



PRESIDENCY UNIVERSITY

School of Management


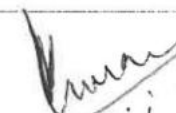
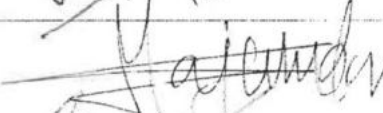



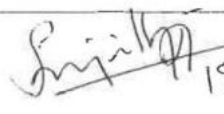

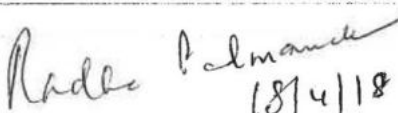


Members of 6th Board of Studies Meeting on 18th April 2018

Internal Members	
Chairperson	Prof. Gautam Ghosh, Director, SOM
Members	Dr. K. Krishna Kumar, Associate Professor & HOD, SOM Dr. S. K. Majumdar, Professor, SOM Dr. Satish Menon, Associate Professor, SOM Prof. Soman Nambiar, Director, Corporate Affairs, PGI. Dr. Balanagarajan, Assistant Professor, SOM
Member – Sister Department	Prof. Sujith Surendran, SOL
External Expert Members	
Member	1) Dr. Jagatheesh Jayanand, VP- Learning & Knowledge Management, Accenture, Bangalore. 2) Dr. Dolphy Abraham, Ex-Dean Research, Alliance University, Bangalore.
Non Member – Special Invitees	
Special Invitees	Dr. Vijayan Immanuel, Pro Chancellor, Presidency University
	Dr. Nagendra Parashar, Vice Chancellor, Presidency University
	Dr. Radha Padmanabhan, Pro Vice Chancellor, Presidency University
Invitees	1) Dr. Ashok Natarajan, Professor, SOM, Presidency University. 2) Dr. Pratika Mishra, Associate Professor, SOM, Presidency University. 3) Dr. Tanushree Chakraborty, Associate Professor, SOM, Presidency University. 4) Dr Bipasha Maity, Associate Professor, SOM, Presidency University. 5) Dr. V. Gajapathy, Associate Professor, SOM, Presidency University. 6) Dr. Arabinda Bhandari, Assistant Professor, SOM, Presidency University. 7) Prof. Sanjay Kumar, Assistant Professor, SOM, Presidency University. 8) Dr. Rosewine Joy, Assistant Professor, SOM, Presidency University. 9) Prof. Vrinda Nair, Assistant Professor, SOM, Presidency University. 10) Prof. Leena George, Assistant Professor, SOM, Presidency University. 11) Dr. Nishant Labhane, Assistant Professor, SOM, Presidency University.


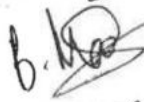

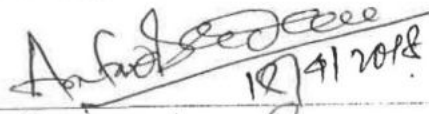
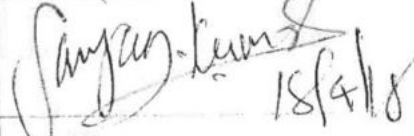



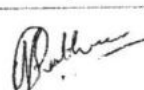


PRESIDENCY UNIVERSITY

School of Management
6th Board of Studies Meeting held on 18th April 2018
Member's / Invitee's Attendance

Prof. Gautam Ghosh	 18/4/18
Dr K.Krishna Kumar	 18/4/2018
Dr. S.K.Majumdar	 18/4/2018
Dr. Satish Menon	 18/4/2018
Prof. Soman Nambiar	 18/4/18
Dr. Balanagarajan	 18/4/18
Prof. Sujith Surendran	 18/4/2018
Dr. Dolphy Abraham	 18/4/2018
Dr. Vijayan Emanuel	
Dr. Nagendra Parashar	
Dr. Radha Padmanabhan	 18/4/18
Dr. Ashok Natarajan	 18/4/18
Dr. Pratika Mishra	 18/4/2018



Dr. Tanushree Chakraborty	 18/4
Dr Bipasha Maity	
Dr. V. Gajapathy	 18/04/2018
Dr. Arabinda Bhandari	 18/4/2018
Prof. Sanjay Kumar	 18/4/18
Dr. Rosewine Joy	
Prof. Vrinda Nair	
Prof. Leena George	
Dr. Nishant Labhane	



**Minutes of the 6th Meeting of the BOARD OF STUDIES of
SCHOOL OF MANAGEMENT held on 18th April 2018**

Members Present	
Chairperson	Prof. Gautam Ghosh, Director, SOM
Members	Dr. K. Krishna Kumar, Associate Professor & HOD, SOM Dr. S. K. Majumdar, Professor, SOM Dr. Satish Menon, Associate Professor, SOM Dr. Balanagarajan, Assistant Professor, SOM Prof. Soman Nambiar, Director-Corporate Affairs, Presidency Group of Institutions
Member – Sister School	Prof. Sujith Surendran, Assistant Professor, SOL
External Expert Members	
Member	Dr. Dolphy Abraham, Ex-Dean Research, Alliance University, Bangalore.
Non Member – Special Invitees	
	Dr. Radha Padmanabhan, Pro Vice Chancellor, Presidency University
Invitees	12) Dr. Ashok Natarajan, Professor, SOM, Presidency University. 13) Dr. Pratika Mishra, Associate Professor, SOM, Presidency University. 14) Dr. Tanusree Chakraborty, Associate Professor, SOM, Presidency University. 15) Dr. Bipasha Maity, Associate Professor, SOM, Presidency University. 16) Dr. V. Gajapathy, Associate Professor, SOM, Presidency University. 17) Dr. Arabinda Bhandari, Assistant Professor, SOM, Presidency University. 18) Prof. Sanjay Kumar, Assistant Professor, SOM, Presidency University. 19) Dr. Rosewine Joy, Assistant Professor, SOM, Presidency University. 20) Prof. Vrinda Nair, Assistant Professor, SOM, Presidency University. 21) Prof. Leena George, Assistant Professor, SOM, Presidency University. 22) Dr. Nishant L, Assistant Professor, SOM, Presidency University.

The Chairman welcomed the members present for the meeting and also requested for granting leave of absence to Dr Jagatheesh Jayanand, the External Member, who could not be present for the meeting, due to his professional commitments. The Chairman briefed the members on the need for the proposed MBA Program Structure and Curriculum to be offered at Presidency University for the 2018-20 Batch.



AGENDA 6.1:

To approve the minutes of the 5th Board Of studies meeting held on 3rd May 2017.

Comment: Board noted and approved the minutes of the 5th Board of Studies meeting.

