

August 06, 2018

Minutes of the Meeting of Faculty Board

- Meeting Schedule** : Held on August 06, 2018 in the Dean's Board Room, Block-07 (PGDM Building).
- Invitees** : Prof. Mukesh Chaturvedi (Chairman), Dr. Ranjit Goswami, Prof. P. K. Mitra, Dr. Sunil Joshi, Dr. Anoop Pant, Dr. A.V. Nageswara Rao, Dr. Daleep Parimoo, Prof. Srinivas Shirur, Dr. A. Rajagopal, Prof. Manmohan Rahul, Dr. Omvir Chaudhary.
- Special Invitees** : Dr. P. K. Aggarwal, Dr. Hari Shankar Shyam, Dr. Parul Saxena, Dr. Priti Verma and Prof. Santhi Narayanan.
- Meeting Attended by** : Prof. Mukesh Chaturvedi (Chairman), Prof. P. K. Mitra, Dr. Sunil Joshi, Dr. Anoop Pant, Dr. A.V. Nageswara Rao, Prof. Srinivas Shirur, Dr. A. Rajagopal, Prof. Manmohan Rahul, Dr. Omvir Chaudhary, Dr. P. K. Aggarwal, Dr. Hari Shankar Shyam, Dr. Parul Saxena, Dr. Priti Verma and Prof. Santhi Narayanan.
- Leave of Absence** : The leave of absence was granted to the members not present.

Minutes

Prof. Mukesh Chaturvedi, Dean, School of Business Studies welcomed the members of the Faculty Board of SBS.

The proceedings and action points that emerged during the meeting are given below:

Item No. 1: To confirm minutes of the meeting of Faculty Board held on May 2, 2018.

The minutes of the last meeting of Faculty Board held on May 2, 2018 was circulated to all the members of the Faculty Board. Since no comments have been received on the minutes circulated, the Faculty Board approved the minutes of the last meeting as given at Appendix -

Item No. 2: To approve the Action Taken on the minutes of the meeting of Faculty Board held on May 2, 2018.

Sl. No.	Decisions	Action Taken
1	To inform the Board of Studies about the new organizational structure of School of Business Studies.	<p><i>The agenda items were further revised after its approval in the Faculty Board meeting held on May 2, 2018.</i></p> <p><i>The revised agenda items are being re-considered in the current meeting of the Faculty Board. And, After its approval, it will be sent to the forthcoming Academic Council meeting for its consideration and approval.</i></p>
2	To consider implementation of Choice-Based Credit System (CBCS) as prescribed by UGC for Under Graduate programs.	
3	To consider implementation of Outcome-Based Education (OBE) for all the programs of SBS from Academic Year 2018-19.	
4	To consider approval of various Internal and External Examiners for practical papers/Viva-Voce of Even Term Examinations.	
5	To consider restructuring of courses for study for the various programs as per the Outcome Based Program Structures.	


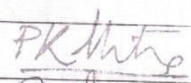
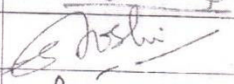

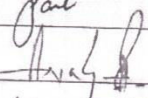

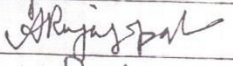
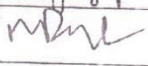

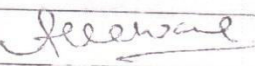
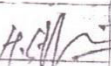

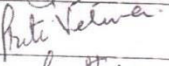
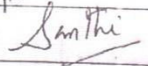
The Faculty Board noted the action taken on the minutes of the last meeting of Faculty board held on May 2, 2018 and approved.

Item No. 3: To consider the Course Structure and Credit Distribution based on Choice-Based Credit System (CBCS) as prescribed by UGC for all the Under- Graduate programs.

The Faculty Board considered and approved the revised Course Structure and Credit Distribution of all the Under-Graduate programs of SBS, to be offered from Academic Year 2018-19.

SCHOOL OF BUSINESS STUDIES
Faculty Board Meeting (6th August 2018)

Attendance Sheet

Sl. No.	Name	Designation	Signature
1	Prof. Mukesh Chaturvedi	Distinguished Professor & Dean	
2	Dr. Ranjit Goswami	Professor & Pro-Vice Chancellor	-
3	Prof. P. K. Mitra	Professor	
4	Dr. Sunil Joshi	Professor & Associate Dean (Officiating)	
5	Dr. Anoop Pant	Professor & Principal Program Coordinator (PG)	
6	Dr. A. V. Nageshwara Rao	Professor & HoD	
7	Dr. Daleep Parimoo	Professor	(ON LEAVE)
8	Prof. Srinivas Shirur	Professor	
9	Dr. A. Rajagopal	Professor	
10	Prof. Manmohan Rahul	Professor	
11	Dr. Omvir Chaudhary	Professor & HoD	
Special invitees			
12	Dr. P. K. Aggarwal	Associate Professor & HoD	
13	Dr. Hari Shankar Shyam	Associate Professor & HoD	
14	Dr. Parul Saxena	Assistant Professor & HoD	
15	Dr. Priti Verma	Assistant Professor & HoD (Officiating)	
16	Prof. Santhi Narayanan	Assistant Professor & Principal Program Coordinator (UG)	

Bachelor in Business Administration (Marketing) Course Structure and Credit distribution (2018-2021) (CBCS) Annexure 2 (a)

	Semester 1		Cr	Semester 2		Cr	Semester 3		Cr	Semester 4		Cr	Semester 5		Cr	Semester 6		Cr	Cr.
Core Courses	i	Business Economics	4	i	Economic Environment of Business	4				i	International Business	4							56
	ii	Financial Accounting	4	ii	Cost Accounting & Managerial Accounting	4	i	Business Law	4	ii	Financial Management	4	i	Corporate Strategy	4	i	Corporate Governance and Business Ethics	4	
	iii	Principles of Management	4	iii	Organisational Behaviour	4	ii	Human Resource Management	4										
				iv	Marketing Management	4	iii	Business Research Methods	4										
Ability Enhancement Courses/Skill Enhancement Courses	i	Functional English -I	2	i	Functional English-II	2	i	Environmental Studies	2	i	-Computerized Accounting System	3							9
Open Elective Courses*	i	To be opted by students	2		To be opted by students	2	i	To be opted by students	2	i	To be opted by students	2							8
Generic Interdisciplinary Elective Courses	i	Basic Business Mathematics	4	i	Computer Application in Business	2	i	Business Communication	4	i	Total Personality Development	4							22
							ii	Business Statistics	4	ii	E Business/Cross Cultural Management/Entrepreneurship /Production and Operation Management/Corporate Law (Any	4							

										one to be chosen)								
Discipline Specific Elective Courses													DSE 1 DSE 2 DSE 3 DSE 4	16		DSE 5 DSE 6 DSE 7 DSE 8	16	32
Project													Summer Training	4	i	Research Report	4	8
Sum Total Credit			20			22			24					24			24	135

Note: * A student shall opt for one course from the list of open elective courses for that particular semester.

Discipline Specific Electives (Sem V and Sem VI):

MARKETING

Retail Management

Advertising and Brand Management

Sales and Distribution Management

Consumer behavior

Service Marketing

Advanced Digital Marketing/ E-Commerce

Advance Research Techniques In Marketing

Marketing Strategy