

शैक्षिक परिषद की शनिवार दिनांक 20 सितम्बर, 1997 को प्रातः 10.00 बजे कक्षा संख्या 8 नान मन्दिर, वनस्थली विद्यापीठ में सम्पन्न हुई बैठक का कार्यवाही विवरण :

उपस्थिति

प्रो० सुशीला व्यास - निदेशक

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| 2- प्रो० दिवाकर शास्त्री | 3- प्रो० चन्द्रकिशोर गोस्वामी |
| 4- प्रो० टी०के०एस० लक्ष्मी | 5- प्रो० आर०सी०एस० नाडकर्णी |
| 6- प्रो० धर्म किशोर | 7- प्रो० सिद्धार्थ शास्त्री |
| 8- प्रो० रेखा गोविल | 9- प्रो० आदित्य शास्त्री |
| 10- प्रो० विनय शर्मा | 11- डॉ० एस०जी० मल्होत्रा |
| 12- डॉ० शिवबिहारी माथुर | 13- डॉ० शिवकान्त त्रिपाठी |
| 14- डॉ० कुंजबाला गोयल | 15- डॉ० गोपीनाथ शर्मा |
| 16- डॉ० लाल चन्द जैन | 17- डॉ० पेमा राम |
| 18- डॉ० भवानी शंकर शर्मा | 19- डॉ० अन्तर सिंह |
| 20- श्रीमती शान्ति शर्मा | 21- डॉ० इन्दु बंसल |
| 22- श्री संगानारायण अनप्पा | 23- श्रीमती किरण सरना |
| 24- श्री शील शर्मा | 25- डॉ० चित्रा पुरोहित |
| 26- डॉ० एस०डी० व्यास | 27- प्रो० देवकीनन्दन शर्मा- विशेष आमंत्रित |

प्रो० सुशीला व्यास ने अध्यक्षता की ।

नोट: 1। निम्न बाह्य सदस्य परिषद की बैठक में उपस्थित नहीं हो सके :-

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|---------------------------|-----------------------|
| 1- प्रो० आर०एस० मेहरोत्रा | 2- प्रो० वी०एस० व्यास |
| 3- प्रो० के०के० भवानी | 4- प्रो० पी०एस० कठेकर |
| 5- प्रो० आर०सी० शर्मा | 6- डॉ० सतिन्दर बजाज |
| 7- प्रो० जे०एस० राठौड़ | |

2। श्री वीरेन्द्र प्रकाश शर्मा एवं डॉ० एस०एस० गुप्ता मानसिक सदस्य परिषद की बैठक में उपस्थित नहीं हो सके ।

- 1- निदेशक ने बैठक की कार्यवाही प्रारम्भ करने से पूर्व शैक्षिक परिषद के सभी उपस्थित सदस्यों का हार्दिक स्वागत किया ।
- 2- परिषद ने 3 मई, 1996 को सम्पन्न हुई बैठक की कार्यवाही की पुष्टि करने पर विचार किया ।

निश्चय किया गया कि परिषद की पिछली बैठक दिनांक 3 मई, 1996 की कार्यवाही की पुष्टि की जाती है ।

131 वैश्विक परिषद के निश्चय सं० 17 दिनांक 3 मई, 1996 के संदर्भ में वैश्विक सत्र 1996-97 से ॥१॥ एम०बी०ए० ॥११॥ एम०टैक कम्प्यूटर साइंस ॥१११॥ सर्टिफिकेट कोर्स इन कम्प्यूटर प्रोग्रामिंग एण्ड एप्लीकेशन पाठ्यक्रम प्रारम्भ किए जाने के फलस्वरूप सम्बन्धित पाठ्यक्रम से सम्बन्धित वैश्विक उपनियम लागू किए जाने के आदेश

निश्चय किया गया कि निदेशक के उपरोक्त आदेशों से अभिलिखित किया जाता है।

परिषद की बैठक आसन को धन्यवाद देते हुए सम्पन्न हुई।

हो/-

प्रो० सुशीला व्यास
निदेशक

ACADEMIC BYE-LAWSMASTER OF BUSINESS ADMINISTRATION(MBA)

- I. The MBA Programme is designed keeping in view the need for holistic development of students for taking up challenging managerial positions. The MBA Programme shall combine the following three strands:
 1. Indian ethos and Indian paradigm for inner quality development as reflected by the spiritual values and the relevant Indian values for organisations building and development.
 2. Women's experience as reflected by their historic role in shaping the destiny of future generations, nations and organisations.
 3. Traditional theories and concepts of management as have been developed over a period of time and have become part of the received knowledge.
- II. The Courses of study for M.B.A. Examination shall extend over a period of two years divided into four semesters with an examination at the end of each semester.
- III. First and Third Semester Examination will normally be held in the month of December and Second and Fourth Semester Examinations in April/May every year.
- IV. The minimum eligibility for M.B.A. Course will be Bachelor's Degree in any discipline with minimum 50% marks.
- V. All applicants (except NRI/NRI Sponsored candidates) will have to appear in the Admission Test to be conducted by the Vidyapith. The Admission Test will be designed to assess the candidate's ability in verbal reasoning, quantitative reasoning, data interpretation, mathematical comprehension, and knowledge and comprehension of English and Hindi. The final selection for admission to the MBA course will be based on the candidate's past academic record, work experience, performance in the Admission Test, group discussion and personal interview. While preparing the final merit list for admission to the MBA Programme the weightage to the candidates past academic record, performance in the Admission Test and group discussion and personal Interview be given as 2:5:3 provided they secure a minimum of 36% marks in entrance examination as well as group discussion & interview.

VI. The Examination shall be conducted by means of continuous assessment, written papers, village stay, organisation training, project report/seminar and such other methods as may be decided by the faculty and approval of the Director of the Vidyapith.

