

# **JK LAKSHMIPAT UNIVERSITY: BoS: MINUTES: 18.03.2017**

## **INSTITUTE OF MANAGEMENT**

Minutes of the 5<sup>th</sup> Meeting of the Board of Studies (BoS) of the Institute of Management, JK Lakshmipat University held at MDC Room No.2, JKL Campus, Near Mahindra SEZ, Ajmer Road, Jaipur on Saturday, March 18, 2017 at 10:30 AM.

### **Present:**

1. Dr. Manoj Kumar Bhatia
2. Dr. Vinod Dumblekar
3. Mr. C.S. Sadasivan
4. Mr. Dharmendra Singh
5. Mr. Amarjeet Singh Atthwal
6. Dr. K Anandhi
7. Mr. Harjeet Singh
8. Dr. Ashwini Sharma
9. Dr. Kapil Arora
10. Dr. Anupam Saxena
11. Dr. Sheetal Mundra
12. Dr. Upasana Singh
13. Dr. Punam Mishra
14. Dr. Richa Mishra
15. Prof. Lokanath Mishra
16. Dr. Ganesh Dash
17. Dr. Vaibhav Kaushik

Hon'ble Vice Chancellor, Dr. R.L. Raina welcomed the members of BoS and expressed his happiness on their presence. He requested them to review the curriculum keeping in view the current trends in the industry and society. He mentioned that the management education is a multidisciplinary programme which needs constant updations in sync with the changing industry trends. The University looks upon the experts from Industry and academia for their guidance and support towards this activity. He further mentioned that Institute of Management goal is to develop foresight, skills and provide practical dimension to our overall course curriculum.

Dr. M.K. Bhatia, Associate Dean- IM also welcomed the members of BoS and shared his vision and goal of taking Institute of Management, JKL forward. Before beginning the proceedings, he introduced the new members to the BoS. Dr. K. Anandi, CII Institute of Logistics & Mr. Harjeet Singh, EduEdgePro Private Ltd. were the new members to be included in the current BoS.

### **Leave of Absence was granted to the following members:**

1. Dr. Santosh Rangnekar
2. Dr. Harsh Dwivedi
3. Dr. Mala Srivastava
4. Mr. Sovan Biswas
5. Dr. K. Bhanumathi
6. Dr. Yogeshwari Phatak
7. Dr. Subir K Ghosh
8. Dr. Amit Mukherjee
9. Mr. Viresh Mathur
10. Dr. Vinay Asthana

Minutes of previous meeting were approved by the members.



The draft syllabi of MBA (FT) Batch 2017-19; BBA+MBA (Dual Degree) Batch 2017-22 and B.Com.(Hons)+MBA(Dual Degree) Batch 2017-22 prepared by the Faculty Council were tabled for discussion by the members of the Boards of Studies.

