



VIVEKANANDA GLOBAL UNIVERSITY JAIPUR

(Established by Act 44/2012 of Rajasthan Govt. under sub-section 2(f) of UGC Act, 1956)

Recognised by UGC, Council of Architecture (COA), Bar Council of India, Pharmacy Council of India (PCI) and All India Council for Technical Education (AICTE) for constituent college (Provisional Member of AIU)

VGU/2019-20/3585

Date: 24/6/2020

NOTICE Department of Management Studies

Minutes of Meeting (BOS & BOF)

A joint E-Meeting of members of Board of studies (BOS) and Board of Faculty (BOF) of the Department of Management Studies was held at 11:00 am on 15th June 2020.

Leave of absence was granted to Dr. Deepak Verma, Assistant Professor, MNIT, Jaipur.

At the outset, Convener hailed all the members and briefed them about the agenda of meeting. Following decisions were taken:

1. In BBA I Semester

- Creative Thinking workshop “BBM 108” and Orientation program in entrepreneurship “MGT 201” have been removed from syllabus.
- Psychology for management introduced as elective in place of India’s Diversity and business.
- Ms office for Managers introduced in place of fundamental of computers lab
- English for Managers introduced in place of English.
- New course entrepreneurship development introduced in place of orientation program in entrepreneurship.

2. In BBA II Semester

- Principles of marketing shifted from III Semester.
- Human resource management shifted from IV semester.
- Financial accounting removed.
- French language is introduced.
- Business environment shifted to III Semester.
- Professional English is removed.

3. In BBA III Semester

- Foundation program in entrepreneurship “MGT 203” has been removed from syllabus.
- Specializations offered from III Sem onwards namely HR, Marketing and Accounting and Finance.
- Subjects of HR Specialization: Human Resource Planning, Organisational Performance Management.
- Subjects of Accounting and Finance Specialization: Management Accounting (Core course) is now offered as specialization subject, Banking and Insurance (Core Course) shifted from V Sem now offered as specialization subject.
- Subjects of Marketing Specialization: Consumer Behaviour, Product and Brand Management.
 - » Business environment shifted from II Semester.
 - » Generic electives are removed and discipline specific elective to be added.

I Semester

- » Subjects of HR specialization: Recruitment and selection, Training and Development.

Sector – 36, NRI Road, Jagatpura, Jaipur (Raj.) – 303012

Ph.: 0141-2851000; E-mail: info@vgu.ac.in Website: www.vgu.ac.in

119



VIVEKANANDA GLOBAL UNIVERSITY JAIPUR

(Established by Act 44/2012 of Rajasthan Govt. vide Ordinance 2(f) of UGC Act, 1956)

Recognised by UGC, Council of Architecture (COA), Bar Council of India, Pharmacy Council of India (PCI) and All India Council for Technical Education (AICTE) for constituent college (Provisional Member of AIU)

- Subjects of Accounting and Finance Specialization: Micro Finance and Rural Credit, Financial Management (Core course) is now offered as specialization subject.
- Subjects of marketing specialization: Marketing of Services, Integrated Marketing Communication.
- Minor changes in Operation Research syllabus.
- Summer internship — I introduced.

4. In BBA V Semester

- Summer Internship project “BBC 506” has been removed from syllabus
 - Quantitative Techniques introduced as new course.
 - Enterprise Resource Planning and Total Quality Management are introduced as new courses.
 - Minor change in Production and Management syllabus.
 - Subjects of HR Specialization: Employment Law, Organisational Change and Development (Core course) is now offered as specialization subject.
 - Subjects of Accounting and Finance Specialization: Cost Accounting, Financial Market Institution (Core course) is now offered as specialization subject.
 - Subjects of Marketing Specialization: Customer Relationship Management, Marketing Research.

Summer internship—II introduced.

VI Semester

- Minor changes in Project Management syllabus.
- Retail Management removed.
- Investment Management removed.
- Indian Economy removed.
- New course Business Analytics introduced.
- Subjects of HR Specialization: Strategic Human Resource Management, Performance and Compensation Management (Core course) is now offered as specialization subject.
- Subjects of Accounting and Finance Specialization: Corporate Accounting, GST
- Subjects of Marketing Specialization: Digital Marketing, International Retailing.

List of Value added courses

S.No.	Course Name
1	Business Incubation
2	Consumer Affairs and Sovereignty
3	Artificial intelligence for Business
4	Creativity & Innovation
5	Event Management
6	Financial Literacy
7	People Management

Sector — 36, NRI Road, Jagatpura, Jaipur (Raj.) — 303012

Ph.: 0141-2851000; E-mail: info@vgu.ac.in Website: www.vgu.ac.in

1/8



VIVEKANANDA GLOBAL UNIVERSITY JAIPUR

(Established by Act 44/2012 of Rajasthan Govt. vide Section 2(f) of UGC Act, 1956)

Recognised by UGC, Council of Architecture (COA), Bar Council of India, Pharmacy Council of India (PCI) and All India Council for Technical Education (AICTE) for constituent college (Provisional Member of AIU)

8	Sustainable Development
9	Mind Management
10	Digital Marketing

5. Some minor modifications has been done in the syllabus of BBA (H) III & V semester

6. Scheme and syllabus of

• BBA IB

1. Massive Open Online Courses (MOOCs) are important to earn additional credits from MOOC platform so it should be considered for UG and PG scheme.
2. Case study should be included in each course for the better learning of the students.
3. POs, PSOs and COs and their mapping should be incorporated in BBA, MBA program as per Learning Outcomes based Curriculum Framework (LOCF) and the attainment level be calculated for each programme and course.

