


KLE Technological University, Hubballi –580031
School of Management Studies& Research

Board of Studies Meeting

Date: 07-04-2019

The meeting of the Board of Studies, School of Management Studies & Research was held on 7th April 2019 at 11.30 am. Members Present:

Sl. No.	Name of the member	Role	Sign
1	Dr. S. V. Patil Professor & HoD KLE Tech. University, Hubballi	Chairperson	Present
2	Dr. Satyajit Majumdar Professor Tata Institute of Social Sciences, Mumbai	Members	Present
3	Mr. Nagaraj Kulkarni Senior Rates Strategist Standard Chartered Bank, Singapore		
4	Dr. V. Vijaya. Associate Professor, Indian Institute of Management, Tiruchirapalli		Present
5	Mr. Shiv Turmari Co-Founder & Director, ANALOGSEMI Bangalore		Present
6	Dr. Deepankar Sinha, Associate professor Indian Institute of Foreign Trade, Kolkatta		
7	Dr. K. Kiran Kumar Associate Professor, Indian Institute of Management Indore		Present online
8	Mr. Gurubasavarya Hiremath Associate Professor KLE Tech. University, Hubballi		Present
9	Mr. Nagaraj Navalgund Assistant Professor KLE Tech. University, Hubballi		Present
10	Mr. Sagar Patil Assistant Professor KLE Tech. University, Hubballi		Present
11	Dr. Parag Patel, Associate Dean, Undergraduate Programmes Amrut Mody School of Management (AMSOM) Ahmedabad University		Invitee
12	Mr. Girish Hiremath Manager IVL Infovision Labs, Pune	Alumni Member	Present
13	Ms. Sunita Laxmeshwar VI Term MBA,	Student Member	Present


Professor and Head
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Minutes

The meeting of the BoS, School of Management Studies and Research was held on 7th April 2019 between 11.30 am to 5.00 pm in the Senate Hall, LHC, KLE Technological University, Hubballi.

Agenda:

- Welcome
- Briefing about the department activities
- Confirmation of minutes of the previous meeting
- Ratification
- Finalization of the scheme for the academic programme 2019-21 and the syllabus of 1st, 2nd and 3rd Term
- Finalization of the syllabus of 4th, 5th and 6th term for the academic programme 2018-20
- Finalization of BBA programme, scheme and content

Meeting was called to order at 11.45 am and a quorum was sufficient (except 2 members all were present. One member was participated through online (Google handout).

Agenda 1 : Briefing on academic activities of SMSR during 2018-19

Discussion : Head of the School presented
(Members complemented the team SMSR for the progress and appreciated the SIIT, RI and RE track)

Agenda 2 : Confirmation of the minutes of the previous meeting

Resolution : BoS Confirmed the minutes of the previous BoS Meeting

Agenda 3 : Ratifications

Discussion : Chairman tabled the expected four ratifications and explained the necessity

Resolution : BoS admitted the ratifications and approved the same



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Discussions:

BoS members reviewed the program scheme and contents of courses for the academic year 2019-20. Members reviewed the content of each course and sought for clarifications in some of the courses. Internal members provided clarifications. External members suggested some modifications as given in agenda 4 & 5.

Agenda 4: Finalization of the scheme for the academic programme 2019-21 and the syllabus of 1st, 2nd and 3rd Term

BoS members approved the program scheme and contents of courses with following modifications to respective courses.

Employer Feedback:

Business Environment:

- Economics of informal economy (outsourcing) to be introduced. Use economic stories of informal sector

Teachers Feedback:

Financial Management:

- Crowd funding, venture capital financing, new valuation methods

Alumni Feedback:

Fundamental Communications:

- Include reflective writing

Operation Management

- Industry 4.0 is to be added



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Agenda 5: Finalization of the syllabus of 4th, 5th and 6th term for the academic programme 2018-20

Resolutions:

BoS members approved the program structure and course content with following modifications to respective courses.

Employer Feedback:

Integrated Marketing Communication:

- The employers during the course of BoS advised us on relooking at the course content based on what is prevalent in the market. They asked us to add topics like decision making process, internet advertising, impact of internet advertisement on sales which are emerging areas in marketing management.

Industrial Marketing:

- Employers have felt that we should emphasize on industrial marketing because of its prominence given by the state and central government.

Product and Brand Management:

- As India enters new markets and opened doors to MNC's to open shop in India. The emphasis on product development in India is going to be growing. And hence focus needs to be product and brand management for better acceptance in the market place.