VII. The following will be the course structure of the MBA Programme:-

COURSE STRUCTURE

FIRST YEAR

Orientation	1 Week
<u>SEMESTER - I</u> (Core courses)	17 Weeks
Village Stay	2 Weeks
<u>SEMESTER - II</u> (Core courses)	17 Weeks
Organisation Training	8 Weeks
Self-Development & Enrichment Module	Through both Semesters
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TOTAL	45 Weeks

SECOND YEAR

<u>SEMESTER - III</u> (Core courses & Speciali- sation courses)	17 Weeks
<u>SEMESTER - IV</u> (Core courses & Speciali- sation courses)	17 Weeks
Project work	10 Weeks
Comprehensive	1 Week
Self Development & Enrichment Module	Through both Semesters
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TOTAL	45 Weeks

- SEMESTER - I:
- 1.1 Indian Society and Culture: Indian Ethos & Women's Issues.
 - 1.2 Enterprise Economics and Macro-Economic concepts.
 - 1.3. Organisation Behaviour-I *Individual,* Role and Groups
 - 1.4 Computers for Management
 - 1.5 Financial Accounting
 - 1.6 Quantitative Methods in Management
 - 1.7 Written and Oral Communication (English and Hindi)
- SEMESTER -II:
- 2.1 Organisation Behaviour-II-Creation and Development of Organisations
 - 2.2 Cost Accounting and Control Systems
 - 2.3. Production and Operations Management
 - 2.4 Financial Management
 - 2.5 Marketing and Market Behaviour
 - 2.6 Information Technology for Management
 - 2.7 Indian Economic Sceneric ($\frac{1}{2}$)
 - 2.8 Written and Oral Communication ($\frac{1}{2}$) (English & Hindi)
- SEMESTER-III:
- 3.1 Values, Policy and Strategy
 - 3.2 Human Resource Management & Industrial Relations .
 - 3.3 Advanced Marketing
 - 3.4 Optional from Specialisation field
 - 3.5 Optional from Specialisation field
 - 3.6 Optional from related field
 - 3.7 Application of Research Methods in Management (.)
 - 3.8 Organisation Training Report
- SEMESTER-IV:
- 4.1 Indian Legal System for Business
 - 4.2 Human Quality Development
 - 4.3. Indigenous Management System: *1* Ancient to Modern
 - 4.4 Optional from Specialisation field
 - 4.5 Optional from Specialisation field.
 - 4.6 Optional from related field
 - 4.7 Project work
 - 4.8 Comprehensive

Elective Courses* for the specialisation field are as follows

Financial Management

1. Management of long-term Financial Resources
2. Corporate Tax Planning
3. Financial Planning and Control Systems
4. Financial Decisions

Marketing Management

1. International Marketing
2. Sales Management
3. Marketing Research
4. Marketing Decisions

Production Management

1. Work Study
2. Value Management
3. Productivity Management
4. Production Decisions

Personnel Management

1. Industrial Relations
2. Social Psychology
3. Wages and Salary Administration
4. Personnel Decision

Information Technology

1. Database Management System
2. Information Technology and Information Systems Design
3. Decision Support Systems
4. Simulation for Management

Entrepreneurship

1. Entrepreneurial Motivation and Setting up Tiny and Small Enterprises
2. Small and Medium Enterprises: Indian Perspective
3. Management of small enterprises
4. Women Entrepreneurs and Women Enterprises

Faculty of Management Studies
Banasthali Vidyapith, Banasthali

**Minutes of the Board of Studies held on 27.12.2018 at 3:00 P.M in the
Pragya Mandir Conference Hall, Banasthali Vidyapith.**

PRESENT

1. Prof. Harsh Purohit	-	Convener
2. ShriAbhishekPareek	-	Internal Member
3. Dr.Abhinav Nigam	-	Internal Member
4. Ms. AkanshaMer	-	Internal Member
5. Dr.Ameet Kumar Banerjee	-	Internal Member
6. Smt. Anita Shou	-	Internal Member
7. Ms. AnkitaPareek	-	Internal Member
8. Dr.Ankur Joshi	-	Internal Member
9. Dr. Bal Gopal Singh	-	Internal Member
10. Dr.Jitendra Singh Rathore	-	Internal Member
11. Dr.KhyatiKochhar	-	Internal Member
12. Smt. KirtiUdayai	-	Internal Member
13. Dr.MeghaAggarwal	-	Internal Member
14. Dr.MeghadeepaChakraborty	-	Internal Member
15. Smt. Monika Dwivedi	-	Internal Member
16. Dr.NeelniGiriGoswami	-	Internal Member
17. Dr.Neerja Dixit	-	Internal Member
18. Dr.NishthaPareek	-	Internal Member
19. Smt. PawandeepKaurBindra	-	Internal Member
20. Dr.PeeyushBangur	-	Internal Member
21. Ms. PriyankaTyagi	-	Internal Member
22. Dr. Priyanka Vijay	-	Internal Member
23. Dr.Raghubir Singh Chauhan	-	Internal Member
24. Dr.Reeta	-	Internal Member
25. Dr.RichaChauhan	-	Internal Member
26. Dr.RuchiMaheshwariBangur	-	Internal Member
27. Ms. Saman Khan	-	Internal Member
28. Dr.ShabnamSiddiqui	-	Internal Member
29. Ms. UrvashiBhamboo	-	Internal Member
30. Dr.Vandana	-	Internal Member
31. Dr. SaurabhMukherjee	-	Special Invitee
32. Dr.DewakarGoel	-	External Member

NOTE: Shri Shrikant Pareek (External Member), Prof J.K. Jain (External Member), Dr. Meenakshi Rohella (Internal member), Dr. Prabhat Kumar Singh Kushwah (Internal member), Ms. Ravisha Chotani (Internal member) Dr. Shaheema Hameed (Internal member), Shri Soumitra Bhattacharya (Internal member) and Ms. Stuti Ghosh (Internal member) could not attend the meeting.

At the outset, the convener appreciated the presence of the external member Dr. Dewakar Goel and wished that his vast experience would be instrumental in giving new insights in area of business management. The members appreciated establishment of Atal Incubation Centre at Banasthali Vidyapith and its uniqueness. Furthermore the convener requested Shri Abhishek Pareek CEO of Atal Incubation Centre to showcase the working and achievement of the centre. Shri Abhishek Pareek informed the members about the functioning of AIC and the progress it has made since the setup, which was welcomed by the members.