### **MBA (Full Time) Programme**

1. At the onset, the Board Members were informed regarding the Three Meetings of Academic Council which were held between the last BoS Meeting of April 16, 2016 and the current one, i.e., on March 18, 2017.
2. The MBA Coordinator informed the Board about the Syllabi Benchmarking Exercise carried out during the months of September to December, 2017 and the major changes brought out in the MBA Curriculum. The Board members appreciated the work of Faculty – IM in bringing about the changes and approved the same.
3. The Board Members were further informed about separation of codes of Economics subjects as “EC” and introduction of new Code of Entrepreneurship as “EP”.
4. The Associate Dean – IM informed the members about the new “Super” specializations to be introduced by the Institute of Management, viz., Financial Analytics (FA), Retail Management (RM), Logistics & Supply Chain Management (L&SCM), and Digital Marketing & Web Analytics (DMWA). These would be introduced as standalone specializations from AY2017-19 onwards in addition to the Dual Specializations being offered in Finance, Marketing, Human Resources, Operations Management, Information Technology and International Business. Two of them, FA and L&SCM are being introduced with Industry Collaboration of Moody’s Analytics & EduEdgePro and CII-IL, respectively. For the remaining two, i.e., RM and DMWA, search is still on for suitable partners.
5. In view of above, item no.6 on pg.6 of MBA 2017-19 curriculum would be deleted which talked about the dual specialization being offered with new specializations. Further, the title page needed to be modified to remove words – “MBA in...” to reflect the above status.
6. The MBA Coordinator requested the Champions and the industry partners for the new specializations to provide the detailed course curriculum in line with the approved detailed structure of these specializations at the earliest and not later than March 28, 2017. In case, the detailed curriculum for these may not be available, they may not be included for the purpose of Academic Council.
7. The Board Members cautioned about the prerequisites for these “Super” specializations, particularly Financial Analytics and Logistics & Supply Chain Management. According to them, additional inputs may be required for these students before they went for summer trainings after MBA first year in sponsored industries by associated industry partners.
8. Mr. Dumblekar talked about the need to focus on Logistics and SCM businesses in L&SCM specialization subjects while Mr. Athwal asked that knowledge about how to draw up the contracts should be included in the same. Further, it was suggested to drop the course on “Supply Chain Information System” and replace it by a more relevant subject.
9. According to Associate Dean – IM, talks were on with relevant industry leaders for tie-up for the remaining two specializations of RM and DMWA. Mr. Dharmendra volunteered to provide some references for industry tie-up for the RM Specialization.
10. Mr. Dumblekar suggested to incorporate course on “Digital Marketing for SMEs and Entrepreneurs” in the Marketing Specialization Area.
11. Regarding the introduction of the new courses in the MBA core structure, it was proposed to drop the word “Policy” from the title of “EC06 Macroeconomic Theory & Policy”, a core subject in MBA Semester II.
12. Dr. Vinay Asthana, faculty in abtensia, was required to update the course of “GN06 Strategic Management”, a core subject in MBA Semester IV in consultation with Mr. Dumblekar.



### **BBA + MBA (5 Years) Dual Degree Programme**

1. The BBA Program Coordinator informed the Board about the Syllabi Benchmarking Exercise carried out during the months of September to December, 2017 and the major changes brought out in the BBA Curriculum. The Board members appreciated the work of Faculty – IM in bringing about the changes and approved the same.
2. The BBA Program Coordinator informed the members about the new specializations in the BBA Program viz., Logistics & Supply Chain Management (L&SCM), Banking and Finance (B&F) and Retail Management (RM). The Board members appreciated and approved the new Specializations.
3. The Board members suggested that the Four 1-credit courses of Soft Skills with subject codes LS05, LS06, LS07 and LS08 to be replaced by a workshop on Soft Skills and to be conducted as a part of the subject "Business Communication (LS03)" by the Soft Skill trainer.
4. The members suggested renaming certain subjects of B.B.A. with "Banking and Finance" as follows:
  - a. The subject "Introduction to Capital Markets" with course code FN17 is renamed as "Capital Market Fundamentals"
  - b. The subject "Introduction to Financial Planning and Wealth Management" with course code FN18 is renamed as "Financial Planning and Wealth Management".

### **B.Com (Hons) + MBA (5 Years) Dual Degree Programme**

1. At the onset, the Board Members were informed regarding the Three Meetings of Academic Council which were held between the last BoS Meeting of April 16, 2016 and the current one, i.e., on March 18, 2017.
2. The B.com(H) Coordinator informed the Board about the Syllabi Benchmarking Exercise carried out during the months of September to December, 2017 and the major changes brought out in the B.Com(H) Curriculum. The Board members appreciated the work of Faculty – IM in bringing about the changes and approved the same.
3. The Board Members were further informed above separation of codes of Economics subjects as "EC" and introduction of new Code of Entrepreneurship as "EP".
4. The Board members were informed about the naming of the existing B.Com (H) program run by the Institute of Management as B.Com(H) with "Accounting & Finance" specialization and further introduction of B.Com(H) program with new specialization "Banking and Finance" and "Entrepreneurship". The Board members appreciated and approved these new Specializations.
5. The Board members suggested that the Four 1-credit courses of Soft Skills with subject codes LS05, LS06, LS07 and LS08 to be replaced by a workshop on Soft Skills and to be conducted as a part of the subject "Business Communication (LS03)" by the soft skill trainer.
6. The members suggested renaming certain subjects of B.Com (H) with Entrepreneurship specialization as follows.
  - a. The subject "Introducing the Entrepreneur" with course code EP04 is renamed as "Introduction to Entrepreneurs"
  - b. The subject "Managerial Aspects of Small business" with course code EP07 is renamed as "Managerial Aspects of Entrepreneurship".
  - c. The subject "Contemporary policy and Institutional Framework" with course code EP08 is renamed as "Entrepreneurship Policy and Institutional Framework".
  - d. The subject "The Practice of Sustaining and Growing" with course code EP09 is renamed as "Entrepreneurship Practice of Sustaining and Growing"
  - e. The subject "Trends in Entrepreneurship" with course code EP10 is renamed as "Emerging Trends in Entrepreneurship"
  - f. The subject "Business Project" with course code EP11 is divided in two parts and renamed as "Simulation Entrepreneurship Project-I" with course code EP11 in V