Resolution: Recommendations of 5th Board of Studies, being already adopted, the minutes were noted and approved.

AGENDA 6.2:

Approval of Program Structure and Curriculum for the 2018-20 Batch of MBA Program.

Comment: The MBA Program Structure and Curriculum from the 1st Semester to 4th Semester for 2018-20 was discussed and deliberated in detail. The following changes were recommended:

1. The course titled 'Foundation Mathematics' in Semester I to be renamed as 'Mathematics for Managers'.
2. The course titled 'Financial Risk Analytics' (Data Science Specialization Elective) be renamed as 'Financial Analytics'.
3. The content coverage of the course 'Business Laws' pertaining to Semester II (2 Credits), be limited to elements of Commercial Law, Negotiable Instruments Act, Company Law, overview of Consumer Protection Law and Labour Laws only.

Resolution: The members have approved the Program Structure and Curriculum for 2018-2020 with the above mentioned changes/recommendations.

AGENDA 6.3:

To ratify the MBA Program Regulations of MBA 2018-20 Batch

Comment: The members reviewed the suggested MBA program regulations and accepted the proposed regulations.

Resolution: The board ratified the proposed regulations and empowered the Chairman of Board to make modifications wherever necessary keeping in mind the broad goal of the program and implement it from AY 2018-19.

Agenda 6.4:

Any other matter with the permission of Chair.


REGISTRAR




Comment: A student by name Ms Dorini J Kisaka with Registration Number 2016MBA901, originally pertaining to 2015-17 batch, after having completed the I and II semester took a sabbatical and reregistered for the III Semester along with 2016-18 batch. On her successful completion of IV semester, the total credits earned by her would be 103 credits as against the minimum qualifying credits requirement of 104 credits for 2016-18 batch. The members considered the issue and suggested that the student be provided with a Term Paper component with a Viva or any other component. The Board empowered the Director of the School, to exercise his discretion and decide on the component for earning the required 1 (One) Credit.

The Introduction of New courses was discussed along with their Course Catalogues.

Resolution: The board empowered the Director to exercise his discretion of finalizing the evaluation component for earning the extra one credit required.

As per the Feedback received from Students, Alumni, Faculty and Employers, 31 (Thirty One) New Courses introduction for MBA Program as per Annexure VIII is hereby approved.

No other matter was taken up for discussion.

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

Annexure – VIII

List of approved New Courses introduced for the Academic Year 2018-19

List of New Courses introduced for the AY 2018-19											
S. No	AY	Program	Semester	Batch	Course Code	Course Name	Course Type	L	T	P	C
1	2018-19	MBA	I	2018	ECO101	Microeconomics for Managers	Core	3	0	0	3
2	2018-19	MBA	I	2018	MGT105	Mathematics for Managers	Core	1	1	0	2
3	2018-19	MBA	II	2018	ULC101	University Learning Course	Core				1
4	2018-19	MBA	III	2017	PPS301	Aptitude Training-II	Core	0	0	2	1
5	2018-19	MBA	III	2017	PPS302	Personality Development-III	Core	0	0	2	1
6	2018-19	MBA	III	2017	MGT302	Business Ethics, Corporate Governance and Social Responsibility	Core	2	0	0	2
7	2018-19	MBA	III	2017	MGT303	Contemporary Issues in	Core	2	0	0	2



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						<i>Business and Society</i>					
8	2018-19	MBA	III	2017	MGT304	Simulation Games	Core	1	1	0	2
9	2018-19	MBA	III	2017	FIN301	Investment Management	Specialization	2	0	0	2
10	2018-19	MBA	III	2017	FIN302	Financial Statement Analysis	Specialization	2	0	0	2
11	2018-19	MBA	III	2017	FIN303	Strategic Financial Management	Specialization	2	0	0	2
12	2018-19	MBA	III	2017	FIN305	International Finance	Specialization	2	0	0	2
13	2018-19	MBA	III	2017	FIN306	Commercial Banking	Specialization	2	0	0	2
14	2018-19	MBA	III	2017	MKT304	Product and Brand Management	Specialization	2	0	0	2
15	2018-19	MBA	III	2017	MKT306	Digital and Social Media Marketing	Specialization	2	0	0	2
16	2018-19	MBA	III	2017	OPS303	World Class Manufacturing	Specialization	2	0	0	2
17	2018-19	MBA	III	2017	OPS305	Product Innovation and Development	Specialization	2	0	0	2
18	2018-19	MBA	III	2017	HRM305	Organizational Development and Change Management	Specialization	2	0	0	2
19	2018-19	MBA	IV	2017	FIN402	Mergers, Acquisitions and Corporate Restructuring	Specialization	2	0	0	2
20	2018-19	MBA	IV	2017	FIN403	Financial Analytics	Specialization	2	0	0	2
21	2018-19	MBA	IV	2017	MKT402	Marketing Analytics	Specialization	2	0	0	2
22	2018-19	MBA	IV	2017	MKT403	Business Marketing	Specialization	2	0	0	2
23	2018-19	MBA	IV	2017	OPS401	Production Planning and Control	Specialization	2	0	0	2
24	2018-19	MBA	IV	2017	OPS402	Global Supply Chain Management	Specialization	2	0	0	2
25	2018-19	MBA	IV	2017	HRM402	International Human Resource Management	Specialization	2	0	0	2
26	2018-19	MBA	IV	2017	HRM403	HR Analytics	Specialization	2	0	0	2
27	2018-19	MBA	IV	2017	MGT403	Business Forecasting	Open Elective	2	0	0	2
28	2018-19	MBA	IV	2017	MKT405	Customer Relationship Management	Open Elective	2	0	0	2
29	2018-19	MBA	IV	2017	FIN405	Personal Finance	Open Elective	2	0	0	2



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30	2018 -19	MBA	IV	2017	HRM405	Psychology at Work	Open Elective	2	0	0	2
31	2018 -19	MBA	IV	2017	MGT402	Entrepreneurship and New Venture Creation	Open Elective	2	0	0	2



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REF. No. PU/BOS_MBA-08/06/ 2019

Minutes of the VIII Meeting of the BOARD OF STUDIES of
SCHOOL OF MANAGEMENT held on 8th June 2019

Members of VIII Board of Studies Meeting Held on 8th June 2019

Internal Members	
Chairperson	Dr. Nilanjan Chattopadhyay, Dean - SOM, Presidency University.
Members	Dr. K. Krishna Kumar, Professor & HOD, SOM Dr. Balu L, HOD & Associate Professor, SOC Dr. S. K. Majumdar, Professor, SOM Dr. Bipasha Maity, Professor, SOM Dr. K. Balanagarajan, Assistant Professor, SOM
Member – Sister School	Prof. M. Madhavi, Assistant Professor, SOL
Invitees	Dr. Anita Yadav, Professor, SOM Dr. Samiran Jana, Assistant Professor, SOM Dr. Chithambar Gupta, Associate Professor, SOM. Dr. Akhila R Udupa, Associate Professor, SOM
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

