Course Code: 17MBAE805

Course Title: Integrated Marketing Communications

and Brand Management

L-T-P: 2-1-0 ITA Marks: 50

Credits: 03 ETA Marks: 50

Contact Hrs: 04 Sessions/week

Teaching Hrs: 28 hrs

Total Marks: 100 Exam Duration: 3 hrs

Module 1:

Integrated marketing communication: The evolution of IMC, reasons for growing importance of IMC, the promotional mix- advertising, direct marketing, internet marketing, sales promotion, publicity, public relations, personal selling, promotion management, IMC planning process

05 hrs

Module 2:

Organizing for advertising and promotion: The role of advertising agencies, agency compensation, evaluating agencies, developing the integrated marketing communication program, Importance of creative advertising

Media planning & strategy: An overview on media planning, developing media plan, market analysis and target market identification, establishing media objective, developing and implementation media strategies, evaluation and follow up.

Internet and IMC: Measuring the effectiveness of Internet advertising, advantages of Internet marketing, direct marketing on Internet budgeting for marketing communication

12 hrs

Module 3:

Types of branding: Product branding, line branding, range branding, umbrella branding source and double branding, celebrity endorsement branding, choosing branding strategy, brand valuation.

06 hrs

Module 4:

Contemporary topics

05 hrs

References:

- Belch, M.A., and Belch, G.E., Advertising and Promotion, Tata Mc-Graw Hill Publication
- Keller Kevin, Strategic Brand Management, Pearson Publication, Third Edition
- Shah, K. and D'souza, A., Advertising & Promotion, Tata Mc-Graw Hill Publication





To, Date: 06-Feb-2019

The Head of the Department School of Management Studies & Research KLE Technological University, Hubli – 580031

Respected Sir,

Sub: Suggestions for Marketing Course

I'd like to give a few inputs/suggestions for the Marketing Course, based on our Alumni Meet held last month.

According to the information provided at the meeting, the 'Integrated Marketing Communication' (IMC) subject has been merged with the 'Brand Management' subject. I recommend that you keep IMC as a separate subject because it has its own scope and relevance. By combining it with another subject, we limit the learning opportunities available to students. The topics covered in IMC are relevant to the needs of the industry, and the practical sessions/exercises have helped me in providing growth services to my clients. The case studies discussed and team projects were extremely beneficial in developing strategies for real-world marketing challenges.

I believe my suggestions will be taken into consideration favorably. Please contact me if you require any further clarification.

Yours faithfully,



Praveen H J (2011-13 Batch) Founder & CEO Arcis Business Solutions, Bengaluru

437, 9th B Main Road, 1st Block, HRBR Layout, Kalyan Nagar, Bengaluru - 560043





School of Management Studies and Research

Creating Value
Leveraging Knowledge

MBA Programme (Coursewise) feedback (2017-19)

													Trimester First Batch
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Rural Immersion - III

School of Management Studies and Research

MBA Programme (Coursewise) feedback (2017-19)

Trimester First Batch Date: 30/05/20169 Delivery of the Appropriateness | Credit allocation | Relevance to Modify (updation/modification needed) Good (Upto the expectations) More(More than necessary) Relevant(Highly relevant) No relevance (Minimum relevance) Suggestions modification Course OK(Appropriate) Appropriate Out dated Needs 1 Less Ornagizational Theory and Practice Managerial Economics Accounting for Managers Business Research and Statistics Effectual Entrepreneurship Indian Society and Citizenship 1 **Business Environment** Financial Management Human Resource Management Techniques improvement Decision Modeling Fundamentals of Communication Industry Experience- Phase I Rural Immersion - I 1 Strategic Management Heuristics and Optimization Techniques Marketing Management Operations Management Managerial Communication and Aptitude Industry Experience- Phase II Rural Immersion - II Core Legal Aspects of Business Social Entrepreneurship



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	T	Appr	opriat	eness	Cred	it allo	cation	Re	levano	e to	Deli	very o	fthe	
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	Rural Immersion - IV	CORPOR	~~	Smith.	五學	1.63	V	持續			1		No.	
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	Climate Change and Sustainability	100	-	1	1	100	100	4.65	1898	100	135	经 证据	A Sec	A STANDARD TO SERVICE THE PROPERTY.
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	Project Work II (Dissertation)	17.77		4		100.45	- 95.50	5 18	20148	SEE ST	P. F.	可供	44.7	
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SUGGEST ANY COURSE THAT CAN BE OFFERED								-	-	-	-	-	
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School of Management Studies and Research