Convener briefed about the feedback received from various stakeholders (Alumni, Parents, Students, Employers and Teachers). The details are as under:

Item No. 1 - To review the scheme and syllabus of BBA and MBA in view of feedback received from students, parents, alumni, teachers, employers, industry & subject experts.

Students:

1. Industry visits should be increased.
2. Courses like GST, Cost accounting must be added.

Alumni:

1. Analytics, digital marketing be included.
2. Extracurricular activities and field/industry visits should be increased.
3. Value added courses must be there along with current scheme and syllabus.
4. New subjects to be introduced to make a student more employable.

Parents:

1. Specialization must be offered in UG.
2. MOU with other university or organizations to increase students/faculty exchange.

Employers:

1. Skill courses should be developed.
2. Students must be introduced with latest technology development in their subject.

Faculty members:

1. More choice of subjects should be provided as per NEP.
2. Research focused papers should be included in DSE.
3. Regular discussion among the Faculty members regarding student performance.

Item No. 2 — Framing schemes in view of implementing NEP from session 2021-22.

Based on above given suggestion, following decision were taken for BBA and MBA Programme



VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

(Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2(f) of UGC Act,1956)
Recognised by UGC , Council of Architecture (COA), Bar Council of India, Pharmacy Council of India (PCI) and All India Council for Technical Education (AICTE) for constituent college (Provisional Member of AIU)

I MBA

I Semester

- Course name “Business ethics” is shifted from II semester.

II Semester

- New Course Total Quality Management is introduced.
- Two new open electives are introduced namely Digital Marketing and Innovation & Design Thinking.
- New Skill Enhancement Course introduced name Business Communication.
- Course name “Operations and supply chain management” removed
- Course name “Business Ethics” shifted to I Semester.
- Negotiation skills and techniques and Statistical software lab removed

III Semester

- Course name “Supply chain management’ added.
- New course SHRM introduced in HR Specialization.
- Employee legislation course is to be merged with compensation and benefits course.

IV Semester

- » No change in scheme and syllabus

- **MBA –International Business,**
 - **MBA - Innovation and Venture Management**
 - **MBA – Tourism & Hospitality Management** is recommended for approval of academic council.
7. In view of letter F. No. 1-8/2017 (SWAYAM Board) dated 19th may 2020 received from Hon’ble Secretary UGC; the courses available on SWAYAM portal were discussed. A recommendation was made to implement following SWAYAM courses in ODD Semesters of programs.

Semester	Course	Weeks	Affiliation	Link
BBA I	Developing soft skills and personality	8	IITK	https://swayam.gov.in/nid1_noc20_hs43/previe
BBA III	Entrepreneurship and IP Strategy	8	IIT KGP	https://swayam.gov.in/nid1_noc20_hs66/previe
BBA V	Soft skills for business negotiations & marketing	12	IIT KGP	https://swayam.gov.in/nid1_noc20_mg39/previe
MBA I sem	Innovation, Business Models and Entrepreneurship	8	IIT KGP	https://swayam.gov.in/nid1_noc20_mg39/previe
MBA III sem	Soft skills for business negotiations & marketing	12	IIT KGP	https://swayam.gov.in/nid1_noc20_mg39/previe



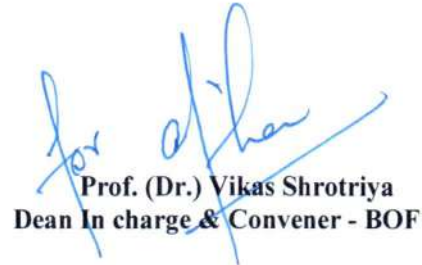
VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

(Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2(f) of UGC Act,1956)
Recognised by UGC , Council of Architecture (COA), Bar Council of India, Pharmacy Council of India (PCI) and
All India Council for Technical Education (AICTE) for constituent college (Provisional Member of AIU)

8. Paper setter panel for Odd Semester 2020-2021, theory exam was approved by members.

Thereafter the meeting ended with Vote of Thanks to the Chair.


Dr. Manisha Choudhary
HOD & Convener – BOS


Prof. (Dr.) Vikas Shrotriya
Dean In charge & Convener - BOF

Copy to: Chairperson/ Vice Chairperson/Director/CEO/ Deputy Director – VIT /President / Pro-President / Registrar / All Deans/ Provost cum Proctor/ COE/ Centre Head-GCEC & CODE/ Associate Deans / All HODs / Principal, Pharmacy / ERP Cell/ All faculty members/Office File