



**PRESIDENCY
UNIVERSITY**

School of Management
X Board of Studies Meeting (BOS)
22nd May 2021

Presidency University
Dibbur, Itgalpur
Bengaluru

Sanna
REGISTRAR
PRESIDENCY UNIVERSITY
Registrar
BANGALORE



PRESIDENCY UNIVERSITY

Ref: PU-SOM/2021-2022/BOS-10

Date: 14-05-2021

BOS MEETING NOTICE

The X Meeting of the Board of Studies of the School of Management, Presidency University, will be held on 22nd May 2021, at 10:30 am on online mode.

Agenda:

Agenda – 1

To approve the minutes of IX Board of Studies Meeting held on 29th August, 2020. –Annexure 1

Agenda – 2

Discussions on the Program Regulations & Curriculum [PRC] for the 2020 admitted students of MBA Program. – Annexure 2

Agenda – 3

Discussions on the Program Regulations & Curriculum [PRC] for the 2019 admitted students of MBA Program. – Annexure 3

Agenda – 4

Discussion on the feedback obtained on curriculum from industry, students, alumni and faculty members of MBA Program. - Annexure 4

Agenda – 5

Discussion on the Proposed CBCS Course Grid and the Course Catalogues for 2021 admitted students of MBA Program. – Annexure 5

Agenda – 6

Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of MBA Program. - Annexure 6

Agenda – 7

Discussion on the Proposed CBCS Course grid and the Course Catalogues for 2021 admitted students of BBA,B Com & B Sc Economics Program. – Annexure 8

Agenda – 8

Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of BBA,B Com & B Sc Economics Program . - Annexure 9

Agenda – 9

Any other matter with the permission of the Chair.


REGISTRAR




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To,

Members and Invitees

| S No | Name | Affiliation | Position |
|------|----------------------|---|---------------------------|
| 1 | Dr. Gunjeet Kaur | Dean, SOM, Presidency University | Chairperson |
| 2 | Dr. K.Krishna Kumar | Professor & Associate Dean, SOM, Presidency University. | Member Secretary |
| 3 | Dr. Balu L | HOD, Associate Professor. SOCE, Presidency University. | Member |
| 4 | Dr. Akhila R Udupa | Associate Professor, SOM, Presidency University. | Member |
| 5 | Dr. Bipasha Maity | Professor, SOM, Presidency University. | Member |
| 6 | Dr.Kunal Saxena | Assistant Professor, SOM, Presidency University. | Member |
| 7 | Dr Dhananjay Keskar | Former VC, Amity Group pf Institutions, Mauritius | External Member |
| 8 | Mr. Sudheer Banerjee | Senior Vice President and Head of Global Business Services at ABB Bangalore | External Member |
| 9 | Dr. Shiva Prasad H N | Director at Dr.D Veerendra Heggade Institute of Management Studies & Research | External Member-Academics |
| 10 | Mr. R S Mani | Independent Management Consulting Professional | External Member |
| 11 | Dr. C Rajendran | Professor, Department of Management Studies, IIT Madras, Chennai | External Member |

Invitees:

Dr. Anita Yadav, Professor, SOM, Presidency University.

Dr. Chithambar Gupta, Associate Professor, SOM, Presidency University.

Dr. Swapnil Mackasare, Associate Professor, SOM, Presidency University.

Dr. Jayakrishna Udupa, Associate Professor, SOM, Presidency University.

Dr. Anil Gowda, Associate Professor, SOM, Presidency Unvers

HOD, School of Management.

Sanne
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BANGALORE

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| | Annexures |
| I | Minutes of IX BOS Meeting held on 29.08.2020 |
| II | Revised Program Regulations of MBA 2020-22 batch |
| III | Revised Program Curriculum for MBA 2019-20 batch |
| IV | Feedback on Curriculum 2019-20 |
| V | Template of Curriculum structure for 2021 Batch |
| VI | Feedback on Curriculum 2021 |
| VII & VIII | Item related to SoC. Document is with SoC |

