



NEW HORIZON COLLEGE OF ENGINEERING

New Horizon Knowledge Park, Ring Road, Marathalli
Autonomous College Permanently Affiliated to VTU, Approved by AICTE & UGC
Accredited by NAAC with 'A' Grade. Accredited by NBA



DEPARTMENT OF MANAGEMENT STUDIES

7th BOARD OF STUDIES MEETING

Minutes of Meeting

ACADEMIC YEAR 2021-22

DATE : 25.06.2021
VENUE : DEPARTMENT OF MANAGEMENT STUDIES
TIME : 11.30 AM

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AGENDA FOR THE MEETING

1. Welcome address by the chairman of BOS
2. Presentation by Chairman of BOS about Department achievements
3. Presentation of proceedings of the previous BOS meeting by Chairman of BOS.
4. Presentation of draft of Scheme & Syllabus of Management Studies Subjects for ratification.
5. Recommendations/ Suggestions of BOS members.
6. Implementation of recommendation of BOS members
7. Approval of Scheme & Syllabus of Management Studies
8. Vote of Thanks by the chairman of BOS

LIST OF MEMBERS

Sl. No	Category	Nomination of the committee	Name of the person	Email ID & Mobile No
1	Head of the Department	Chairperson	Dr. Sheelan Misra	hod_mba@newhorizonindia.edu 9900911649
2	Faculty member at different level with different specialization	Member		
		1	Dr. Sainath A R	arsainath@newhorizonindia.edu 9986559798
		2	Dr. Priyameet Kaur Keer	dr.priyameetkk@newhorizonindia.edu 9663844004
		3	Mr. S Santosh Kumar	santoshk@newhorizonindia.edu 9964377796
		4	Ms. Saumi Roy	saumir@newhorizonindia.edu 9945586671
3	Subject expert from outside the college nominated by Academic Council	Member		
		1	Dr. P D Jose, Professor – IIM, Bangalore	jose@iimb.ac.in 9742221317
		2	Dr. Joy Varghese, Professor – XIME	joy_varghesejoy.2011@gmail.com 07829006111
4	Experts from outside the college nominated by Vice Chancellor	Member		
		1	Dr. Bhojanna, Professor & HoD-MBA, RNSIT, Bengaluru	bhojanna4u@gmail.com 99450 41548
5	Representative from Industry / Corporate sector / allied area related to placements, nominated by Academic Council	Member		
		1	Mr. Mohan Kumar, Business Head, WIPRO	mohan.kumar1@wipro.com 99002 60665
		2	Mr. Padmanabha Suresh, Principal Director, Accenture	accenture_rp_suresh@yahoo.com 93436 33007
6	Postgraduate Meritorious alumnus nominated by Principal	Member		
		1	Ms. Ramya, Operation Manager, AMAZON	Ramya.389@gmail.com +1 (647) 906-8062
		2	Mr. Karthik	karthik.kesar03@gmail.com 99001 98465
7	Co-opted members	Member		
		1	Mr. Lokesh K N Sr. Asst. Prof	lokeshkn@newhorizonindia.edu 8095550098
		2	Dr. Sowmya Narayanan HoD, Life skills & Life Long Learning	sowmyagr@newhorizonindia.edu 9952389818
		3	Dr. Arun Bhardwaj Happiness Technology	arunb@arunb.com 99024 66422
		4	Mr. Binod Kumar Singh TPO, NHCE	placementofficer@newhorizonindia.edu 9663928931
		5	Mr. Kamal Artwani, HR Manager, Rakutel	kamalartwani@gmail.com 99457 44935

MEMBERS PRESENT

MEMBERS OF THE BOARD OF STUDIES (ONLINE MEETING)

Dy.