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School of Management

V111 Board of Studies Meeting held on 8th June 2019

Dr. Nilanjan Chattopadhyay	
Dr. K.Krishna Kumar	
Dr. Balu L	Balu L 8/06/19
Dr. S.K.Majumdar	
Dr. Bipasha Maity	B. Maity



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Dr. Balanagarajan	K. Balant 8/6/19
Prof. M. Madhavi	P. Madhavi
Mr. Sudheer Banerjee	
Ms. Lochan Narayanan	Lochan 08/06/19
Dr. Shiva Prasad H N	Shivaprasad 08.06.2019
Mr. R S Mani	Mani
Dr. Radha Padmanabhan	Radha
Dr. Anita Yadav	Anita 8/6/19
Dr. Samiran Jana	Samiran Jana
Dr. Chithambar Gupta	V. C. Gupta
Dr. Akhila R Udupa	Akhila R. Udupa
Mr. Salman Ahmed	Salman

The Chairman welcomed the members present for the meeting. Leave of absence was requested for and granted to members Dr Swapan Majumdar and Mr Sudhir Banerjee 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 2019-21Batch.

Agenda – 8.1

To approve the minutes of 7th Board of Studies Meeting held on 2nd January, 2019.

Comment: Board noted and approved the minutes of the 7th Board of Studies meeting.

Resolution: Resolved that the minutes of the 7th Board of Studies Meeting held on 2nd January 2019, as placed before the members and herewith appended as Annexure I, be and is hereby approved.

Agenda – 8.2

To consider and approve the Program Regulations for MBA 2019 -21 Batch.

Comment: The revised MBA Program Regulations from the I Semester to IV Semester of 2019-21 batch was discussed and deliberated in detail. The following changes were recommended:

1. Metrics for assessing the different project options was discussed.



2. The board appreciated the various project options provided and suggested to identify Mentors from corporate houses for guiding the students. It was suggested that in case of entrepreneurial projects/research projects, the students may choose to continue the project work till the fourth semester.
3. It was suggested to identify NGOs and consulting firms related to NGO which provides opportunities in social consulting. The organisation should focus on developing managerial skills apart from sensitisation on social issues.
4. The board suggested that the industry feedback for projects can be collected through online/one on one interaction with the industry guide without the knowledge of the student. Industry feedback in the written form may not be made mandatory and can be supplemented with feedback resulting from faculty interaction with Industry mentor.
5. The board approved the list of MOOC Courses with some minor changes. They also suggested to identify courses which are not offered by University.
6. The board authorized the Chairperson to restructure the Regulations related to Summer Projects/Dissertation and MOOC Courses and implement the same.

Resolution: Resolved that the above revisions in the Program Regulations from the I Semester to IV Semester of the 2019-2021 batch herewith appended as Annexure II, be and are hereby approved.

Agenda – 8.3

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

- a) MBA - Dual Specialization
- b) MBA - Digital Marketing
- c) MBA - E - Commerce

Comment:

1. It was suggested that the fundamentals of data analysis in the Course ‘Data analysis using Spreadsheets’ shall be offered as a MOOC course. It was suggested that the MOOC course should be supplemented with blended learning and guest lectures. It was also suggested that students may be provided with real time data sets (obtained from industry) to solve real time business problems.
2. The board also suggested that the concepts learnt in Business statistics course should be practiced in the Course ‘Data analysis for Spreadsheets’.
3. It was suggested to include the concept of Johari Window in Organizational Behaviour Course offered in I Semester.
4. It was suggested to include some components of the ‘Story telling with Data’ in Personality and Professional Skill Development courses.
5. The board suggested to detail and list the pre-requisites for all the courses that are offered in the higher semester.
6. The specialization core and elective courses offered in MBA (Dual Specialization) was discussed in detail. The suggestions are as follows:
 - a. ‘Marketing Analytics’ may be added as a Marketing Elective in place of ‘Business Marketing’. It was also suggested to cover the concepts related to b2b marketing in ‘Marketing Management-II’ offered in II Semester.
 - b. ‘Financial Analytics’ may be added as a Finance Elective in place of ‘Project Finance and Appraisal’. It was also suggested to cover the concepts related to project financing and appraisal in ‘Strategic Financial Management’ offered in III Semester.



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- c. 'Talent Acquisition and Management' may be renamed as 'Talent Management'. It was suggested to cover the entire employee life-cycle aspects in the course.
 - d. It was suggested that the courses 'Logistics and Supply Chain Management' and 'Global Logistics and Supply Chain Management' listed under operations and supply chain specialization shall be combined and renamed as 'Global Integrated Supply Chain'.
 - e. 'Business Forecasting with R' may be renamed as 'Business Forecasting'.
 - f. The Board suggested to introduce a MOOC course which covers the fundamentals of Big Data, Artificial Intelligence and Machine Learning.
 - g. The courses 'Predictive Analytics', 'Train the Trainers' and 'Creating Happy and Meaning Careers' offered as a MOOC course shall be dropped. Some other relevant courses can be identified and added.
7. The courses offered in MBA (E-Commerce) was discussed in detail. The suggestions are as follows:
- a. It was suggested to include the concepts of 'pricing analytics' in the course 'Cost & Revenue Management' offered in III semester.
8. The specialization core and elective courses offered in MBA (Digital Marketing) was discussed in detail. The suggestions are as follows:
- a. 'Web Development' may be renamed as 'UI Development'. It was suggested to include the various aspects of web development and mobile app development in the course.

Resolution: Resolved that the suggested changes shall be incorporated in the Program Structure and curriculum for MBA 2019-21 batch and the Chairperson is hereby authorized to approve the same. It is also resolved that Course Description and Syllabus for 2019 -21 Batch be drafted and the Chairperson is hereby authorized to approve the same.

Agenda – 8.4

To consider and approve the changes to MBA 2018 – 20 Batch Program Regulations.

Comment: The changes pertaining to MBA 2018–20 Batch Program Regulations was discussed in detail. The changes are as follows:

- a. Introduction of MOOC courses and transfer of credits shall be applicable to MBA 2018-20 batch.
- b. The 'Industrial Practice / Dissertation' in the IV Semester of MBA Program 2018-20 batch be renamed as 'Dissertation', be assigned grades and included in the computation of CGPA. The projects options available for MBA 2019-21 is also applicable to this batch.
- c. The HR specialization elective course 'Human Resource Metrics and Analytics' may be renamed as 'HR Analytics' for the MBA 2018-20 batch.

