

**NEW HORIZON COLLEGE OF ENGINEERING**  
(Autonomous college, affiliated to VTU)



**Department of Management Studies**

**MINUTES OF BOARD OF STUDIES – I MEETING**

**REF# NHCE/MBA/BOS/001**

**Submitted to**

**The Dean Academics, NHCE**

**Submitted by**

**Dr. Sheelan Misra, HoD- Management Studies (MBA)**

Convener – BoS – Department of Management Studies

**DAY & DATE:** Saturday, July 25th, 2015

**VENUE:** Conference Room, MBA Department, NHCE

**TIME:** 10.00 am onwards

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## Structure of Board of studies

Department of Management Studies

New Horizon College of Engineering

Sl No.	Category	Nomination of the Committee	Name of the Person
1	Head of the Dept.	Convener	Dr. Sheelan Misra
2	Faculty Members at different level veering different specializations	Member 1	Dr. Sainath A R
		2	Dr. Ravichandra Reddy
		3	Dr. Aradhana Yadav
		4	Prof. Sancharan Roy
		5	Prof. Baby Niviya Feston
3	Subjects Experts from outside the College nominated by Academic Council	Member 1	Dr. Rangaraju, Prof & HoD, PE-SIT
		2	Dr. P . T. Raveendra, Prof & HoD, MSRIT
4	Expert from outside college, nominated by Vice-Chancellor	Member	VTU Nominee
5	Representative from Industry / corporate sector / allied area relating to placement nominated by Academic Council	Member	1.Mr. Arun Kumar Bharadwaj 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
7	Co-opted members		Prof. Sreoshi Das Gupta Prof. Ramesh Kumar Prof. Jyothi P

## **Welcome Address by Chairman of 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 Krishandeveryaya 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. Arun'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 youth.

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. Ms. Sheethel Kulkarni

Campus Recruitment Lead  
L&T Technology Services Ltd  
Bangalore.

### 5. Mr. Sreejith Nair, Business Analyst, HP

## **Agenda of the Meeting**

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

- Agenda 1: Introduction to the Scheme & Syllabus of MBA 2015 programme under autonomous
- Agenda 2 : Discussion on the proposed Scheme of MBA 2015 programme and Syllabus content
- Agenda 3: Discussion on the plan of action for enhancing students' employability skills
- Agenda 4: Discussion on CIE & SSE

The following members were present at the meeting:

1. Mr. Arun Bharadwaj, Director Global Alliances, DELL
2. Ms. Sheethel Kulkarni, Campus recruitment Lead, L&T Technology services Ltd
3. Mr. Sreejith Nair, Business Analyst, HP
4. Dr. P . V Raveendra, Prof & HOD, MSRIT
5. Dr. Ranga Raju, Prof &HOD, PESIT
6. Dr. Sheelan Misra, HOD-MBA, NHCE
7. Dr. Sainath , Professor, MBA
8. Dr. Ravichandra Reddy, Professor, MBA
9. Dr. Aradhana Yadav, Sr. Asst Professor, MBA
- 10.Mr. Sancharan Roy, Sr. Asst Professor, MBA
- 11.Ms. Niviya Feston, Assistance Professor, MBA
- 12.Mr. Ramesh Kumar, Assistant Professor, MBA
- 13.Ms. Sreoshi Das Gupta, Assistant Professor, MBA
- 14.Ms. Jyothi, Assistant Professor, MBA

