

School of Management

Minutes of Board of Studies Meeting -2020

Date: 11/07/2020

Agenda: Revision of Curriculum -2020

Reference: Observation and Feedback received from Recruiter/Practitioner/Alumni/Students /Parents

Feedback received on proposed syllabus 2020 (MBA)

Summary of Comments/ Suggestions by Academia:

Course curriculum is highly appreciated because of inclusion of contemporary issues and trends in the syllabus. Emphasis on practices and projects with student centric pedagogy is welcomed by many academias. The syllabus is praised to incorporate the challenges of the current dynamic business environment. However, following suggestions are received

- Marketing Management: Inclusion of green marketing concept and social marketing concept.
- Marketing Research: Use of online tools to analyse the data can be included.
- Sales and Distribution Management: channel conflicts may be added.
- Digital Marketing & Marketing Communications: Media scheduling can be added.
- Quantitative Techniques : Module 2 - Collection of data, classification of data may be added
Module 4 - Sampling Method, level of significance and Types of Error may be added
- Micro Economics: In module 2 - Indifference curve analysis, income effect, price effect and substitution effect can be added. Distribution theory is important like – Theory of rent, wage, interest and profit.
- Operations Research: Model development, Graphical method and types of solution should be add, Excel tools can be used to develop models of Simplex, Transportation and Assignment Problems

Summary of Comments/Suggestions by Industry Experts:

The industry experts praised the well thought out and structured syllabus that would be enhancing the ability of the student to learn the basics of their courses and then evolve to higher more complex disciplines. The focus on skill and job related capabilities and introduction of courses on digital technologies are extremely well structured in the current version. Suggestions provided with regard to setting up a regular evaluation process to ensure students capture the changes required for future, Internship in B.Com may be done in one semester only.

Summary of Comments/Suggestions by Alumni:

Appreciated the changes made to the curriculum. Praised the perfect blend of different courses that focuses current challenges and also apt for future managers. Highly appreciated the domain baskets offered to the management students.

Summary of Comments/Suggestions by Students:

In the opinion of students, “University is providing a brilliant curriculum which is actually needed for every MBA student”. Sequence of the courses and topics are highly appreciated. Offering of the courses in relation to specialization are considered to be very good. Students have suggested inclusion of a personality development course. Interdisciplinary skill courses are also praised because of their relevance in day to day life.

Feedback received on proposed syllabus Development Management / Agri-Business Management 2020

Summary of Comments/Suggestions by Academia:

The following comments and suggestions are received from academia:

The Syllabus is well structured and covers all necessary aspects of Development and Agri-business Management. However, introduction of two courses on disaster management and innovation management may be included in the syllabus

Summary of Comments/Suggestions by Industry Experts:

The courses are well thought of and planned, but in the process of delivering it the emphasis should be to hone the skill for participants to become entrepreneurial leaders for the social sector. A development management program should focus on four generic inputs; element of ethics, and humanity, improve the written and verbal communication, foster creativity and innovativeness and a sensitization of the various government policies and programs.

The Specific inputs include,

- The Participatory action learning approach mentioned for the program delivery is most suitable
- The program must introduce 1 week practice school after 1st semester and 2 week practice school after the 2nd semester, a full semester practice school during the final semester. This will help developing a better Practical Development Manager, the readiness to work will significantly improve. Each practice school can be on different themes like livelihood, health, education, environment, forestry, sanitation, water, humanitarian practice, social financing etc. A data base of institutions should be created where the students can go for practice school. This will help in the employability of the students.

- The program should include some courses from Human Resource Management, Social Anthropology, Community Mobilisation, Team Building, Psychosocial aspects, Basics of Community Organisation, Organization Development, Strategic Planning.
- Management of Forests(CPR) to be included for Natural Resource Management
- For the course Gender, Human Rights and Ethics, may include Disability issues
- For the course climate change and sustainable development, keep a module to discuss the development and disaster nexus
- The economic environment for business should include social business or business in social perspective
- Supply chain management must be included into rural marketing
- The course corporate finance should be renamed as social finance with a combination of social and financial insights.