semester and "Simulation Entrepreneurship Project-II" with course code EP12 in VI semester.

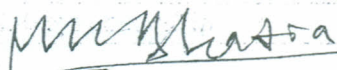
7. The sequencing and structure of the papers of "Entrepreneurship" specialization as suggested by the Board members will be as follows:

Semester	Course Code	Subject
III	EP03	Fundamentals of Business Organization
III	EP04	Introduction to Entrepreneurs
IV	EP05	Fundamentals of Entrepreneurship
IV	EP06	Idea to Enterprise
V	EP07	Managerial Aspects of Entrepreneurship
V	EP08	Entrepreneurship Policy and Institutional Framework
V	EP11	Simulation Entrepreneurship Project-I
VI	EP09	Entrepreneurship Practice of Sustaining and Growing
VI	EP10	Emerging Trends in Entrepreneurship
VI	EP12	Simulation Entrepreneurship Project-II

8. The members suggested renaming certain subjects of B.Com (H) with "Banking and Finance" as follows:

- The subject "Introduction to Capital Markets" with course code FN17 is renamed as "Capital Market Fundamentals"
- The subject "Introduction to Financial Planning and Wealth Management" with course code FN18 is renamed as "Financial Planning and Wealth Management".

(Dr. Manoj Bhatia)  
Associate Dean-IM





**Academic Year 2017-18 (Annexure-I)**

**Based on the suggestions given by various stakeholders, Program-wise following courses have been introduced and removed/dropped. The details of these courses are given below.**

**Courses Introduced**

<b>Program Name</b>	<b>Batch</b>	<b>Code</b>	<b>Subject Name</b>	<b>Credit</b>	<b>Year</b>	<b>Semester</b>	<b>Core/Elective</b>
MBA	2016-18	GN05	Legal Aspects of Business	3	2	3	Core
MBA	2016-18	GN21	Business Simulation	1	2	3	Core
MBA	2016-18	GN25	Major Research Project	2	2	3	Core
MBA	2016-18	LS07	Written Communication Skills	1	2	3	Core
MBA	2016-18	GN38	Business Round Table	1	2	4	Core
MBA	2016-18	GN39	Capstone Project	4	2	4	Core
MBA	2016-18	HR08	Organizational Development	3	2	4	Elective
MBA	2016-18	HR09	Human Resource Analytics	3	2	4	Elective
MBA	2016-18	LS11	Campus to Corporate	2	2	4	Core
MBA	2017-19	HR18	Organizational Behaviour - I	3	1	1	Core
MBA	2017-19	HR19	Organizational Behaviour - II	3	1	1	Core
MBA	2017-19	MK14	Marketing Management-I	3	1	1	Core
MBA	2017-19	AC20	Managerial Accounting	3	1	2	Core
MBA	2017-19	HR22	Managing Self	3	1	2	Core
MBA	2017-19	IT08	Business Analytics	3	1	2	Core
MBA	2017-19	MK15	Marketing Management-II	3	1	2	Core
BBA MBA	2015-18	BBA508	Ethics and Human Values	4	3	5	Core
BBA MBA	2015-18	BBA509	Direct Tax Laws and Practice	4	3	5	Core
BBA MBA	2015-18	BBA603	Organizational Change	4	3	6	Core
BBA MBA	2015-18	BBA608	Brand Management	4	3	6	Core