MBA Programme (Coursewise) feedback (2017-19)

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	Advanced Financial Management	1.11	1	3.33	100		15 14.	State !		1000	H HA	170	19.		Visit V
	Security Analysis and Portfolio Management		100	100			118.	0.000	100	Sale .	16.		77.		100
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ola	HR Operations	(45)	V	Was.	3668	-	1000		838E	V	1	14 2	37182 3714		¥707.55
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	Service Operations Management		La Car	CONT.		APPEND N	200	ENTER!	VALUE OF	100	Fig. Co.	Have by	15.12	ALACAS IN STONE MARKET SE	

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Term	Course	Out dated	Modify (updation/modification	neeged) Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum	Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	Suggestions
	Logistics and Warehouse Management		ACA S			26.1	5.00	海岸	4	Ti bas	17 Figg	State	Physical Control	
	Supply Chain Management	5754	466		day's	94.1	370	20/05	and the	SWA	45.50			是是是是不是一個數學。例如此的語句
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	Entrepreneurship Phase I	\$5(A)	1000	WAS:		39,5,5	4.563	Bay!	143	2.19	MIN	中加州	1.00	*************************************
	Entrepreneurship Phase II	24.000	100	Light of	10 P	State 1	1 10/84		William !	$w_{i,j}, y_{i,j}^*$	45.14	110,00	社会	
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Signature
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KLE Technological University School of Management Studies and Research MBA Programme (Coursewise) feedback (2017-19)

Date: 30/05/20189 Trimester First Batch

	Date: 30/05/2018c										and bare			Tilliester riist battii
		Арр	ropriate	eness	Cred	t alloc	ation	Rele	evanc	e to	Deli	very o	fthe	
Term	Course	Out dated	Modify (updation/modification	Appropriate	Less	OK(Appropriate)	More(More than necessary)	No relevance (Minimum relevance)	Can't say	Relevant(Highly relevant)	Good (Upto the expectations)	Needs modification	Revamp	Suggestions
I	Ornagizational Theory and Practice	Sale.	1	14-50		-	W W.	-	grade	24.00		1		ARTHUR STATE
	Managerial Economics			-			-	grins -		1-	1	A STATE OF	12.15	
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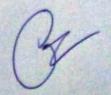
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	SUGGEST ANY COURSE THAT CAN BE OFFERED		-						_	-	-	-		
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2			-			-			-	-	-	-	-	Thank You

Signature Changes
Name and Roll No

Chemay S. Hegde



Date:30th January 2019

Dear Sir,

Greetings of the Day!

Being the alumini of SMSR ,I would like to give an input with respect to one of the Marketing courses "Integrated Marketing Communication and Brand Management".

It would be more useful if the department focusses on IMC(Integrated Marketing Communications) by having it as a seperate subject and Brand Management as a seperate subject as companies demand an individual to have such approach in their sales and marketing teams.

This would help the students to have a detailed analysis of the product/service irrespective of the sector they are in.

Hence, please consider this as a feedback from an ex-student to help and improve the students of SMSR

Regards,

Zova Majid

Operations Team Lead-Key Accounts,

HCB Inspired by India

Ogy



To,

06/12/2019

Mr. G S Hiremath School of Management Studies & Research KLE Technological University, Hubballi – 580031 Karnataka

Dear Sir,

Subject: Syllabus Updates for Management Students

With reference to aforementioned subject you may upgrade the management curriculum considering current world affairs. It shall be exposed to practical aspects in management area.

Thanking You

For IFFCO TOKIO General Insurance Co Ltd.

Authorized Signatory





Date: 18/12/2019

To,

Dr. G S Hiremath LLB, MBA, PhD Professor School of Management Studies & Research KLE Technological University, Hubballi - 580031 Karnataka

From Anand M K Branch Service Manager ICICI Lombard GIC Ltd Mysore-570009 Karnataka

Sub: Inputs towards Board of Studies Management Courses

Dear Dr. G S Hiremath,

The MBA graduates should have practical knowledge in financial courses. It will help them to get entry in to financial organizations and also it will be useful to become an Entrepreneur.

