



**PRESIDENCY  
UNIVERSITY**

School of Management  
IX Board of Studies Meeting (BOS)  
29<sup>th</sup> August 2020

Presidency University  
Dibbur, Itgalpur  
Bengaluru

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

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

Date: 17-08-2020

## BOS MEETING NOTICE

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

### Agenda:

1. To approve the minutes of 8<sup>th</sup> Board of Studies Meeting held on 8<sup>th</sup> 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.

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

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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BANGALORE



# PRESIDENCY UNIVERSITY

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 29<sup>th</sup> 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



**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 29<sup>th</sup> 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 8<sup>th</sup> Board of Studies Meeting held on 8<sup>th</sup> June, 2019

**Comment:** Board noted and approved the minutes of the 8<sup>th</sup> Board of Studies meeting.

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



## Agenda 9.2

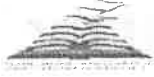
To consider and approve the Program Regulations Structure and Curriculum for MBA 2020 - 22 Batch:

- 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

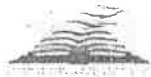
Undergraduate **New BBA Programs**

- 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 9.6.3**



# **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 Commerce**

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

**Program: Bachelor of Business Administration**

**BBA – E Commerce and Supply Chain Management**

**2020-2023**

*Seenu*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

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

**Program Curriculum for BBA – E-Commerce and Supply Chain Management**

Table 1.2.1 SEMESTER I										
S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CON TACT 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	1/2	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				

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	MGI222	Introduction to E-Commerce and Supply Chain Management	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										

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 Behaviour & Market Research	CC	4	0	0	4	4	EM	ES
2	MGI233	Quality Management	CE	4	0	0	4	4	EM	PE
3	MGT135	Managerial Economics	FC	4	0	0	4	4	EM	HV, ES
4	MGI238	Web Design and Development	CE	4	0	0	4	4	EM	
5	MGI235	E-Business Application	CE	4	0	0	4	4	EM	
6	PPD131	Personal and Professional Development- 3	AC	0	0	2	1	2	P	PE

TOTAL				21	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							

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	MGI244	Supply Chain Modeling and Design	CE	4	0	0	4	4	EM		
4	MGI245	Internet and Related Technologies	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-IV	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 HOUR,./9P PPPP0,N BS	Skill Development	Focus Areas
				L	T	P	C			
1	MGI252	Supply Chain Risk Management	CE	4	0	0	4	4	EM	ES
2	LAW9008	Legal Aspects of E Commerce	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	OE1009	Open Elective – 2	OE	3	0	0	3	3		
<b>TOTAL</b>							23	23		

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 1.2.6  
SEMESTER VI

S. No.	COURSE CODE	COURSE NAME	Course Type	CREDIT STRUCTURE				CONTACT HOURS	Skill Development	Focus Areas
				L	T	P	C			
1	MGI263	Accounting in Logistics and Supply Management	CE	4	0	0	4	4	EM	
2	MGI264	Digital Marketing	CE	4	0	0	4	4	EM	
3	MGT702	Dissertation	NTCC	0	0	1 2	6	2	EM, P	PE
4	ECE310 6	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								

**Note: The course structure of BBA E-Commerce and Supply Chain Management is tentative & subject to revision & approval of the Academic Council.**

