



**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**

## **9<sup>th</sup> BOARD OF STUDIES MEETING**

### **Minutes of Meeting ACADEMIC YEAR 2023-24**

**Date** : 8th November 2023  
**Venue** : Hall No: 308, Netaji Subash Chandra Bose Block  
**Time** : 10.00 AM to 01.00 PM

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## **AGENDA: Review of Syllabus**

1. Welcome address by BOS Chairman.
2. Presentation by chairman of BOS about department achievements
3. Presentation of proceedings of the previous BOS meeting by chairman of BOS
4. Proposed course details of 2022 -23 batch of the 3rd and 4th Semester.
5. Presentation of draft scheme & syllabus for the commencement of semesters (Agenda-1) schemes for ratification.
6. Recommendations/ suggestions of BOS members
7. Implementation of recommendation of BOS members
8. Approval of syllabus for all the semesters
9. Proposed course details of 2023 -24 batch of the 1st and 2nd Semester.
10. Presentation of draft scheme & syllabus for the commencement of semesters (Agenda-2) schemes for ratification.
11. Recommendations/ suggestions of BOS members
12. Implementation of recommendation of BOS members
13. Approval of syllabus for all the semesters
14. Vote of Thanks

## Department of Management Studies

### List of the Members of the Board of Studies -2023-24

S. No	Category	Nomination of the committee	Name of the person	Designation & Affiliation	
1	<b>Head of the Department</b>	<b>Chairperson</b>	Dr. Guru Basava Aradhya S	Prof. & Head – Management Studies, NHCE Bangalore	
2	<b>Special Invitees</b>	1	Dr. Manjunatha	Principal, NHCE	
		2	Dr. Anandhi R J	Prof. & Dean-Academics – NHCE	
		3	Dr. Gurucharan Singh	Executive Director, HRD, NHCE, Bangalore	
3	<b>Faculty member at different level with different specialization</b>	<b>Members</b>			
		1	Dr. Rose Kavitha	Professor, MBA, NHCE	
		2	Dr. Priyameet Kaur Keer	Associate Prof., MBA, NHCE	
		3	Dr. Dhanlakshmi R V	Associate Prof., MBA, NHCE	
		4	Dr. Krishna Kumar D	Associate Prof., MBA, NHCE	
		5	Dr. Sandhya CH VL	Sr. Assistant Prof., MBA, NHCE	
4	<b>Subject expert from outside the college nominated by Academic Council</b>	<b>Members</b>			
		1	Dr. Sheetal Mahender	Professor & Head, Department of Business Analytics, ISBR Business School, Bangalore	
		2	Dr. Pratap B N	Professor & Head, Department of MBA & Research Centre, East West Institute of Technology, Bangalore	
		3	Dr. Shubhashree Acharya	Associate Professor, School of Business & Management, Christ University, Lavasa Campus, Pune	
		4	Mr. Balakrishna	Head Marketing, Degree Granting Programs, IIM-Bangalore	

5	Experts from outside the college nominated by VTU	<b>Member</b>		
		1	Dr. Manoharan S	Professor, BMSCE, Bangalore
		<b>Members</b>		
6	Representative from Industry / Corporate sector / allied area related to placements, nominated by Academic Council	1	Mr. Kamal Artwani	Talent Leader, Tekion Corp, Bangalore
7	Post Graduate meritorious alumni nominated by Principal	<b>Members</b>		
		1	Ms. Sonali	Goldman Sachs
8	Co-opted members	<b>Members</b>		
		1	Ms. Saumi Roy	Assistant Professor, MBA, NHCE
		2	Mr. Seshu A N	Sr. Asst. Professor, MBA, NHCE
		3	Ms. Ankitha Jeewankar	Assistant Professor, MBA, NHCE
		4	Ms. Shalini S N	Assistant Professor, MBA, NHCE
		5	Ms. Aiswarya D Pillai	Assistant Professor, MBA, NHCE
		6	Mr. Rajath Hubballi	Assistant Professor, MBA, NHCE

