# New Horizon College of Engineering Department of Management Studies

# 2<sup>ND</sup> BOARD OF STUDIES MEETING

DATE: 01/07/2016

VENUE: MBA EDC Board Room

TIME: 11.00 am

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# NEW HORIZON COLLEGE OF ENGINEERING 2<sup>ND</sup> BOARD OF STUDIES MEETING DEPARTMENT OF MANAGEMENT STUDIES AGENDA

Date: 01/07/2016

Venue: MBA EDC Board Room

Time: 11.00 am

The Second Board of Studies meeting was held with the following agenda:

Agenda 1

- > Introduction to the Scheme & Syllabus of MBA 2015, III & IV semester courses and Syllabus content
- Agenda 2
- Discussion on the proposed Scheme of MBA 2016, I & II semester courses and Syllabus content.
- Agenda 3 ·
- > Discussion on the plan of action for enhancing students' employability skills

### MEMBERS OF THE BOARD OF STUDIES

SI No.	Category	Nomination of the Committee	Name of the Person
1	Head of the Dept.	Convener	Dr. Sheelan Misra
	Faculty Members at	Member 1	Dr. Sainath A R
2	different level veering	2	Dr. Aradhna Yadav
_	different specializations	3	Prof. Sancharan Roy
	amerent specializations	4	Prof. Kerena Anand
		5	Prof. Baby Niviya Feston
3	Subjects Experts from outside the College	Member 1	Dr. Ranga Raju, Prof & HoD, PESIT
	nominated by Academic Council	2	Dr. P . V. Raveendra, Prof & HoD, MSRIT
4	Expert from outside college, nominated by Vice-Chancellor	Member	Dr. Roopa T N, Group Director, East Point
5	Representative from Industry / corporate sector / allied area relating to placement nominated by Academic Council	Member	1.Mr. Arun Bhardwaj, Director Global Alliances, DELL 2. Mrs. Sheethel Kulkarni Campus Recruitment Lead L&T Technology Services Ltd Bangalore.
6	Postgraduate Meritorious alumnus nominated by Principal	Member	1.Mr. Sreejith Nair, Business Analyst, HP 2. Mr. Avinash, TESCO
7	Co-opted members		Dr. Uday Kumar Prof. Ramesh Kumar Dr. Anjali Rai Prof. Shashikumar

### DEPARTMENT OF MANAGEMENT STUDIES BOARD OF STUDIES COMMITTEE MEMBERS

SI No.	Category	Nomination of the Committee	Name of the Person	Signature
1	Head of the Dept.	Convener	Dr. Sheelan Misra	Shula
		Member 1	Dr. Sainath A R	A. 4. 50
_	Faculty Members at	2	Dr. Aradhana Yadav	Deadu
2	different level veering	3	Prof. Sancharan Roy	
	different specializations	4	Prof. Kerena Anand	Kereshad
		5	Prof. Baby Niviya Feston	1 1 1 1 2
	Subjects Experts from	Member 1	Dr. Ranga Raju, Prof & HoD, PESIT	69 Min
3	outside the College nominated by Academic Council	2	Dr. P . V. Raveendra, Prof & HoD, MSRIT	6Rgun
	Courier	. 3		
4	Expert from outside college, nominated by Vice-Chancellor	Member	Dr. Roopa T N Group Director, East Point	IN Junta
	Representative from Industry / corporate	*,*	1.Mr. Arun Bharadwaj Director Global Alliances, DELL	Bharles
5	sector / allied area relating to placement nominated by Academic Council	Member ·	2. Mrs. Sheethel Kulkarni Campus Recruitment Lead L&T Technology Services Ltd Bangalore.	
6	Postgraduate Méritorious alumnus nominated by Principal	Member	1.Mr. Sreejith Nair, Business Analyst, HP 2. Mr. Avinash, TESCO	Rugh
7	Co-opted members		Dr. Uday Kumar Prof. Ramesh Kumar Dr. Anjali Rai Prof. Shashikumar	March Dashburg

### WELCOME ADDRESS BY THE CHAIRMAN OF THE BOS AND INTRODUCTION OF MEMBERS

The meeting began with a welcome address and an Introduction of the Board of Studies members by the Prof & HOD, Dr. Sheelan Misra.

