

New Horizon College of Engineering

Autonomous College Affiliated to VTU & Accredited by NAAC with 'A' Grade

Department of Management Studies

MBA - BOARD OF STUDIES MEETING

DATE: Saturday, June 24, 2017

VENUE: Conference room - MBA

TIME :10.00 am onwards

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

DEPARTMENT OF MANAGEMENT STUDIES

MBA - BOARD OF STUDIES MEETING

- **Welcome and Introduction of all Members of the Board by Chairman, BOS- MBA Board.**
- **Agenda 1: Discussion on syllabus for**

I/II SEMESTER - MBA

1. Business Intelligence & Analytics (17MBA24)
2. Production & Operation Management (17MBA21)

III/IV SEMESTER – MBA

1. Introduction of two new specializations:
 - i) Operations
 - ii) Business Analytics

- **Agenda 2:** Discussion on Scheme and Syllabus including COs, POs, CIE, SEE, Text & Reference books.
- **Agenda 3:** Finalization of syllabus along with incorporations of Recommendations and Suggestions
- **Agenda 4:** Summarizing the Minutes of Meeting

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4	Recommendations of the Board	
5	Syllabus finalization and Approval	
6	Vote of thanks by Chairman of BOS	

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	Ms. Kerena Anand
		3	Mr. S Santosh Kumar
		4	Ms. 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
4	Expert from outside college, nominated by Vice-Chancellor	Member	1. Dr. Ranga Raju, Prof & HoD, PESIT 2. Bhojanna, Prof & HoD , RNSIT, Bangalore
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 alumnus nominated by Principal	Member	1. Ms. Leena Bora, Career Net Consulting
			2. Mr.Varghese Nair, Excelledia
7	Co-opted members		1. Dr. Smita Harwani Sr. Asst. Prof
			2. Mr. Tejas B Vyas Sr. Asst. Prof.
			3. Ms. Jayashree Asst. Prof.
			4. Dr. Arun Bhardraj Happiness Technology

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	
		3	Ms. Kerena Anand
		4	Mr. S Santosh Kumar
		5	Dr. Smita Harwani
		6	Dr. Sweta Singhal
3	Subjects Experts from outside the College nominated by Academic Council	Member 1	Dr. Ranga Raju, Prof & HoD, PESIT
		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.Dr. Arun Bhardwaj, Happiness Technology 2. Dr. Ramasubramanian, Principal, Airline Solution Operations Research, Sabre 3. Mr. Ravindra Keragodu Puttaswamy, Manager, Toyota Kirloskar Auto Parts Pvt. Ltd
6	Postgraduate Meritorious alumnus nominated by Principal	Member	1. Ms. Leena Bora, Career Net Consulting 2.Mr. Sreejith Nair, Business Analyst, HP 3. Mr. Avinash, TESCO
7	Co-opted members		Ms. Niviya Feston Sr. Asst. Prof Mr. Tejas B Vyas Sr. Asst. Prof. Ms. Jayashree Asst. Prof.

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

Minutes:

Chairperson of the Board, Dr. Sheelan Misra, HoD-MBA, welcomed all the members of MBA- Board of Studies . She introduced External subject experts Dr. P . V. Raveendra, Prof & HoD, MSRIT , Dr. Arun Bhardwaj, Happiness Technologies, Dr. Ramasubramanian, Principal, Airline Solution Operations Research, Sabre, Mr. Ravindra Keragodu Puttaswamy, Manager, Toyota Kirloskar Auto Parts Pvt. Ltd, Ms. Leena Bora, Career Net Consulting, followed by internal board members Dr. Sainath A R , Prof, Dr. Aradhna Yadav , Sr. Asst. Prof. , Ms. Kerena Anand , Sr. Asst. Prof, Mr. S Santosh Kumar , Sr. Asst. Prof, Dr. Smita Harwani , Asst. Prof, Dr. Sweta Singhal , Asst. Prof. The agenda for the MBA -BOS meeting was then read and the forum was open for individual subject deliberations was initiated.