Thanking you

For ICICI Lombard GIO

Authorised Signature



KLE Technological University SCHOOL OF MANAGEMENT STUDIES AND RESEARCH

Based on the discussion had with alumni members and looking at the opportunities available in the job market in marketing communications and promotion discipline, marketing faculties reviewed the marketing course content and designed an exclusive course on the Integrated Marketing communications by incorporating suggestions given by the Alumni members.

Faculty Name	Signature	
Dr. Shashidhar M	No.	
Mr. Nagaraj R N	N-6	



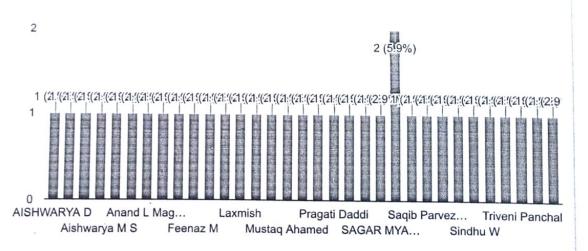
School of Management Studies and Research

34 responses

Publish analytics

MBA Programme (Course-wise) feedback (2018-2020)

Name of the Student:







USN:

34 responses

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01fm18mba030

01fm18mba021

01fm18mba014

01FM18MBA046

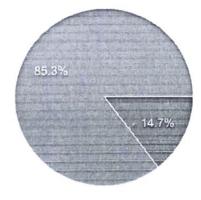
01FM18MBA012

01fm18mba013

01FM18MBA002

01fm18mba037

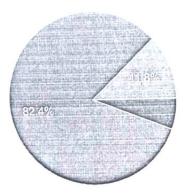
Quality Management (18MBAC805)



- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content

Quality Management (18MBAC805)

34 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

Quality Management (18MBAC805)

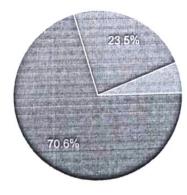
34 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

Quality Management (18MBAC805)

34 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course



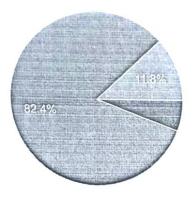
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Quality Management (18MBAC805)

34 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

Quality Management (18MBAC805)

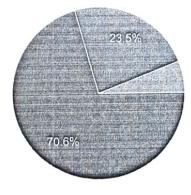
34 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

Quality Management (18MBAC805)

34 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course





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Legal Aspects of Business (18MBAC806)

34 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

Integrated Marketing Communication and Brand Management (18MBAE805)

31 responses

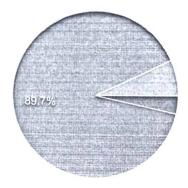


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- Modify content (updation/ modification needed)
- Appropriate content

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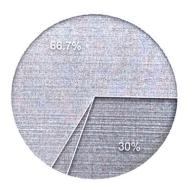
Integrated Marketing Communication and Brand Management (18MBAE805)

29 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

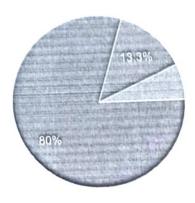
Integrated Marketing Communication and Brand Management (18MBAE805)



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

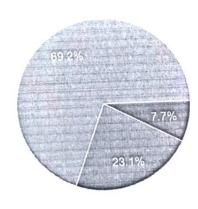
Integrated Marketing Communication and Brand Management (18MBAE805)

30 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

International Financial Management (18MBAE814)

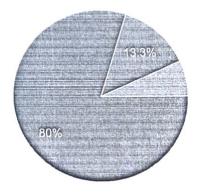


- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content



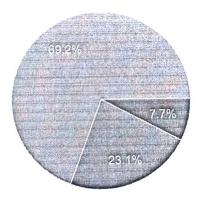
Integrated Marketing Communication and Brand Management (18MBAE805)

30 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

International Financial Management (18MBAE814)



- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content

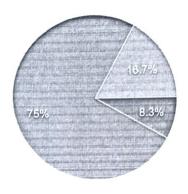




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International Financial Management (18MBAE814)

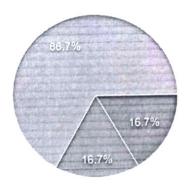
12 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

International Financial Management (18MBAE814)

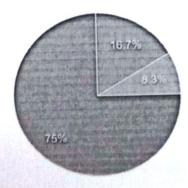
12 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

International Financial Management (18MBAE814)