Resolution: Resolved that the changes shall be incorporated and the chairperson is authorized to approve the changes.

Agenda –8.5

To consider and approve the Program Regulations of 3 year Undergraduate BBA, B Com and B Com (Hons) Programs.

Comment: The Program Regulations 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 Undergraduate programs herewith appended as Annexure IV, be and are hereby approved.

Agenda – 8.6

To consider and approve the Program structure and Curriculum of



- a) BBA
 - a. The board suggested to detail and list the pre-requisites for all the courses that are offered in the higher semesters.
 - b. A foundation course on 'Operations Management' to be included in the first 2 years.
- b) BBA - Aviation Management
 - a. The board suggested to detail and list the pre-requisites for all the courses that are offered in the higher semesters.
 - b. It was suggested to replace 'Neuro Marketing' with 'Marketing Analytics' listed under the marketing electives in VI semester.
 - c. It was suggested to swap the courses of 'Rural Marketing and 'Brand Management' to put in V and VI semester respectively
- c) B Com
 - a. It was suggested that the First year courses will remain common for B. Com and B. Com (Hons) programs.
 - b. It was suggested to reconsider or revise the courses offered in the first two years. It was suggested to have fundamental / basic courses to complement courses introduced in the higher semesters.
 - c. The board suggested to detail and list the pre-requisites for all the courses that are offered in the higher semesters.
 - d. The basic course on 'Financial Management' should be offered in the II Semester B.Com.
 - e. The course 'Organization Behaviour' to be renamed as 'Organizational Behaviour'.
- d) B Com (Hons).
 - a. The board suggested to detail and list the pre-requisites for all the courses that are offered in the higher semesters.

Resolution: Resolved that the suggested changes shall be incorporated in the Program Structure and curriculum for 3 year undergraduate programs and the Chairperson is hereby authorized to approve the same.

Agenda – 8.7

Any other matter with the permission of the Chair.

Comment: The members discussed the introduction of new courses for AY 19-20. Course Catalogues of new courses were discussed.

Resolution:

As per the Feedback received from Students, Alumni, Faculty and Employers, 15 (Fifteen) New Course introduction as per Annexure VIII is hereby approved.

Comment: No other matter was discussed.

Resolution: Chairperson is empowered to execute the amendments suggested in the meeting.

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



Annexure – VIII

List of approved New Courses introduced for the Academic Year 2019-20

<i>List of New Courses introduced for the AY 2019-20</i>											
1	2019-20	MBA	III	2018	DAS201	Applied Business Analytics	Specialization	3	0	0	3
2	2019-20	MBA	III	2018	DAS202	Data Science using R	Specialization	3	0	0	3
3	2019-20	MBA	IV	2018	ECO401	Econometrics for Managers	Open Elective	2	0	0	2
4	2019-20	MBA	II	2019	MGT224	Macro Economics for Managers	Core	3	0	0	3
5	2019-20	MBA	II	2019	MGT225	Management Accounting	Core	3	0	0	3
6	2019-20	MBA	IV	2018	HRM402	Managing People and Performance	Open Elective	2	0	0	2
7	2019-20	MBA	IV	2018	OPS306	Operations Analytics	Specialization	2	0	0	2
8	2019-20	MBA	IV	2018	OPS304	Operations Strategy	Specialization	2	0	0	2
9	2019-20	MBA	III	2018	HRM201	Performance Management and Appraisal	Specialization	3	0	0	3
10	2019-20	MBA	III	2018	DAS203	Predictive Analytics	Specialization	3	0	0	3
11	2019-20	MBA	I	2019	MGT212	Principles of Management	Core	2	0	0	2
12	2019-20	MBA	IV	2018	DAS301	Programming for Analytics	Specialization	2	0	0	2
13	2019-20	MBA	III	2018	HRM202	Recruitment and Selection	Specialization	3	0	0	3
14	2019-20	MBA	IV	2018	MKT304	Rural Marketing	Specialization	2	0	0	2
15	2019-20	MBA	III	2018	MKT201	Sales and Retail Management	Specialization	3	0	0	3



Minutes of the IX Meeting of the BOARD OF STUDIES of SCHOOL OF MANAGEMENT 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 Bard 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 course Design thinking and topics related to business models and start- ups under 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 above revisions in the Program Regulations from the I Semester to IV Semester of the 2020-2022 batch herewith appended as Annexure II, be and are hereby approved.

Agenda – 9.3

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 is 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. The approved Program Structure is as follows:

Semester	OLD Structure			NEW Structure		
	Course Type & Credits	No. of. Courses	Total Credits	Course Type & Credits	No. of. Courses	Total Credits
III	Core Courses with 3 Credits	3	9	Core Courses with 3 Credits	4	12
	Specialization Core Courses with 3 Credits	4	12	Specialization Core Courses with 3 Credits	4	12
	PPS course with 1 Credit	2	2	PPS course with 1 Credit	2	2
	TOTAL	9	23	ULC course with 1 Credit	1	1
IV	Core Courses with 2 Credits	2	4	TOTAL	11	27
	Core Courses with 1 Credit	1	1	Specialization Elective with 2 Credits	4	8
	Specialization Elective with 2 Credits	6	12	Open Elective Courses with 2 Credits	2	4
	Open Elective Courses with 2 Credits	2	4	Dissertation with 8 Credits	1	8
	Dissertation with 4 Credits	1	4	TOTAL	7	20
	TOTAL	12	25			



Resolution: Resolved that the suggested changes shall be incorporated in the Program Structure and curriculum for MBA 2019-21 batch and the Chairperson is hereby authorized to approve the same. It is also resolved that Course Description and Syllabus for 2019 -21 Batch be drafted and the Chairperson is hereby authorized to approve the same.

Agenda – 9.4

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)
- a) M.Com -Forensic Accounting and Corporate Fraud.

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.
- b. The board appreciated the inclusion of Excel 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.
- e. Exploring Online NGO projects as part of ULC.
- f. Replacing Internet Marketing with Digital Marketing.
- g. Including Data Privacy Course in M Com Program.

Resolution: Resolved that the changes shall be incorporated and the chairperson is authorized to approve the changes.

Agenda –9.5

To consider and approve the changes in program structure, curriculum and program regulations of 2019 -22 Batches

- 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 Undergraduate programs herewith appended as Annexure IV, be and are hereby approved.