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. Priyameet Kaur Keer
		3	Mr. S Santosh Kumar
		4	Ms. Saumi Roy
3	Subjects Experts from outside the College nominated by Academic Council	Member	-
		1	Dr. Joy Varghese, Professor, XIME
4	Expert from outside college, nominated by Vice-Chancellor	Member VTU Nominee	1. Dr. Bhojanna, Professor & HoD-MBA, RNSIT, Bengaluru
5	Representative from Industry / corporate sector / allied area relating to placement nominated by Academic Council	Member	1. Mr. Mohan Kumar, Business Head, WIPRO
6	Postgraduate Meritorious alumns nominated by Principal	Member	1. Ms. Ramya, Operation Manager, AMAZON
7	Co-opted members		1. Mr. Lokesh K N Sr. Asst. Prof
			2. Dr. Sowmya Narayanan HoD, Life skills
			3. Dr. Amar Jeet Singh, Dean-Academics, NHCE

AGENDA -1

Welcome address by the Chairman of BOS

Chairperson of the Board, Dr. Sheelan Misra, HoD-MBA, welcomed all the members of MBA-Board of Studies and explained the syllabus framework. Dean Academics welcomed all the External BoS members Dr. Joy Varghese, Subject Expert from Outside the college, Professor, XIME, Dr. Bhojanna, VTU Nominee, Professor & HoD-MBA, RNSIT, Bengaluru, Mr. Mohan Kumar, Industry Expert, Business Head, Wipro.

HoD introduced all the internal board members to the members of the BOS. Dr. Sainath A R, Professor, Dr. Priyameet Kaur Keer, Associate Professor, Prof. Santosh Kumar, Sr. Asst. Prof, Prof. Lokesh, Sr. Asst. Prof, and Prof. Pavithra, Asst. Prof were introduced. HoD explained the Credit Structure, Scheme of evaluation, Electives offered and the Value Added Programmes for the Executive, Professional and Global Streams. The agenda for the MBA -BOS virtual meeting was read and the forum was open for individual subject discussion.

- Discussion on syllabus for MBA III /IV SEM:

Dr. A. R. Sainath proposed the following changes in the accounting and finance syllabus of III sem and IV sem MBA Program considering the views of the students, alumni and recruiters:

- Shifting of Module-4, Dividend decision from Financial Management course of II SEM MBA to Advanced Financial Management Course as module 4 of III SEM MBA-Finance specialization,
- Merging of Module 4, SAP-FI and Module 5, SAP-Controlling with module 5, SAP-FICO in the Course Advanced Financial Management Course of III SEM MBA-Finance specialization.
- Including of Derivatives Basics in the 1st Module, Introduction to Risk of the course Financial Derivatives and Risk Management course of IV SEM MBA-Finance Specialization, Commodity derivatives moved to module-2, Risk Management Using Futures & Forwards and the 4th module changed from commodity derivatives to SWAP-Interest Rate & Currency Swap.

For the question of Dr. Joy Varghese, Subject Expert from Outside the college, Professor, XIME whether Financial Modeling and Wealth management concepts were covered in the syllabus or not,

Dr. Sainath brought to the notice of the BOS members that Financial modeling was covered in 2nd Module of the course Advanced Financial Management in Finance Specialization.

For the concept wealth management, Dr. Sainath was of the opinion that It was a personal finance concept and the finance syllabus is structured as per the requirements of corporate finance as required by the recruiters.

For the suggestion of Mr. Mohan Kumar, Industry Expert, Business Head, Wipro to include SAP-Hanna in the III sem Course Advanced Financial Management for Dr. Sainath replied by saying that the latest version of SAP-Hanna is being taught to the students.