BBA MBA	2016-19	HR11	Managing Human Resources	3	2	3	Core
BBA MBA	2016-19	HR17	Introduction to Organization Behaviour	3	2	3	Core
BBA MBA	2016-19	IT13	Excel for Business Decisions	3	2	3	Core
BBA MBA	2016-19	LS07	Written Communication Skills	1	2	3	Core
BBA MBA	2016-19	MK08	Marketing Process and Elements	3	2	3	Core
BBA MBA	2016-19	GN16	Indian Economy	3	2	4	Core
BBA MBA	2016-19	LS08	Business Etiquettes	1	2	4	Core
BBA MBA	2016-19	MK09	Advertising and Sales Management	3	2	4	Core
BBA MBA	2016-19	OM08	Operations Management	3	2	4	Core
BBA	2017-20	AC17	Cost Accounting Principles and Practice	3	1	2	Core
BBA	2017-20	HR17	Introduction to Organization Behaviour	3	1	2	Core
B Com H MBA	2015-18	BCH507	Ethics and Human Values	4	3	5	Core
B Com H MBA	2015-18	BCH508	Accounting Standards & Practice	4	3	5	Core
B Com H MBA	2015-18	BCH509	Auditing and Corporate Governance	4	3	5	Core
B Com H MBA	2015-18	BCH510	Principle and Practices of Banking and Insurance	4	3	5	Core
B Com H MBA	2015-18	BCH511	Fundamentals of Investment	4	3	5	Core
B Com H MBA	2015-18	BCH608	Indirect Tax Laws and Practice	4	3	6	Core
B Com H MBA	2016-19	AC07	Direct Tax Laws and Practice	3	2	3	Core
B Com H MBA	2016-19	HR11	Managing Human Resources	3	2	3	Core

B Com H MBA	2016-19	LS07	Written Communication Skills	1	2	3	Core
B Com H MBA	2016-19	MK08	Marketing Process and Elements	3	2	3	Core
B Com H MBA	2016-19	AC11	Strategic Accounting	3	2	4	Core
B Com H MBA	2016-19	GN16	Indian Economy	3	2	4	Core
B Com H MBA	2016-19	LS08	Business Etiquettes	1	2	4	Core
B Com H MBA	2016-19	MK09	Advertising and Sales Management	3	2	4	Core
B Com H	2017-20	AC12	Accounting Standards & Practice	3	1	2	Core
B Com H	2017-20	AC17	Cost Accounting Principles and Practice	3	1	2	Core
B Com H	2017-20	HR17	Introduction to Organization Behaviour	3	1	2	Core
PhD IM	<b>2017-20</b>	HR15	Strategic Human Resource Management	4	<b>1</b>	<b>1</b>	Elective
PhD IM	<b>2017-20</b>	MK12	Consumer Behaviour for Research	4	<b>1</b>	<b>1</b>	Elective
PhD IM	<b>2017-21</b>	FN12	Dynamics of Financial Planning	4	<b>1</b>	<b>1</b>	Elective

### Courses Dropped

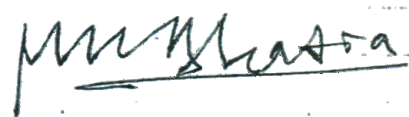
Program Name	Batch	Code	Subject Name	Credit	Year	Semester	Core/Elective
MBA	2016-18	MBA305	Major Research Project-I	2	2	3	Core
MBA	2016-18	MBA306	Simulation Exercise	1	2	3	Core
MBA	2016-18	MBA307	Soft Skills-III	1	2	3	Core
MBA	2016-18	MBAOM301	Project Management	4	2	3	Elective
MBA	2016-18	MBAOM302	TQM & Six Sigma	4	2	3	Elective
MBA	2016-18	MBA402	Business Ethics, Corporate	4	2	4	Core

