

**New Horizon College of Engineering
Autonomous College Affiliated to VTU & Accredited by
NAAC with 'A' Grade
Department of Management Studies**

BOARD OF STUDIES MEETING

DATE : Saturday, May 25, 2019

VENUE : Conference room - MBA

TIME : **09.30** am – 02.00pm

NEW HORIZON COLLEGE OF ENGINEERING
Autonomous College Affiliated to VTU & Accredited by NAAC with 'A' Grade

DEPARTMENT OF MANAGEMENT STUDIES

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3	<ul style="list-style-type: none">• SCHEME<ul style="list-style-type: none">➤ Scheme of First and Second Semesters➤ Scheme of Third and Fourth Semesters

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
2	Faculty Members at different level veering different specializations	Member	-
		1	Dr. Sainath A R
		2	Dr. Smita Harwani
		3	Mr. S Santosh Kumar
		4	Ms. Baby Niviya Feston
3	Subjects Experts from outside the College nominated by Academic Council	Member	-
		1	Dr. Satya Nandini , Professor, BMS College of Engineering, Bangalore
		2	Dr.Mathew Mannimala, Professor – IIM Bangalore
		3	Dr. Rajashekar Swamy, Director, RV Institute Management
4	Expert from outside college, nominated by Vice-Chancellor	Member VTU Nominee	Dr. Ranga Raju, Prof & HoD, PESIT
5	Representative from Industry / corporate sector / allied area relating to placement nominated by Academic Council	Member	1. Dr. R P Suresh , Principal Director - ACCENTURE Digital Data Science
			2. Dr. Pavan Soni, Innovation Evangelist Inflexion Point Consulting, Bangalore
			3. Mr. Ravindra Keragodu Puttaswamy, Manager, Toyota Kirloskar Auto Parts Pvt. Ltd
6	Postgraduate Meritorious alumnu nominated by Principal	Member	1. Mr. Azad, Business operation manager, AMAZON
			2. Mr.Varghese Thomas, Excelledia
7	Co-opted members		1. Mr. Lokesh K N Sr. Asst. Prof
			2. Dr. Sowmya Narayanan HoD, Life skills
			3. Dr. Arun Bhardwaj Happiness Technology
			4. Mr. Gopalkrishna, Asst. HR Manager Corporate Relations, Training & Placement Department
			5. Mr.Kamal Artwani, HR Manager, Rakutel
			6. Dr. Anuradha, Prof & HoD, Cambridge Institute of Tech., K R Puram, Blr

Minutes of the BOS meeting:

Welcome Address by chairman of BOS and Introduction of members

Chairperson of the Board, Dr. Sheelan Misra, HoD-MBA, welcomed all the members of MBA- Board of Studies. She introduced External subject experts Dr. Satyanandini, Professor, MBA, BMSCE, Dr. Ranga Raju, Professor, MBA, PES University & VTU Nominee, Dr. Arun Bhardwaj, Founder, Happiness Technologies, Dr.Sundar Padmnabhan, Principal Consultant, Accenture, Mr. Azad Sharma, Alumni and HR Manager, Amazon, Mr.Kiran Artwani, HR Leader, Rakuten, Mr. Gopal Krishna, Training and Placement Officer followed by internal board members Dr. Sainath A R , Prof., Dr. Niviya Feston, Sr. Asst. Prof., Mr. S Santosh Kumar, Sr. Asst. Prof, Dr. Smita Harwani, Sr. Asst. Prof, Mr. Lokesh, Sr. Asst. Prof., Mr. Sheshu, Asst Prof., Ms.Pavithra, Asst. Prof. The agenda for the MBA -BOS meeting was then read and the forum was open for individual subject deliberations.

Agenda 1 : Discussion on the scheme and syllabus of I and II Sem MBA for 2019 Batch and III & IV for 2018 Batch

Board Members have appreciated the scheme and structure in general and also mentioned more project based learning should be organized in order to mould the students as per the industry expectations.

Two specializations Operations and Business analytics were highly appreciated which are a lot trending in the industry right now.

Suggestions given by externals for adding and editing slight content in the various subjects. They are as follows:

MANAGEMENT PRINCIPLES, CONCEPTS AND APPLICATIONS

Introduction to Management, topics to be re-organized in an Evolutionary Manner

Organizing and Controlling to be split.

Topics to be reorganized.

Foreign Authors text books to be prescribed.

CORPORATE GOVERNANCE AND BUSINESS LAWS

To avoid overlapping of Business Law with Legal Aspects of Business.

ORGANIZATIONAL DESIGN AND DEVELOPMENT

Organizational Design is left out. Either to be included or change the title.