Introduction of Board of Studies members

1. Dr. M. S. Ranga Raju

Qualification: B.E, MEM, M.Phil, PhD

He is basically an Electrical and Electronics Engineer, Masters in Engineering Management from Mysore University and with M. Phil., and Doctorate in Management from an" A Grade accredited" Alagappa University, Tamil Nadu. He is a life member in Indian Society for Technical Education. He has got an industrial experience of 2 years with 22 years of Academic teaching at various levels such as professor, Head, Dean, Director and Executive Director in private B schools of Karnataka. He is the chief coordinator for the AICTE sponsored ED Cell at PESIT.He has Organized International and National conferences as Conference chair.He is the Editor for the International Peer reviewed Journal PES Business Review, PES Journal of Marketing, PES Journal of Finance and PES Journal of Human Resources. He is initiating the Research Paper contest "Anveshana" and Case paper contest "Vishleshana" every year in PES College.He is the editor of the MBA bi-annual News Letter "Anavaran", "Dhanam " finance domain, "Vipanii " Marketing Domain and "Manuvikas "Human Resource Domain newsletters of PES College. He has organized and conducted MDPs and FDPs in Management area. He has presented 10 papers in international conferences at various places, one national paper at ISTD 40th convention Bangalore and one case is presented in international case conference. He is guiding 2 Doctoral research students at Visveswaraya Technological university Research centre at PES Institute of technology, Bangalore. He has guided more than 25 M. Phil Students. Presently, he is working with PES institute of Technology, Bangalore MBA program as Professor in Decision science and Human Resource and Head MBA from past 7 years.

2. Dr. P. V. Raveendra

Professor & HOD - MBA. MSRIT

Dr P V Raveendra, a graduate in Mechanical Engineering and post graduate in MBA (.Finance and Marketing).. He obtained his Doctorate from Sri Krishandeveraya University, Anantapur. His areas of interest include financial services and CRM. He has co-authored a book on "Wealth Creation through Entrepreneurship", "Security Analysis and Portfolio Management" and "Change and Knowledge Management". He presented several papers in national and international conferences and has published articles in various management journals. He is a

research guide and presently guiding 4 research scholar in the areas of Retail management, Tourism management, Housing finance and Supply chain management under V.T.U., Belguam, and Reviewer for journal publications and conference proceedings.

#### 3. Mr. Arun Kumar Bharwdaj,

Arun Bhardwaj (Strategy Mentor and Inspirational Speaker). Arun Bhardwaj is a thought leader, business strategist, and a frequent keynote speaker at global conferences. His vision is to inspire people to live a purposeful life by utilizing their full creative potential. With his inner Transformation programs, he is inspiring organizations and transforming lives. arunb's programs are appreciated by the audiences at MNCs, conferences, professional institutions, and spiritual retreats alike. He has conducted many programs at premier institutes like IIMs on business strategy, and work-life harmony. He was invited by the ZUYD University of Holland to present cultural heritage and business landscape of India. Arun is also mentoring businesses to operate in the peak performance zone. In his 20+ years of professional experience around the world, Arun has succeeded in spectrum of leadership roles in R&D, product marketing, and business development. He has contributed to companies like Motorola, Samsung, Lucent, and Dell by launching new products, and by starting new operations in multiple countries. Arun's diverse global experience has resulted in several product and process innovations including a product that was elected as America's Top-15 VoIP innovations of 2007. He also ran a hospitality enterprise in California. Arun has created his signature methodologies in the areas of leadership, interpersonal communication and work-life balance management. After living abroad for thirteen years, Arun returned to his roots with the intent to share his global learning and inspire Indian vouth.

Arun is a Gold Medalist in B.Tech (with Honors) from National Institute of Technology Himachal, and an MBA from California State University. He is currently pursuing a PhD with the intent of reviving management practices of ancient wisdom to address challenges of today.

- 4. Dr. Roopa T N is the group director of East Point Group taking care of the growth and administration of East Point Group. Previously she has worked as Special Officer, VTU. She has been a role model for many women professionals with a high caliber of performance and wisdom.
- 5. Mr. Sreejith Nair, is an alumnus of the institute passed out in 2007-09. Presently working as project lead at HP (E)

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### NEW HORIZON COLLEGE OF ENGINEERING DEPARTMENT OF MANAGEMENT STUDIES 2<sup>nd</sup> BOARD OF STUDIES MEETING AGENDA -1

Introduction to the Scheme & Syllabus of MBA 2015, III & IV semester courses and Syllabus content

