



**PRESIDENCY
UNIVERSITY**

School of Management
IX Board of Studies Meeting (BOS)
29th August 2020

Presidency University
Dibbur, Itgalpur
Bengaluru

Sanne
REGISTRAR
PRESIDENCY UNIVERSITY
Registrar
BANGALORE



PRESIDENCY UNIVERSITY

Ref: PU-SOM/2020-2021/BOS-9

Date: 17-08-2020

BOS MEETING NOTICE

The 9th Meeting of the Board of Studies of the School of Management, Presidency University, will be held on 29th August 2020, at 10:30 am on online mode.

Agenda:

1. To approve the minutes of 8th Board of Studies Meeting held on 8th June, 2019.
2. To consider and approve the Program Regulations for MBA 2020 -22 Batch.
3. To consider and approve Program Structure and curriculum for MBA 2020 -22 Batch:
 - a) MBA - Dual Specialization
 - b) MBA - Digital Marketing
 - c) MBA - E – Commerce
 - d) MBA – Business Analytics
 - e) MBA – Logistics and Supply Chain Management
4. To deliberate on the Course Description and Syllabus for MBA (all Programs) 2020-22 batch.
5. To consider and approve the changes to MBA 2019– 21 Batch Program Structure and Curriculum.
6. To consider and approve the program structure and Curriculum of 3 year undergraduate **new**
BBA Programs
 - a) BBA- Business Analytics
 - b) BBA- Digital Marketing
 - c) BBA- E-Commerce and Supply Chain Management
 - d) BBA- Financial Technology and School of Commerce (SOC)
 - e) M.Com-Forensic Accounting and Corporate Fraud.
7. To consider and approve the changes in program structure, curriculum and program regulations of 2019-22 batches and 2020-23 batch onwards
 - a) **SOM-BBA Regular, BBA Aviation Management and**
 - b) **SOC-B.Com (Professional) and B.Com (Honors).**
8. Any other matter with the permission of the chair.

Kindly make it convenient to attend the meeting.


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To,
Members and Invitees

S No	Name	Affiliation	Position
1	Dr. K.Krishna Kumar	Professor & HOD, SOM, Presidency University.	Chairperson
2	Dr. Balu L	HOD, Associate Prof. 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	Prof. M.Madhavi	Assistant Professor, SOL, Presidency University.	Member
8	Mr. Sudheer Banerjee	Senior Vice President and Head of Global Business Services at ABB Bangalore	External Member
9	Ms. Lochan Narayanan	Independent Leadership Development Consultant & Leadership Coach	External Member
10	Dr. Shiva Prasad H N	Director at Dr.D Veerendra Heggade Institute of Management Studies & Research	External Member- Academics
11	Mr. R S Mani	Independent Management Consulting Professional	External Member

Special Invitees:

Dr Radha Padmanabhan, Vice Chancellor , Presidency University

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 University.

HOD, School of Management.


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Private University Estd. in Karnataka State by Act No. 41 of 2013

School of Management and School of Commerce Members of IX BoS Meeting on 29th August 2020

Sl. No.	Name	Designation with Affiliation	Status
1	Dr. K. Krishna Kumar	Professor & HoD, SoM	Chairperson
2	Dr. Balu L	HOD & Associate Professor, SOC	Member
3	Dr. Bipasha Maity	Professor, SoM	Member
4	Dr. Kunal Saxena	Assistant Professor, SoM	Member
5	Prof. M. Madhavi	Assistant Professor, SOL	Member in Sister School
6	Dr. Anita Yadav	Professor, SOM	Internal Member
7	Dr. Chithambar Gupta	Associate Professor, SOM.	Internal Member
8	Dr. Anil Gowda	Associate Professor, SOM	Internal Member
9	Dr. Swapnil Mackasare	Associate Professor, SOM	Internal Member
10	Dr. Jayakrishna Udupa	Associate Professor, SOM	Internal Member
11	Dr. Radha Padmanabhan	Vice Chancellor, Presidency University	Special Invitee
12	Mr. Sudhir Banerjee	Senior Vice President and Head of Global Business Services at ABB Bangalore	External Member (Industry)
13	Ms. Lochan Narayanan	Independent Leadership Development Consultant & Leadership Coach	External Member (Industry)
14	Dr. Shiva Prasad H N	Director at Dr.D. Veerendra Heggade Institute of Management Studies & Research	External Member (Academic)
15	Mr. R S Mani	Independent Management Consulting Professional	External Member (Industry)
16	Dr. Akhila R Udupa	Associate Professor, SoM	Member Secretary

