



NATIONAL EDUCATION SOCIETY(R)
J. N. N. COLLEGE OF ENGINEERING

Shivamogga

(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)



Accredited by
NAAC- 'A'

DEPARTMENT OF MANAGEMENT STUDIES

(Accredited by NBA 01-07-2022 to 30-06-2025)



Accredited by
NBA



ACADEMIC EXCELLENCE



Accreditations



Institutional Ranking

65th in South India



Fortune India



75th in South India



The Week



86th in Selection
Process



Business Today



Admission

Intake-180
Admitted-180

Admission
Percentage
100%

Admission Percentage
Last 5 Year

100%

Academic Performance

Results

| I SEMESTER | II SEMESTER | III SEMESTER | IV SEMESTER |
|------------|-------------|--------------|-------------|
| 93.33 % | 99.15 % | 90.67 % | 98.31 % |

Academic Performance

VTU Rank Holders



Megha K P
(4JN22BA054)
10th Rank (CGPA-9.19)



Amruta Shrikanth Jadhav
(4JN22BA006)
10th Rank (CGPA-9.19)

Research Centre

Ph.D Awarded



Dr. Shivaprasad B S
(4JN17PBA02)



Dr. P V Sumitha
(4JN16PBJ01)



Dr. Prakruthi N Udupa
(4JN16PBJ02)



Dr. Karthik Gupta P
(4JN18PBA03)

Research Centre at a Glance

| Year of Establishment | Total No. of Research Scholars | Ph.D Awarded | Pursuing |
|-----------------------|--------------------------------|--------------|----------|
| 2006 | 34 | 17 | 17 |

Grants /Funds Received

| Sl. No | Authority | Faculty | Amount |
|--------|--|---|-------------|
| 1 | KSCST | Dr. Vikrama D K Dr. Santhosha | 5,000.00 |
| 2 | NGO for organizing National Seminar | Dr. Santhosha | 30,000.00 |
| 3 | RBI-For organizing International Conference | Dr. G P Nagesh Dr. Harsha C Mathad Dr. Sharma K R S | 50,000.00 |
| 4 | AIMS-For organizing International Conference | Dr. G P Nagesh Dr. Harsha C Mathad Dr. Sharma K R S | 1,00,000.00 |

Students' Achievements

| Sl. No | Student Name | Event | Result |
|--------|--|---|--------------|
| 1 | Darshan Kiran Kumar A | One Act Play -23rd VTU Youth Festival, Blissbeat-2024 | Second Place |
| 2 | Kiran Kumar A | Mimicry -One Act Play-23rd VTU Youth Festival, Blissbeat-2024 | Second Place |
| 3 | Supraja P Akshatha A P | VTU Central Karnataka Division Badminton , Women Tournament 2023-24 | First Place |
| 4 | Supraja P Akshatha A P | VTU State level Badminton , Women Tournament 2023-24 | Second Place |
| 5 | Inchara H L | VTU Rest of Bangalore Volleyball , Women Tournament 2023-24 | Second Place |
| 6 | Krushik H S | VTU State level Athletic Meet 2023-24 | Bronze Medal |
| 7 | Kiran Kumar A | Mono Acting -Fashion Show (Won Cash Prize of Rs. 3,000) in the event organised by Anvita Arts | Second Place |
| 8 | Darshan Kiran Kumar A Shreyank P | Tarka Tatva-Deductive Business Research Competition-MBA Category | Second Place |



MBA First year students have bagged the First Prize in Fashion Show (Won Cash Prize of Rs. 10,000) in the event organised by Anvita Arts at Kuvempu Ranga Mandira, Shimoga

Students' Achievements



Kiran Kumar A-Second Place in the Event One Act Play



Participation in VTU Youth Festival, Blissbeat-2024



Supraja P & Akshatha A P VTU Central Karnataka Division Badminton, Women Tournament 2023-24