Summary of Comments/Suggestions by Alumni:

The courses are contemporary and cover all the aspects. It will help in preparing ideal manpower for the development/agribusiness sector.

The Course on contemporary development communication should include projects in which,

- The students can manage a development themed youtube channel and a SEO optimized page instead of individual blogsites and altogether can run development campaigns.
- Some more technical things can be introduced like making of SEO based pages, G market place & Google Ad can be a value addition.
- The students should also focus on building a relevant audience base for the content they post through digital medium.

The students should implement their overall learnings by managing a small rural business unit/ non-profit organization within the campus and develop innovative ideas for the betterment of the society. (e.g. running a student driven development organization).

Field Visits to understand several good practices and document them should be part of the program.

Summary of Comments/Suggestions by Students:

The revised syllabus is brilliantly designed keeping the nuances and provides an integration of general management, agri-business management and development management together. The good part is the workshops and internship proposed in the final year. The workshops are diverse and cover all the issues and due to project based approach will help in the learning process.

Feedback received on proposed syllabus BBA 2020

Summary of Comments/Suggestions by Academia:

The following comments and suggestions are received from academia:

Well Structured syllabus for students who want to become entrepreneur in future but quite lengthy in comparison to duration of course. Skill Enhancement courses & Ability Enhancement Courses (AECC) as core scope is admirable. The course curriculum is beautifully designed to enable a student to match the demand of the industry. Congratulations to all who have devoted time to prepare the curriculum. If “Production & Operation Management” could be added as a core paper in the BBA Course Curriculum, it’ll be like icing on the cake. Following suggestions are made to make changes in few courses

- The syllabus of QT should be redesigned and sequenced
- Statistics for Business- The syllabus is very vast for BBA level needs to be reduced
- Managerial Economics- Start the subject with simple concept of Economics, different theories but not from demand. In module II concept of costs, types should be included in the first and then production function and returns to scale, in module III, give simple concept of market structure and types of market like monopoly, perfect competition, oligopoly etc. its price and output determination. Rest should be deleted
- Macro Economics- Circular flow of income and business cycle should be added in Module I. Consumption, saving and investment portion is totally missing from the syllabus
- Business Research- Report writing and types of report should be added in the syllabus.
- Business Policy and Strategy- Strategic control can be included

Summary of Comments/Suggestions by Industry Experts:

Overall comments

Course structure is well planned & put together in a very structured way. Skill Enhancement courses & Ability Enhancement Courses (AECC) as core scope is admirable. Apart from theoretical knowledge, more practical experience & courses like skill enhancement will be more beneficial to students in the future. Suggestions for improvement:

- Managerial Economics- some history should be included
- Principles of Marketing- “Good to great” & “Built to last”, by James C. Collins must be recommended. Its all practical comparison of different companies, students can learn a lot.
- Like TOEFL/IELTS, students should be made aware of foreign language courses like French, Spanish, German, which plays very important role in a successful career, in any industry

Summary of Comments/Suggestions by Alumni:

The syllabus is very useful for the students and it is industry oriented. It will give students a wonderful exposure in the business world

Summary of Comments/Suggestions by Students:

The course is very much updated. The course will give us a practical view through the courseware. The introduction of courses like digital marketing , analytics and rural marketing are efficient and highly appreciated by students. This curriculum will also aid us in knowing the recent developments of business and will prepare students to compete in the frontier of the business environment. Suggestion:

- More industry visit needs to be organized to get hand-on experience.

Feedback received on proposed syllabus 2020 B.COM (Banking & Accounting)

Summary of Comments/Suggestions by Academia:

The academia highly appreciated the overall structure of our course book. According to them Course curriculum is well designed & put together in a very structured way. A well-structured course which familiarizes the students with different approaches to business and how to deal with problems in trade field and identifying new opportunities in the market place. They have appreciated the course design of few papers like Introduction to Banking, Indirect Tax Law / GST, Tally. ERP-9. However, in few papers like Financial Accounting and Income-tax Law and Practice, found the contents are too lengthy.

