



श्री माता वैश्वो देवी विश्वविद्यालय
SHRI MATA VAISHNO DEVI UNIVERSITY
School of Business
Sub Post office-182320, Jammu & Kashmir
(Recognized under Section 12 (B) & 2 (f) of UGC Act, 1956)

No: SMVDU/SoB/24/84

Date: 12.03.2024

Minutes of 19th Meeting of Board of Studies of School of Business

A meeting of the Board of Studies (BoS) of School of Business (SoB), Faculty of Management, SMVD University (Katra, J&K) was held on 11-03-2024 (Monday) at 2:00 PM. onwards in the conference room of School of Business. The following members of BoS were present in the meeting.

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|---|----------------------------|
| 1. Dr. Ashutosh Vashishtha, Professor –SoB, Dean - FoM | - Member |
| 2. Dr. Jyoti Sharma, Professor, SoB& Head - SoB | - Chairperson |
| 3. Dr. Supran Kumar Sharma, Professor – SoB | - Member |
| 4. Dr. Sushil Kumar Mehta, Associate Professor - SoB | - Member |
| 5. Dr. Rashi Taggar, Assistant Professor - SoB | - Member |
| 6. Dr. Syeda Shazia Bukhari, Assistant Professor - SoB | - Member |
| 7. Dr. Deepak Jain, Assistant Professor - SoB | - Member Secretary |
| 8. Mr. Sandeep G. Talgaonkar, SCE Lead India
Business Unit, Mondelez International, Mumbai | - Member (External Expert) |

Dr. Sarabjot Singh (Assistant Professor – Contractual) and Dr. Divya Singh Jamwal (Assistant Professor – Contractual) were also present in the meeting.

Dr. Sanjay Kumar Mishra (Assistant Professor – SoB) did not attend the meeting.

Dr. Arti Maini, Assistant Professor – SoB was on Leave.

Prof. Unnat P. Pandit, Professor, J.N.U., Delhi (External Expert) could not join the meeting due to his other engagements.

Mr. Sandeep G. Talgaonkar(External Expert) joined the meeting in online mode through google meet link.

Dr. Deepak Jain (Member Secretary, BoS) welcomed the members and external expert of Board of Studies (BoS) of School of Business (SoB).

Dr. Deepak Jain presented the agenda of Meeting and invited suggestions / recommendations over the following agenda items are:

Agenda 1: Course structure and Course Contents for FYUP as per NEP 2020 to be approved

The course structure along with course contents for the Four Year under Graduate Program (FYUP in Business Administration) as per NEP 2020 was presented and deliberation were made on the same. Mr. Sandeep G. Talgaonkar found 'Resilience Building' a better option over 'Communication Management' considering the course 'Public Speaking' is offered in semester 3 of the 2nd Year.

The L-T-P of the courses offered under Vocational Courses such as 'Yoga for Holistic Development', and 'Financial Modeling with Excel' were changed from 4-0-0 to 3-1-0.



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The bridge courses credits are also reduced to 4 credits with option to either choose vocational course or undergo Internship of 4-5 Weeks duration in case the student opt to exit after 1st Year or 2nd Year of the program.

Students can choose courses from Allied Schools (School of Economics, School of Languages and Literature, School of Computer Science) of 12 credits of same discipline in order to be eligible for the award of Minor in that discipline.

For the course 'Financial Security Analysis', the student will be provided an option to go for certification program offered by NSE/BSE/IRDAI instead of taking classes for the course.

Moreover, the title of FYUP is finalized as 'Bachelor of Business Administration (Honors) / Bachelor of Business Administration (Honors with Research)' will be awarded to students after securing mandatory requirement of 160 credits. 'Undergraduate Certificate in Business Administration' will be awarded if student opt to exit after first year of program and on securing mandatory requirement of 40 credits. 'Undergraduate Diploma in Business Administration' will be awarded if student opt to exit after second year of program and on securing mandatory requirement of 80 credits. 'Bachelor of Business Administration' will be awarded if student opt to exit after third year of program and on securing mandatory requirement of 120 credits. Bachelor of Business Administration (Honors) / Bachelor of Business Administration (Honors with Research) will be awarded on securing mandatory requirement of 160 credits.

Agenda 2: Ratification of Course structure and Course Contents for 2022 Batch as per NEP 2020 to be approved

A Project Work (BUDPR201) of 4 Credits is introduced as one time exemption due to the anomaly pointed out by Dean (Academic Affairs) regarding the non-fulfillment of the mandatory requirements of 20 credits for Semester-III students of BBA Batch 2022-25.

The students deputed with respective mentors vide notification number: SMVDU/SoB/22/419 dated 05-12-2022 shall undergo the project work under their allotted mentors for the guidance. The project work may comprise- Live Projects/Case Studies / Online Course of 16 Week equivalent to 4 credits. The evaluation shall be of total 100 marks comprising of 30 marks evaluation by respective Mentor and 70 marks for semester end viva-voce & presentation in front of panel.

The course structure along with course contents from 3rd year and 4th year was finalized on the grounds of 4YUP program designed for 2024 batch and onwards.

