



No: SMVDU/SoB/20/392

Date: 08.09.2020

Minutes of Meeting of Board of Studies of School of Business

An online meeting of Board of Studies (BoS) of School of Business (SoB) was held on 05.09.2020 from 12.00 p.m. The following members attended the meeting:

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| 1. Dr. Saurabh | Head SoB- Chairman |
| 2. Prof . Raj Kumar | Vice Chancellor , Punjab University, Chandigarh, Expert member |
| 3. Ms. Neetu Jain | Head Finance, SKF Ltd. Bangaluru, Expert Member |
| 4. Dr. Suparn Kumar Sharma | Member |
| 5. Dr. Ashutosh Vashishtha | Member |
| 6. Dr. Jyoti Sharma | Member |
| 7. Dr. Sushil Kumar Mehta | Member |
| 8. Dr. Hari Govind Mishra | Member |
| 9. Dr. Arti Maini | Member |
| 10. Dr. Rashmi Taggar | Member |
| 11. Dr. Syeda Shazia Bukhari | Member Secretary |
| 12. Dr. Deepak Jain | Member |

(Dr. Sanjay Kumar Mishra, Assistant Professor, School of Business and Prof. (Dr.) Dinabandhu Mukhopadhyay, Professor, SoB and Dean, Faculty of Management, SMVDU did not attend the meeting.)

The member secretary welcomed the members of Board of Studies (BoS) of School of Business (SoB), and invited their suggestions/ recommendations over the following agenda items.

Agenda 1: Review of the program structure and course content of Introducing Five Years Integrated MBA Program {BBA (Hons.) + MBA}, with an exit option after BBA {Hons} and Two Year MBA Program for Academic Year 2020-21

- a) With reference to the minutes of meeting of Academic Affairs Committee of School of Business issued vide No. SMVDU/SoB/20/95 dated 19/02/2020 regarding introducing five years Integrated MBA Program (BBA (Hons.) + MBA) with exit option after BBA (Hons.), and the course structure of the same, the Board of Studies SoB, deliberated on the program structure and content of courses. Head, School of Business informed that the syllabus committee of the School of Business has proposed the program structure and content for the five years Integrated MBA Program (BBA (Hons.) + MBA) with exit option after BBA (Hons.), after the consultation with various stakeholders and deliberations at various levels. However, based on the discussions held in the Dean, FoM and Head of

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Schools committee, the committee has reviewed the program structure under the Credit Based Choice Scheme of the University Grants commission, (UGC) New Delhi India. Hence forth the committee proposes a revised structure for the BBA (Hons.) of the integrated program. The credit distribution has been restructured for six credits for core courses and open electives/ interdisciplinary/generic elective/ discipline elective courses and the four credits for the skill enhancement/ ability enhancement courses.

- b) The expert member Prof. Raj Kumar, Vice Chancellor, Punjab University, Chandigarh praised the efforts of the syllabus committee and the members of School of Business for the elaborative and contemporary design of the syllabus. Prof. Raj Kumar emphasized on the requirement of making the program structure aligned with the New Education Policy of the Government. He also stressed on designing the syllabus in such a way so that the students have an understanding of the Indian traditions and value systems as well as develop an aptitude to solve the range of problems from local to global level. He suggested to include the concepts of Start-up India, Aatm-Nirbhar Bharat, Unnat Bharat Abhiyan etc in the contents at the appropriate space in the syllabus.
- c) Ms. Neetu Jain Head, Finance, SKF Ltd. Bangaluru, an expert member, appreciated the program structure and contents. She suggested to include the concept of digitization and robotics and process automation (RBA) in the program structure.

Recommendations of BOS, SoB:

1. Based on the discussions and the suggestions the BOS recommends the syllabus and structure for Introducing Five Years Integrated MBA Program {BBA (Hons.) + MBA}, with an exit option after BBA {Hons} and Two Year MBA Program for Academic Year 2020-21. The concepts of Aatm Nirbhar Bharat and Start-up have been included in the courses such as Business Environment and Entrepreneurship. The courses such as Digital Innovation Strategies as well as Rural Marketing include the concept of digitalisation strategies. The students admitted at the undergraduate level shall be allowed for credit transfer and the syllabus has been adapted accordingly
2. The proposed structure includes the inter disciplinary requirement of the UGC and hence the students may be allowed to explore the courses under open elective from other schools such as humanities and social sciences/ literature and language/ sciences/ engineering, specially at undergraduate level.
3. It is recommended to encourage the students to take up the elective courses from various disciplines. The proposed structure has the subjects such as Discourse on Human Virtues, Professional Ethics, Morality in Indian Tradition and Know your Constitution etc. that shall add to the personality and serve in nation building.
4. It is recommended that the undergraduate students shall be devoting the NSS hours. The NSS of the University includes the engagement of the students under Unnat Bharat Scheme, Swachh Bharat Abhiyaan, and Local/ Community engagement. Also the summer training of the students shall be aligned with the Start-Up India.



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5. Based on the observation of the expert members the BoS recommends the focus on delivery of management education in School of Business in line with Bhartiya Gyan Parampara. The case-studies and pedagogy should focus on using modern techniques and requirement of digitisation as well as preparing the youth with modern techniques along with bhartiya traditions, culture and value system.
6. Regular workshops and seminars/ webinars and training programs must be organised at School of Business, in the field of Bhartiya Gyan Parampara, Indian Tradition System, Cultural Adaptation and Cross Cultural Management and Modern Technologies. The students must be given business and industry exposure along with the exposure of digital dynamics, robotics and artificial intelligence, to keep them abreast with latest technologies.
7. It is recommended to explore for more specialization areas and introduce them at the subsequent stages in the syllabus.
8. The University shall be adopting the New Education Policy 2020. In view of this the BOS-SOB recommends, that the program structure as recommended above, may be reviewed as per the University policy in this regard at subsequent stages.

The meeting ended with the expression of gratitude.

Syeda Shazia Bukhari
(Dr. Syeda Shazia Bukhari)
Member Secretary, BOS, SoB

Copy to:

1. Dean , Faculty of Management
2. Dean (AA) for information
3. Members, Board of Studies, School of Business
4. Registrar
5. PS to VC, for the information of HVC