

BACHELOR OF MANAGEMENT STUDIES

Minutes of the 1st BOS Meeting
Held on Monday, 27th AUGUST, 2019

Following members were present;

1. Mrs. Nithya Varghese	HOD/Chairperson
2. Mrs. Ruchika Bassi	Member
3. Dr. Farhat Shaikh	Member
4. Mrs. Archana Deepak	Member
5. Dr. Arpita Shrivadtava	Subject Expert
6. Dr. Pradeep Manjrekar	Subject Expert
7. Dr. Parveen Nagpal	Vice Chancellor Nominee
8. Dr. Ravi Rajam	Industry Expert
9. Mr. Jeffin Anni John	Alumni
10. Dr. Gajanan Wader	Principal
11. Mrs. Deepika Sharma	Vice Principal

Meeting started at 12.00 noon under the chairmanship of Mrs. Nithya Varghese after self introduction

Agenda 1: To Intimate about Notification Regarding Autonomous Status

The Chairperson welcomed members and presented the following documents awarding Autonomous status to the College

- Report of UGC Expert Committee appointed for evaluation.
- Approval Letter from UGC Dated 2^{4th} June, 2019
- Approval Letter from University Dated 1 July, 2019

Agenda 2: To discuss the Pattern of Revision in Syllabus

The Board of Studies members reviewed the change in syllabus made by the respective subject teachers related to Bachelor of Management Studies subjects. The Chairperson intimated the members that syllabus has been revised to the extent of 5% to 10% changes only.

Agenda 3: To discuss & finalize the Revision in Syllabus

After review of the revised syllabus, the Board of Studies members discussed and finalized the revision made in the syllabus with a suggestion that while designing the syllabus more focus should be on concept clearing of the subject to the students and on practical exposure.

Dr. Parveen Nagpal, Vice Chancellor Nominee recommended changes in the subjects of Service Marketing, Sales and Distribution Management, Performance Management and Career Planning, Organizational Behaviour and Human Resource Management, Strategic Management and the Board accepted the same.

Dr. Ravi Rajum, Ex CEO & Dr. Pradeep Manjrekar, Director of D.Y. Patil University recommended the changes in the subjects of Consumer Behaviour, Business Planning and Entrepreneurship Management.

Mr. Jeffin Ani John, Alumni, recommended changes in the subjects of Motivation and Leadership, Advertising and Logistics.

After the discussions, the Board approved the revision/changes in the syllabus of following subjects on the condition of incorporation of further changes suggested by them-

SR NO	NAME OF THE SUBJECT	FACULTY MEMBER	ADDED TOPICS IN SYLLABUS	REASON FOR ADDING	REMOVED TOPICS IN SYLLABUS	REASON FOR REMOVING	REFERENCES FOR ADDED TOPICS	15 INTERNAL MARKS BREAK UP
FY BMS SEM I								
1	Foundation of Human Skills	Archana Deepak	Leadership: Definition and Meaning, Theories of Leadership	Relevant for understanding Organizational Culture and Motivation at workplace	Nil	Nil	Personnel Management, C.B Mamoria, S.V Gankar, Himalaya Publishing House	Presentati on

S Y BMS SEM III

SR NO	NAME OF THE SUBJECT	FACULTY MEMBER	ADDED TOPICS IN SYLLABUS	REASON FOR ADDING	REMOVED TOPICS IN SYLLABUS	REASON FOR REMOVING	REFERENCES FOR ADDED TOPICS	15 INTERNAL MARKS BREAK UP
1	Business Planning & Entrepreneurial Management	Ruchika Bassi	Methods of Idea Generation, Venture Funding - Features, Process and Types of Funding	Relevant and in flow with the topic	NIL	NIL	Entrepreneurship Management, P.N.Singh and J.C. Saboo	Presentations with Case Study
2	Strategic Management	Nithya Varghese	Change Management- Concept, Objectives, and Challenges to manage change, Essential guidelines to manage change. Global Scenario of change management.	Relevant to handle change in an organization	nil	nil	Bert Spector: Implementing Organizational Change: Theory In to Practice, 3rd Edition publication.	SWOT Analysis of Various companies
3	Motivation and leadership	Nithya Varghese	Compensation, Statutory components and non statutory components of compensation, compensation and impact of compensation in motivating employees.	Learning Compensation is significant to know the impact of compensation in motivating employees	nil	nil	Ashwattappa's Introduction to HRM and Joseph J. Martocchio, University of Illinois at Urbana-Champaign, Strategic Compensation: A Human Resource Management Approach, 9th Edition Pearson	Project

							publications.	
4	Organizational Behavior and HRM	Archana Deepak	Succession planning: Concept, Features, Advantages and Limitations of Succession Planning	Continuous Flow of the Syllabus	NIL	NIL	Bhattacharya D.K, Human Resource Planning, Excel Books.	Presentati on with case study
5	Consumer behaviour	Archana Deepak	Social Marketing and its features, Impact of Social Marketing on consumer Behaviour	Relevant and in flow with the topic	NIL	NIL	Social Marketing: Influencing Behaviors for Good, Nancy R. Lee, Philip Kotler, SAGE Publications, 2011 (4th Edition)	Presentati on with case study
6	Advertising	Ruchika Bassi	Advertising Budget Process	Relevant and in flow with the topic	NIL	NIL	Belch, Michael, “Advertising and Promotion: An integrated marketing communicatio ns perspective” Tata McGraw Hill 2010	Presentati ons