The members appreciated commencement of M.Com programme and the focus to prepare M.Com professionals for teaching and research roles. The External Member appreciated the work done at FMS-WISDOM in consonance with the ideology of Banasthali Vidyapith in all walks of education and also encouraged the members to take further innovative steps for the future growth of the students. The members appreciated the words of wisdom shared by Dr. Goel.

1. The board took up the minutes of its last meeting held on April, 23, 2017 and the Internal BOS April 5, 2018.

The Board resolved that the minutes to be confirmed.

2. The board reviewed the existing panel of examiners and suggested to update the list of the examiners for each examination up to and inclusive of all Master's degree examination keeping in view the by-law 15.03.02 of the Vidyapith. Updated panel has been sent to the examination and secrecy section.
3. The board reviewed the study/curricula, scheme of examination and proposed revisions in various courses of study as follows:

3 I. BBA/ B.Com/ B.A

i.	First Semester Curriculum	Change ^s
ii.	Second Semester Curriculum	Change ^{a,b, s}
iii.	Third Semester Curriculum	Change ^{c,d,s}
iv.	Fourth Semester Curriculum	Change ^{c,e,f,g,k,s.}
v.	Fifth Semester Curriculum	Change ^{b,f,h,i,j,k,m,n,q.}
vi.	Sixth Semester Curriculum	Change ^{l,n,o,p,q,r,t.}

The Board reviewed the objectives, Syllabi, outcomes of BBA/ B.A/ B.Com. and the following changes were recommended in the below mentioned programmes **w.e.f. 2019-20**:

- (a) In BBA/BA (Management) II semester, revision in the syllabus of *Business Environment (Course Code: COM 101)* was proposed. Board discussed the revision proposed and agreed upon the suggested syllabus. Board also recommended implementing the proposed revision in syllabus of *Business Environment* by II Semester Examination, **April, 2020**.
- (b) In B.Com II semester it was proposed by the board to replace *Human Behavior (Course Code: MGMT 105)* with *Law of Consumer Protection and MV Act (Course Code: LAW 102)*, in view of the fact that the commerce students need to have better understanding of various commercial acts, particularly the consumer protection act. The board recommended that to develop the understanding of the business environment among the students in the initial graduation years it will be better to shift *Business Environment and Strategy (Course Code: COM 301)* from B.Com V semester to B.Com II semester.
- (c) In BBA/ B.Com III & IV Semester the board resolved and recommended revision in the syllabus of *Principles and Practices of Banking (Course Code: COM 209)* and *Emerging Banking Services (Course Code: COM 205)*. The board pointed that the syllabus needs a revision as per the latest changes in the functioning of the banking industry of India. Board recommended implementing the suggested changes **w.e.f. 2019-20** and changes to be included in examination of III Semester **December 2019** and IV Semester **April 2020**.
- (d) The board recommended to replace *Retail Environment in Management (Course Code: MGMT 208)* of BBA III Semester with *Intellectual Property Law (Course Code: Law 408)*. The Board appreciated the relative merit and observed that the students of BBA need to have knowledge of IP laws to get a better understanding of the prevailing business scenario.

- (e) In BA IV Semester the board resolved and recommended revision in the syllabus of *Principles and Practices of Banking (Course Code: COM 209)* in view of the latest changes in the working of the banking industry of India. Board recommended implementing the suggested changes **w.e.f. 2019-20** and changes to be included in examination of IV Semester **April 2020**.
- (f) The Board recommended to delete BBA IV Semester *Advance Human Resource Management (Course Code: MGMT 201)* and shift the *Project (Course Code: MGMT 311P)* to IV semester from V semester to make provision for introduction of *Term Paper(New Code)* in BBA V semester. The Board recommended to implement the changes **w.e.f. 2019-20**
- (g) In B.Com IV Semester revision in the syllabus of *Company Law and Secretarial Practice (Course Code: LAW 201)* was recommended. Board discussed the revision proposed and agreed upon the suggested syllabus keeping in view the amendments done in the law. The board also recommend to implement the changes **w.e.f. 2019-20**
- (h) The board recommended introducing *Term Paper in BBA V semester* to inculcate the spirit of research among the students right from the undergraduate level and also to build their analytical capabilities, and recommended that the changes to be included in examination of V Semester **December 2019**
- (i) It was recommended and resolved to introduce Discipline Electives in BBA V semester and VI semester, for which the following subjects were shifted or introduced as Discipline Electives, the list of Discipline Electives is as follows:
- i. *BBA III Year*
1. *Personal Finance (Course Code: COM 312)* (Shifted from Disciplinary Core Course in BBA V Semester to Discipline Elective in BBA V Semester)
 2. *LAW 105 Law of Torts (Course Code: LAW 105)*(Newly introduced)
 3. *Banking Law(New Code)* (Newly introduced)
 4. *Organizational Studies(Course Code: MGMT 309)*(Shifted from Disciplinary Core Course in BBA VI Semester to Discipline Elective in BBA VI Semester)
 5. *Operations Management (Course Code: MGMT 308)*(Shifted from Disciplinary Core Course in BBA VI Semester to Discipline Elective in BBA VI Semester)

6. *Human Rights Law and Practices*(Course Code: LAW 407)(Newly introduced)
7. *Marketing in Special Domain (New Code)*(Newly introduced)
8. *Basics of Audit (New Code)*(Newly introduced)

The student will select any one as the Discipline Elective from the given options in each semester respectively.