Agenda – 9.6

Discussion and approval of Course Content Revisions & New Course inclusions of all MBA Programs

Annexure **VIII**

Comment: The board members discussed Course Content revisions and New Course inclusions in detail along with Course Catalogues and approved the same. It was proposed to introduce Fifteen (15) new courses. The board appreciated the content revisions and course inclusions. Based on feedbacks



received from faculty, alumni, employers and students, course revisions and new course inclusions were proposed. The courses undergoing content change and new course inclusions were presented, discussed and approved.

Resolution: Resolved that as per the Feedback received from Students, Alumni, Faculty and Employers, the Course Content revisions as per Annexure VII and New Course inclusions as Annexure VIII, be and are hereby approved.

Agenda – 9.7

Any other matter with the permission of the Chair.

Comment: The three Swayam NPTEL MOOC Courses which were offered for placed students eligible for Early Exit Option in 2018 Batch was proposed and the board approved to include the same in the curriculum 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: Chairperson is empowered to execute the amendments suggested in the meeting.

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

Annexure – VIII

List of New Courses Courses Introduced in Academic Year 2020-21

List of New Courses introduced for the AY 2020-21											
1	2020-21	MBA (E-Commerce)	III	2019	ECM202	Cost & Revenue Management	Specialization	3	0	0	3
2	2020-21	MBA (E-Commerce)	III	2019	ECM207	Cyber Law and Security	Specialization	3	0	0	3
3	2020-21	MBA	IV	2019	BAM203	Data Visualization	Specialization	2	0	0	2
4	2020-21	MBA (Digital Marketing)	III	2019	DMK202	Digital Consumer Behavior	Specialization	3	0	0	3
5	2020-21	MBA (Digital Marketing)	III	2019	DMK201	Digital Marketing Strategy	Specialization	3	0	0	3
6	2020-21	MBA (E-Commerce)	III	2019	ECM205	Digital Product Management	Specialization	3	0	0	3
7	2020-21	MBA (E-Commerce)	IV	2019	ECM208	E-Commerce Strategy	Specialization	2	0	0	2
8	2020-21	MBA (E-Commerce)	III	2019	ECM206	E-Commerce Supply Chain and Logistics Management	Specialization	3	0	0	3



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9	2020-21	MBA (Digital Marketing)	III	2019	DMK203	Email Campaigning and Affiliate Marketing	Specialization	3	0	0	3	
10	2020-21	MBA	II	2020	MGT229	Introduction to Business Analytics	Core	2	0	0	2	
11	2020-21	MBA	IV	2019	MGO206	Leadership in Organizations	Open Elective	2	0	0	2	
12	2020-21	MBA (Digital Marketing)	III	2019	DMK206	Mobile Marketing	Specialization	3	0	0	3	
13	2020-21	MBA (Digital Marketing)	III	2019	DMK204	Search Engine Optimization and Marketing	Specialization	3	0	0	3	
14	2020-21	MBA (Digital Marketing)	IV	2019	DMK208	Social Media Marketing	Specialization	2	0	0	2	
15	2020-21	MBA (Digital Marketing)	IV	2019	ECM217	Wordpress Website Designing	Specialization	2	0	0	2	



**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



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	
Dr. 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	
Dr. Kunal Saxena	
Dr. Bipasha Maity	



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.

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 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.
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 and approval of New Course inclusions of all MBA Programs.

Annexure VIII



Comment: The board members discussed Content Revisions & New Course inclusions in detail and approved the same. The board appreciated the content revisions and course inclusions. Based on feedbacks received from faculty, alumni, employers and students, course revisions and new course inclusions were proposed. **Twenty (20) new courses were introduced.** The courses undergoing content change and new course inclusions were presented, discussed and approved.

Resolution: **Resolved that as per the Feedback received from Students, Alumni, Faculty and Employers, Course Content revisions as per Annexure VII and 20 (Twenty) New Course introduction as per Annexure VIII is hereby approved.**

Agenda – 10.7

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.*

Agenda – 10.8

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 – 10.9

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 – 10.10

Any other matter with the permission of the Chair.



Comment: No other matter was taken up for discussion.

Resolution: Chairperson is empowered to execute the necessary changes as deemed appropriate in CBCS Curriculum of all programs of UG and PG of School of Management and School of Commerce for 2021 batch admitted students.

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

Annexure – VIII

List of New Courses Courses Introduced in Academic Year 2021-22

<i>List of New Courses introduced for the AY 2021-22</i>											
1	2021-22	MBA	III	2020	MGT235	Contemporary Issues in Business & Society I	Core	1	0	0	1
2	2021-22	MBA	IV	2020	MGT236	Contemporary Issues in Business & Society II	Specialization	1	0	0	1
3	2021-22	MBA	II	2021	MBA3035	Contemporary Issues in Society	Core	1	0	0	1
4	2021-22	MBA	IV	2020	DTM248	Design Thinking	Specialization	2	0	0	2
5	2021-22	MBA	IV	2020	DMK245	Digital Display Advertising	Specialization	2	0	0	2
6	2021-22	MBA	IV	2020	DTM246	Digital Entrepreneurship	Specialization	2	0	0	2
7	2021-22	MBA (Logistics & Supply Chain Mgmt.)	III	2020	LSM232	Distribution and Channel Development	Specialization	3	0	0	3
8	2021-22	MBA	II	2021	MBA3002	Entrepreneurship and New Business Models	Core	4	0	0	4
9	2021-22	MBA	II	2021	MBA2024	Financial Management	Core	0	0	2	2
10	2021-22	MBA	II	2021	MBA2020	Fundamentals of Business Analytics	Core	0	0	2	1
11	2021-22	MBA	I	2021	MBA1017	Fundamentals of Marketing	Core	3	0	0	3
12	2021-22	MBA	I	2021	MBA2021	Fundamentals of Sales process- Physical & digital *	Core	2	0	0	2
13	2021-22	MBA	IV	2020	LSM241	Green Supply Chain Management	Specialization	2	0	0	2
14	2021-22	MBA	IV	2020	LSM246	International Logistics	Specialization	2	0	0	2
15	2021-22	MBA	I	2021	MBA1016	Leadership - Physical & Digital	Core	3	0	0	3
16	2021-22	MBA (Logistics & Supply Chain Mgmt.)	III	2020	LSM234	Operations Research	Specialization	3	0	0	3
17	2021-22	MBA	IV	2020	LSM243	Supply Chain for Services Operations	Specialization	2	0	0	2



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						<i>Management</i>					
18	2021-22	MBA	IV	2020	LSM242	Supply Chain Sourcing	Specialization	2	0	0	2
19	2021-22	MBA	II	2021	MBA3038	Team Dynamics	Open Elective	3	0	0	3
20	2021-22	MBA (Logistics & Supply Chain Mgmt.)	III	2020	LSM233	Warehousing and Inventory Management	Specialization	3	0	0	3