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6_attendance Report of IX BOS

10:40:55 From Dr.Akhila R Udupa Associate Professor , SOM : Welcome Ms. Lochan Narayanan
10:41:17 From Lochan Narayanan : Thank you for having me here.. my apologies for being delayed
10:42:02 From radha : Welcome Ms. Lochan on behalf on the University.
10:42:06 From radha : VC here
10:42:26 From Lochan Narayanan : Thank you Madam! It is good to see everyone!
10:47:11 From radha : Dear Team,
10:50:11 From radha : I need to log out for another engagement. will get back. Kindly excuse. Good wishes
10:50:41 From Dr.Akhila R Udupa Associate Professor , SOM : ok Mam..Thank you for joining
10:57:42 From Ram Mani : Team... I have to log out for an hour and I will be back at 12.. Thank you
10:58:01 From Dr.Akhila R Udupa Associate Professor , SOM : Thank you Sir
11:45:00 From Dr.Akhila R Udupa Associate Professor , SOM : Request everyone to put one message in the chatbox so that your attendance gets recorded
11:45:16 From Lochan Narayanan : Present! :)
11:45:31 From Dr. Chithambar Gupta : Present!
11:45:33 From Admin : Presnet
11:45:34 From Dr Anil B Gowda : Sure Madam.. It is fine.
11:45:51 From Bipasha Maity : I am in present in the meeting
11:45:58 From Dr. Pradeep Kumar S V : I am Dr. Pradeep Kumar S V From SOC
11:46:02 From Dr Swapnil : Hi! I'm Present!!
11:46:19 From Balakrishna C V : Balakrishna
Present
SOC
11:46:22 From Kunal Saxena : Present Madam
11:46:34 From SIVA KRISHNA : Siva Krishna
11:46:38 From SIVA KRISHNA : from SoC
11:47:11 From Dr Anil B Gowda : Present Madam
11:47:58 From jayakrishna Udupa : Present Madam
11:50:51 From Mounica : Mounica from SoC, mam



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REF. No. PU/BOS_MBA-08/29/_2020

**Minutes of the IX Meeting of the BOARD OF STUDIES of
SCHOOL OF MANAGEMENT and SCHOOL OF COMMERCE
held on 29th August 2020**

Members of IX Board of Studies Meeting Held on 29th August 2020

Internal Members	
Chairperson	Dr. K. Krishna Kumar, Professor & HOD, SOM
Members	Dr. Balu L, HOD & Associate Professor, SOC Dr. Akhila R Udupa, Associate Professor, SOM Dr. Bipasha Maity, Professor, SOM Dr. Kunal Saxena, Assistant Professor, SOM
Member – Sister School	Prof. M. Madhavi, Assistant Professor, SOL
Invitees	Dr. Anita Yadav, Professor, SOM Dr. Chithambar Gupta, Associate Professor, SOM. Dr. Anil Gowda, Associate Professor, SOM Dr. Swapnil Mackasare, Associate Professor, SOM, Presidency University. Dr. Jayakrishna Udupa, Associate Professor, SOM, Presidency University.
Special Invitee	Dr. Radha Padmanabhan, Vice Chancellor, Presidency University
External Expert Members	
Members	Mr. Sudhir Banerjee, Senior Vice President and Head of Global Business Services at ABB Bangalore Ms. Lochan Narayanan, Independent Leadership Development Consultant & Leadership Coach Dr. Shiva Prasad H N, Director at Dr.D. Veerendra Heggade Institute of Management Studies & Research Mr. R S Mani, Independent Management Consulting Professional

The Chairman welcomed the members present for the meeting.