PEOPLE AND PERFORMANCE MANAGEMENT IN ORGANISATIONS

Negotiation skills, managing conflicts to be included instead of resolution.

FINANCE SUBJECTS OBSERVATIONS:

GST may be added to direct tax.

Certifications from NISM/NCFM can be made mandatory to the finance students as this adds to their profile.

CIPD

1st module is repeating from ED. After discussion on same it was concluded to retain the first module in CIPS as students can work on the same project of ED and can do a further feasibility study and test marketing.

Create interaction from industry by calling 10-12 industry people just to interact

DIGITAL MARKETING

Suggested to ask students to take up a free google ad word course

Add additional trends of digital marketing

Evaluation and measurement strategy

CONSUMER BEHAVIOUR

Changes in trends of CB

DATA ANALYSIS & DECISION MAKING

Module on hypothesis testing, sampling to be included

BUSINESS INTELLIGENCE & ANALYTICS

Few topics to be eliminated & topics like MIS, datamining to be included and excel (last module) to be made as practical

PRESCRIPTIVE ANALYTICS

It was suggested to add topics like design thinking, system thinking.

Agenda 2: Discussion on Scheme and Syllabus including COs, POs, CIE, SEE, Text & Reference books

Chairman BOE requested all the BoS Members to also review the COs of all the subjects. BoS members reviewed the Cos and given their suggestion to refer the Bloom's Taxonomy while framing the Cos. It was suggested to include the latest books by renowned authors and publishers as a part of text/reference books.

It was also proposed to have a discussion on of internship can be part of second semester and can be done between the vacation period of first and second semesters. But BoS members were of the opinion that students need to learn all the core subjects to get themselves prepared to learn form internship. Industry may not accept just a semester old student for Internship.

It was suggested to merge corporate governance with strategic management in second semester. It was also proposed to rename the Life skill for managers subject as Corporate Interface and Professional Development and include more project and case study based activities. It was also suggested by the industry experts to rename Seminar as Corporate Exposure -Seminar.

Agenda 3: Finalization of syllabus along with incorporations of Recommendations and Suggestions

Following Changes as per the BoS recommendations have been finalized:

1. Internship to remain as a part of III sem MBA Programme
2. Minor changes as suggested by BoS will be incorporated in the content
3. Combination of Strategic Management and Corporate Governance
4. Introducing concepts of Life Skills in Corporate Interface and Professional Development Subject
5. Renaming Seminar in II sem MBA as Corporate Exposure – Seminar

Agenda 4: Summarizing the Minutes of Meeting

After discussion with BoS Members, the changes in the syllabus as listed in Agenda 3 have been agreed upon and will be incorporated in the syllabus proposed for I & II sem students and III & IV sem students for the academic year 2019-20. The enclosed scheme has been recommended by BOS members.

VOTE OF THANKS BY THE CHAIRMAN-BOS

The Chairperson-BOS, Dr. Sheelan Misra proposed the Vote of Thanks. She individually thanked the BOS Members for their committed participation in the discussions and for their valid inputs to the course. She then thanked industry experts and other members of the board for their valuable involvement in the syllabus discussions.

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
SCHEME OF I SEMESTER MBA PROGRAM

Sl. No.	Course Code	Course Title	BOS	Credit Distribution			Overall credit	Teaching Hours / week	Marks		
				L	T	P			CIE	SEE	Total
1	19MBA11	Management Principles, Concepts and Applications	MBA	4	0	0	4	4	50	50	100
2	19MBA12	Business Economics and Environment	MBA	4	0	0	4	4	50	50	100
3	19MBA13	Data Analysis And Decision Making	MBA	3	1	0	4	5	50	50	100
4	19MBA14	Management Accounting	MBA	3	1	0	4	5	50	50	100
5	19MBA15	Marketing Management	MBA	4	0	0	4	4	50	50	100
6	19MBA16	Human Resource Management	MBA	4	0	0	4	4	50	50	100
7	19MBA17	Managerial Communication	HSS	2	0	0	2	2	25	25	50
Total							26	28	325	325	650

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
SCHEME OF II SEMESTER MBA PROGRAM

Sl. No.	Course Code	Course Title	BOS	Credit Distribution			Overall credit	Teaching Hours / week	Marks		
				L	T	P			CIE	SEE	Total
1	19MBA 21	Operations Management	MBA	4	0	0	4	4	50	50	100
2	19MBA 22	Financial Management	MBA	3	1	0	4	5	50	50	100
3	19MBA 23	Business Intelligence and Analytics	MBA	4	0	0	4	4	50	50	100
4	19MBA 24	Entrepreneurship Development	MBA	4	0	0	4	4	50	50	100
5	19MBA 25	Strategic Management & Corporate governance	MBA	4	0	0	4	4	50	50	100
6	19MBA 26	Corporate Interface & Professional Development	HSS	2	0	0	2	2	25	25	50
7	19MBA 27	Corporate Exposure-Seminar	MBA	-			2	-	25	25	50
Total							24	23	300	300	600