Dr. Priyameet Kaur Keer proposed the following changes in the Marketing Specialization syllabus of MBA Program considering the views of the students, alumni and recruiters:

- Including of Contribution of service sector towards economic development, in mod 1 of the course Strategic practices in marketing of MBA-III SEM of Marketing specialization
- Including of the Role of Services marketing communication and key reasons for involving communications, in mod 5 of the course Strategic practices in marketing of MBA-III SEM. of Marketing specialization
- Including of the topic Digital advertising market in India, in Mod 1 of the course Digital Marketing for MBA-IV Sem of Marketing specialization
- Including of the topic Hashtags, Instagram in mod 3 of the course Digital Marketing for MBA-IV Sem of Marketing specialization
- Adding of the topic QRcodes, Augmented Reality in mod 4, of the course Digital Marketing for MBA -IV Sem of Marketing specialization
- Adding of topic Mobile analytics in mod 5, of the course Digital Marketing for MBA-IV Sem of Marketing specialization

Mr. Joy Vargheese, BoS MEMBER suggested to add Pharma , Agri- Tourism topics in module 3, and Module 4 in the course SPSM

BOS members Mr.Bhojana and Mr.Mohan suggested to incorporate in augmented reality few concepts like Artificial intelligence

Prof. Pavithra mentioned about the revisions in Operations, Analytics subjects, and SAP Hana in HR Syllabus. Apart from this she mentioned that there are no other changes in the syllabus and remains the same for this year too.

Dr. U Bhojanna, VTU Nominee mentioned to check with AICTE Guidelines as 2 credits subject should be evaluated on 100 marks. Dr. Bhojanna was happy with the syllabus content and told to recheck on CO'S and PO'S alignment.

Dr. Sowmya, HoD, Life Skills and Life Long Learning will conduct a different BoS for Corporate Interface and Communication paper and share the changes and keep all the members in the loop.

Finally, the BoS members told to include the latest technologies in all the domains.

AGENDA -2

Presentation by Chairman of BOS about Department achievements

Chairman of BOS Dr. Sheelan Misra, Professor & Head, Department of Management Studies, presented the achievements of the department in the current academic year 2020-21.

AGENDA -3

Presentation of proceedings of the previous BOS meeting by Chairman of BOS

Chairman of BOS Dr. Sheelan Misra, Professor & Head, Department of Management Studies, briefed the proceedings of previous BOS meeting acknowledging their contribution for betterment in framing the scheme & syllabus.

AGENDA -4

Proposed course details for the academic year 2021-22

I sem (2021 Scheme – 26 Credits)

Sl. No	Course Code	Course Name	Credits distribution				Total Credits	Marks		Remark (LAB/ Hands on Programs)
			L	T	P	S		CIE	SEE	
1	21MBA11	Management Principles, Concepts and Applications	4	0	0		4	50	50	
2	21MBA12	Business Economics and Environment	4	0	0		4	50	50	
3	21MBA13	Data Analysis And Decision Making	3	1	0		4	50	50	
4	21MBA14	Management Accounting	3	1	0		4	50	50	
5	21MBA15	Marketing Management	4	0	0		4	50	50	
6	21MBA16	Human Resource Management	4	0	0		4	50	50	
7	21MBA17	Managerial Communication	2	0	0		2	50	50	

II sem (2021 Scheme – 24 Credits)

Sl. No	Course Code	Course Name	Credits distribution				Total Credits	Marks		Remark (LAB/ Hands on Programs)
			L	T	P	S		CIE	SEE	

1	21MBA 21	Operations Management	4	0	0	0	4	50	50	Theory
2	21MBA 22	Financial Management	3	1	0	0	4	50	50	
3	21MBA 23	Business Intelligence and Analytics	4	0	0	0	4	50	50	
4	21MBA 24	Entrepreneurship Development	4	0	0	0	4	50	50	
5	21MBA 25	Strategic Management & Corporate governance	4	0	0	0	4	50	50	
6	21MBA 26	Corporate Interface & Professional Development	2	0	0	0	2	50	50	
7	21MBA 27	Corporate Exposure-Seminar				0	2	50	50	

III sem (2021 Scheme – 26 Credits)

Sl. No	Course Code	Course Name	Credits distribution				Total Credits	Marks		Remark (LAB/ Hands on Programs)
			L	T	P	S		CIE	SEE	
1	21MBA**	Elective 1	3	0	0	3	50	50	Theory	
2	21MBA**	Elective 2	3	0	0	3	50	50		