Krushik Silver-VTU Athletic Meet



Supraj P University Level Player

Inter-Collegiate Fest-Organised

| SI. No | Event | Date |
|--------|---|----------------|
| 1 | A One Day State Level Management, Cultural, Research and Sports Fest "Utthana-2024" | 16th May, 2024 |



Utthana
2024

FDP Organised

| Sl. No | Event | Date |
|--------|---|------------------------|
| 1 | 2 Days FDP on Gamification-Alternative Andragogy-The Experiential Learning through Gamification & Case Study Training for Commerce & Management | 01th & 02th July, 2024 |



2 Days FDP on Gamification-Alternative Andragogy-The Experiential Learning through Gamification & Case study Training

Corporate Training -Placement

| Sl. No | Event | Date |
|--------|---|---|
| 1 | Placement Training Program on "Soft Skills and Excel" | 08th-10th February, 2024 |
| 2 | Placement Training Program on "Soft Skills" | 23th-25th April, 2024 |
| 3 | Placement Training Program on "Soft Skills" | 22th-24th, August, 2024 |
| 4 | Student Development Program on "Certificate Programme in Banking, Finance and Insurance" | 08th August, 2024 to 29th September, 2024 |
| 5 | Students Development Program on "Business Analytics to bridge the gap between Industry and Academia" by Business Toys | 13th-31th, January, 2025 |



Student Development Programs

| Sl. No | Event | Date |
|--------|--|--|
| 1 | Student Development Workshop on "Identifying the Stars Within You!" | 08th-25th January, 2024 |
| 2 | One-week Student Development Program on "Business Analytics" | 17th-20th January, 2024 29th-30th January, 2024 |
| 3 | Workshop for girls students on "Holistic Approach to Wellness" | 29th February, 2024 |
| 4 | Student Development workshop on "Overview of Investment and Financial Services in India" | 01th March, 2024 |
| 5 | Student Development Program on "Business Etiquettes" | 26th May, 2024 |
| 6 | Organised 4 Days Student Development Program on "Financial Analytics and Marketing Analytics" | 08th-11th July, 2024 |
| 7 | Dengue Awareness Program | 10th July, 2024 |
| 8 | Live Budget Watch | 27th July, 2024 |
| 9 | Installation of JNNCE-MBA NIPM Student Chapter and Inauguration of Industry Conclave -2024 | 26th July, 2024 |
| 10 | Student Development Programme on "Due Diligence on Mergers and Acquisitions" | 6th August 6, 2024 |
| 11 | Student Development Programme on "Bull and Bear Battle" | 14th August, 2024 |
| 12 | Student Development Programme on Practicalities of GST | 30th August, 2024 |
| 13 | Prabandhan -Special Lecture and Student Paper Presentation Program | 30th August, 2024 |
| 14 | Mega Job Fair for MBA Students | 09th September, 2024 |
| 15 | 3-Day Student Development Programme on "Data Analysis and Data Visualization" | 13th-15th November 2024 |
| 16 | Student Development Programme on "Empowering Future Leaders: IPR Awareness for Management Professionals" | 28th January, 2025 |



"Identifying the Stars Within You!"