Board members agreed with the changes in course codes to simplify the process and remove any anomalies with the examination section of SMVDU.

Agenda 3: Ratification of Course structure and Course Contents for 2023 Batch as per NEP 2020 to be approved

The course structure along with course contents from 3rd year and 4th year was finalized on the grounds of 4YUP program designed for 2024 batch and onwards.



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Board members agreed with the changes in course structure for 2022 batch.

Agenda 4: Ratification of Course structure and Course Contents for MBA 2024 Batch and onwards to be approved.

The existing credits of Dissertation in Semester -IV is reduced to 3 credits from 6 credits, making it mandatory to have one Publication in Conference / Journal for the award of MBA Degree.

A course titled 'Artificial Intelligence and Machine Learning for Managers' is introduced in place of existing course titled 'Management Control Systems'. A course titled 'Leadership and Team Management' was also introduced in place of 'Managing Teams'. A course titled 'Corporate Governance' also introduced in place of 'Leadership Development'. Another course titled 'Economic Environment for Managers' was introduced in place of 'Digital Innovation Strategies'.

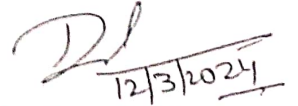
Title 'Dissertation' was renamed to 'Course of Independent Study' for better acceptability.

Board members agreed with the changes in course structure for MBA Program of 2024 batch and onwards.

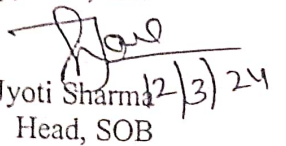
Agenda 5: To consider the 'Customer Relationship Management' Course as equivalence of 'Integrated Marketing Management' Course for the students of MBA Batch 2022-24.

Academic Affairs Committee meeting held vide notification number SMVDU/SoB/23/347 dated 15.09.2023 was convened to discuss the provision of NPTEL Course titled 'Customer Relationship Management' offered by Vinod Gupta School of Management (IIT Khargpur) for MBA 2022-24 Batch as the equivalence of course entitled 'Integrated Marketing Management' Post-facto ratification is made by BoS of SoB.

Chairperson conveyed vote of thanks to external members on behalf of all faculty members of SoB. Mr. Sandeep G. Talgaonkar appreciated the initiatives taken by School of Business for student development and upliftment.


12/3/2024

Dr. Deepak Jain,
Member Secretary, BOS, SoB


Dr. Jyoti Sharma 12/3/24
Head, SOB

Copy to:

1. Dean I/c, FoM
2. Dean, Academic Affairs for information.
3. Registrar, SMVDU for information.
4. PS to VC, SMVDU for information to HVC.
5. Members of BoS of SoB.
6. Office File.

MBA Program (2024 onwards)
99 Credits

- 13 Core Discipline Courses of 3 credits each = 39 credits
- 9 Ability Enhancement of 3 credit each = 27 credits
- 1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
- 4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
- 2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
- 2 Viva Voce of 2 credits each = 4 credits
- 3 Skills Enhancement
- 1 Course of Independent Study of 3 Credits
- 1 Summer Training of 6 credits
- Specialization Streams = 3
- Total Number of Electives: 6 courses

Electives (E)

Summer Training (T)

Practical's (P)

Course of Independent Study (D)

- 10% of marks evaluated by panel as Mid Term Evaluation
- *1 Publication in Conference / Journal is mandatory.
- 30% of marks evaluated by faculty supervisor
- 60% of marks evaluated by panel on Final Report submitted and Presentation

COURSE STRUCTURE

MBA Program

*Semester- I			Course Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021
Core Discipline	Economic Environment for Managers	3 Credits (3-0-0)	BUL6171
	Viva Voce	2 Credits	BUC6301
Semester-II			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
Ability Enhancement – Compulsory	Online Course	2 Credits	BUS6311
	Viva Voce	2 Credits	BUC6302
Semester III			
Ability Enhancement – Compulsory	Artificial Intelligence and Machine Learning for Managers	3 Credits (3-0-0)	BUL7511
Ability Enhancement – Compulsory	Project Planning, Appraisal and Management	3 Credits (3-0-0)	BUL7511
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Leadership and Team Management	3 Credits (3-0-0)	BUL7541
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective	----- To be chosen from list-----	3 Credits (3-0-0)	

(Elective 1 st Paper)	Summer Training	6 Credits	BUT7232
Skill Enhancement - Compulsory			
Semester-IV			
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Corporate Governance	3 Credits (3-0-0)	BUL7512
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement - Compulsory	Course of Independent Study (D)	3 Credits	

Discipline Special Elective & Choice Based Credit System Elective

Marketing		HR	
Semester 9	Course Code	Semester 9	Course Code
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
Choice Based Credit System		Choice Based Credit System	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
Semester 10		Semester 10	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
Choice Based Credit		Choice Based Credit	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

Finance	
Semester 9	Course Code
Behavioral Finance	BUE7481
Security Analysis and Portfolio Management	BUE7275
Choice Based Credit	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
Semester 10	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
Choice Based Credit	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7273

Note: Subject to Minimum Number of Students Opting the Elective Course and Availability of Faculty