**Minutes of the XII Meeting of the BOARD OF STUDIES of SCHOOL OF
MANAGEMENT held on 27th July 2022**

Members of XII Board of Studies Meeting Held on 27th July 2022

Internal Members	
Chairperson	Dr. Gunjeet Kaur , Dean, SOM, Presidency University.
Members	Dr. K. Krishna Kumar, Professor & Associate Dean, SOM Dr. Akhila R Udupa, Professor & HOD, SOM (Member Secretary) Dr. Balu L, Assistant Dean & HOD, SOC
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. Shilpa Mehta, Dean Academics, Presidency University 2) Dr. Bipasha Maity, Professor, SOM 3) Dr. Jagdeep Singh, Professor, SOM



School of Management

MI Board of Studies Meeting held on 27th July 2022

Member's / Invitee's Attendance

Dr. Gunjeet Kaur	
Dr. K. Krishna Kumar	
Dr. Akhila R Udupa	
Dr. Balu L	
Dr. Shiva Prasad H N	Online
Mr. R S Mani	
Mr. Sudheer Banerjee	On line
Dr Dhananj ay Keskar	
Dr. C Rajendran	
Dr. Shilpa Mehta	
Dr. Bipasha Maity	
Dr. Jagdeep Singh	

The Chairperson welcomed the members for the meeting. All external members except Mr. R S Mani 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 2021- 23 & 2022-24 Batch to be offered at Presidency University.



Agenda – 12. 1

To approve the minutes of XI Board of Studies Meeting held on 18th December, 2021.

Annexure I

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

Resolution: Resolved that the minutes of the XI Board of Studies Meeting held on 18th December, 2021, as placed before the members and herewith appended as Annexure I, be and is hereby approved.

Agenda – 12. 2

Discussion and approval of revisions to MBA 2021 Batch CBCS Grid, Curriculum, and Course Catalogues.

Annexure -II

Comment: CBCS Grid, Curriculum, and Course Catalogues of MBA 2021- 23 batch was discussed. The changes in the curriculum for each of the semester was also discussed.

Resolution: Resolved that the revisions and proposals made as per the revised CBCS Grid, Curriculum, and Course Catalogues of MBA 2021- 23 batch herewith appended as Annexure II, be and are hereby approved.

Agenda – 12.3

Discussion and approval of MBA 2022 Batch CBCS Grid, Curriculum Structure, Total Credits and Course Catalogues.

Annexure -III

Comment: CBCS Grid, Curriculum Structure, Total Credits and Course Catalogues were discussed and the board offered suggestions as below:

1. The board opined that a course titled “Conscious Leadership”, which looks into the coaching acumen of leaders may be considered as an elective.
2. It was suggested to include courses related to “Agile Process or Agile Thinking” as they are current trends.
3. It was also suggested to consider course related to “Event Management” under Open Elective.

Resolution: Resolved that MBA 2022 Batch CBCS Grid, Curriculum Structure, Total Credits and Course Catalogues herewith appended as Annexure III, be and are hereby approved. The Chairman is authorised to consider the above suggestions appropriately.

Agenda – 12.4

Discussion and approval of Course Content Revisions & **New Course inclusions of all MBA Programs**

Annexure IV & V



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Comment: The board members discussed Content Revisions & New Course inclusions in detail and approved the same. The board appreciated the content revisions and course inclusions. Based on feedbacks received from faculty, alumni, employers and students, course revisions and new course inclusions were proposed. The courses undergoing content change and 45 (forty five) new course inclusions were presented, discussed and approved.

Resolution: Resolved that as per the Feedback received from Students, Alumni, Faculty and Employers, Course Content revisions as per Annexure IV and 45 (Forty five) New Course introduction as per Annexure V is hereby approved.

Agenda – 12.5

Discussion on stakeholder feedback analysis for MBA Programs

Annexure -VI

Comment: Feedback analysis from four stakeholders was discussed in detail. The board opined that a focus group discussion with students could be conducted in order to get more insights into the reasons for their ratings. It was also suggested to consider corporate mentors to develop a holistic approach to their careers.

Resolution: Resolved that the above feedback analysis and action taken is herewith appended as Annexure VI, is considered as read.

Agenda – 12.6

Approval of Internal & External Examiners for MBA Programs

Comment: List of Internal and External Examiners for MBA Programs was presented. It was decided that all Assistant Professors, Associate Professors and Professors of the School of Management are internal examiners for MBA Programs. The list of external examiners was approved.

Resolution: Resolved that the list of external examiners appended as Annexure VII, be and are hereby approved.

Agenda – 12.7

Any other matter with the permission of the Chair.

Comment: No other matter was discussed.

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



Annexure – 5

List of New Courses Introduced in Academic Year 2022-23

Sl. No.	AY	Program	Sem	Batch	Code	Course	Type	L	T	P	C
1	2022-23	MBA	IV	2021	MBA4074	Behavioural Finance	Specialization	2	0	0	2
2	2022-23	MBA (Business Analytics)	IV	2021	MBA4080	Blockchain in Business	Specialization	2	0	0	2
3	2022-23	MBA	I	2022	ENG2006	Business Communication	Core	2	0	0	2
4	2022-23	MBA	IV	2021	MBA4040	Business Strategy in Digital Age	Specialization	2	0	0	2
5	2022-23	MBA	III	2021	MBA3036	Contemporary Issues in Business	Core	1	0	0	1
6	2022-23	MBA (Digital Marketing)	IV	2021	MBA4068	Content Marketing	Specialization	3	0	0	3
7	2022-23	MBA	IV	2021	MBA4075	Customer Experience and Insights	Specialization	2	0	0	2
8	2022-23	MBA (E-Business Management)	IV	2021	MBA4039	Data Analytics using Cloud Technology	Specialization	2	0	0	2
9	2022-23	MBA (Business Analytics)	III	2021	MBA3019	Data Mining and Business Intelligence	Specialization	3	0	0	3
10	2022-23	MBA	III	2021	MBA3041	Data Story Telling	Open Elective	3	0	0	3
11	2022-23	MBA	II	2022	MBA2038	Digital and Strategic Marketing	Core	3	0	0	3
12	2022-23	MBA	IV	2021	MBA4079	Digital Operations Management	Specialization	2	0	0	2
13	2022-23	MBA (E-Business Management)	IV	2021	MBA4056	E Commerce Infrastructure	Specialization	2	0	0	2
14	2022-23	MBA	II	2022	MBA1015	Economics for Managers	Core	4	0	0	4