Leave of absence was requested for and granted to member Dr. Shiva Prasad H N who could not be present in the meeting.

The Chairman briefed the members on the objectives of the meeting and need for the proposed revisions for the MBA Program Structure and Curriculum to be offered at Presidency University for the 2020-22 Batch.

Agenda 9.1

To approve the minutes of 8th Board of Studies Meeting held on 8th June, 2019

Comment: Board noted and approved the minutes of the 8th Board of Studies meeting.

Resolution: Resolved that the minutes of the 8th Board of Studies Meeting held on 8th June 2019, as placed before the members and herewith appended as Annexure I, be and is hereby approved.



Agenda 9.2

To consider and approve the Program Regulations Structure and Curriculum for MBA 2020 - 22 Batch:

- a) MBA - Dual Specialization
- b) MBA - Digital Marketing
- c) MBA - E – Commerce
- d) MBA – Business Analytics
- e) MBA – Logistics and Supply Chain Management

Comment: The MBA Program Regulations, Structure and Curriculum from the I Semester to IV Semester of 2020-22 batch was discussed and deliberated in detail. The following changes were recommended:

1. The board discussed courses related to Virtual Working and Data Visualization and suggested to include them as a module in the curriculum of OB and Business Analytics courses.
2. The board appreciated various courses added to MBA Dual and Single Specialization Programs.
3. It was suggested to identify Power BI Course and add it to Business Analytics curriculum.
4. The board appreciated the ULC Courses as a part of MBA curriculum and suggested to relate ULC to working with NGO.
5. The board approved the list of MOOC Courses and suggested to add courses related to “Giving Space to team” and “Appreciative Enquiry”.
6. The board suggested to include Fintech”, “ Digital Consumer Behaviour” and “ Digital Product Management” which are E Commerce Specialisation Courses as elective courses to Finance specialisation students.
7. It was suggested to include a Course on Design Thinking and include topics related to business models and start- ups for Operations specialisation.
8. The board suggested to add tools, program languages, data extraction and linear modelling concepts in Business Analytics Curriculum.
9. It was suggested to add “Design Thinking” and “Tech products” as courses in Digital Transformation specialization.
10. The board suggested to include concept of “Art of Possibilities” under PD/Value Added Course.
11. The board appreciated the curriculum of E Commerce specialisation.
12. The board suggested to rename Course “ Supply Chain Outsourcing” as “ Supply Chain Sourcing”.
13. The board authorized the Chairperson to add the proposed MOOC Courses upon their availability to MBA I, II & III Semesters.

Resolution: Resolved that the Program Regulations and Program Structure and Curriculum from I Semester to IV Semester of the 2020-2022 batch herewith appended as Annexure II; be and are hereby approved, with the necessary changes as recommended above.



Agenda 9.3, 9.4, 9.5

To consider and approve the changes to Program Structure and curriculum for MBA 2019 -21 Batch:

Comment:

1. The board approved the courses, "Greening the Economy: Sustainable Cities", "Introduction to Climate Change and Health" and "Green Business Strategy" to be offered as MOOC Courses in lieu of ULC for III Semester.
2. The board opined that MOOC courses were not enough and suggested to explore opportunities for students to pursue Self Learning Courses using webinars. It was suggested to be provided as open topic in elective space.
3. The board approved to replace Summer Internship Project for III semester with Organizational Study due to COVID pandemic.
4. The board approved to replace 'Digital Entrepreneurship' Course of III Semester with 'Entrepreneurship & New Venture Creation.'
5. The board approved the change in program structure of III and IV Semester MBA of both Dual and Single Specialization Programs.

Resolution: Resolved that the suggested changes is ratified / approved and be incorporated in the Program Structure and curriculum for MBA 2019-21 batch as appended in Annexure III . It is also resolved that Course Description and Syllabus for 2019 -21 Batch be drafted and the Chairperson is hereby authorized to include the same.