Summary of Comments/Suggestions by Industry Experts:

The syllabus sent to few industry executives. They found it more industry oriented and would help students to get good career opportunity after completing their B.Com. Course structure is well planned & put together in a very structured way.As per them Subjects are given in detail, looking into overall knowledge development of a student, and giving choice to choose a specific career path. They have appreciated few papers like E-Commerce, Tally ERP 9, Banking Law & Practice and Entrepreneurship Development. It will bring in-depth knowledge to every student. Very useful in career growth of students.

Summary of Comments/Suggestions by Alumni:

Few alumni students have seen a lot of changes in the present syllabus as compared to the previous syllabus which is a good thing as there should be changes with time in order to achieve overall benefits for all students. They have appreciated the new addition in our cost accounting and corporate accounting papers as it will help those students who are interested in doing their CA, CMA. They suggest few additions in our Business Mathematics syllabus like, set theory, Permutations, combinations, binomial Theorem and probability that will help students to understand mathematics in a better way. They have given their opinion to keep the Auditing & Corporate Governance paper in 2nd year so that it will help them in their

internship in a CA Firm. As per them the overall syllabus is good and very much effective for the students. It will very much helpful for the students in their higher studies.

Summary of Comments/Suggestions by Students:

The students are contented with the new structure of the course book. They found the curriculum has been well designed to provide such knowledge which will help them industry ready and at the same time strong hold on each subjects. It will help obtain fundamental concepts which will help them not only in internship but also in career perspective. They found few papers are too lengthy to cover in one semester like Income tax law and practice, Corporate Law. They have appreciated the paper Human resource management as it will help them to understand and practice few concepts of HRM in their professional life.

Discussion and Resolution taken:

1. (a) MBA 2020 Syllabus followed basket structure

Basket	Basket Category	Minimum Credits to be acquired	Scope
I	Foundation	30	Core
II	Digital Technologies	06	Choice
III	Management Potential Development	36	Core
IV	Sustainability	06	Core
V	Domain Courses/ Skill Courses	24	Choice
VI	Summer Internship	04	Choice
	Total Credits	106	

1. (b) MBA Pharmaceutical Management Elective

Basket	Basket Category	Minimum Credits to be acquired
I	Foundation	15
II	Management Potential Development	32
III	Domain Courses	36

IV	Summer Internship	04
V	Project	20
	Total Credits	107

Changes in Syllabus- MBA

Number of New Courses Added

Sl. No	Course Title	Type (Skill/Employability/ Entrepreneurship)	Credit
1	Job Readiness	Employability	3
2	Quantitative Techniques	All	5
3	Micro Economics	All	4
4	Economic Environment of Business	All	4
5	Principles of Management	All	2
6	Basics of Design Thinking	All	2
7	Data Analysis and Visualization Using Python	Employability and Skill Development	4
8	Introduction to AI/ML	Skill Development	1
9	Introduction Data Analytics	Skill Development	1
10	Introduction Additive Manufacturing/3D Printing	Skill Development	1
11	Introduction to AR/VR	Skill Development	1
12	Introduction to Emerging Mobility Solutions	Skill Development	1
13	Introduction to Blockchain	Skill Development	1
14	Introduction to Robotics	Skill Development	1
15	Introduction to PLM (Platforms such as 3DS) ⁵	All	2
16	Designing User/Customer Experience (UX/CX)	All	2
17	Gender, Human Rights and Ethics	All	3
18	Climate Change, Sustainability and Organisation	All	3
19	Financial Analysis and Visualization	All	4
20	Robotics Process Automation (RPA) in Finance	All	4
21	Services & Financial Services Marketing	All	4
22	Retail & Etail Management	All	4
23	Business Analytics	All	4
		Total	61

$$\text{Percentage of Modification} = \text{New Courses Added}/\text{Total Credit} * 100$$

$$= 61/193 * 100 = 32\%$$

2. MBA RUDM and ABM 2020 Syllabus followed basket structure

Basket	Basket Category	Minimum Credits to be acquired	Scope
I	Foundation	22	Core
II	Core	24	Core
III	Domain	32	Choice
IV	Sustainability	10	Core
V	Field Action Component	12	Choice
VI	Dissertation	08	Choice
	Total Credits	108	