**LIST OF MEMBERS PRESENT**

**Department of Management Studies**

**Board of Studies -2023-24**

**8<sup>th</sup> November 2023**

S. No	Category	Nomination of the committee	Name of the person	Signature
1	Head of the Department	Chairperson	Dr. Guru Basava Aradhya S	<i>Guru Basava Aradhya S</i> 8/11/2023
2	Special Invitees	1	Dr. Manjunatha	<i>Manjunatha</i>
		2	Dr. Anandhi R J	<i>Anandhi R J</i>
		3	Dr. Gurucharan Singh	<i>Gurucharan Singh</i>
3	Faculty member at different level with different specialization	1	Dr. Rose Kavitha	<i>Rose Kavitha</i>
		2	Dr. Priyameet Kaur Keer	<i>Priyameet Kaur Keer</i> 8/11/2023
		3	Dr. Dhanlakshmi R V	<i>Dhanlakshmi R V</i>
		4	Dr. Krishna Kumar D	<i>Krishna Kumar D</i> 8/11/23
		5	Dr. Sandhya CH VL	<i>Sandhya CH VL</i>
4	Subject expert from outside the college nominated by Academic Council	1	Dr. Sheetal Mahender	<i>Sheetal Mahender</i> 8/11/2023
		2	Dr. Pratap B N	<i>Pratap B N</i> 8/11/2023
		3	Dr. Shubhashree Acharya	<i>Shubhashree Acharya</i>
		4	Mr. Balakrishna	<i>Balakrishna</i>
5	Experts from outside the college nominated by VTU	1	Dr. Manoharan S	<i>Manoharan S</i> 08/11/23

6	Representative from Industry / Corporate sector / allied area related to placements, nominated by Academic Council	1	Mr. Kamal Artwani	<i>Artwani</i>
7	Post Graduate meritorious alumni nominated by Principal	1	Ms. Sonali	<i>Sonali</i>
8	Co-opted members	1	Ms. Saumi Roy	<i>Saumi Roy</i>
		2	Mr. Sheshu A	<i>Sheshu A</i>
		3	Ms. Ankita Jeewankar	<i>Ankita Jeewankar</i>
		4	Ms. Shalini SN	<i>Shalini SN</i>
		5	Ms. Aiswarya D Pillai	<i>Aiswarya D Pillai</i>
		6	Mr. Rajat Hubballi	<i>Rajat Hubballi</i>

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

### **Minutes:**

Head, Department of Management Studies Dr. Guru Basava Aradhya, Chairperson of the Board of Studies welcomed all the members of MBA- BOS and explained the course structure. Chairperson of the BOS welcomed the nominee of the VTU Dr. Manoharan S, Professor, BMSCE, Bangalore and Subject expert from outside the college nominated by Academic Council Members Dr. Sheetal Mahender-Professor & Head, Department of Business Analytics, ISBR Business School, Bangalore, Dr. Pratap B N- Professor & Head, Department of MBA & Research Centre, East West Institute of Technology, Bangalore, Dr. Shubhashree Acharya- Associate Professor, School of Business & Management, Christ University, Lavasa Campus, Pune and Mr. Balakrishna- Head Marketing, Degree Granting Programs, IIM-Bangalore.

Dr. Guru Basava Aradhya also welcomed the Representative from Industry nominated by Academic Council Mr. Kamal Artwani Talent leader, Tekion Corp, Bangalore and Post graduate meritorious alumni nominated by principal Ms. Sonali Kathare-Senior Analyst, Goldman Sachs.

HOD, Management Studies has also introduced all the internal board members to the members of the BOS, Professor, Dr. Rose Kavitha, Professor, Dr. Priyameet Kaur, Associate Professor, Dr. Krishna Kumar, Associate Professor, Dr. Dhanalakshmi, Associate professor, Prof. Sheshu A N-Sr. Assistant Professor, Dr. Sandhya CH V. L-Sr. Assistant Professor, Prof. Saumi Roy-Assistant Professor, Prof. Shalini S N-Assistant Professor, Prof Ankitha Jeewankar-Assistant Professor, Prof. Aiswarya D Pillai-Assistant Professor, Prof. Rajath Hubballi-Assistant Professor

HOD explained the structure of overall MBA Program, Scheme of evaluation, Electives offered and the Value-Added Programmes for the Executive, Professional and Global Streams of MBA. The agenda for the MBA -BOS was read and the forum was open for individual subject discussion.