**Agenda 1: Introduction to the Scheme & Syllabus of MBA 2015  
programme under autonomous**

**SCHEME OF TEACHING AND EXAMINATION  
Master Of Business Administration (MBA)**

Subject Code	Name of the Subject	Credits	Lec:Tut:Lab:Self Study	No. Teaching Hrs	CIE	*SSE	Total
<b>Semester - I</b>							
15MBA 11	Management for Business	3	3:0:0:0	4	50	50	100
15MBA 12	Economics & Business	3	2:1:0:0	4	50	50	100
15MBA 13	Quantitative For Decision Making	4	2:1:0:0	4	50	50	100
15MBA 14	Accounting For Managers	4	2:1:0:1	4	50	50	100
15MBA 15	Management Information System	3	3:0:0:0	4	50	50	100
15MBA 16	Managerial Communication	3	3:0:0:0	4	50	50	100
15MBA17	Marketing Management	3	3:0:0:0	4	50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA18	Life Skills for Managers -I	2	0:0:2:0		50	50	100
<b>Total</b>		<b>25</b>			<b>400</b>	<b>400</b>	<b>800</b>
<b>Semester - II</b>							
15MBA 21	Business Research & Analytics	4	2:1:0:1	4	50	50	100
15MBA 22	Business, Law & Society	3	3:0:0:0	4	50	50	100
15MBA 23	Financial Management	4	2:1:0:1	4	50	50	100
15MBA 24	Human Resources Management	3	3:0:0:0	4	50	50	100
15MBA 25	Production and Operations Management	3	2:1:0:0	4	50	50	100
15MBA 26	Global Business Management						
15MBA27	Strategic Management	3	3:0:0:0	4	50	50	100
15MBA28	Organizational Study and Presentation	2	0:0:2:0		50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA29	Life skills & Self Development - II	2	0:0:2:0		50	50	100
<b>Total</b>		<b>27</b>			<b>450</b>	<b>450</b>	<b>900</b>
<b>Semester - III (Dual Specialization)</b>							
15MBA 31	Supply Chain Management	3	2:1:0:0	4	50	50	100
15MBA32	Entrepreneurship Development	3	3:0:0:0	4	50	50	100
15MBA**3*1	Elective - 1 Stream - 1	3	3:0:0:0	4	50	50	100
15MBA**3*2	Elective - 2 Stream - 1	3	3:0:0:0	4	50	50	100
15MBA**3*3	Elective - 3 Stream - 1	3	3:0:0:0	4	50	50	100
15MBA**3*1	Elective - 1 Stream - 2	3	3:0:0:0	4	50	50	100
15MBA**3*2	Elective - 2 Stream - 2	3	3:0:0:0	4	50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA33	Quantitative skills for Managers	2	1:1:0:0		50	50	100
<b>Total</b>		<b>23</b>			<b>100</b>	<b>400</b>	<b>800</b>
<b>III semester Finance Specialisation</b>							
15MBAFM321	Advanced Financial Management	3	2:1:0:0				
15MBAFM322	Security Analysis & Portfolio Management	3	2:1:0:0				
15MBAFM323	Banking & Financial Services	3	3:0:0:0				
15MBAFM324	Mergers, Acquisitions & Corporate Restructuring	3	2:1:0:0				
15MBAFM325	Cost Management	3	2:1:0:0				

III semester Marketing Specialisation							
15MBAMM311	Business Marketing	3	3:0:0:0				
15MBAMM312	Service Marketing	3	3:0:0:0				
15MBAMM313	Consumer Behaviour	3	3:0:0:0				
15MBAMM314	Marketing Research	3	3:0:0:0				
15MBAMM315	Integrated Marketing Communication	3	3:0:0:0				
III semester Human Resource Management							
15MBAHR331	Labour Law Applications	3	3:0:0:0				
15MBAHR332	Recruitment & Selection	3	3:0:0:0				
15MBAHR333	Organisation Development & Change	3	3:0:0:0				
15MBAHR334	Team Building & Leadership	3	3:0:0:0				
15MBAHR335	Performance Appraisal & Competency Mapping	3	3:0:0:0				
Semester - IV							
15MBA41	Project Work	10	0:0:10:0		100	200	300
15MBA**4*1	Elective - 1 Stream - 1	3	3:0:0:0	4	50	50	100
15MBA**4*2	Elective - 2 Stream - 1	3	3:0:0:0	4	50	50	100
15MBA**4*1	Elective - 1 Stream - 2	3	3:0:0:0	4	50	50	100
15MBA**4*2	Elective - 2 Stream - 2	3	3:0:0:0	4	50	50	100
15MBA**4*3	Elective - 3 Stream - 2	3	3:0:0:0	4	50	50	100
<b>Total</b>		<b>25</b>			<b>350</b>	<b>450</b>	<b>800</b>
IV semester Finance Specialisation							
15MBAFM421	Risk & Insurance Management	3	2:1:0:0				
15MBAFM422	Tax Management	3	2:1:0:0				
15MBAFM423	Project Appraisal Planning and Control	3	2:1:0:0				
15MBAFM424	International Financial Management	3	2:1:0:0				
IV semester Marketing Specialisation							
15MBAMM411	Sales & Retail Management	3	3:0:0:0				
15MBAMM412	E - Marketing & CRM	3	3:0:0:0				
15MBAMM413	International Marketing Management	3	3:0:0:0				
15MBAMM414	Strategic Brand Management	3	3:0:0:0				
IV semester Human Resource Management Specialisation							
15MBAHR431	Personal Growth & Interpersonal Effectiveness	3	3:0:0:0				
15MBAHR432	Training & Development	3	3:0:0:0				
15MBAHR433	International Human Resources Management	3	3:0:0:0				
15MBAHR434	Compensation Management	3	3:0:0:0				