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15	2022-23	MBA	I	2022	MBA4025	Entrepreneurship and Business Ethics	Core	3	0	0	3
16	2022-23	MBA	III	2021	MBA3042	Environmental Sustainability and Value Creation	Open Elective	3	0	0	3
17	2022-23	MBA	IV	2021	MBA4076	Experiential Marketing	Specialization	2	0	0	2
18	2022-23	MBA	IV	2021	MBA4007	Fintech	Specialization	2	0	0	2
19	2022-23	MBA	III	2021	MBA3040	Game Theory	Open Elective	3	0	0	3
20	2022-23	MBA	IV	2021	MBA4009	Green Finance	Specialization	2	0	0	2
21	2022-23	MBA	IV	2021	MBA4025	Green Marketing	Specialization	2	0	0	2
22	2022-23	MBA (Digital Marketing)	IV	2021	MBA4087	Influencer Marketing	Specialization	2	0	0	2
23	2022-23	MBA	IV	2021	MBA4018	International Marketing	Specialization	2	0	0	2
24	2022-23	MBA (Logistics & Supply Chain Mgmt.)	IV	2021	MBA4065	International Supply Chain Management	Specialization	2	0	0	2
25	2022-23	MBA	IV	2021	MBA4026	Lean Six Sigma	Specialization	2	0	0	2
26	2022-23	MBA (Logistics & Supply Chain Mgmt.)	IV	2021	MBA4066	Maritime Logistics	Specialization	2	0	0	2
27	2022-23	MBA	III	2021	MBA3039	Market Research	Open Elective	3	0	0	3
28	2022-23	MBA	IV	2021	MBA4020	Marketing for Social Impact	Specialization	2	0	0	2
29	2022-23	MBA	IV	2021	MBA4069	Operations in Services - Insights and Applications	Specialization	2	0	0	2
30	2022-23	MBA (Business Analytics)	III	2021	MBA3021	Optimization Techniques	Specialization	3	0	0	3
31	2022-23	MBA	III	2021	PPS3002	Personality Development - Advanced	Core	0	0	4	2
32	2022-23	MBA	I	2022	PPS1003	Personality Development Basic	Core	0	0	2	1



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33	2022-23	MBA (Logistics & Supply Chain Mgmt.)	IV	2021	MBA4062	Planning for Logistics	Specialization	2	0	0	2
34	2022-23	MBA	IV	2021	MBA4083	Product and Brand Management- Concepts and Insights	Specialization	2	0	0	2
35	2022-23	MBA	II	2022	MBA2040	Production and Logistics Management	Core	3	0	0	3
36	2022-23	MBA	IV	2021	MBA4017	Stress Management and Counselling	Specialization	2	0	0	2
37	2022-23	MBA (Logistics & Supply Chain Mgmt.)	IV	2021	MBA4035	Supply Chain Analytics	Specialization	2	0	0	2
38	2022-23	MBA	IV	2021	MBA4063	Supply Chain Modelling and Design	Specialization	2	0	0	2
39	2022-23	MBA	IV	2021	MBA4067	Tax Management	Specialization	2	0	0	2
40	2022-23	MBA	IV	2021	MBA4078	Teams Creativity and Decision Making	Specialization	2	0	0	2
41	2022-23	MBA	II	2022	MBA1018	Technology Foundations for Business	Core	2	0	0	2
42	2022-23	MBA	IV	2021	MBA4036	Text Mining	Specialization	2	0	0	2
43	2022-23	MBA	IV	2021	MBA4043	Virtual and Augmented Reality in Business	Specialization	2	0	0	2
44	2022-23	MBA (Business Analytics)	IV	2021	MBA4048	Website Data Analytics	Specialization	2	0	0	2
45	2022-23	MBA	IV	2021	MBA4084	Workplace Wellbeing and Happiness	Specialization	2	0	0	2



Minutes of the XIV Meeting of the BOARD OF STUDIES of SCHOOL OF MANAGEMENT held on 24th June 2023

Members of XIV Board of Studies Meeting Held on 24th June 2023

Internal Members	
Chairperson	Dr. Muddu Vinay , PVC, Presidency University.
Members	Dr. K. Krishna Kumar , Professor & Associate Dean, SOM Dr. Akhila R Udupa , Professor & HOD, SOM (Member Secretary) Dr. Vinay Joshi , Associate Dean, SOC Dr Shipa Mehta , Dean Academics, Ex Officio Member
Senior Professional as a member from Industry/Academia	
Members	Dr. Shiva Prasad H N , Director at Dr.D Veerendra Heggade Institute of Management Studies & Research Mr. R S Mani , Independent Management Consulting Professional Dr Madhavi Lokhande , Director, Edex Educom
External experts having experience, competence and subject knowledge	
Members	Mr. Sudheer Banerjee , Senior Vice President and Head of Global Business Services at ABB Bangalore Dr Dhananjay Keskar , Former VC, Amity Group of Institutions, Mauritius Dr. C Rajendran , Professor, Department of Management Studies, IIT Madras, Chennai Dr. Philip Varughese Vayarakunnil , Applied Intelligence, Platforms, Engineering & Architecture, DXC Technology Dr. Jayaraj Hariharan , Senior Director, Global lead, Oracle Dr G.N.Ramachandran , CTO, Nexshore Technologies Mr. Jaikumar Kamath , Head RM, L & T Mr. Ismail Chahil , Entrepreneur and Consultant, Tirboro Solutions Mr. Vivek Mallya , Independent Director, ONGC Mr. Indranil Saha , Regional Head South, DBS Bank



	Mr. Srikanth Srinivasamadhavan, Founder & Partner, Iris Intelli
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PRESIDENCY UNIVERSITY

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

School of Management 14th BOS Meeting attendance

No	Name	Position	
1	Dr. Muddu Vinay	Chairperson	
2	Dr. K Krishna Kumar	Member	
3	Dr. Vinay Joshi	Member	<i>Arday</i>
4	Dr. Shiva Prasad H N	External Member (Industry)	SE.ru-
5	Mr. R S Mani	External Member (Industry)	Ver Equal
6	Dr. Madhavi Lokhande	External Member (Industry)	Absent
7	Mr. Sudhir Banerjee	External Member (Academic)	<i>Sudhir</i>
8	Dr. Dhananjay Keskar	External Member (Academic)	Absent
9	Dr. C Rajendran	External Member (Academic)	b SQ-AJ
10	Dr. Philip Varughese Vayarakunnil	External Member (Academic)	Ver final
11	Dr. Jayaraj Hariharan	External Member (Academic)	Ver final
12	Dr G.N.Ramachandran	External Member (Academic)	Absent
13	Mr. Jaikumar Kamath	External Member (Academic)	<i>JK</i>
14	Mr. Ismail Chahil	External Member (Academic)	Absent