Student Development Programs



Business Analytics



Holistic Approach to Wellness



Financial Analytics and Marketing Analytics



Holistic Approach to Wellness



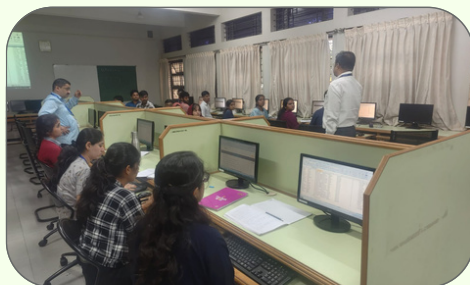
Business Etiquettes



Bull and Bear Battle



Mega Job Fair



Data Analysis and Data Visualization

Special Guest Lecture Series

| SL. No | Topic | Resource Person | Date |
|--------|--|--|--------------------|
| 1 | Interactive Leadership | Dr. Vijaya Kumar, Principal, JNNCE, Shivamogga | 28th February 2024 |
| 2 | Facing the Challenges of Life | Padmashree, Dr. C R. Chandrashekar, Psychiatrist & Professor (Retired), NIMHANS, Bangalore | 09th March 2024 |
| 3 | Insights & outsgights of Entrepreneurship | Dr. Ashok Rao Former Head Network Project CEDT, IISC, Bangalore | 25th May 2025 |
| 4 | Aanapanasathi Meditation and Wisdom | Brahmarshi Premnath, Pyramid Spiritual Societies Movement | 11th June 2024 |
| 5 | Corporate Expectation form fresh MBA Graduates | Ms. Renuka Halamber, Accounting & Finance Professional, Harman Connected Services, Bangalore | 28th December 2024 |



**Guest Lecture on
"Interactive Leadership"**



**Guest Lecture on
"Facing the Challenges of Life"**



**Guest Lecture on
"Insights & outsgights of Entrepreneurship"**



**Guest Lecture on
"Aanapanasathi Meditation and Wisdom"**

Seminar/Conference-Organised

| Sl. No | Seminar/Conference | Date |
|--------|--|---------------------------|
| 1 | National Seminar on "Empowering Women for a Better Tomorrow" | 8th & 9th November, 2024 |
| 2 | International Conference on "Disruptive Trends in Industries-Role of Banks, Technology and operations-A Way Forward" | 10th % 11th January, 2024 |



**National Seminar on
"Empowering Women for a Better Tomorrow"**



**International Conference on "Disruptive Trends in
Industries-Role of Banks, Technology and operations-A
Way Forward"**

Department Forums



Inauguration of Wealth Warriors-The Finance Club



Inauguration of Digital Marketing Lab



**Inauguration of
HR Skill Lab**

B-School Social Responsibility

| Sl. No | Activity | Date |
|--------|--|--------------------|
| 1 | Visit to Good Luck Araiike Kendra, Shivamogga. Distributed Steel Cupboard, Cot, Cooker worth Rs. 16,000. | 12th October, 2024 |



Visit to Good Luck Araiike Kendra, Shivamogga

First Year Orientation



First Year MBA Orientation-21st February, 2024

Alumni Activities

| Sl. No | Activity | Date |
|--------|---|---------------------|
| 1 | Alumni Special Interview of Ms. Jayalaxmi Ankolekar | 10th February, 2024 |
| 2 | Alumni Special Interview of Mr. Veer Raj Naik | 10th February, 2024 |
| 3 | Alumni Special Interview of Mr. Karthik D K | 11th March, 2024 |
| 4 | Session on "Capital Markets-An Experience Sharing" by Darshan Koneri Srinivasa Prakash | 4th July, 2024 |
| 5 | 4 Alumni have contributed Rs. 40,000 (Rs. 10,000 Each) for Merit Cum Means Award for MBA students | 4th October, 2024 |
| 6 | Session on "Corporate Expectation from Fresh MBA Graduates" by Renuka Halamber, Accounting & Finance Professional, Harman Connected Services, Bangalore | 28th December, 2025 |

Alumni Activities



Gopal Krishna, Ataulla Khan, Suneha and Bharath Ambrose Alumni, JNNCE MBA Donated Rs.10,000 (in Total 40,000) each for Merit Cum Means Scholarship for MBA Students

Placement Details

No. of Offers

165

No. of Students Placed

70

Companies Visited

53

Highest Salary

9,00,000

Professional Membership



AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

AIMA

ALL INDIA MANAGEMENT ASSOCIATION



MTC Global™
Educate Empower Elevate

Dr. C Srikant
Director, JNNCE-MBA
Staff & Students, JNNCE-MBA

Dr. Y Vijaya Kumar
Principal, JNNCE