- (j) The Board resolved and recommended to delete some courses from the BBA V semester to make scope for the introduction of Term Paper in V Semester. The courses to be deleted are *E-Business Lab (Course Code: MGMT 305L)* and *Risk Management and Insurance (Course Code: MGMT 312)*.
- (k) The board resolved and recommended to shift credit of *Project (Course Code: MGMT 311P)* from BBA V Semester to BBA IV Semester to balance the credits of the semesters.
- (l) The board resolved and recommended to delete *Creativity and Soft Skills (Course Code: TSKL 301)* and *Creativity and Soft Skills Lab (Course Code: TSKL 301L)* of BBA VI Semester. The board observed that the content of the course is partially covered in courses like Business Communication and Human Resource Management.
- (m) The Board resolved and recommended to replace *Risk Management and Insurance (Course Code: MGMT 312)* of B.Com V semester with *Information Technology Law (Course Code: LAW 504)*, the Board observed that looking at the changing scenario and witnessing the increase in cyber crimes the students must be made aware with *Information Technology Laws*.
- (n) The board reviewed the Electives offered in B.Com V and VI Semester and recommended that certain course options need to be deleted from the options given and instead of grouping it in Elective 1 and Elective 2 an extensive list of electives need to be given to the students. The board also recommended adding some courses of Law to the electives to provide students with more options. The list of the Discipline Electives offered is enlisted as below:
 - i. B.Com III Year
 1. *Human Resource Management (Course Code: COM 308)*
 2. *Personal Finance (Course Code: COM 312)*
 3. *Banking Law (New Code)*(Newly introduced)
 4. *Law of Torts (Course Code: LAW 105)*(Newly introduced)
 5. *Foundation of Marketing Management (Course Code: MGMT 103)*
 6. *Business Forecasting (Course Code: COM 302)*

7. *Human Rights Law and Practices (Course Code: LAW 407)*(Newly introduced)
8. *Intellectual Property Law(Course Code: LAW 408)*(Newly introduced)

The student will be required to select any one Discipline Elective from the given options in each semester respectively.

(o) The Board recommended to delete the following courses from the Core and Electives of B.Com VI Semester:

1. *Corporate Governance(Course Code: COM 305)*
2. *Organizational Studies (Course Code: MGMT 309)*
3. *International Marketing(Course Code: COM 310)*
4. *Creativity and Soft Skills(Course Code: TSKL 301)*

(p) The Board recommended to change the nomenclature of *Dissertation (Course Code: COM 306D)* to *Term Paper (Course Code: COM 306P)* and also to change the Code of Project (Course Code: MGMT 311P) to (Course Code: COM 313P)

(q) It was recommended and resolved to introduce Discipline Electives in BA (Management) V semester and VI semester, for which the following subjects were shifted or introduced as Discipline Electives, the list of Discipline Electives is as follows:

i. *BA III Year*

1. *Personal Finance (Course Code: COM 312)*(Shifted from Disciplinary Core Course in BA V Semester to Discipline Elective in BA V Semester)
2. *Retail Environment in Management (Course Code: MGMT 208)*(Newly introduced)
3. *Emerging Banking Services (New Code)* (Newly introduced)
4. *Intellectual Property Law(Course Code: LAW 480)*(Newly introduced)

(r) The board recommended to delete the course *Operations Management (Course Code: MGMT 308)* from BA (Management) VI Semester.

(s) The Board observed that due to all the practical reasons various Computer and Statistics Lab's of BBA and B.Com. Students are practically conducted twice a week, thus the board recommended to change the practical hours from 6 to 4 and credits from 3 to 2. The lab's covered under the recommendation are as follows"

- i. *Computer for Management Lab (BBA I Semester) (Course Code: CS 105L)*
- ii. *Statistics for Management Lab (BBA II Semester) (Course Code: STAT 108L)*
- iii. *Business Communication Lab (BBA III Semester) (Course Code: TSKL 201L)*

- iv. *Application Software for Management (BBA IV Semester) (Course Code: CS 203L)*
- v. *Computer for Management Lab (B.Com I Semester) (Course Code: CS 105L)*
- vi. *Business Statistics Lab (B.Com. III Semester)(Course Code: STAT 201L)*
- vii. *Application Software for Business Lab (B.Com IV Semester) (Course Code: 202L)*

- (t) The board recommended to change the nomenclature of the course of *BhartiyaPrabandhan (Course Code: MGMT 203)* of BBA VI Semesterto *Foundation of BhartiyaPrabandhan (New Code)* and to enrich the learning of the students and strengthen the Indian cultural ideology amongst the students a practical course on the concept of *Foundation of BhartiyaPrabandhan* is required, thus a 2 credit practical aspect is also added to the course.
- (u) The board recommended the introduction of Open elective in all the semester of BBA and B.Com. III semester onwards. A student can opt for upto2 additional Open (Generic) audit/credit Elective from III semester onward from any of the courses offered by the Vidyapith subject to approval of Head of both departments and time table permitting.

The board unanimously resolved and recommended that all the changes proposed in the syllabi of BBA/B.Com/BA must be implemented for all the semesters with immediate effect and henceforth it was resolved to ***implement the changes w.e.f. 2019-20 in all the semester examinations.***

Programme Educational Objective, Outcome and Programme Schemes of BBA/B.Com and BA (Management) are enclosed and marked as **Annexure I**.

The revised Syllabus, Learning Outcome, list of Suggested Reading and Suggested E Learning Material is enclosed and Marked as **Annexure II for B.B.A., Annexure III for B.Com.and Annexure IV for B.A. (Management).**

3 II MBA/ M.Com

i.	First Semester Curriculum	Change ^{a,b,c}
ii.	Second Semester Curriculum	Change ^{c,d,e,f,j}
iii.	Third Semester Curriculum	Change ^{g,k}
iv.	Fourth Semester Curriculum	Change ^{h,i,j,k}

The Board resolved to recommend that to enrich the learning of the students the certain changes are required in the syllabus and courses offered in MBA; while the board resolved to propose new syllabus for the upcoming II year of M.Com. The Board resolved to implement all the below mentioned changes w.e.f. 2019-20 academic year in all the semesters.