## **Agenda 1 - Discussion on syllabus for MBA III /IV SEM**

Dr. Guru Basava Aradhya, HOD of management studies has presented the course structure and detailed regarding the subjects and credits involved in the programme. The BOS team had suggestions regarding the subjects in the 3<sup>rd</sup> and 4<sup>th</sup> semester. This includes a change of name for the subject global retail management to retail management as there is no much difference in both the subjects as the contents stands the same.

The team has suggested to make additions in the content of sales and distribution management as to include 7 steps of selling process in module 1, remove design thinking from module 2 and certain books in terms of SAP syllabus into the reference criteria.

In the subject Investment Management, the team have suggested to change the contents that will include wealth management, algorithm trading, basic terms and process of wealth management and also to include behavioural finance and its relevance in one of the modules.

All the decision science subjects in the syllabus should be restructure according to the learning level so that the students will have good knowledge about the tools. They have suggested to Text and Social Media Analytics, Analytics Application in Functional Area and Statistical Modeling using R as new subjects into 3<sup>rd</sup> semester. The theory part in the subjects should also be supported with the practical essence of the same.

Financial Decision Making syllabus needs to be restructured as it contains only financial management contents and lacks strategic financial management.

## **Agenda 2- Discussion on syllabus for MBA I /II SEM**

Dr. Guru Basava Aradhya, HOD of management studies has presented the course structure and detailed regarding the subjects and credits involved in the programme. The members have suggested to change the name of two papers from semester one namely Management Principles, Concepts and Applications and Managerial communication as per the contents in the syllabus. The team also suggested to revamp the syllabus of Indian Ethos and Corporate Governance as per current requirements and it's renamed as business ethics and corporate governance.

The team has suggested to include basics of Excel into semester 1 and also needs to introduce operational research into semester 2. Also suggested to include corporate exposure seminar in between 1st and 2nd semester. The operations Management subject has been renamed as

Productions and operations management. For each suggestion, respective faculties have given explanation and has note it down to make changes before the finalization of syllabus.

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

It was resolved to:

- Amend the name of Management Principles, Concepts and Applications.
- New subject called Basics of Excel need to be introduced into semester 1 with 2 credits.
- Revamp the total syllabus of Indian Ethos and Corporate governance and renamed as Business Ethics and Corporate Governance.
- Quantitative Techniques and Operations Research will be included in 2<sup>nd</sup> semester with 4 credits.
- Business Research Methods and management principles, concepts & applications has been reduced to 3 credits.
- Remove the component of design thinking from sales and distribution management course.
- Restructure the entire decision science subjects and that should also include practical sessions.
- Text and Social Media Analytics, Analytics Application in Functional Area and Statistical Modeling using R as new subjects into 3<sup>rd</sup> semester.
- Human resource management and Business ethics and Corporate Governance will have 3 credits.
- Continue with the existing duration of 8 weeks for both the Internship and the Project work.
- Put efforts in converting students' projects into research articles and case studies.

### **Agenda 4 - Summarizing the Minutes of Meeting**

To sum-up, the members of the BOS were happy about the overall structure of the MBA program. They were appreciative of the value-added programmes and the various certifications offered. They emphasized the need for effective delivery with relevant pedagogical tools and wished all the best for the team MBA.

## **VOTE OF THANKS**

The coordinator-BOS, Prof. Aiswarya D Pillai proposed the Vote of Thanks. She individually thanked the BOS Members for their committed participation in the discussions and for their valued inputs. She then thanked the nominee of the VTU Dr. Manoharan S, Professor, BMSCE, and Subject experts Dr. Sheetal Mahender-Professor & Head, Department of Business Analytics, ISBR Business School, Bangalore, Dr. Pratap B N- Professor & Head, Department of MBA & Research Centre, East West Institute of Technology, Bangalore, Dr. Shubhashree Acharya- Associate Professor, School of Business & Management, Christ University, Lavasa Campus, Pune and Mr. Balakrishna- Head Marketing, Degree Granting Programs, IIM-Bangalore. Prof. Aiswarya D Pillai also thanked the Representative from Industry nominated by Academic Council Mr. Kamal Artwani Talent leader, Tekion Corp, Bangalore and Post graduate meritorious alumni nominated by principal Ms. Sonali Kathare-Senior Analyst, Goldman Sachs and all other members of the department.