AGENDA

- **Discussion on syllabus for**

Minutes:

Welcome and Introduction session of members was followed by discussion on syllabus for following courses.

- **Agenda 1** Discussion on syllabus for

I/II SEMESTER - MBA

1 Business Intelligence & Analytics (17MBA24)

2 Production & Operation Management (17MBA21)

III/IV SEMESTER – MBA : Introduction of new subjects

Board Members have appreciated the introduction of Business Intelligence & Analytics as this will open up avenues for better career and will help them to choose it as their specialization.

Similarly as Operations have been introduced as a specialization, introduction of Production & Operation Management will help students to take a decision on to choose it as their specialization later in 2nd year.

III/IV SEMESTER – MBA

1. Introduction of two new specializations:

- i) Operations
- ii) Business Analytics

Introduction of two new specializations was highly appreciated which are also trending in the industry right now.

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

Suggestions given by externals for revising syllabus of Business Economics (17MBA12) are as follows:

1. CO5- Apply knowledge for right decision making for business's success.
2. Gap analysis between theory and practice of Business Economics through assignment component.
3. Some topics of Module 1 like opportunity cost, time analysis should be deleted as they are again coming in Module 2 and 3.
4. 'Create' level of RBT should be given some weightage in CIE.
5. Discussion oriented topic should be incorporated in all modules like current economic trends and their solutions.

Mr. Raveendra, Prof and HOD, MBA, MSRIT made the following observations in general and special observations with finance specialization syllabus and course structure:

- Replacement of Advanced Financial Management with Derivatives and Risk Management and deliver derivatives and risk management in the fourth management.
- Include the contents of the advanced financial management in the Finance management of the second semester.
- He was positive about the entire accounting and finance course structure and syllabus.

- He was appreciative of the inclusion of accounting standards and IFRS.
- He was appreciative of the courses financial analysis of business and taxation
- He recommended to include Supply chain management as a core subject
- He recommended to include current affairs in every subject as it may help in group discussion during placements.

Following Observations were made by Mrs. Leena Borah in the area of HR Specialization:

- 1) Law on trade and Practice in Karnataka can be included in HR -Law paper
- 2) Theories on change management can be reduced.

Following suggestions were made by Dr. Arun Bharawdaj in the area of Marketing Specializations:

- 1) Focus on assignments incorporating all the modules in the course.
- 2) Integration of the particular course with all the areas of management.
- 3) Inclusion of the concept of ROI in all the courses.
- 4) Inclusion and exclusion of industry oriented topics like inbound and outbound marketing, funnel management, biz development, social media impact of sales, omnichannel, EEE model into their respective modules.
- 5) Swapping of sales & channel management and IMC in 3rd and 4th semesters.
- 6) Subjects choice for major and minor can be relooked.
- 7) Fundamentals of marketing management should be more focused on Brand management.

Dr. Ramasubramanian has appreciated the structure of Business Analytics syllabus with a suggestion that Data Analytics can also be taught in IV semester and Data Warehousing can be brought to 3rd Semester.

Mr. Ravindra from Toyota Kirloskar has suggested to include Industry 4.0, IoT into the syllabus of Operations Management.

He also suggested to include ToC concept.

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

Following Changes as per the BoS recommendations have been finalized:

1. Data Analytics to be taught in IV semester and Data Warehousing will be brought to 3rd Semester.
2. The subject Product & Brand Management has been changed to Strategic Brand Management.
3. Inclusion and exclusion of industry oriented topics like inbound and outbound marketing, business development, social media, impact of sales into their respective modules.
4. Inclusion of the concept of ROI has been included in Services Marketing
5. Including Industry 4.0, IoT into the syllabus of Operations Management.
6. Including ToC concept in Operations

- **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 2017-18.

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 Dr. P . V. Raveendra, Dr. Arun Bhardwaj, Dr. Ramasubramanian, Mr. Ravindra Keragodu Puttaswamy and other members of the board for their valuable involvement in the syllabus discussions.