School of Management

Members of X Board of Studies Meeting

| Internal Members | |
|---|---|
| Chairperson | Dr. Gunjeet Kaur , Dean, SOM, Presidency University. |
| Members | Member Secretary Dr. K. Krishna Kumar, Professor & Associate Dean, SOM Dr. Balu L, HOD & Associate Professor, SOC Dr. Akhila R Udupa, Associate Professor, SOM |
| Senior Professional as a member from Industry/Academia | |
| Members | 1) Dr. Shiva Prasad H N, Director at Dr.D Veerendra Heggade Institute of Management Studies & Research 2) Mr. R S Mani, Independent Management Consulting Professional |
| External experts having experience, competence and subject knowledge | |
| Members | 1) Mr. Sudheer Banerjee, Senior Vice President and Head of Global Business Services at ABB Bangalore 2) Dr Dhananjay Keskar, Former VC, Amity Group of Institutions, Mauritius 3) Dr. C Rajendran, Professor, Department of Management Studies, IIT Madras, Chennai |
| Special Invitees | 1) Dr. Kunal Saxena, Assistant Professor, SOM 2) Dr. Bipasha Maity, Professor, SOM |



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(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

School of Management

Agenda for X Board of Studies Meeting on 22nd May 2021

Agenda – 1

To approve the minutes of IX Board of Studies Meeting held on 29th August, 2020. –Annexure 1

Agenda – 2

Discussions on the Program Regulations & Curriculum [PRC] for the 2020 admitted students of MBA Program. – Annexure 2

Agenda – 3

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Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of MBA Program. - Annexure 6

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Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of BBA,B Com & B Sc Economics Program. - Annexure 8

Agenda – 9

Any other matter with the permission of the Chair.



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School of Management

X Board of Studies Meeting held on 22nd May 2021

Member's / Invitee's Attendance

| | |
|----------------------|-----------------|
| Dr. Gunjeet Kaur | |
| Dr. K. Krishna Kumar | |
| Dr. Akhila R. Udupa | Akhila R. Udupa |
| Dr. Balu L | Balu L |
| Dr. Shiva Prasad H N | On line |
| Mr. R. S. Mani | On line |
| Mr. Sudheer Banerjee | On line |
| Dr. Dhananjay Keskar | On line |
| Dr. C. Rajendran | On line |
| Dr. Kunal Saxena | On line |
| Dr. Bipasha Maity | |



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REF. No. PU/BOS_MBA-05/22/_2021

Minutes of the X Meeting of the BOARD OF STUDIES of SCHOOL OF
MANAGEMENT held on 22nd May 2021
Members of X Board of Studies Meeting Held on 22nd May 2021

| Internal Members | |
|---|---|
| Chairperson | Dr. Gunjeet Kaur , Dean, SOM, Presidency University. |
| Members | Member Secretary Dr. K. Krishna Kumar, Professor & Associate Dean, SOM Dr. Balu L, HOD & Associate Professor, SOC Dr. Akhila R Udupa, Associate Professor, SOM |
| Senior Professional as a member from Industry/Academia | |
| Members | 1) Dr. Shiva Prasad H N, Director at Dr.D Veerendra Heggade Institute of Management Studies & Research 2) Mr. R S Mani, Independent Management Consulting Professional |
| External experts having experience, competence and subject knowledge | |
| Members | 1) Mr. Sudheer Banerjee, Senior Vice President and Head of Global Business Services at ABB Bangalore 2) Dr Dhananjay Keskar, Former VC, Amity Group pf Institutions, Mauritius 3) Dr. C Rajendran, Professor, Department of Management Studies, IIT Madras, Chennai |
| Special Invitees | 1) Dr. Kunal Saxena, Assistant Professor, SOM 2) Dr. Bipasha Maity, Professor, SOM |

The Chairperson welcomed the members for the meeting. All external members were present in the meeting .The Chairperson briefed the members on the objectives of the meeting, need for the proposed revisions for the MBA Program Structure and Curriculum of 2020 – 22 MBA Batch and new CBCS Course Grid to be offered at Presidency University for the 2021-23 Batch.



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Agenda – 10.1

To approve the minutes of IX Board of Studies Meeting held on 29th August, 2020. –Annexure 1

Comment: Board noted and approved the minutes of the IX Board of Studies meeting.

Resolution: Resolved that the minutes of the IX Board of Studies Meeting held on 29th August 2020, as placed before the members and herewith appended as Annexure I, be and is hereby approved.