Teachers Feedback

Integrated Marketing Communication:

- The teachers also felt that most students are inclined towards digital marketing seeing the success of companies like Flipkart, Amazon, Swiggy etc. They were also keen to add courses like marketing through multimedia, and mobile handled advertisements.

Product and Brand Management:

- Teachers felt that product management and brand management are areas where many companies want student to get employed. Currently brand management is handled as a part of integrated marketing communication. Because of the emphasis from the interviewing companies it was felt that focused course on product and brand management will help the student community.



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International Financial Management:

- Negative interest rates are here to stay

Integrated Marketing Communications:

- Remove brand management content and focus only on Integrated marketing communication

Alumni Feedback:

Industrial Marketing:

- The alumni feel that based on their experience we need to emphasise on industrial marketing especially with the ideal of make in India becoming more and more prominent. Several MNS's are setting shop in India like Microsoft, Samsung, Nokia etc., and several industrial products given government subsidies like electrical vehicles. Therefore a new course focused on the above areas need to be introduced. This will incorporate Systematic approach to the management and control of supplier/customer relationships, interactive strategic marketing planning etc.

General suggestions	
Suggestions	Remarks
Additional certificates need to be given to Research and Entrepreneurship courses	Will be considered on the basis of merit of work
Theme based terms can be framed like SME, Technology, Rural and Retail etc..	Is not operationally feasible
A course on 'Indian business history' can be included	Will be considered for next academic year
Develop case studies on SIIT	Will be considered
Alumni connect should be taken as important activity	Connections in the form of meetings/talks/ interactions will be increased
Series of special topics can be conducted	Will be looked in to the possibilities
Business Ethics need to be included	Is being taught in the context (many courses)
Need to bring critical thinking in the courses	Will be incorporated in the pedagogy
Students competency study needs to be conducted in the context of placement	Research work is in progress


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Agenda 6 : Discussion on BBA

BBA programme is being introduced for the first time. The broad frame work of the programme scheme and contents of courses of 1 year was tabled and requested the members for the inputs to position this programme on a different standing. Each member presented their views and following are the important points.

Dr. Vijaya

- BBA should have depth in courses relating to human behavior or Social sciences.
- Students can be allowed to work on part time basis
- Focus on exposure to various sectors
- Allow students to run an actual business for one year
- Observe-Do-Learn

Dr. Shivyogi T

- Study the present scenario of BBA programme in the region
- RI would be an differentiator
- Intense faculty training
- Minimum of 8 weeks of internships


Dr. Parag Patel

- Maintain high rigor in attendance, continuous evaluation and Pedagogy.
- Credits hour need to be relooked
- Look for interdisciplinary courses
- LSRW
- Language labs
- Reduce Lectures in courses
- Create various tracks in last two to three terms Like in 3rd year, tracks can be Research, Entrepreneurship and Employability.
- Include SAPM in BBA curriculum
- Include arts as a 3 credit course

Dr. Majumdar

- Strong administrative foundation should be laid down
- It has to be all India programme
- It should be 100% residential programme
- Focus on electronic learning
- Assessment should be less through exams and more from CIE component


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- Term 1 to 3, content is good, delivery need to be focused


Perspective approach

- Social, Cultural, Economic, Technology, Rural and Urban, Local, Geographical, Political, Religious thought, Language ability, Communication, Social Skills, Listening ability, Scientific enquiry, Art & Music, Sports, Numerical Capability, Costing, Accounting, Computing, Modern technology gadgets
- Remove Strategic Management from BBA curriculum.
- Students should be developed in
 - language ability: constructing right sentence
 - scientific ability:
 - appreciation for art and music
 - Numeric ability: basic accounting and costing
 - Computing ability
- Correspondence should be on digital platform
- E- assignment

Last terms need to focus on employability. The suggestions made were agreed by the members. The BoS has empowered the chairman to make necessary changes.



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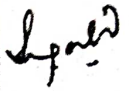
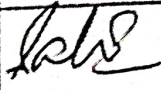
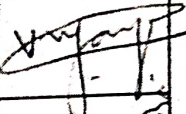
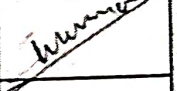

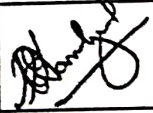

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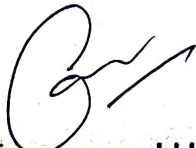
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