Changes in Syllabus MBA- RUDM & ABM

Sl. No	Course Title	Type (Skill/Employability/Entrepreneurship)	Credit
1	Micro Economics	All	4
2	Contemporary Development Communication	All	4
3	Data Analysis using Excel and Python	All	4
4	Indian Society and Culture	All	2
5	Gender, Human Rights and Ethics	All	3
6	Development Theory and Practice	All	4
7	Economic Environment for Business	All	4
8	Rural Marketing	All	4
9	Climate change and Sustainable Development	All	3
10	Job Readiness: Employability	Employability	0
11	Strategic Management	All	4

12	Community Organization and Development	All	2
13	Food Security and Right to Food	Employability	2
14	Organization Behaviour	All	4
15	Human Resource Management and Organisation Development	All	4
16	Public Policy: Design, Analysis and Implementation	Employability and Skill	4
17	Social Entrepreneurship and CSR	All	2
18	Digital and Social Media Marketing	All	2
19	Local Governance systems	Employability	2
20	Community Owned and Managed Businesses	Employability	2
21	Management of Rural Health	Employability	2
22	Management of Rural Education	Employability	2
23	Sustainable Rural Livelihoods	Employability	2
24	Managing Watersheds	Employability & Skill	2
25	M&E of Development Projects	Employability & Entrepreneurship	2
26	Poverty reduction strategies	Employability	2
27	Issues in Tribal Development	Employability	2
28	Extension strategies for development	Employability	2
29	Fund Raising for Social Cause	Employability & Entrepreneurship	2
		Total	78

Percentage of Modification = New Courses Added/Total Credit*100

$$= 78/136*100= 57\%$$

3. BBA 2020 Syllabus followed basket structure

Basket	Basket Category	Minimum Credits to be acquired	Scope
I	Core	84	Core
II	Discipline Specific Electives	24	Choice

III	Generic/Interdisciplinary Electives	24	Choice
IV	Skill Enhancement	06	Core
V	Ability Enhancement	10	Core
	Total Credits	148	

Changes in Syllabus of BBA

Sl. No	Course Title	Type (Skill/Employability/Entrepreneurship)	Credit
1	Fundamentals of Management	Employability and entrepreneurship	4
2	Quantitative Techniques for Management	Employability	6
3	Business Policy and Strategy	All	6
4	Advanced Managerial Accounting	All	6
5	Financial Institutions, Markets & Services	All	6
6	Commercial Banking and ALM	All	6
7	Current Asset Management	All	6
8	Financial Analysis and Visualization	All	6
9	Robotics Process Automation (RPA) in Finance	All	6
10	Rural Marketing	All	6
11	Sales and Distribution Management	All	6
12	Services & Financial Services Marketing	All	6
13	Digital Marketing & Marketing Communications	All	6
14	Retail & Etail Management	All	6
15	B2B Marketing	All	6
16	Job Readiness	Employability	6
17	Environmental Science	Employability and Skills	4
		Total	98

Percentage of Modification = New Courses Added/Total Credit*100

$$= 98/214 * 100 = 46\%$$

4. B.Com. 2020 Syllabus followed basket structure

Basket	Basket Category	Minimum Credits to be acquired	Scope
I	Core	84	Core
II	Discipline Specific Electives	24	Choice
III	Generic/Interdisciplinary Electives	24	Choice
IV	Skill Enhancement	06	Core
V	Ability Enhancement	08	Core
	Total Credits	6	

Changes in Syllabus of B.Com.

Sl. No	Course Title	Type (Skill/Employability/Entrepreneurship)	Credit
1	Human Resource Management	All	6
2	Principles of Marketing	All	6
		Total	12

$$\text{Percentage of Modification} = \text{New Courses Added} / \text{Total Credit} * 100$$

$$= 12/146 * 100 = 8\%$$