Agenda 9.6

To consider and approve the program structure and Curriculum 2020 Batch of 3 year

Undergraduate New BBA Programs

- a) BBA - Business Analytics
- b) BBA - Digital Marketing
- c) BBA - E-Commerce and Supply Chain Management
- d) BBA - Financial Technology

Comment: The Program Regulations, Structure and Curriculum of Three year undergraduate new BBA courses and M.Com -Forensic Accounting and Corporate Fraud were discussed in detail. The board suggested the following:

- a. Introducing a course on Fintech to Undergraduate students was appreciated.
- b. The board appreciated the inclusion of Excel as value added Course in Undergraduate Programs.
- c. Introducing e mail writing and spoken English as a part of English course.
- d. Introduce spoken Kannada topics under Kannada language course.



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- e. Exploring Online NGO projects as part of ULC was highly respected.
- f. Panels were happy to note on the Value Added Programs and different projects offered in the form of Activity Based Learning (ABL).

Resolution: Resolved that the Program Regulations and Program Structure and Curriculum of the above mentioned BBA, B.Com and M.Com Programs of 2020 batch, herewith appended as Annexure IV, be and are hereby approved, with the necessary changes as recommended above.

Agenda 9.7

To consider and approve the changes in program structure, curriculum and program regulations of 2019-22 batches and 2020-23 batch onwards

- a) SOM-BBA Regular, BBA Aviation Management and
- b) SOC-B.Com (Professional) and B.Com (Honors).

Comment: The revisions in Program Structure and Curriculum of 3 year Undergraduate BBA, B Com and B Com (Hons) Programs was discussed in detail.

Resolution: Resolved that the Program Regulations for 3 year BBA and B.Com programs herewith appended as Annexure V, be and are hereby approved.

Agenda 9.8

Any other matter with the permission of the Chair.

Comment: Three Swayam NPTEL MOOC Courses were offered for placed students eligible seeking Early Exit Option pertaining to 2018 MBA Batch as per Early Exit Guidelines. As the Final examination was conducted by the University, it was included in the curriculum of IV Semester of MBA 2018 Batch. These three courses are as follows:

- a) Business Analytics for Management Decision
- b) Managerial Skills for Interpersonal Dynamics &
- c) Entrepreneurship

Resolution: Resolved to ratify the inclusion of the above mentioned three courses in the IV Semester Curriculum of 2018 Batch MBA program. .

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

Annexure SOM 9.6.2



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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 Commerce

Three Year Degree Program Regulations and Curriculum, 2020

Program: Bachelor of Business Administration

BBA – Digital Marketing

2020-2023



**Three Year Degree Program
Regulations and Curriculum, 2020**

Programme Curriculum for BBA – Digital Marketing

Table 1.2.1 SEMESTER I										
S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGT111	Financial Accounting	AC	4	0	0	4	4	EM	HV
2	MGT112	Management and Behavioral Practices (V2)	AC	4	0	0	4	4	EM	GE,HV PE
3	MGT113	Business Information Systems	CC	4	0	0	4	4	E	ES
4	ENG105	Essentials of English	FC	2	0	0	2	2	EM	HV
5	LNG106	Communicative English 1	FC	2	0	0	2	2	EM	HV
6	EVS107	Environment Studies	FC	2	0	0	2	2	ES	ES
7	PPD111	Personal and Professional Development – 1	AC	0	0	2	0	2	PS	HV
8	KAN 101/ KAN 201	BaLake Kannada/ Samskruthika Kannada	FC	1/2	0	0	1/2	1	EM	
TOTAL							19/20	21/22		
EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTPC refers to Lecture, Tutorial, Practical, and Credits										