			Governance & CSR				
MBA	2016-18	MBA403	Major Research Project-II	2	2	4	Core
MBA	2016-18	MBA405	Soft Skills-IV	1	2	4	Core
MBA	2016-18	MBAHR402	Labour Laws & Industrial Relations	4	2	4	Elective
MBA	2016-18	MBAHR403	Organization Development	4	2	4	Elective
MBA	2016-18	MBAOM401	World Class Manufacturing	4	2	4	Elective
MBA	2016-18	MBAOM402	Contemporary Practices in Operations Management	4	2	4	Elective
MBA	2017-19	GN01	Principles and Practice of Management	3	1	1	Core
MBA	2017-19	LS05	Basic Communication Skills	1	1	1	Core
MBA	2017-19	AC02	Cost and Management Accounting	3	1	2	Core
MBA	2017-19	GN03	Indian Business Environment	3	1	2	Core
MBA	2017-19	GN22	Integration (Case Analysis and Presentation)	1	1	2	Core
MBA	2017-19	IT02	Management Information Systems	3	1	2	Core
MBA	2017-19	LS06	Oral Communication Skills	1	1	2	Core
MBA	2017-19	MK01	Marketing Management	3	1	2	Core
MBA	2017-19	OM01	Production & Operations Management	3	1	2	Core
MBA	2017-19	QT03	Business Research Methods	3	1	2	Core
BBA MBA	2015-18	BBA501	Culture, Ethics and Values	4	3	5	Core
BBA MBA	2015-18	BBA502	Introduction to	4	3	5	Core



			Taxation				
BBA MBA	2015-18	BBA503	E-Business Fundamentals	4	3	5	Core
BBA MBA	2015-18	BBA603	Organizational Culture and Change	4	3	6	Core
BBA MBA	2015-18	BBA604	Managing Sales & Distribution	4	3	6	Core
BBA MBA	2016-19	BBA304	Introduction to Database System Concepts	4	2	3	Core
BBA MBA	2016-19	BBA305	Principles of Marketing-I	4	2	3	Core
BBA MBA	2016-19	BBA306	Creativity and Innovation	4	2	3	Core
BBA MBA	2016-19	BBA307	Soft Skills-III	1	2	3	Core
BBA MBA	2016-19	BBA401	Introduction to Information System	4	2	4	Core
BBA MBA	2016-19	BBA404	Principles of Marketing-II	4	2	4	Core
BBA MBA	2016-19	BBA405	Introduction to Indian Economy	4	2	4	Core
BBA MBA	2016-19	BBA406	Principles of Operations Management	4	2	4	Core
BBA MBA	2016-19	BBA407	Soft Skills-IV	1	2	4	Core
BBA MBA	2017-20	LS05	Basic Communication Skills	1	1	1	Core
BBA MBA	2017-20	AC05	Cost Accounting	3	1	2	Core
BBA MBA	2017-20	LS03	Business Communication	3	1	2	Core
BBA MBA	2017-20	LS06	Oral Communication Skills	1	1	2	Core
B Com H MBA	2015-18	BCH501	Culture, Ethics and Values	4	3	5	Core
B Com H MBA	2015-18	BCH502	Accounting Theory	4	3	5	Core
B Com H MBA	2015-18	BCH503	Auditing	4	3	5	Core
B Com H MBA	2015-18	BCH504	Indian Banking System	4	3	5	Core
B Com H MBA	2015-18	BCH505	Fundamental of Insurance	4	3	5	Core

B Com H MBA	2015-18	BCH506	Fundamentals of E-Business	4	3	5	Core
B Com H MBA	2015-18	BCH601	Indirect Tax Law	4	3	6	Core
B Com H MBA	2015-18	BCH605	Fundamentals of Entrepreneurship	4	3	6	Core
B Com H MBA	2015-18	BCH606	Project Work	4	3	6	Core
B Com H MBA	2016-19	BCH304	Income Tax Law & Practice	4	2	3	Core
B Com H MBA	2016-19	BCH306	Basics of Marketing	4	2	3	Core
B Com H MBA	2016-19	BCH403	Indian Economic Environment	4	2	4	Core
B Com H MBA	2016-19	BCH404	Sales & Channel Management	4	2	4	Core
B Com H MBA	2016-19	BCH405	Specialized Accounting	4	2	4	Core
B Com H MBA	2017-20	LS05	Basic Communication Skills	1	1	1	Core
B Com H MBA	2017-20	AC05	Cost Accounting	3	1	2	Core
B Com H MBA	2017-20	AC08	Advanced Financial Accounting	3	1	2	Core
B Com H MBA	2017-20	LS03	Business Communication	3	1	2	Core
B Com H MBA	2017-20	LS06	Oral Communication Skills	1	1	2	Core



**(Dr. Manoj Bhatia)**  
Associate Dean-IM