- (a) Board evaluated the scope of introducing the new subject of *Quantitative Research Techniques* for MBA I Semester. It was discussed and found that to enrich the students learning of statistics and also to enrich their analytical capabilities a new course on *Quantitative Research Techniques* must be introduced in MBA I Semester. The board proposed to implement the changes by **I Semester Examination, December, 2019**
- (b) Board Reviewed the Syllabi of *Marketing Management (Course Code: MGMT 423)* and found that the course requires major modification in the content owing to the changing marketing scenario. The Board recommended to make the modifications in the syllabus of *Marketing Management of MBA I Semester* and implement from **December 2019, Examination.**
- (c) The board made an observation that as *Quantitative Research Techniques* is introduced in MBA I Semester the Syllabi of *Business Environment and Research (Course Code: MGMT 406)* of MBA II Semester required revision and thus the board agreed on the changed syllabus and nomenclature of the subject from *Business Environment and Research* to ***Business Environment and Operations***. The board proposed to implement the changes by II Semester Examination, **April, 2020.**
- (d) The board resolved that the courses offered under the Specialization Elective head of Finance and Banking require major modification. Not only in the Syllabi but also in the courses offered. Thus considering the requirement the board proposed to delete the course of *Banking and Financial Services I & II (Course Code: MGMT 404 & 405)* and by merging some of the topics of the deleted courses and by introducing some new topics a new subject of *Banking and Financial Services* is proposed for specialization in MBA II Semester under the head of Finance and Banking. The board recommended implementing the change in MBA II Semester examination of **April, 2020.**
- (e) The board pointed that as two subjects are deleted from the above mentioned group of specializations it creates a scope for introduction of a new course in the specialization elective, and therefore the board recommended addition of a course on *Taxation* to the specialization of Finance and Banking in MBA II semester. The board recommended implementing the change in MBA II Semester examination from **April, 2020.**
- (f) The board made an observation that the syllabus of the course of *Advertising and Brand Management (Course Code: MGMT 402)* of MBA II Semester offered under the specialization of Marketing Management requires modification. The new syllabus was proposed and discussed by the board and it was recommended to introduce the changes in the course of *Advertising and Brand Management* of MBA II Semester, it was resolved

that the changes should be introduced in the MBA II Semester examination of **April, 2020**.

(g) The members recommended that the **Reading Electives** offered in MBA III semester requires changes to which the board unanimously agreed, and the following changes were proposed:

- i. Added: *Advances in Mutual Fund*
- ii. Added: *Supply Chain Management*
- iii. Added: *Strategic Planning in IT*
- iv. Deleted: *Retail Banking I (Course Code: MGMT 516R)*
- v. Deleted: *Retail Banking II (Course Code: MGMT 517R)*

The board concluded that as the students are already learning retail banking in Banking and Financial Services in MBA II Semester, offering the same as reading elective again is not required and thus the reading elective options of Retail Banking I & II were deleted. The board proposed the following list of Reading Elective Options for MBA III Semester.

- a. *Reading Electives MBA III Semester*
 - i. *Corporate Banking I (Course Code: MGMT 503R)*
 - ii. *Digital Marketing (Course Code: MGMT 506R)*
 - iii. *Advances in Mutual Funds (New Code Required)*
 - iv. *Advanced Readings in HRM (Course Code: MGMT 502R)*
 - v. *Supply Chain Management (New Code Required)*
 - vi. *Corporate Banking II (Course Code: MGMT 504R)*
 - vii. *Entrepreneurship (Course Code: MGMT 508R)*
 - viii. *Strategic Planning in IT (New Code Required)*

The board resolved to recommend that the students need to undertake only one Reading Elective during the time of Major Project thus deleting the option of second reading Elective in MBA III semester.

(h) The Board resolved and recommended that to enrich the learning of students and to imbibe decision making skills in the students new Open Electives will be introduced in MBA IV semester, the student will choose one of the Open electives from any of the programmes offered by the Vidyapith at the masters level. The board proposed to introduce the change in MBA IV Semester curriculum.

(i) Board Reviewed the Syllabus of *Strategic Financial Management (Course Code: MGMT 519)* of MBA IV Semester under the specialization elective head of Finance and Banking. It was observed that the syllabus requires major modification for which a new syllabus was presented and discussed before the board, to which it was recommended to introduce the changed syllabus for MBA IV semester examination of **April, 2020**.

- (j) The Board recommended to change the connotation from Elective to Major/ Minor Specialization Elective for the specialization electives of II and IV Semester
- (k) The Board reviewed the syllabus offered in M.Com I and II semester and found the same required no change for now. While the new syllabi for all the subjects of M.Com III & IV Semester were presented and discussed with the board, to which the board resolved and recommended that the new syllabus of M.Com III and IV Semester should be implemented for the **Academic year 2019-20**.

The board resolved and recommended that all the changes proposed in the syllabi of MBA/M.Com should be implemented for all the semesters with immediate effect and henceforth it was resolved to **implement the changes w.e.f. 2019-20 in all the semester examinations**.

Programme Educational Objective, Outcome and Programme Schemes of MBA/M.Com are enclosed and marked as **Annexure I**.

The revised and proposed new Syllabus, Learning Outcome, list of Suggested Reading and Suggested E Learning Material is enclosed and Marked as **Annexure V for MBA & Annexure VI for M.Com**.

4. Board reviewed the curriculum for the courses running in the other programmes of the Vidyapith. Following suggestions were given

Bachelor of Business Administration and Bachelor of Laws		
MGMT 107	Management Principles for Law	Change ^b
ECO 105	Micro Economics	No Change
ECO 103	Macro Economics	No Change
MGMT 108	Organizational Behaviour and Behavioural Psychology	No Change
ECO 205	Theories of Development and Indian Economics	No Change
MGMT 204	Business Strategy	No Change
COM 104	Financial Accounting	No Change
MGMT 207	Principles of Marketing Management	No Change
MGMT 301	Advertisement and Media Management	No Change
MGMT 307	Management Accounting	Change ^b
MGMT 302	Audit Practices	Change ^a
MGMT 303	Business Ethics	No Change
Bachelor of Commerce and Bachelor of Laws		
COM 104	Financial Accounting	No Change

COM 106	Principles and Practices of Banking for Law	No Change
COM 102	Cost Accounting for Law	Change ^a
COM 105	Management of Financial Institution and Services	No Change
COM 202	Corporate Accounting and Auditing	No Change
COM 206	Fundamentals of Insurance	Change ^b
COM 208	Legal Environment for Business	Change ^b
ECO 105	Micro Economics	No Change
COM 309	International Business and Trade	No Change
ECO 103	Macro Economics	No Change
ECO 205	Theories of Development and Indian Economics	No Change
MGMT 306	International Finance	No Change
Bachelor of Technology (BT, CE, CS, IT, EE, EC, EI, MCTR)		
MGMT 209	Entrepreneurship	Change ^d
MGMT 310	Principles of Management	No Change
Bachelors of Computer Application		
MGMT 101	Accounting and Financial Principles	No Change
MGMT 106	Management Principles	No Change