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
SCHEME OF III SEMESTER MBA PROGRAM

SL. NO	COURSE CODE	COURSE	BOS	CREDIT DISTRIBUTION				OVERALL CREDITS	Teaching Hours / week	MARKS		
				L	T	P	S			CIE	SEE	Total
1	19MBA31	Corporate Interface And Professional Development	MBA	3	0	0	0	3	3	50	50	100
2	19MBA**	Elective 1	MBA	3	0	0	0	3	3	50	50	100
3	19MBA**	Elective 2	MBA	3	0	0	0	3	3	50	50	100
4	19MBA**	Elective 3	MBA	3	0	0	0	3	3	50	50	100
5	19MBA**	Elective 4	MBA	3	0	0	0	3	3	50	50	100
6	19MBA**	Elective 5	MBA	3	0	0	0	3	3	50	50	100
7	19MBA32	Internship	MBA					7	-	100	100	200
TOTAL								25	18	400	400	800

SI No	Marketing Elective	Code
1	Strategic Practices In Services Marketing	19MBAMM311
2	Product & Brand Management	19MBAMM312
3	Consumer Behaviour	19MBAMM313
4	Sales & Channel Management	19MBAMM314

SI No	Finance Elective	Code
1	Advanced financial management	19MBAFM321
2	Taxation	19MBAFM322
3	Investment management	19MBAFM323
4	Management of financial services	19MBAFM324

SI No	HR Elective	Code
1	Compensation Management	19MBAHR331
2	Training & Development	19MBAHR332
3	Legal Aspects Of Business	19MBAHR333
4	Recruitment and Selection	19MBAHR334

SI No	Operations Elective	Code
1	Strategic Management Of Services Operation	19MBAOM341
2	Demand Analysis And Forecasting	19MBAOM342
3	Total Quality Management	19MBAOM343
4	Supply Chain Management	19MBAOM344

SI No	Business Analytics Elective	Code
1	Data Science Using R	19MBABA351
2	Business Data Mining	19MBABA352
3	Functional Analytics	19MBABA353
4	Data Analytics for Managers	19MBABA354

Note*: Subject shown in grey boxes will be offered in minor specialization respectively

Student will study 4 Major and 1 Minor subjects in III semester.

NEW HORIZON COLLEGE OF ENGINEERING
DEPARTMENT OF MANAGEMENT STUDIES
SCHEME OF IV SEMESTER MBA PROGRAM

SL. NO	Course Code	Course	BOS	Credit Distribution				Overall Credits	Teaching Hours / week	Marks		
				L	T	P	S			CIE	SEE	Total
1	19MBA41	Strategic Management	MBA	3	0	0	0	3	3	50	50	100
2	19MBA**	Elective 6	MBA	3	0	0	0	3	3	50	50	100
3	19MBA**	Elective 7	MBA	3	0	0	0	3	3	50	50	100
4	19MBA**	Elective 8	MBA	3	0	0	0	3	3	50	50	100
5	19MBA**	Elective 9	MBA	3	0	0	0	3	3	50	50	100
6	19MBA**	Elective 10	MBA	3	0	0	0	3	3	50	50	100
7	19MBA42	Project work	MBA	-				7	-	100	100	200
Total								25	18	400	400	800

SI No	Marketing Elective	Code
1	Digital Marketing	19MBAMM411
2	Integrated Marketing Communication	19MBAMM412
3	Retail Management	19MBAMM413

SI No	Finance Elective	Code
1	International Financial Management	19MBAFM421
2	Project Management And Control	19MBAFM422
3	Financial Derivates And Risk Management	19MBAFM423

SI No	HR Elective	Code
1	Organization Design And Development	19MBAHR431
2	People And Performance Management In Organization	19MBAHR432
3	Knowledge Management	19MBAHR433

SI No	Operations Elective	Code
1	Managing E Business	19MBAOM441
2	Business Process Improvement	19MBAOM442
3	Project Management	19MBAOM443

SI No	Business Analytics Elective	Code
1	Predictive Analytics	19MBABA451
2	Data Visualization using python	19MBABA452
3	Prescriptive Analytics	19MBABA453

Note*: Subject shown in grey boxes will be offered in minor specialization respectively

Student will study 3 Major and 2 Minor subjects in IV semester .