3	21MBA**	Elective 3	3	0	0	3	50	50	
4	21MBA**	Elective 4	3	0	0	3	50	50	
5	21MBA**	Elective 5	3	0	0	3	50	50	
6	21MBA**	Elective 6	3	0	0	3	50	50	
7	21MBA31	Internship				8	100	100	

SI No	Marketing Elective	Code
1	Strategic Practices In Marketing	21MBAMM311
2	Product & Brand Management	21MBAMM312
3	Consumer Behaviour	21MBAMM313
4	Sales & Channel Management	21MBAMM314

SI No	Finance Elective	Code
1	Advanced financial management	21MBAFM321
2	Taxation	21MBAFM322
3	Investment management	21MBAFM323
4	Management of financial services	21MBAFM324

SI No	HR Elective	Code
1	Compensation Management	21MBAHR331
2	Training & Development	21MBAHR332
3	Legal Aspects Of Business	21MBAHR333
4	Recruitment And Selection	21MBAHR334

SI No	Operations Elective	Code
1	Strategic Management Of Service Operations	21MBAOM341
2	Demand Analysis And Forecasting	21MBAOM342
3	Total Quality Management	21MBAOM343
4	Supply Chain Management	21MBAOM344

SI No	Business Analytics Elective	Code
1	Data Science	21MBABA351
2	Business Data Mining	21MBABA352
3	Functional Analytics	21MBABA353
4	Data Analysis For Managers	21MBABA354

Note*: Subject shown in grey boxes will be offered in minor specialization respectively Student will study 4 major subjects and 2 minor subjects in III semester

IV sem (2021 Scheme – 26 Credits)

Sl. No	Course Code	Course Name	Credits distribution				Total Credits	Marks		Remark (LAB/ Hands on Programs)
			L	T	P	S		CIE	SEE	
1	21MBA**	Elective 7	3	0	0	3	50	50	Theory	
2	21MBA**	Elective 8	3	0	0	3	50	50		
3	21MBA**	Elective 9	3	0	0	3	50	50		
4	21MBA41	Project Work				15	100	100		

Sl No	Marketing Elective	Code
1	Digital Marketing	21MBAMM411
2	Integrated Marketing Communication	21MBAMM412

Sl No	Finance Elective	Code
1	International Financial Management	21MBAFM421
2	Financial Derivates And Risk Management	21MBAFM422

Sl No	HR Elective	Code
1	Organization Design And Development	21MBAHR431
2	People And Performance Management In Organization	21MBAHR432

Sl No	Operations Elective	Code
1	Business Process Improvement	21MBAOM441
2	Project Management	21MBAOM442

Sl No	Business Analytics Elective	Code
1	Predictive Analytics	21MBABA451
2	Data Visualization	21MBABA452

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

2 major subjects and 1 minor subject in IV semester

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10. Which of the following is not the feature of a partnership?	a. Unlimited liability b. Partnership is a contract c. Partnership is a legal entity d. Partnership is a separate legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
11. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
12. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
13. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
14. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
15. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
16. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
17. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
18. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
19. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C
20. Which of the following is not a feature of a partnership?	a. Partnership is a contract b. Partnership is a legal entity c. Partnership is a separate legal entity d. Partnership is a legal entity	<input type="checkbox"/> B <input type="checkbox"/> C

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Date _____

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Date _____

AGENDA -5

Presentation of draft of Scheme & Syllabus for ratification

- ✓ The Chairperson presented the draft of scheme and Contents of syllabus in each subject for scrutiny. The details were scrutinized by the members of the Board.

Sl. No.	Subject Code	Subject

AGENDA -6

Recommendations/ Suggestions of BOS members

The restructuring of the syllabus of 1st sem Management Accounting and 2nd sem Financial Management was well received and was accepted by the BOS members.

The restructuring of the syllabus of 3rd sem Advanced Financial Management and 4th sem Financial Derivatives and Risk Management course was well received and was accepted by the BOS members.

All the board members accepted the proposal to include Contribution of service sector towards economy development in the course SPSM.