- (a) The Board reviewed the Syllabus of *Cost Accounting for Law* (Course Code: COM 102) of B.Com LLB II Semester and *Audit Practice* (Course Code: MGMT 302) of BBA LLB VI Semester and suggested minor changes in the syllabus to be implemented from **April 2020**.
- (b) The Board Recommended that to enrich the overall learning of the students certain courses will be Shifted/ Deleted/ Added to the Curriculum of BBA LLB. and B.Com LLB. The changes so recommended and approved by the board is enlisted below:
- i. Shifted: B.Com LLB IV Semester: *Legal Environment for Business*(Course Code: COM 208) to B.Com LLB III Semester
 - ii. Deleted: BBA LLB I semester: *Management Principles for Law* (Course Code: MGMT 107)
 - iii. Deleted: B.Com LLB III Semester: *Fundamentals of Insurance* (Course Code: COM 206)
 - iv. Added: BBA LLB I Semester: *BhartiyaPrabandhan* (Course Code: MGMT 203)

- v. Added: B.Com LLB IV Semester: *Personal Finance (Course Code: COM 312)*
 - vi. Added: BBA LLB V Semester: *Personal Finance (Course Code: COM 312)*
 - vii. Deleted: BBA LLB V Semester: *Management Accounting (Course Code: MGMT 307)*
- (c) The board resolved to recommend that to enrich the learning of the students of Bachelors of Arts and Bachelors of Law the following course may be offered as Reading Electives in X Semester:
- i. BA LLB X Semester: (New Code) *Indian Ethos and Culture*
 - ii. BA LLB X Semester: (New Code) *Managing Personal Finance*
- (d) The Board reviewed the Syllabus of *Entrepreneurship (Course Code: MGMT 209)* of B.Tech(BT, CE, CS, IT, EE, EC, EI, MCTR) and recommended that major changes are required in the syllabus, the modified syllabus was presented before the board and was discussed. The board recommended implementing the changes **w.e.f 2019-20**.

The board unanimously resolved and recommended that all the changes proposed in the syllabi must be implemented with immediate effect and henceforth it was resolved to implement the changes **w.e.f. 2019-20** in all the semester examinations.

The changes made in the syllabi, learning outcome, Suggested Readings and Suggested E Learning Materials of BBA LLB./ B.Com LLB & BA LLB. are enclosed and marked as **Annexure VII**. While the changes made in the syllabi, learning outcome, Suggested Readings and Suggested E Learning Materials in all the other courses are enclosed and marked as **Annexure VIII**.

5. Board reviewed the reports received from the examiners of different examination for the year of 2017 and 2018. Most of the examiners during 2017-18 recommended the inclusion of indirect questions in classroom discussion and improvement in presentation of answers. It was found that mostly the papers contained such question which is appreciated by examiners along with how well the answers were presented by the students. But some examiners raised concern over the question papers of 2016-17 and 2017-18. The examiners mainly commented that many a times the students' answers were diffused or were not to the point. Resolved to recommend that on the whole the report of the examiners is satisfactory but faculty members should look for further improvement. Furthermore suitable MOOCS could be identified from the Swayam portal.

The detailed report is enclosed and marked as **Annexure IX**.

6. The board evaluated the semester examination papers and derived that the question papers of 2017-18 were a combination of implied and direct questions which gave students a good option. In some subjects the committee pointed out that the question papers were too direct. A

detailed analysis of past papers has been done. It is pointed out that inclusion of Case Studies is comparatively less in papers, and the same must be increased. While the committee shared concern on some papers of 2016-17 to 2017-18 academic years on the whole the committee appreciated the papers and their content.

The Board resolved to recommend that the report is satisfactory but the faculty members should review the model papers and suggest inclusion of case study based question in all courses under MBA. In UG programmes in courses like HRM, Marketing Management, Personal Finance, Income Tax, BhartiyaPrabandhan, Emerging Banking Services etc. case study should be the part of model paper. Furthermore in all courses a question related to relevant current affairs should be included in the model paper, with exception to courses like Financial management, Accounts, Cost Accounts, Goods and Service Tax etc.,

The details are enclosed and marked as **Annexure X**.

7. Board analysed that constant concern over alternate source of learning has been rising since past few years as the students are getting more tech savvy and prefer online material including E-Books. To address this issue a committee was formed and it suggested introduction of online modules to various subjects which can help students in learning the courses at one's own pace. Also while suggesting the online E-Learning material it was considered that it is an addition to the knowledge base created through syllabus and class room practice.

The board resolved to recommend that to begin with online course like Digital Marketing, Supply Chain Management, NISM V-C can be introduced while E-learning material has been suggested for various courses. A list of such courses is as follows with the URLs'.

List of Alternate online courses

S. No	Course Name	Proposed Alternative On-line Course	URL link
BBA I Semester			
1.	Human Behaviour	Human Behaviour/ OrganisationBehaviour/ OrganisationalBehaviour	1. https://www.udemy.com/organisational-behaviour/ 2. https://www.edx.org/course/organizational-behaviour-ubcx-busobhr1x 3. https://www.coursera.org/learn/organizational-behaviour-know-your-people
BBA II Semester			
2.	Statistics for Manager	Introduction to Statistics/ Fundamentals of Statistics/ Basic Statistics	1. https://www.udemy.com/intro-to-statistics-v/ 2. https://www.edx.org/course/fundamentals-of-statistics 3. https://www.coursera.org/learn/basic-statistics
BBA III Semester			
3.	Human Resource Management	Human Resource Management/ People Management/ Preparing to manage human resource	1. https://www.udemy.com/human-resource-management-management-series/ 2. https://www.edx.org/course/people-management-2 3. https://www.coursera.org/learn/managing-human-resources
BBA IV Semester			