T Y BMS SEM V

SR NO	NAME OF THE SUBJECT	FACULTY MEMBER	ADDED TOPICS IN SYLLABUS	REASON FOR ADDING	REMOVED TOPICS IN SYLLABUS	REASON FOR REMOVING	REFERENCES FOR ADDED TOPICS	15 INTERNAL MARKS BREAK UP
1	Investment Analysis & Portfolio Management	Dr. Farhat Shaikh	Bond valuation and bond duration	Have not studied earlier	Technical analysis 3 Theories	Not required		Class Test and project
2	Wealth Management	Dr. Farhat Shaikh		Have not studied earlier		Not required		Class Test and project
3	Risk Management	Bhavana P	Application based on valuation on future, options & swaps),	The students will understand to the concept of hedging to reduce risk with the help of derivative instruments	Nil	Nil	a) A Practical Guide to Risk Management : Thomas S Kolean: Research Foundation of CFA Institute	Case study solving based on principles of risk methods to measure the risk and evaluate the performance of the portfolio
4	Logistics and Supply chain management	Nithya V/ Kushal	International Packaging	International Exposure to packaging and Packing Requirements	nil	nil	Frances Cheruneelam, International Marketing	Assignment of Sums 15
5	Finance for HR Professionals & Compensation Management	Nithya V	Practicals on Provident Fund	Know how to calculate PF with new statutory regulations	NIL	NIL	Copy of PF Act.	Assignments 15 marks
6	Strategic Human Resource Management & HR Policies	Ruchika B	E-mentoring - Advantages and Disadvantages, Drivers of Human Capital Management	Relevant and in line with the topic	NIL	NIL	Michael Armstrong, Angela Baron, Handbook of Strategic HRM, Jaico Publishing House Charles R.	Presentations with Case Study

							Greer, Strategic Human Resource Management, Pearson Education, 2003	
7	Performance Management & Career Planning	Prerna S	Trends in PM (Unit 3) Importance of career planning (Unit 4)	Students should be aware of trends of PM. They should understand the importance of career planning.	New Organizational Structures and Changing Career Patterns	Importance will cover changing patterns so no repetition	Davender Sharma Himalaya Publcation	Projects for Internals
8	Industrial Relations	Sunita S	Reasons to Join Trade Unions, Measures to strengthen Trade unions Movement in India,	Relevant to the existing topic	Evolution of Trade Unions across Globe, Evolution of Trade Unions in India	Not relevant to the current trends	P. Subha Rao :Personnel and HRM , Himalaya Publishing House	Presentati on and Viva
9	Services Marketing	Jennie Prajith	Use of Internet in Service Marketing,	Understandin g the importance for internet technology in service marketing	Recent trends in marketing of services in Information Technology and Entertainment industry.	The examples are ample for recent trends..No need for additional.	Essence of Service Marketing by Payne, Adrian Prentice Hall	Assingme nt & Case Studies.
10	Sales & Distribution Management	Prerna S	Key Result Areas (KRAs)- Concept and Importance . Sales Management Audit – Concept and Steps. Challenges faced by salesman in Sales Management(UNit 4)	Understandin g KRAs is important . Students shold know how audit of sales is done and challenges as a salesman he needs to face.	Difference between Distributor and wholesaller	Already in detail wholesalers and Retailers are covered, so repetition is not required.	A Nag, Sales and Distribution Management, Tata Mc Grew Hill, 2013 edition	Presentati ons

11	Customer Relationship Management	Ruchika B	6E's of e-CRM, Different types of organizations implementing e-CRM, Example of e-CRM Techniques used by banks in India, Strategies related with the use of Social Networking for maintaining relationships	Relevant and in line with the topic	NIL	NIL	Jill Dyche' (2007), The CTM Handbook: A Business Guide to Customer Relationship Management, Pearson Education	Presentations with Case Study
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Agenda 4: To discuss & finalize the Question Paper Pattern

The question paper pattern was discussed and finalized with 60:40 pattern, 60 marks for external assessment and 40 marks for internal continuous assessment.

Agenda 5: To approve and recommend changed syllabus to Academic Council

Members of Board of Studies approved the revised syllabus and question paper pattern and recommended the same to be forwarded to the Academic Council for their approval.

Agenda 6: Any other matter with the permission of the chair

The following few suggestions were recommended by the Board of Studies members

- (a) Concept clearing syllabus should be framed.
- (b) To refer to U.G.C. Guidelines regarding objectives questions of 15 marks in the semester-end examination/Objectives to be included.
- (c) Software to be included for subjects.

As there was no other matter for discussion, the meeting was dissolved with thanks to the BOS Members.