**Note:**

- Project work will be for 12 weeks
- In case of more than 60 students in particular specialization, merit based selection of first 60 will be offered
- The number of seats under each specialization will be limited to only 60. In case more students opt for a particular specialization like finance, preference will be given for first 60 students in the order of merit.
- \*SSE will be conducted for 100 MM for three hours
- \*\*SSE will be conducted for 50 MM for one and half hours (1.5 hrs)

## **Agenda 2 : Discussion on the proposed Scheme of MBA 2015 programme and Syllabus content**

- During the discussion, it was suggested to change the title of the subject Economics and business to Business economics and also there was discussion on if MIS could be part of second or third semester and Strategic management could be part of third sem MBA and Entrepreneurial development in first sem MBA . It was highlighted by Ms. Sheetal that MIS could be part of First semester as it provides foundation in IT & e-commerce to the students. Study Pyramid was explained by Dr. Ranga Raju with five levels: Preliminary level, Foundation Level, Core level, Specialization level, and Super specialization level and these levels should be maintained in the syllabus.
- It was mentioned by Mr. Arun Bharadwaj that course should be organized in the phased manner where each semester should serve a purpose to build the base and develop on the domain knowledge.
- Mr. Sreejith mentioned about the widening gap between practical and theory
- Dr. Raveendra suggested that ED could be part of First semester so that we can attract students for business and other activities.
- Dr. Ranga Raju mentioned that supply chain management should not be core it should be the specialized (Marketing) one.
- Mr. Arun Bharadwaj suggested that carrier electives should be introduced and also said live projects involving data analysis should be given to the students and allow them to have an experience of how they can apply the concepts and take decisions.
- For Life skills course a suitable mechanism has to be devised for evaluation
- Project management also came as a suggestion to be incorporated as one of the subjects during final year or it can also be titled as Program management
- All the member of BOS suggested that we should try to call 20-30 Alumni and ask and share their experiences and expectations from the companies so that we come to know that what companies expecting from our students
- Ms. Sheethel said that what is the end result is important and execution of ideas or delivery should be more effective so that students can come out with college with confidence and job in hand
- SST component of problems based papers was appreciated by the Board.

- It was also suggested to freeze the elective/specialization subjects offered in the second year of MBA programme.
- It was also suggested to maintain the uniformity in the total number of credits offered in each semester.

### **Agenda 3: Discussion on the plan of action for enhancing students' employability skills**

Life Skills introduction as credit subject was appreciated by the board of Studies especially by the Industry Experts.

It was also suggested that it can begin from the day one for the students as an orientation programme.

It was suggested by Dr. P V Raveendra to evolve an examination and assessment mechanism to evaluate the life skills

### **Agenda 4: Discussion on CIE & SSE**

CIE & SSE was appreciated for its structuring

It was suggested by the board to make Project in MBA IV semester for 300 marks having three components of 100 each.

It was also suggested by the Board of Studies to devise an examination and assessment mechanism to evaluate the life skills.

## Recommendations & Finalization of Syllabus

- To change the title of the subject Economics and business to Business economics
- It was recommended to include Strategic management as a part of second year MBA programme and Entrepreneurial development in first year MBA programme
- It was suggested by the board to make Project in MBA IV semester for 300 marks having three components of 100 each.
- It was also suggested by the Board of Studies to devise an examination and assessment mechanism to evaluate the life skills
- With the recommendations of the Board the following scheme has been approved by the Board of Studies:

### SCHEME OF TEACHING AND EXAMINATION Master Of Business Administration (MBA)

Subject Code	Name of the Subject	Credits	Lec:Tut:Lab:Self Study	No. Teaching Hrs	CIE	*SSE	Total
<b>Semester - I</b>							
15MBA 11	Management for Business	3	3:0:0:0	4	50	50	100
15MBA 12	Business Economics	3	2:1:0:0	4	50	50	100
15MBA 13	Quantitative For Decision Making	4	2:1:0:0	4	50	50	100
15MBA 14	Accounting For Managers	4	2:1:0:1	4	50	50	100
15MBA 15	Management Information System	3	3:0:0:0	4	50	50	100
15MBA 16	Managerial Communication	3	3:0:0:0	4	50	50	100
15MBA17	Marketing Management	3	3:0:0:0	4	50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA18	Life Skills for Managers -I	2	2:0:0:0	2	50	50	100
<b>Total</b>		<b>25</b>			<b>400</b>	<b>400</b>	<b>800</b>
<b>Semester - II</b>							
15MBA 21	Business Research & Analytics	4	2:1:0:1	4	50	50	100
15MBA 22	Business, Law & Society	3	3:0:0:0	4	50	50	100
15MBA 23	Financial Management	4	2:1:0:1	4	50	50	100
15MBA 24	Human Resources Management	3	3:0:0:0	4	50	50	100
15MBA 25	Production and Operations Management	3	2:1:0:0	4	50	50	100
15MBA 26	Entrepreneurship Development	3	3:0:0:0	4	50	50	100
15MBA27	Supply Chain Management	3	2:1:0:0	4	50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA28	Life skills for Managers - II	2	2:0:0:0		50	50	100
		<b>25</b>			<b>400</b>	<b>400</b>	<b>800</b>