Suggestion was given to include Role of services marketing communication, key reasons for involving communications in the module 5 of the course SPSM. Explanation for the same was given and it was accepted by the respected board members.

Proposal to include Digital advertising market in India in module 1, Hashtags & Instagram in module 3, QR codes & Augmented Reality in module 4 in the course Digital Marketing was accepted by the BOS members.

In line with the discussion and in the presence of BoS Members certain changes were discussed and approved for Mobile analytics as well.

AGENDA -7

Implementation of recommendation of BOS members

The chairperson constituted the a team to review and implement the recommendations of the BOS members in the scheme and syllabus of the curriculum based on industry needs.

After discussion with BoS Members, the changes in the syllabus as listed in Agenda 1, 2 & 3 have been agreed upon and shall be incorporated in the syllabus proposed for I & II sem and III & IV sem for the academic year 2021-22.

The groups reviewed the curriculum and affected the changes regarding issues raised by external BOS members.

AGENDA -8

Approval of Scheme & Syllabus of Subjects

1. Which of the following is an example of periodic expenses?	a. Depreciation	b. Interest on long-term debt			P1
	c. Amortization of intangible assets	d. None of the above			C3
2. Which of the following is an example of non-current assets?	a. Accounts receivable	b. Inventory			P5
	c. Land	d. Prepaid insurance			C1
3. Which of the following is not a liability account?	a. Accounts payable	b. Unearned revenue			P3
	c. Interest payable	d. None of the above			C1
4. Which of these is not included as a separate line item in the basic accounting equation?	a. Accounts receivable	b. Accounts payable			P1
	c. Prepaid insurance	d. None of the above			C1
5. Which of the following is not a liability account?	a. Accounts payable	b. Unearned revenue			P3
	c. Interest payable	d. None of the above			C1
6. Which of these is not included as a separate line item in the basic accounting equation?	a. Accounts receivable	b. Accounts payable			P1
	c. Prepaid insurance	d. None of the above			C1
7. Which of the following is not a liability account?	a. Accounts payable	b. Unearned revenue			P3
	c. Interest payable	d. None of the above			C1

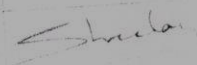



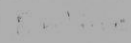

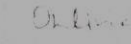


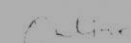
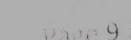
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 Roll No: _____
 Date: _____

Name: _____
 Roll No: _____
 Date: _____

Course Code: 30MBA14
 Course Name: Management Accounting

Max Marks: 10
 Duration: 10 Mins

Name and Signatures of all the Attendees: Present in Department on 25.06.2021

Sl. No.	Members present	Nomination of the Committee	Signature
1	Dr. Sheelan Misra, Professor, MBA	Convener	
2	Dr. A R Sainath, Professor, MBA	Member	
3	Dr. Priyameet Kaur Keer, Associate Professor, MBA	Member	
4	Mr. S Santosh Kumar S, Sr. AP, MBA	Member	
5	Ms. Pavithra S, AP, MBA	Member	
6	Dr. Joy Varghese, Professor, XIME	Member - Subject Expert	
7	Dr. U Bhojanna, Professor & HoD-MBA, RNSIT	Member - VTU Nominee	
8	Mr. Mohan Kumar, Business Head, WIPRO	Member - Industry Expert	
9	Mr. Lokesh K N, Sr. AP, MBA	Co-opted member	
10	Dr. Sowmya Narayanan, Head, Life Skills and Life Long Learning	Co-opted member	
11	Dr. Amarjeet Singh, Dean-Academics, NHCE	Co-opted member	

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 valued inputs to the MBA program. She then thanked Dr. U Bhojanna, VTU Nominee, Professor & HoD-MBA, RNSIT, Bengaluru, Dr. Joy Varghese, Subject Expert, Professor, XIME, Industry Expert Mr. Mohan Kumar, Business Head, Wipro and other members of the board for their valuable contribution in the syllabus discussions.