### CREDIT SCHEME FOR THIRD SEMESTER MBA 2015

S.No	Course Code	Course	BOS	I	Cı Distr	redit ibut		Overall		Marks		
24110	Code	Sa 22		L	P	T	S.	Credits	CIE	SEE	Total	
1	15MBA31	Mini Project	MBA	0	0	-0	4	4	50	50	100	
2	15MBA**3*1	Elective 1	MBA	4	0	0	0	4	50	50	100	
3	15MBA**3*2	Elective 2	MBA	4	0	0	0	4	50	50	100	
4	-15MBA**3*3	Elective 3	MBA	4	0	0	0	4	50	50	100	
5	15MBA**3*1	Elective 4	MBA	4	0	0	0	4	50	50	100	
6	15MBA**3*2	Elective 5	MBA	4	0	0	0	4	50	50		
		Total						24	300	300	600	

### CREDIT SCHEME FOR FOURTH SEMESTER MBA 2015

S.No	Course Code	Course	BOS	I		redi ibut		Overall		s	
5.110	•			L	P	T	S	Credits	CIE	SEE	Total
1	15MBA41	Project work	MBA	0	0	0	11	11	50	50	100
2	15MBA**4*1	Elective 6	MBA	4	0	0	0	4	50	50	100
3	15MBA**4*1	Elective 7	MBA	4	0	0	0	4	50	50	100
4	15MBA**4*2	Elective 8	MBA	- 4	0	0	0	4	50		
		Total						23	200	200	400

- > BOS members appreciated the effort of mapping PO's and CO's with the modules in the respective subjects.
- ➤ Dr. Ranga Raju emphasized on the need of building practical components in the subjects. He was of the opinion that excel can be incorporated in subject like QTM, and SPSS in Business Research Methods. HOD Dr. Sheelan Misra brought to the notice of the board members that these tools are a part of the syllabus as well as value added programs.
- It was mentioned by Mr. Arun Bhardwaj that the distribution of course among the semesters was good and significant enhancement to the program outline can be seen. Practical components should be increased which will help the students to apply learning of the course towards solving practical business problems.
- > Dr. P. V. Raveendra suggested to introduced self study component in EDP and Strategic Management and to avoid the same from Quantitative techniques for decision making.
- > Dr. Roopa T N mentioned to accommodate practical skill components in courses where ever applicable.
- > During the discussion it was suggested that applications based assignments can be given in the Quantitative techniques for decision making subject.
- > Dr Roopa T N Suggested that Practical components need to be included and more focus should be on the depth of the course.
- ➤ Dr Ranga Raju suggested that, "Term Paper" Concept can be looked into where students can choose one company and study all the concepts practically in the organization and correlate with the theoretical concepts in the subject. For eg: Student will choose one company and study supply chain management practices, for his course supply chain management and present a paper in the classes. BOS Chairman, Dr. Sheelan Misra informed the board that term paper concept has been taken care in the form of seminar, which is introduced in the second semester of MBA program.
- ➤ BOS members have suggested that if possible, one core course can be include in the 3 rd semester, Quantitative for decision making subjects for first semester can be relooked and Business research methods can be included with software packages
- > Dr. Arun Bharawdaj also focused on providing application insight to the theoretical concepts. He said, application of tools by students in different scenarios is important.

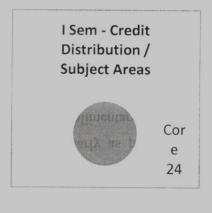
### NEW HORIZON COLLEGE OF ENGINEERING

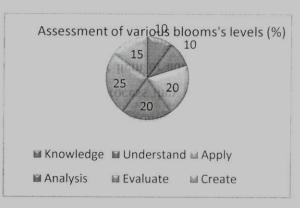
# DEPARTMENT OF MANAGEMENT STUDIES 2<sup>ND</sup> BOARD OF STUDIES MEETING AGENDA-2

Discussion on the proposed Scheme of MBA 2016, I & II semester coursed and Syllabus content