<b>Semester - III (Dual Specialization)</b>							
15MBA 31	Strategic Management	3	3:0:0:0	4	50	50	100
15MBA**3*1	Elective 1	3	3:0:0:0	4	50	50	100
15MBA**3*2	Elective 2	3	3:0:0:0	4	50	50	100
15MBA**3*3	Elective 3	3	3:0:0:0	4	50	50	100
15MBA**3*1	Elective 1	3	3:0:0:0	4	50	50	100
15MBA**3*2	Elective 2	3	3:0:0:0	4	50	50	100
15MBA**3*3	Elective 3	3	3:0:0:0	4	50	50	100
<b>Skill Enhancement Program (SEP)</b>							
**15MBA33	Organizational Study Seminar	2	0:0:2:0		50	50	100
**15MBA34	Quantitative skills for Managers	2	2:0:0:0		50	50	100
		<b>25</b>			<b>450</b>	<b>450</b>	<b>900</b>

<b>III semester Marketing Specialisation</b>							
15MBAMM311	Service Marketing	3	3:0:0:0				
15MBAMM312	Consumer Behaviour & Marketing Research	3	3:0:0:0				
15MBAMM313	Integrated Marketing Communication	3	3:0:0:0				
<b>III semester Human Resource Management</b>							
15MBAHR331	Labour Law Applications	3	3:0:0:0				
15MBAHR332	Recruitment & Selection	3	3:0:0:0				
15MBAHR333	Organisation Development & Change	3	3:0:0:0				
<b>Semester - IV</b>							
15MBA40	Global Business Management	3	3:0:0:0	4	50	50	100
15MBA41	Project Work	10	0:0:10:0		100	200	300
15MBA**4*1	Elective - 4	3	3:0:0:0	4	50	50	100
15MBA**4*2	Elective - 5	3	3:0:0:0	4	50	50	100
15MBA**4*1	Elective - 4	3	3:0:0:0	4	50	50	100
15MBA**4*2	Elective - 5	3	3:0:0:0	4	50	50	100
	<b>Total</b>	<b>25</b>			<b>350</b>	<b>450</b>	<b>800</b>
<b>IV semester Finance Specialization</b>							
15MBAFM421	Risk & Insurance Management	3	2:1:0:0				
15MBAFM422	Tax Management	3	2:1:0:0				
<b>IV semester Marketing Specialization</b>							
15MBAMM411	Sales & Retail Management	3	3:0:0:0				
15MBAMM412	E - Marketing & CRM	3	3:0:0:0				
<b>IV semester Human Resource Management Specialization</b>							
15MBAHR431	Performance Appraisal and Compensation Management	3	3:0:0:0				
15MBAHR432	Personal Growth & Interpersonal effectiveness	3	3:0:0:0				

**Note:**

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- The number of seats under each specialization will be limited to only 60. In case more students opt for a particular specialization like finance, preference will be given for first 60 students in the order of merit.
- Project work duration is 12 weeks .
- \*SSE will be conducted for 100 MM for three hours

- \*\*SSE will be conducted for 50 MM for one and half hours (1.5 hrs)

### **Closing Remarks by the Convener of the Meeting**

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 present for the Board of Studies First Meeting on 25<sup>th</sup> July 2015 at 10.00a.m.

Dr. Rangaraju was profoundly thanked for his contribution in terms of placing of the subjects as per the five levels discussed by him and also giving his valuable inputs on US & UK based education system.

Dr, P V Raveendra was thanked for his valuable inputs in terms of the content in the syllabus and life skills for managers' initiative.

Extremely valuable inputs of Mr. Arun Bhardwaj were highly commendable for staying focused on the industry relevance and practical component of the syllabus.

Ms. Sheethel remarks were highly appreciated by Dr. Sheelan for placing an emphasis on the inclusion of subjects like Life Skills for Managers in the curriculum.

The Alumni Mr. Sreejith's recommendations was highly appreciated for making the course more relevant for the students from the perspective of getting jobs in the interested areas of the students.

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