Agenda – 10.2

Discussions on the Program Regulations & Curriculum [PRC] for the 2020 admitted students of MBA Program. – Annexure 2

Comment: The MBA Program Regulations, Structure and Curriculum from the I Semester to IV Semester of 2020-22 batch was discussed. The changes in the curriculum as provided in the annexure for each of the semester was also discussed which was as follows:

1. Principles of Management course credits pertaining to I Semester were reduced from 3 credits to 2 credits.
2. Personality Development I audit course pertaining to I Semester was converted to 1 credit course.
3. MOOC course of 1 credit was shifted from I Semester to II Semester.
4. MOOC course of 2 credits pertaining to II Semester was withdrawn.
5. Personality Development III audit course and Aptitude Training II audit Course is proposed to be converted to 1 credit course each.
6. A current affairs course titled “ Contemporary Issues in Business & Society” is proposed to be introduced as a one credit course in both III & IV Semester.
7. The board approved to replace Summer Internship Project for III semester with Organizational Study due to COVID pandemic.

Resolution: Resolved that the above revisions and proposals in the Program Curriculum from the I Semester to IV Semester of the 2020-2022 batch herewith appended as Annexure II, be and are hereby ratified and approved.

Agenda – 10.3

Discussions on the Program Regulations & Curriculum [PRC] for the 2019 admitted students of MBA Program. – Annexure 3

Comment: In order to enable On the Job Training students (placed students) to acquire the requisite 12 credits of the IV Semester the following five NPTEL SWAYAM MOOC courses of four credits each were offered, of which students were required to undergo and complete



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three courses. The list of the above mentioned courses for which approval for inclusion into the IV Semester curriculum is as follows:

| List of OJT(On The Job Training) Courses – MBA Program | | | | | | | |
|--|-------------|---|--------------|------------------|---|---|---------|
| S. No. | COURSE CODE | COURSE NAME | COURSE TYPE | CREDIT STRUCTURE | | | |
| | | | | L | T | P | Credits |
| 1 | OJT01 | Leadership for India Inc: Practical concepts and Constructs | Swayam NPTEL | 4 | 0 | 0 | 4 |
| 2 | OJT02 | Management of Inventory Systems | Swayam NPTEL | 4 | 0 | 0 | 4 |
| 3 | OJT03 | Consumer Buying Behaviour | Swayam NPTEL | 4 | 0 | 0 | 4 |
| 4 | OJT04 | Management of Commercial Banking | Swayam NPTEL | 4 | 0 | 0 | 4 |
| 5 | OJT05 | Marketing Analytics | Swayam NPTEL | 4 | 0 | 0 | 4 |

Resolution: Resolved that the above mentioned courses be incorporated into the Program Structure and curriculum for MBA 2019-21 batch.

Agenda – 10.4

Discussion on the feedback obtained on curriculum from industry, students, alumni and faculty members of MBA Program. - Annexure 4

Comment: Feedbacks received from industry, alumni, current students and faculty were presented and discussed.

Resolution: Resolved that the chairperson be authorized to include and consider into the curriculum the aspects of the feedback as appropriate.

Agenda –10. 5

Discussion on the Proposed CBCS Course Grid and the Course Catalogues for 2021 admitted students of MBA Program. – Annexure 5

Comment: CBCS Curriculum for MBA Program of 2021-23 batch was discussed and deliberated in detail. The following observations were made:

1. The members appreciated various courses in CBCS grids of MBA Dual and Single Specialization Programs.



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2. There were deliberations on inclusion of Business Marketing as a course. As some aspects of Business Marketing is covered in the course Rural Marketing, it was suggested to include a higher component of Business marketing in Rural Marketing course.
3. The members suggested to include business simulation as an activity for students.
4. It was suggested to include Case Study Component in courses and it was expressed that the same has already been included in Course Catalogues.
5. The members discussed the possibility of including a course related to community connect in curriculum.
6. The members suggested to explore the opportunities of online internships.
7. The members suggested to include "Automation" in Operations (Dual) and Logistics and Supply Chain Management (Single) Specialisation Courses.
8. It was suggested to include Econometrics as a discipline elective course under Business Analytics specialisation.
9. The members suggested to add MS Projects as a part of Operations specialisation.
10. It was suggested to include a course on statistical software. However, it was clarified that the use of softwares like SPSS and R are being used in courses wherever applicable.
11. The members discussed whether courses on "Python" and "R" are included under Business Analytics specialisation. It was clarified that they are included.
12. The members suggested to focus on the aspect of sustenance in the courses.
13. The members suggested to include live marketing projects like, Brand Scan under Marketing specialisation courses.
14. It was suggested to include Research Projects in order to produce future academicians. However, it was clarified that Dissertation of IV Semester is a research project.
15. The members discussed whether "Change Management" and "Act of Connecting" has been included under HR specialisation curriculum. It was clarified that courses like, Organisational Development and Change as well as Leadership – Physical and Digital, include "Change Management" and "Act of Connecting".
16. The members appreciated the Value Added Courses offered.