4.	Basics of Financial Management	Introduction to Financial Management/ Financial Management in Organization/ Financial Management	<ol style="list-style-type: none"> 1. https://www.udemy.com/introduction-to-financial-management/ 2. https://www.edx.org/course/financial-management-in-organizations-1 3. https://www.coursera.org/specializations/financial-management
BBA V Semester			
5.	E-Business	e-commerce and selling online/ Online Marketing Strategies/ Digital Business Model	<ol style="list-style-type: none"> 1. https://alison.com/courses/e-commerce-and-selling-online/content 2. https://www.edx.org/course/online-marketing-strategies 3. https://www.coursera.org/learn/digital-business-models
BBA VI Semester			
6.	Business Policy	Global Business Strategy/ Strategic Management/ Strategic Management	<ol style="list-style-type: none"> 1. https://www.edx.org/course/usmx-global-business-strategy 2. https://www.edx.org/course/strategic-management 3. https://www.coursera.org/learn/strategic-management

S. No	Course Name	Proposed Alternative On-line Course	URL link
B.Com I Semester			
7.	Foundation of Management	Foundation of Management/ Management Fundamentals/ Foundations of Management	<ol style="list-style-type: none"> 1. https://www.notredameonline.com/programs/course/foundations-of-management 2. https://www.coursera.org/learn/management-fundamentals-healthcare-administrators 3. https://www.coursera.org/specializations/foundations-management
B.Com II Semester			
8.	Business Communication	Communication Skills: Personality and Behavior in Business/ Business Communication/ Business English Communication Skills Specialization	<ol style="list-style-type: none"> 1. https://www.udemy.com/behaviour-in-business/ 2. https://www.edx.org/course/business-communications-ubcx-bus2x 3. https://www.coursera.org/specializations/business-english
B.Com III Semester			
9.	Basics of Financial Management	Introduction to Financial Management/ Financial Management in Organization/ Financial Management	<ol style="list-style-type: none"> 1. https://www.udemy.com/introduction-to-financial-management/ 2. https://www.edx.org/course/financial-management-in-organizations-1 3. https://www.coursera.org/specializations/financial-management
B.Com IV Semester			
10.	Macro Economics for Managers	Basic Economics (Macro Economics)/ Fundamentals of Macro Economics/ The Power of Macro Economics	<ol style="list-style-type: none"> 1. https://www.udemy.com/egg-timer-economics-3/ 2. https://www.edx.org/course/fundamentals-of-macroeconomics-0 3. https://www.coursera.org/learn/principles-of-macroeconomics
B.Com V Semester			
11.	Investment Management	Investment Analysis and Portfolio management/	<ol style="list-style-type: none"> 1. https://www.udemy.com/investment-analysis-portfolio-management/

		Financial Market Analysis/ Investment Management Specialization	2. https://www.edx.org/course/financial-market-analysis 3. https://www.coursera.org/specializations/investment-management
B.Com VI Semester			
12.	E-Business	e-commerce and selling online/ Online Marketing Strategies/ Digital Business Model	1. https://alison.com/courses/e-commerce-and-selling-online/content 2. https://www.edx.org/course/online-marketing-strategies 3. https://www.coursera.org/learn/digital-business-models

S. No	Course Name	Proposed Alternative On-line Course	URL link
MBA I Semester			
1	Marketing Management	Introduction of Marketing / Marketing Management / Marketing Management	1. https://www.coursera.org/learn/wharton-marketing 2. https://www.edx.org/course/marketing-management-1 3. https://www.edx.org/course/marketing-management-2
MBA II Semester			
2	Business Environment and Operations	Managing Business Operations & Introduction to Environment/ International Business Environment & Introduction to Operations Management	1. (https://www.udemy.com/managing-business-operations/ https://www.udemy.com/environment-health-safety-management/) 2. (https://www.coursera.org/learn/global-business-environment https://www.coursera.org/learn/wharton-operations)
MBA IV Semester			
4	Corporate Governance and Strategy	Strategic Management/ Business Strategy: 8 Best Strategies for Business Growth/ Global Business Strategy	1. https://www.edx.org/course/strategic-management 2. https://www.udemy.com/business-strategy-8-best-strategies-for-business-growth/ 3. https://www.edx.org/course/usmx-global-business-strategy
MBA III Semester (Reading Electives)			
5	Digital Marketing	The Complete Digital Marketing Course - 12 Courses in 1/ Digital Transformation: Market and Industry Analysis	1. https://www.udemy.com/learn-digital-marketing-course/ OR 2. https://www.edx.org/course/digital-transformation-market-and-industry-analysis
6	Supply Chain Management	Operations and Supply Chain Management/ (Supply Chain Management Strategy & Operations Management)	1. https://www.udemy.com/operations-and-supply-chain-management/ OR 2. https://www.coursera.org/learn/supply-chain-management-strategy 3. https://www.edx.org/course/operations-management-0
7	Entrepreneurship	Entrepreneurship	1. https://www.coursera.org/specializations/wharton-entrepreneurship

		Specialization	arton-entrepreneurship
8	Advances in Mutual Funds	NISM-Series-V-C: Mutual Fund Distributors (Level 2) Certification Examination	1. https://www.nism.ac.in/certification/index.php/nism-certifications/mutual-fund/mutual-fund-distributors-level-2
S. No	Course Name	Proposed Alternative On-line Course	URL link
M.Com I Semester			
1	Organizational Communication	Communication Skills: Personality and Behaviour in Business/ Business Communication/ Business English Communication Skills Specialization	1. https://www.udemy.com/behaviour-in-business/ 2. https://www.edx.org/course/business-communications-ubcx-bus2x 3. https://www.coursera.org/specializations/business-english
M.Com II Semester			
2	Financial Institutions and Markets	Financial Institution and markets/ Financial Institution and markets/ Capital Markets and Financial Institutions	2. https://www.classcentral.com/course/edx-financial-institutions-and-markets-6260 3. https://onlinecourses.nptel.ac.in/noc19_mg05/preview 4. https://www.coursera.org/learn/capital-markets-and-financial-institutions
M.Com III Semester			
3	Advertising Management	Content, Advertising, & Social IMC/ Selling Ideas/ Integrated Marketing Communication	1. https://www.coursera.org/learn/social-imc 2. https://www.edx.org/course/selling-ideas-how-to-influence-others-5 3. https://www.coursera.org/learn/integrated-marketing-communications
M.Com IV Semester (Reading Electives)			
4	Digital Marketing	The Complete Digital Marketing Course - 12 Courses in 1/ Digital Transformation: Market and Industry Analysis	1. https://www.udemy.com/learn-digital-marketing-course/ OR 2. https://www.edx.org/course/digital-transformation-market-and-industry-analysis
5	Supply Chain Management	Operations and Supply Chain Management/ (Supply Chain Management Strategy & Operations Management)	1. https://www.udemy.com/operations-and-supply-chain-management/ OR 2. https://www.coursera.org/learn/supply-chain-management-strategy 3. https://www.edx.org/course/operations-management-0
6	IFRS	(IFRS Financial Reporting & IFRS and ASPE 101)/ Financial Reporting Capstone	1. https://www.udemy.com/ifrs-financial-reporting/ 2. https://www.udemy.com/topic/ifrs/ OR 3. https://www.coursera.org/learn/financial-reporting-capstone
7	Advances in Mutual Funds	NISM-Series-V-C: Mutual Fund Distributors (Level 2) Certification Examination	1. https://www.nism.ac.in/certification/index.php/nism-certifications/mutual-fund/mutual-fund-distributors-level-2

