review indicates that the MBA Department has made substantial progress in achieving its strategic objectives while identifying areas requiring further improvement, particularly in research funding, consultancy, international collaborations, faculty industry internships, and graduation outcomes. The department remains committed to continuous quality improvement by strengthening interdisciplinary research, expanding industry partnerships, fostering innovation and entrepreneurship, adopting technology-enabled pedagogy, and enhancing lifelong learning opportunities. These initiatives collectively position the department to achieve sustainable academic excellence, improve graduate employability, and contribute meaningfully to management education at national level.

Photographs



Head of the department

Dr.K. Deepika