#### CREDIT SCHEME OF FIRST SEMESTER MBA PROGRAM 2016

	Course	Course	BOS	Di	Cre istril	edit buti	on	Overall		Marks	
S.No	Code			L	P	Т	S	Credits	CIE	SEE	Total
1	16MBA 11	Management Perspective	MBA	4	0	0	0	4	50	50	100
2	16MBA 12	Business Economics	MBA	4	0	0	0	4	50	50	100
3	16MBA 13	Quantitative Techniques For Decision Making	МВА	3	0	1	0	4	50	50	100
4	16MBA 14	Accounting For Managers	MBA	3	0	0	1	4	50	50	100
5	16MBA 15	Managerial Communication	MBA	4	0	0	0	4	50	50	100
6	16MBA 16	Marketing Management	MBA	4	0	0	0	4	50	50	100
7	16MBA17	Life Skills for Managers –I	MBA	0	0	0	0	0	50	50	100
		Total						24	350	350	700

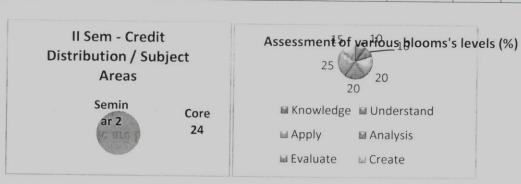




### NEW HORIZON COLLEGE OF ENGINEERING

### DEPARTMENT OF MANAGEMENT STUDIES CREDIT SCHEME OF SECOND SEMESTER MBA PROGRAM 2016

C N	Course	Course	BOS	D	Cre istri	edit buti		Overall		Marks		
S.No	Code			L	P	T	S	Credits	CIE	SEE	Total	
1	16MBA 21	Business Research Methods	MBA	3	0	1	0	4	50	50	100	
2	16MBA 22	Business, Law & Society	MBA	4	0	0	0	4	50	50	100	
3	16MBA 23	Financial Management	МВА	3	0	1	0	4	50	50	100	
4	16MBA 24	Human Resources Management	MBA	4	0	0	0	4	50	50	100	
5	16MBA 25	Entrepreneurship Development	MBA	3	0	0	1	4	50	50	100	
6	16MBA 26	Strategic Management	MBA	4	0	0	0	4	50	50	100	
7	16MBA27	Life skills for Managers – II	МВА	0	0	0	0	0	50	50	100	
8	16MBA28	Seminar	МВА	0	0	2	0	2	50	50	100	
	7	Total		L				26	400	400	800	



- All the members of the board of studies meeting have the same opinion that course outline, credits and syllabus well articulated.
- Mr.Arun Bhardwaj suggested an application of overall learning from MBA capstone program for all students. Don't just tell or just show; we should facilitate student participation in actual environment.
- > Dr. Ravindra referred to the evaluation of CIE & SEE of seminar in second semester and mini project. Where it is communicated to him that seminar in II semester and mini project in II sem will have viva voce organized by external examiner of a different institute and the internal examiner.

### New Horizon College of Engineering Department of Management Studies Scheme of Third Semester MBA Program

n les	Course	Course	BOS	D		edit butio	n	Overall		Marks	me
Sl. NO	Code			Credits	CIE	SEE	Total				
1	MBA31	Project Work & Report	MBA III	0.0	0	0	4	4	50	50	100
2	MBA**	Elective 1	MBA	4	0	0	0	4	50	50	100
3	MBA**	Elective 2	MBA	4	0	0	0	4	50	50	100
4	MBA**	Elective 3	MBA	4	0	0	0	4	50	50	100
5	MBA**	Elective 4	MBA	4	0	0	0	4	50	50	100
6	MBA**	Elective 5	MBA	4	0	0	0	4	50	50	100
7	MBA**	Elective 6	MBA	4	0	0	0	4	50	50	100
		Total						28	350	350	700

Marketing S	pecialization	Finance Spe	cialization		Resource lization
MBAMM311	Strategic Practices in Service Marketing	MBAFM321	Advanced Financial Managem ent	MBAHR331	Compensatio n Management
MBAMM312	Product and Brand Management	MBAFM322	Taxation	MBAHR332	Training and Development
MBAMM313	Consumer Behavior and Marketing Research	MBAFM323	Financial Analysis of Business	MBAHR333	Legal Aspects of Business
MBAMM314	Sales and Channel Management	MBAFM324	Financial Services	MBAHR334	Recruitment and Selection

Operations Ma	nagement Specialization	Business A	nalytics Specialization
MBAOM341	Strategic Management of Services	MBABA351	Predictive Analysis
MBAOM342	Demand Analysis and Forecasting	MBABA352	Prescriptive Analysis
MBAOM343	Project Management	MBABA353	Descriptive Analysis
MBAOM344	Supply Chain Management	MBABA354	Data Analytics for Managers

Note: Subject mentioned in Bold will be offered in Minor specializations respectively.

