



**PRESIDENCY  
UNIVERSITY**

School of Management  
X Board of Studies Meeting (BOS)  
22<sup>nd</sup> May 2021

Presidency University  
Dibbur, Itgalpur  
Bengaluru

*Jane*  
REGISTRAR REGISTRAR  
PRESIDENCY UNIVERSITY  
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 29<sup>th</sup> 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  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

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.

*Janu*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

## Table of Contents

Sl. No.	Details
1	List of Members – X Board of Studies Meeting - SOM
2	Agenda of the Meeting
3	Attendance of Members
4	Minutes of X Board Of Studies Meeting
	<b>Annexures</b>
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

<b>Internal Members</b>	
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
<b>Senior Professional as a member from Industry/Academia</b>	
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
<b>External experts having experience, competence and subject knowledge</b>	
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



# PRESIDENCY UNIVERSITY

(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 22<sup>nd</sup> May 2021

#### Agenda – 1

To approve the minutes of IX Board of Studies Meeting held on 29<sup>th</sup> 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 7

#### 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 8

#### Agenda – 9

Any other matter with the permission of the Chair.



# PRESIDENCY UNIVERSITY

## School of Management

X Board of Studies Meeting held on 22<sup>nd</sup> 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	



# PRESIDENCY UNIVERSITY

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 22<sup>nd</sup> May 2021

<b>Internal Members</b>	
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
<b>Senior Professional as a member from Industry/Academia</b>	
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
<b>External experts having experience, competence and subject knowledge</b>	
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.





# PRESIDENCY UNIVERSITY

## Agenda – 10.1

To approve the minutes of IX Board of Studies Meeting held on 29<sup>th</sup> 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 29<sup>th</sup> 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



# PRESIDENCY UNIVERSITY

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.



# PRESIDENCY UNIVERSITY

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.*



# PRESIDENCY UNIVERSITY

## 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 10.5.1



# 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. [Dual Specialisation]**

**MBA**

**2021-2023**



## MBA Dual ( Marketing & Finance)


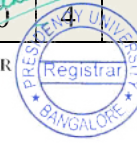
### Sample Course Grid - Student Choice

#### 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	
<b>TOTAL</b>						<b>25</b>	

#### 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	
6	School Core	PPS2004	Aptitude Training	0	4	2	

  
 REGISTRAR  


7	Program Core	MBA2020	Fundamentals of Business Analytics	2	0	2	Program Core - 18
8	Program Core	MBA2029	Strategic Marketing Management	3	0	3	
9	Program Core	MBA2024	Financial Management	4	0	4	
10	Program Core	MBA2027	Human Resource Management	3	0	3	
11	Program Core	MBA2032	Production and Operations Management	3	0	3	
12	Program Core	MBA2033	Business Research Methods	3	0	3	
13	Open Elective	MBA3026	OE1	3	0	3	Open Elective -3
<b>TOTAL</b>						<b>30</b>	

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	MBA3035	Contemporary Issues in Society	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		Marketing Elective Course 1	3	0	3	Discipline Elective -14
8	Discipline Elective		Marketing Elective Course 2	3	0	3	
9	Discipline Elective		Marketing Elective Course 3	3	0	3	
10	Discipline Elective		Finance Elective Course 1	3	0	3	
11	Discipline Elective		Finance Elective Course 2	2	0	2	
<b>TOTAL</b>						<b>31</b>	

IV SEMESTER							
S. No.	Course Type	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			Basket wise Total



				<b>L</b>	<b>T</b>	<b>CREDITS</b>	
1	Discipline Elective		Marketing Elective Course 4	2	0	2	
2	Discipline Elective		Marketing Elective Course 5	2	0	2	
3	Discipline Elective		Marketing Elective Course 6	2	0	2	
4	Discipline Elective		Finance Elective Course 3	2	0	2	
5	Discipline Elective		Finance Elective Course 4	2	0	2	
6	Discipline Elective		Finance Elective Course 5	3	0	2	
7	Dissertation	MBA4046	Dissertation in the Chosen Discipline Elective	0	0	4	
<b>TOTAL</b>						<b>16</b>	
<b>Grand Total</b>						<b>102 Credits</b>	

  
 REGISTRAR  