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Table 1.2.2
SEMESTER II

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGT132	Marketing Management	AC	3	0	0	3	3	EM, P	
2	MGT122	Human Resources Management	AC	4	0	0	4	4	EM, P	HV, PE
3	MGI223	Introduction to Digital Marketing	CE	4	0	0	4	4	EM, P	
4	ENG205	Business English	FC	2	0	0	2	2	EM	HV
5	LNG206	Communicative English 2/	FC	2	0	0	2	2	EM	HV
6	ULC207	University Learning Course	NTCC	1	0	1	1	2	P	ES, GE
7	PPD112	Personal and Professional Development - 2	AC	0	0	2	0	2	P	HV
8	KAN 102/ KAN 202	BaLake Kannada/ Samskrithika Kannada	FC	1/2	0	0	1/2	1/2	EM	
TOTAL							17/18	20/21		
EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTPC refers to Lecture, Tutorial, Practical, and Credits										


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Table 1.2.3
SEMESTER III

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGT138	Consumer Behavior & Market Research	CC	4	0	0	4	4	EM	ES
2	MGI236	Internet and Related Technologies	CE	4	0	0	4	4	EM	PE
3	MGT135	Managerial Economics	FC	4	0	0	4	4	EM	HV, ES
4	MGI237	Social and Web Analytics	CE	4	0	0	4	4	EM	
5	MGI238	Web design and Development	CE	4	0	0	4	4	EM	
6	PPD131	Personal and Professional Development-3	AC	0	0	2	1	2	P	PE
		TOTAL					21	22		
<p>EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTTPC refers to Lecture, Tutorial, Practical, and Credits</p>										

Table 1.2.4
SEMESTER IV

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGT142	Entrepreneurship Development	CC	4	0	0	4	4	E	PE
2	MGT143	Corporate Governance and Business Ethics	CC	4	0	0	4	4	EM	PE
3	MGI246	Digital Media Laws	CE	4	0	0	4	4	EM	
4	MGI247	Digital Marketing Strategy	CE	4	0	0	4	4	EM	
5	OE145	Open Elective – 1	OE	3	0	0	3	3	EM	
6	PPD132	Personal and Professional Development-4	AC	0	0	2	1	2	P	PE
7	MGT701	Internship Project	NTCC	0	0	8	4	1	ES, PS	HV,PE
TOTAL							24	22		
EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTPC refers to Lecture, Tutorial, Practical, and Credits										

Table 1.2.5
SEMESTER V

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas	
				L	T	P	C				
1	MGT254	Social Media Marketing	CE	4	0	0	4	4	EM	ES	
2	MGI255	Search Engine Optimization	CE	4	0	0	4	4	EM		
3	MGT144	Service Management	CC	4	0	0	4	4	PS	PE	
4	MGT153	Customer Relationship Management	CC	4	0	0	4	4	EM	PE	
5	MGT260	Project Management	CC	4	0	0	4	4	EM, E, PS	ES	
6	FLR1009	Open Elective – 2	OE	3	0	0	3	3			
TOTAL								23	24		
EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTPC refers to Lecture, Tutorial, Practical, and Credits											


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Table 1.2.6
SEMESTER VI

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGI265	Web Analytics	CE	2	0	2	4	4	EM	
2	MGI266	Content Strategy	CE	1	0	3	4	4	EM	
3	MGT702	Dissertation	NTCC	0	0	12	6	2	EM, P	PE
4	ECE3106/OE3	Open Elective 3	OE	3	0	0	3	3		
Total							17	13		
		EM – Employability Skills, E – Entrepreneurial Skills, P – Professional Skills GE – Gender Equality, ES – Environment and Sustainability, HV - Human Values & PE - Professional Ethics LTPC refers to Lecture, Tutorial, Practical, and Credits								

PPD (Personal and Professional Development) will be offered as non-credit paper for first 2 semesters. 3rd and 4th semester as 1 credit paper for both 3rd and 4th semesters. (Change as per experts dated 19th August 2021).

Internship moved from 5th to 4th semester due to pandemic.

Project Management subject moved from 6th semester to 5th semester for accommodate placements and higher education preparation for students.

Note: The course structure of BBA Digital Marketing is tentative & subject to revision & approval of the Academic Council.