### New Horizon College of Engineering Department of Management Studies Fourth Semester MBA Program-Scheme

	Course	Course	BOS	I		edit ibuti	on	Overall	Marks		
SI. NO	Code		Dos	L	L P T S		Credits	CIE	SEE	Total	
1	MBA41	Industry internship and report	MBA	0	0	0	13	13	50	50	100
2	MBA**	Elective 6	MBA	3	0	0	0	3	50	50	100
3	MBA**	Elective 7	MBA	3	0	0	0	3	50	50	100
4	MBA**	Elective 8	MBA	3	0	0	0	3	50	50	100
		Total						22	200	200	400

Marketing S	pecialization	Finance Sp	ecialization		Resource alization
MBAMM411	Digital Marketing	MBAFM421	Investment Managemen t	MBAHR431	Organization Theory, Design and Development
MBAMM412	Integrated Marketing Communica tions	MBAFM422	Project Manageme nt and Control	MBAHR432	People and Performance Management in Organizations

Operations M	Ianagement Specialization	Business Analytics Specialization					
MBAOM441	Managing E-business	MBABA451	Machine Learning and Cognitive Intelligence				
MBAOM442	Business Process Improvement	MBABA452	Advanced Data Analytics				

Note: Subject mentioned in Bold will be offered in Minor specializations respectively.

### NEW HORIZON COLLEGE OF ENGINEERING DEPARTMENT OF MANAGEMENT STUDIES 2<sup>ND</sup> BOARD OF STUDIES MEETING AGENDA –3

Discussion on the plan of action for enhancing students' employability skills

- Introduction of different analysis related subjects were discussed by the board of studies. It was suggested that topics like big data, data analytics which will be useful for the students to get into the job, can be included.
- Mr. Arun suggested that "career elective" is an important means of introducing subjects which directly link with prospective career like social media marketing digital media working etc.

### RECOMMENDATIONS OF THE BOARD

The scheme & syllabus of III and IV MBA 2015 Batch has been attached and discussed and is recommended for approval.

The scheme and syllabus of I and II MBA 2016 Batch has been attached and discussed and is recommended for approval.

2<sup>ND</sup> BOARD OF STUDIES MEETING - 01 JULY 2016

### MEMBER'S OBSERVATIONS:

- The course outine Looks very well organized.

The distribution of course among semisters is also looking good. to the outline.

Significant enhancement from last discuss.

### MEMBER'S SUGGESTIONS & RECOMMENDATION:

Practical component shall be in weased / added This should help the students apply learning of a course towards a practical problem / businese.

2 A final -Application of overall learning from MBA" capstone program for all students.

Don't just tell or just show; we should facilitate student participation in actual environment.

NAME: Dr. Arun Bhardwaj

DESIGNATION: Director - Business Strategy (x Director Dell).

SIGNATURE Agunt).

2<sup>ND</sup> BOARD OF STUDIES MEETING - 01 JULY 2016

### MEMBER'S OBSERVATIONS:

well articulated.

#### MEMBER'S SUGGESTIONS & RECOMMENDATION.

Accomodate Practical skill components along with courses where ever applicable

NAME:

Dr MS Ranga Ra/u

DESIGNATION:

probena pes u

SIGNATURE

2<sup>ND</sup> BOARD OF STUDIES MEETING – 01 JULY 2016

### MEMBER'S OBSERVATIONS:

\* Credits are veriformly distrobuted

+ Mini Project 12 a good Corcept for
Student's Learning.

### MEMBER'S SUGGESTIONS & RECOMMENDATION

\* To anoid solf study component in

FDP and strategic management

\* To avoid solf study component of Quantitative Technique for Decision unateing of Involve alumni students in finalismon too segment.

NAME:

Dr Py Raveerdrg

**DESIGNATION:** 

Projences & HOD

SIGNATURE

2<sup>ND</sup> BOARD OF STUDIES MEETING - 01 JULY 2016

#### MEMBER'S OBSERVATIONS

- -> Subjects being distributed well and in a organised manner accross the Semister.
- -> Flow books very concrete.
- ? Electives looks heavy and more close to the industry.
- Bruitical project is boost for the students correr.

### MEMBER'S SUGGESTIONS & RECOMMENDATION:

- > Distribute managerial communication accouse rest of the subjects rather than treating or individual subjects
- -> More muskeding placement needs to be enwaged.