The Complete details of the courses are enclosed and marked as **Annexure XI**.

8. In light of the tech strides and fast changing business scenario of Management education the board resolved to recommend that the Vidyapith may introduce specialization in Business Analytics and Data Science in MBA. Collaboration should be explored with an industry partner like SAS or software available as Open Learning Resources may be explored.

Curriculum Structure Master of Business Administration

First Year

Semester - I							Semester - II						
Course Code	Course Name	L	T	P	C		Course Code	Course Name	L	T	P	C	
MGMT 411	Financial and Cost Accounting	4	0	0	4			Major Specialization Elective I	4	0	0	4	
MGMT 418	Indian Ethos and Human Quality Development	4	0	0	4			Major Specialization Elective II	4	0	0	4	
MGMT 419	Information Technology and MIS	4	0	0	4			Major Specialization Elective III	4	0	0	4	
MGMT 422	Managerial Economics	4	0	0	4			Minor Specialization Elective I	4	0	0	4	
MGMT 423	Marketing Management	4	0	0	4		MGMT 431	Business Environment and Operations	4	0	0	4	
MGMT 425	People Management	4	0	0	4		MGMT 412	Financial Management	4	0	0	4	
MGMT 430	Quantitative Research Techniques	4	0	0	4		CS 408 L	Computer Lab II	0	0	6	3	
CS 407L	Computer Lab- I	0	0	6	3								
Semester Wise Total		28	0	6	31		Semester Wise Total		24	0	6	27	

Second Year

Semester - III							Semester - IV						
Course Code	Course Name	L	T	P	C		Course Code	Course Name	L	T	P	C	
	Reading Elective	0	0	0	2		MGMT 505	Corporate Governance and Strategy	4	0	0	4	
MGMT 514P	Major Project	0	0	56	28		MGMT 510	Indigenous Management System	4	0	0	4	
								Open Elective	4	0	0	4	
								Major Specialization Elective IV	4	0	0	4	
								Minor Specialization Elective II	4	0	0	4	
Semester Wise Total:		0	0	56	30		Semester Wise Total:		20	0	0	20	

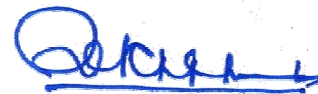
Course Code	List of Specialization Elective Courses	L	T	P	C
	Aviation Management (AM)				
MGMT 403	Airline and Airport Management	4	0	0	4
MGMT 408	Crew Resource Management and Aviation Safety	4	0	0	4
MGMT 414	Fundamentals and Principles of Aviation	4	0	0	4
MGMT 520	Strategic Airlines Marketing and CRM	4	0	0	4
	Finance and Banking (FB)				
MGMT 432	Banking and Financial Services	4	0	0	4
MGMT 433	Taxation	4	0	0	4
MGMT 429	Security Analysis and Portfolio Management	4	0	0	4
MGMT 527	Strategic Financial Management	4	0	0	4
	Human Resource Development (HD)				
MGMT 401	Advance Reading in HRD and HQD	4	0	0	4
MGMT 417	Human Resource Development System	4	0	0	4

Course Code	List of Reading Elective Courses	L	T	P	C
MGMT 503R	Corporate Banking I	0	0	0	2
MGMT 506R	Digital Marketing	0	0	0	2
MGMT 521R	Advance in Mutual Funds	0	0	0	2
MGMT 522R	Supply Chain Management	0	0	0	2
MGMT 502R	Advanced Readings in HRM	0	0	0	2
MGMT 504R	Corporate Banking II	0	0	0	2
MGMT 508R	Entrepreneurship	0	0	0	2
MGMT 523R	Strategic Planning in IT	0	0	0	2

MGMT 424	Organization Development and Change Management	4	0	0	4
MGMT 512	Industrial Relations Management	4	0	0	4
	Marketing Management (MM)				
MGMT 434	Advertising and Brand Management	4	0	0	4
MGMT 407	Consumer Behaviour	4	0	0	4
MGMT 428	Sales and Distribution Management	4	0	0	4
MGMT 509	Global Marketing Management	4	0	0	4
	Public Policy and CSR (PC)				
MGMT 409	CSR and Social Entrepreneurship	4	0	0	4
MGMT 415	Fundamentals of Public Policy and Public Management	4	0	0	4
MGMT 4160	Fundamentals of Public Policy Implementation	4	0	0	4
MGMT 507D	Dissertation	0	0	8	4
	Retail Management (RM)				
MGMT 420	Mall and Store Management	4	0	0	4
MGMT 426	Retail Environment and Management	4	0	0	4
MGMT 427	Retail operations and Supply Chain Management	4	0	0	4
MGMT 518	Retail Marketing and Crew Resources Management	4	0	0	4
	Sports Management (SM)				
MGMT 413	Foundation of Sports Management	4	0	0	4
MGMT 501	Advance Reading in Sports	4	0	0	4

Note: A student should opt for 1 Elective from any of the courses offered by the Vidyapith subject to approval of Head of both departments and time table permitting.

Verified



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