Resolution:

Resolved that the Chairperson of the Board be authorised to make the necessary and applicable changes in the CBCS Curriculum/Grid based on above suggestions. Subject to the above, CBCS Curriculum/Grid herewith appended as Annexure V, be and are hereby approved.

Agenda – 10.6

Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of MBA Program. - Annexure 6

Comment: Feedbacks received from industry, alumni, current students and faculty on the new CBCS were presented and discussed in detail.

Resolution: *Resolved that the chairperson be authorized to include and consider into the curriculum the aspects of the feedback as appropriate.*



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Agenda – 10.7

Discussion on the Proposed CBCS Course grid and the Course Catalogues for 2021 admitted students of BBA,B Com & B Sc Economics Program. – Annexure 7

Comment: The CBCS grid and the course catalogues of the above programs were presented for approval and discussions were made.

Resolution: Resolved that the CBCS Course grid and the Course Catalogues for 2021 admitted students of BBA,B Com & B Sc Economics Program as appended in Annexure VII is hereby approved. The Chairperson is hereby authorized to make necessary changes as appropriate.

Agenda – 10.8

Discussion on the feedback obtained from industry, students, alumni and faculty members on the proposed CBCS Course grid of BBA,B Com & B Sc Economics Program. - Annexure 8

Comment: Feedbacks received from industry, alumni, current students and faculty on the new CBCS were presented and discussed.

Resolution: Resolved that the chairperson be authorized to include and consider into the curriculum the aspects of the feedback as appropriate.

Agenda – 10.9

Any other matter with the permission of the Chair.:

It is proposed to authorise the Chairperson of the BOS to approve the contents as developed in the course handout and approved by the DAC for various courses for the academic Years 2019, 2020.

Comment: A sample course hand outs were presented for illustration.

Resolution: Resolved that the chairperson be authorized to include to approve the contents as approved by the respective DAC.

The meeting concluded with a vote of thanks by the Chairperson.

ANNEXURE SOM 10.5.5



PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi



School of Management

Department of Master of Business Administration (MBA)

CURRICULUM STRUCTURE

based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

Program: Master of Business Administration

MBA. [Single Specialisation]

MBA [Logistics & Supply Chain Management]

2021-2023



MBA (Logistics & Supply Chain Management)



Sample Course Grid - Student Choice

I SEMESTER

| S. No. | Course Type | COURSE CODE | COURSE NAME | CREDIT STRUCTURE | | | Basket wise Total |
|--------------|--------------|-------------|---|------------------|---|-----------|-------------------|
| | | | | L | P | CREDITS | |
| 1 | School Core | ENG1006 | Communication Skills | 1 | 2 | 2 | School Core - 16 |
| 2 | School Core | MBA1007 | Business Statistics | 1 | 0 | 4 | |
| 3 | School Core | MBA1009 | Micro Economics for Managers | 2 | 0 | 2 | |
| 4 | School Core | MBA1010 | Principles of Management | 3 | 0 | 3 | |
| 5 | School Core | MBA1012 | Data Analysis using Spread Sheets | 1 | 2 | 2 | |
| 6 | School Core | MBA2021 | Fundamentals of Sales process- Physical & digital | 2 | 0 | 2 | |
| 7 | School Core | PPS1003 | Personality Development - Basic | 0 | 2 | 1 | |
| 8 | Program Core | MBA1013 | Leadership - Physical and Digital | 3 | 0 | 3 | Program Core - 9 |
| 9 | Program Core | MBA1011 | Financial Accounting for Managers | 3 | 0 | 3 | |
| 10 | Program Core | MBA1014 | Fundamentals of Marketing | 3 | 0 | 3 | |
| TOTAL | | | | | | 25 | |