NAME: Socejill. Gr

DESIGNATION: Project Lead. (HPE)

SIGNATURE Ors

## **MBA** Board of Studies Committee

01/07/2016

Sl. No	Name	Affiliation	Nomination	Signature
1	Mr. Arun Kumar Bharadwaj	Director Global Alliances, DELL	Member .	Bhasm
2	Mrs. Sheethel Kulkarni	Campus Recruitment Lead L&T Technology Services Ltd Bangalore.	Member	
3	Dr. P. V. Ravindra	Prof & HoD, MSRIT	Member	OP D
4	Dr. Rangaraju	Prof & HoD, PESIT Professor - Pesuniversity	Member	Osma
5	Mr. Sreejith Nair	Business Analyst, HPE Project Lead	Member	Pro.
6	Mr. Avinash	TESCO	Member	

Name and Signatures of all the Attendees:

1. Chairman BOS		7
2		8
3		9
4	16	10
5	-	11
6		12

### VOTE OF THANKS BY THE CHAIRMAN-BOS

Dr. Sheelan Misra, HoD – Department of Management Studies acknowledged the presence of all the Board of Studies Members, who took out their precious time from their busy schedule and be present for the Board of Studies Second Meeting on 01<sup>st</sup> July 2016 at 11.00 a.m.

Dr. Sheelan Misra also conveyed her heartfelt thanks to all the faculty members who showcased their best in designing the syllabus and coming out with new ideas and topics to make MBA program more industry relevant.

HOD - Department of Management of HOD - Department of Management of HOD - COLLEGE OF ENGINEERING POST.

Ring Road, Restaurtin Post.

Near Marathalli, Bangalore - 550 103

### NEW HORIZON COLLEGE OF ENGINEERING DEPARTMENT OF MANAGEMENT STUDIES 2<sup>ND</sup> BOARD OF STUDIES MEETING AGENDA -2

Discussion on the proposed Scheme of MBA 2016, I & II semester courses and Syllabus content

### CREDIT SCHEME FOR FIRST SEMESTER MBA 2016

S.No	Course Code	Course	BOS	Credit Distribution				Overall	Marks		
				L	P	T	S	Credits	CIE	SEE	Total
1	16MBA 11	Management Perspective	МВА	4	0	0	0	4	50	50	100
2	16MBA 12	Business Economics	MBA	4	0	0	0	4 .			
3	16MBA 13	Quantitative	MBA	3	0	1			50	50	100
		Techniques For Decision Making	IVIDA	3			0	4	50	50	100
4	16MBA 14	Accounting For Managers	MBA.	3	0	0	1	4	50	50	100
5	16MBA 15	Managerial Communication	МВА	4	0	0	0	4	50	50	100
6	16MBA 16	Marketing. Management	МВА	4	0	0	0	4	50	50	100
7	16MBA17	Life Skills for Managers –I	MBA	0	0	0	0	0	50	50	100
		Total						24	350	350	700

### CREDIT SCHEME FOR SECOND SEMESTER MBA 2016

5.No	Course Code	de	BOS	Credit Distribution				Overall	Marks		
1	16MBA 21			L	P	T	S	Credits	CIE	SEE	Total
		Methods	MBA	3	0	1	0	4	50	50	100
2	16MBA 22	Business, Law & Society	MBA	4	0	0	0	4	50	50	100
3	16MBA 23	Financial * Management	MBA	. 3	0	1	0	4 .	50	50	100
4	16MBA 24	Human Resources Management	МВА	4	0	0	0	4	50	50	100
5	16MBA 25	Entrepreneurship Development	МВА	3	0	0	1	4	50	50	100

		Total						26	400	400	800
8	16MBA28	Seminar	MBA	0	0	2	0	2	50	50	100
/	16MBA27	Life skills for Managers – II	MBA	0	0	0	0	0	50	50	100
6	16MBA 26	Management	MBA	4	0	0	0	4 ·	50	. 50	100

- All the members of the board of studies meeting have the same opinion that course outline, credits and syllabus well articulated
- Mr.Arun Bhardwaj suggested an application of overall learning from MBA capstone program for all students. Don't just tell or just show; we should facilitate student participation in actual environment.
- Dr. Ravindra referred to the evaluation of CIE & SEE of seminar and mini project, where it is communicated to him that seminar in second semester and mini project in II sem will have viva voce organized by external examiner of a different institute and the internal examiner.