15	Mr. Indranil Saha	External Member (Academic)	Virtual
16	Mr. Srikanth Srinivasamadhavan	External Member (Academic)	Absent
17	Dr. Shilpa Mehta	Ex-Officio	Shilpa Mehta
18	Dr. Akhila R Udupa	Member Secretary	Akhila R. Udupa

City Office: University House, 8/1 r King Street* Richmond Town, Bengaluru 560025

Campus: Presidency University, I-.galpur, Rajanakunte, Ye:ahanka, Bengaluru 560 089 Phone: BC 4925
5533 / 3599 Email D: info@presidencyuniversity.in presidencyuniversity.in

The Chairperson welcomed the members for the meeting. All external members were present in the meeting except Dr. Shiva Prasad, Dr. C Rajendran, Dr. G N Ramachandran and Mr. Vivek Malya, Dr. Madhavi Lokhande, Dr. Dananjay Keskar, Dr. Jayraj Hariharan and Mr. Ismail Chahil. The Chairperson briefed the members on the objectives of the meeting, need for the proposed revisions and new course inclusions for II semester of MBA Batch 2022-24 to be offered at Presidency University.

Agenda – 14. 1

To approve the minutes and ATR of XIII Board of Studies Meeting held on 25th February, 2023.

Annexure I

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

Resolution: Resolved that the minutes of the XIII Board of Studies Meeting held on 25th February, as placed before the members and herewith appended as Annexure I, be and is hereby approved.

Agenda – 14. 2

Discussion and approval of III Semester Grid and Course Catalogues of all MBA Programs pertaining to 2022 Batch.

Annexure -II

Comment: III Semester Course grid and Course Catalogues of MBA 2022- 24 batch was discussed. The changes in the curriculum for each of the semester was also discussed.

1. Discussion on Logistics and supply Chain Management and its importance was carried out. It was suggested to include it as a course in the curriculum.



2. India becoming hub in pharmaceutical industry was discussed.
3. It was suggested to include few unique programs of MBA identifying areas in demand. For eg. Banking and Financial services, Supply Chain risk management etc.
4. It was suggested to add more credits for grooming students as they are fresh.
5. It was suggested to include more projects to provide real world perspectives to students.
6. The members opined that story telling in communication may be included.
7. Projects on “day in the life of an industry leader” was suggested.

Resolution: Resolved that the revisions and proposals made as per the revised II Semester Grid and Course Catalogues of MBA 2022- 24 batch herewith appended as Annexure II, be and are hereby approved.

Agenda – 14.3

Discussion and approval of Course Revisions & New Course inclusions pertaining to all MBA Programs of 2022 Batch.

Annexure -III

Comment: Revisions of existing courses and new course inclusions were discussed and the board offered suggestions as below:

1. Relevance of Talent Management as a course for fresh MBA’s course was discussed.
2. The board discussed the ability of students becoming entrepreneurs post their MBA program.
3. Inclusion of risk aspect in Finance domain courses.
4. New course related to facilities management, smart building to be included.
5. To ensure job opportunities for Digital marketing students.
6. To swap E-mail campaigning course to 4th Semester and Content Marketing course to III Semester.
7. The course on Story Telling and Business Intelligence was appreciated.
8. Rename the course – Data Base Management basics. It was suggested to rename it as Data Base Management.
9. Topics related to Gauge error and Data Life Cycle Management to be included in Business Analytics program.
10. Practical sessions to be included in Corporate Strategy course.

Resolution: Resolved that as per the Feedback received from Students, Alumni, Faculty and Employers, the New Course inclusions pertaining to II Semester MBA Programs offered during the AY 2023-24 herewith appended as Annexure III be and are hereby approved.



Agenda – 14.4

Discussion and approval of Program Regulations and Curriculum and I Semester Grid and Course Catalogues of all existing and proposed new MBA Programs pertaining to 2023 Batch.

Annexure - 4

Comment: The board members discussed the pros and cons of Dual Specializations being offered in MBA Programs. The members opined that dual specialization is in demand from the industry and the same may be continued.

1. The board opined that topics on Manager as a coach be added in assessment components. This includes, shadowing the CEO /Industry Leader.
2. Change in Continuous Assessment ratio was discussed and the board opined that more weightage may be given to End Term Examination.

Agenda – 14.5

Discussion and approval of course revisions & new course inclusions pertaining to all existing and new MBA Programs of 2023 Batch.

Comment: The board members discussed the course revisions and new course inclusions to be offered in MBA Programs.

Resolution: Resolved that the above Course Content Revisions & New Course inclusions pertaining to II Semester MBA Programs offered during the AY 2023-24 herewith appended as Annexure V be and are hereby approved.

Annexure – 5

Agenda – 14.6

Any other matter with the permission of the Chair.

1. Course Catalogues of Three Courses offered from School of Management to B Tech Program was discussed.
2. It was suggested to collaborate with other schools of university for teaching.
3. Alumni performance data to be maintained.

Comments: Course Catalogues of Three Courses offered from School of Management to B Tech Program were discussed.

Resolution: Course Catalogues of Three Courses offered from School of Management to B Tech Program are herewith appended as The meeting concluded with a vote of thanks by the Chairperson.



Annexure – 3

List of New Courses introduced in Academic Year 2023-24

<i>Program</i>	<i>Semester</i>	<i>Batch</i>	<i>Title of the course</i>	<i>Type of Course</i>	<i>L</i>	<i>P</i>	<i>C</i>
<i>MBA</i>	<i>III</i>	<i>2022</i>	<i>Aptitude Training Advanced</i>	<i>Specialisation Core</i>	<i>0</i>	<i>2</i>	<i>1</i>
<i>MBA</i>	<i>III</i>	<i>2022</i>	<i>Financial Modelling</i>	<i>Specialisation Core</i>	<i>3</i>	<i>0</i>	<i>3</i>
<i>MBA</i>	<i>III</i>	<i>2022</i>	<i>Applied Artificial Intelligence and Machine Learning</i>	<i>Specialisation Core</i>	<i>3</i>	<i>0</i>	<i>3</i>
<i>MBA</i>	<i>III</i>	<i>2022</i>	<i>Story Telling and Business Intelligence</i>	<i>Specialisation Core</i>	<i>3</i>	<i>0</i>	<i>3</i>
<i>MBA (Business Analytics)</i>	<i>III</i>	<i>2022</i>	<i>Database Management</i>	<i>Specialisation Core</i>	<i>3</i>	<i>0</i>	<i>3</i>