12 responses



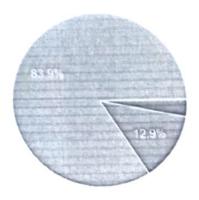
- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

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HR Operations (18MBAE823)

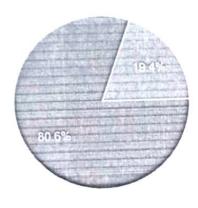
31 responses



- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content

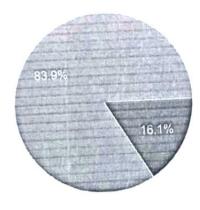
HR Operations (18MBAE823)

31 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

HR Operations (18MBAE823)



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

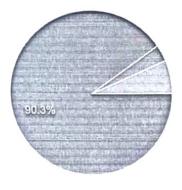




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HR Operations (18MBAE823)

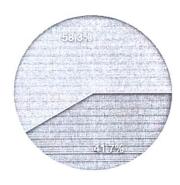
31 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

Project Management (18MBAE33)

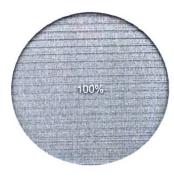
12 responses



- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content

Project Management (18MBAE33)

12 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)



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10/15

Project Management (18MBAE33)

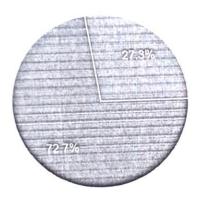
11 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

Project Management (18MBAE33)

11 responses



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course

Project Work Phase-2 (18MBAW804)

29 responses



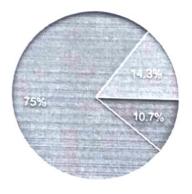
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- Appropriate content

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Project Work Phase-2 (18MBAW804)

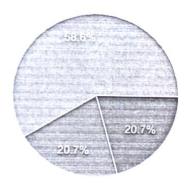
28 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

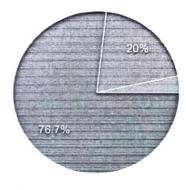
Project Work Phase-2 (18MBAW804)

29 responses



- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)

Project Work Phase-2 (18MBAW804)



- Good Delivery of the course (Upto the expectations)
- Needs modification in Delivery of the course
- Revamp Delivery of the course



Entrepreneurship Project- Phase 3 (18MBAW803)

11 responses



- Out dated content
- Modify content (updation/ modification needed)
- Appropriate content

Entrepreneurship Project- Phase 3 (18MBAW803)

10 responses



- Credit allocation is Less
- Credit allocation OK(Appropriate)
- More Credit allocation (More than necessary)

Entrepreneurship Project-Phase 3 (18MBAW803)





- Relevance to future (Minimum relevance)
- Can't say about Relevance to future (career)
- Relevant to future (Highly relevant)



Suggest any course that can be offered

14 responses

Digital marketing

No

Digital marketing

Digital Marketing

MBA specialization in Forest management, disaster management and telecom management

Finance related course

Good

Digital Marketing

http

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14/15

Suggestions:

11 responses

No

None

No!

Subjects are good

It would have been more appreciated if the school had offered accelerated MBA program.

It's good.

As per my knowledge in SIIT phase 3 we have lot of time in that time only project work content can be done.. Instead of project work in 5th and 6 th term add some extra course or other activities..

Digital Marketing subject having a future scope for the students

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Google Forms





15/15

Feedback Analysis Report

Based on the inputs of all the relevant stakeholders (feedback of the students, alumni, and industry), it is evident that there is a need to bifurcate the course into two. A closer look at the course by the subject experts and further analysis led to the conclusion that the course was too heavy to be dealt as one course. Further, with the advent of social media and digital marketing and its growing importance mandates to have one independent and full fledged course dedicated to Marketing communication.

Action taken:

The present course "Integrated Marketing Communications and Brand Management" is perceived to be an elaborate course having varied course objectives. Taking cognizance of the views of all the stakeholders, it was decided to bifurcate the course as "Integrated Marketing Communications" and "Product and Brand Management". The splitting of the course into two would justify the growing importance of each of these courses.