II SEMESTER

| S. No. | Course Type | COURSE CODE | COURSE NAME | CREDIT STRUCTURE | | | Basket wise Total |
|--------|-------------|-------------|--|------------------|---|---------|-------------------|
| | | | | L | T | CREDITS | |
| 1 | School Core | MBA1008 | Macro Economics for Managers | 2 | 0 | 2 | School Core - 9 |
| 2 | School Core | MBA3002 | Entrepreneurship and New Business Models | 2 | 0 | 2 | |
| 3 | School Core | MBA3003 | Business Ethics & Corporate governance | 2 | 0 | 2 | |
| 4 | School Core | MBA3035 | Contemporary Issues in Society | 1 | 0 | 1 | |
| 5 | School Core | PPS2004 | Aptitude Training - Basic | | 4 | 2 | |


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|--------------|---------------|---------|--------------------------------------|---|---|-----------|-------------------|
| 6 | Program Core | MBA2020 | Fundamentals of Business Analytics | 2 | 0 | 2 | Program Core - 18 |
| 7 | Program Core | MBA2029 | Strategic Marketing Management | 3 | 0 | 3 | |
| 8 | Program Core | MBA2024 | Financial Management | 4 | 0 | 4 | |
| 9 | Program Core | MBA2027 | Human Resource Management | 3 | 0 | 3 | |
| 10 | Program Core | MBA2032 | Production and Operations Management | 3 | 0 | 3 | |
| 11 | Program Core | MBA2033 | Business Research Methods | 3 | 0 | 3 | |
| 12 | Open Elective | | OE1 | 3 | 0 | 3 | Open Elective -3 |
| TOTAL | | | | | | 30 | |

| III SEMESTER | | | | | | | |
|---------------------|---------------------|-------------|------------------------------------|------------------|---|-----------|-------------------------|
| S. No. | Course Type | COURSE CODE | COURSE NAME | CREDIT STRUCTURE | | | Basket wise Total |
| | | | | L | T | CREDITS | |
| 1 | School Core | MBA3001 | Business Law | 3 | 0 | 3 | School Core - 11 |
| 2 | School Core | MBA3004 | Summer Internship Project | 0 | 0 | 5 | |
| 3 | School Core | MBA3036 | Contemporary Issues in Business | 1 | 0 | 1 | |
| 4 | School Core | PPS3003 | Personality Development - Advanced | 0 | 4 | 2 | |
| 5 | Program Core | MBA3022 | Corporate Strategy | 3 | 0 | 3 | Program Core - 3 |
| 6 | Open Elective | | OE2 | 3 | 0 | 3 | Open Elective -3 |
| 7 | Discipline Elective | MBA3036 | Discipline Elective Course 1 | 3 | 0 | 3 | Discipline Elective -14 |
| 8 | Discipline Elective | MBA3037 | Discipline Elective Course 2 | 3 | 0 | 3 | |
| 9 | Discipline Elective | MBA3038 | Discipline Elective Course 3 | 2 | 0 | 2 | |
| 10 | Discipline Elective | MBA3035 | Discipline Elective Course 4 | 3 | 0 | 3 | |
| 11 | Discipline Elective | MBA4062 | Discipline Elective Course 5 | 3 | 0 | 3 | |
| TOTAL | | | | | | 31 | |

| |
|--------------------|
| IV SEMESTER |
|--------------------|



| S. No. | Course Type | COURSE CODE | COURSE NAME | CREDIT STRUCTURE | | | Basket wise Total |
|--------------------|---------------------|-------------|--|------------------|---|--------------------|--------------------------|
| | | | | L | T | CREDITS | |
| 1 | Discipline Elective | | Discipline Elective Course 6 | 2 | 0 | 2 | Discipline Elective - 16 |
| 2 | Discipline Elective | | Discipline Elective Course 7 | 2 | 0 | 2 | |
| 3 | Discipline Elective | | Discipline Elective Course 8 | 2 | 0 | 2 | |
| 4 | Discipline Elective | | Discipline Elective Course 9 | 2 | 0 | 2 | |
| 5 | Discipline Elective | | Discipline Elective Course 10 | 2 | 0 | 2 | |
| 6 | Discipline Elective | | Discipline Elective Course 11 | 2 | 0 | 2 | |
| 7 | Dissertation | MBA4046 | Dissertation in the Chosen Discipline Elective | 0 | 0 | 4 | |
| TOTAL | | | | | | 16 | |
| Grand Total | | | | | | 102 Credits | |


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