School of Management Studies and Research Course Design Review Action Taken Report of the University on the Feedback of Stakeholders

REGISTRAR
KLE Technological University
HUBBALLI-580 031

Golf apor

2	Observations / Page			
Complete Com				cted
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.		PO 3 (A	n ability t synthesiz solv onal an	
Teachers Feedback (Pre-BoS MoM): 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.				
Alumni Feedback	Alumni Feedback: Nil			
Students Feedback: Nil				
Actions taken	And the second s	Course Added	BoS a	approved
therefore a new	Based on the feedback there was a felt need to alter the course in a major way. And therefore a new course was planned to be offered which covered all these areas and few redundant topics like brand management has been shifted to another course.		7/4/2019	

REGISTRAR
KLE Technological University
HUBBALLI-580 031

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:

SI. No.	Name of the member	Role	Sign
	Dr. S. V. Patil		
1	Professor & HoD	Chairperson	Present
	KLE Tech. University, Hubballi		- Tresent
2	Dr. Satyajit Majumdar		Present
	Professor		
	Tata Institute of Social Sciences, Mumbai		
	Mr. Nagaraj Kulkarni		
3	Senior Rates Strategist		
	Standard Chartered Bank, Singapore		
	Dr. V. Vijaya.		Present
4	Associate Professor,		
	Indian Institute of Management, Tiruchirapalli		
	Mr. Shiv Turmari		Present
5	Co-Founder & Director, ANALOGSEMI		
	Bangalore		
	Dr. Deepankar Sinha,		
6	Associate professor		
	Indian Institute of Foreign Trade, Kolkatta	Members	
7	Dr. K. Kiran Kumar		Present onlin
	Associate Professor,		
	Indian Institute of Management	1	
	Indore		
	Mr. Gurubasavarya Hiremath		Present
8	Associate Professor	1	
	KLE Tech. University, Hubballi		
100	Mr. Nagaraj Navalgund		Present
9	Assistant Professor	73	
	KLE Tech. University, Hubballi		
	Mr. Sagar Patil		Present
10	Assistant Professor		
10	KLE Tech. University, Hubballi		
	Dr. Parag Patel,	Invitee	Present
11	Associate Dean, Undergraduate Programmes		
11	Amrut Mody School of Management (AMSOM)		
	Ahmedabad University		
	Mr. Girish Hiremath	2	Present
12	Manager	Alumni Member	
	IVL Infovision Labs, Pune		
13	Ms. Sunita Laxmeshwar	Student Member	Present
	VI Term MBA,		



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



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 1^{st} , 2^{nd} and 3^{rd} 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



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.



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 su	uggestions	
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	Will be looked in to the possibilities	
Series of special topics can be conducted		
Business Ethics need to be included	Is being taught in the context (many courses)	
	Will be incorporated in the pedagogy	
Need to bring critical thinking in the courses Students competency study needs to be conducted in the context of placement	Research work is in progress	



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 I 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



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

Perspective approach

- Social, Cultural, Economic, Technology, Rural and Urbun, 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.



Board of Studies Meeting - 2019-20

Date: 07 – 04 – 2019 Members Present:

SI. No.	Name of the member	Role	Sign
1	Dr. S. V. Patil		-
	Professor & HoD	Chairperson	10 .7
	KLE Tech. University, Hubballi	Champerson	They
2	Dr. Satyajit Majumdar		110
	Professor		Isalo
	Tata Institute of Social Sciences, Mumbai		70
	Mr. Nagaraj Kulkarni		
3	Senior Rates Strategist		
	Standard Chartered Bank, Singapore		
	Dr. V. Vijaya.		
4	Associate Professor,		xxxxx-
	Indian Institute of Management, Tiruchirapalli		-
	Mr. Shiv Turmari		
5	Co-Founder & Director, ANALOGSEMI		June 1
	Bangalore		Will
6	Dr. Deepankar Sinha,		
	Associate professor		
	Indian Institute of Foreign Trade, Kolkatta	Members	
	Dr. K. Kiran Kumar	a man de la companya	
7	Associate Professor,		
	Indian Institute of Management		
	Indore		
	Mr. Gurubasavarya Hiremath		01
8	Associate Professor		1
	KLE Tech. University, Hubballi		
9	Mr. Nagaraj Navalgund		-
	Assistant Professor		of which
	KLE Tech. University, Hubballi		1,18
10	Mr. Sagar Patil		1
	Assistant Professor		(2)
	KLE Tech. University, Hubballi		1 de
11	Dr. Parag Patel,	Invitee	X
	Associate Dean, Undergraduate Programmes		15
	Amrut Mody School of Management (AMSOM)		argo
	Ahmedabad University		1

