

## BBA/MBA

### RESOLUTIONS

15.01 Dr.M.Kishore Babu, Chairman, Board of Studies invited all the members cordially to the meeting.

15.02 The minutes of 14th Board of Studies meeting were presented and ratified.

15.03 It is resolved to float new verticals in MMBA & MBA Programs in association with GFTI Limited, Bangalore. In this connection BBA with ACCA and MBA with ACCA will be offered from the Academic Year 2017-18. The program structure that is presented for approval has been approved. The members advised to consider the continuation of core courses, which are of Industry driven courses.

15.04 Introduction of Business Analytics and Digital Marketing as functional specialization areas under MBA Program is presented and was suggested to frame course Objectives and Outcomes for the courses to be introduced under these two streams. It is also suggested to concise the syllabus of Digital Marketing courses considering the number of sessions available for these courses.

15.05 It is resolved to review the progress and academic delivery of MBA Digital Marketing & MBA (B&FS). However in view of non-performance of MBA (Business Analytics), it is resolved not to promote MBA (Business Analytics) from 2017-18 Academic Year onwards.

15.06 Academic calendar of MBA Dual, MBA (B&FS) Times Pro and BBA –MBA Integrated Program were presented and approved.

15.07 Proposal for introducing Business Analytics as core course in MBA II Semester in view of introduction of Business Analytics as a functional specialization area was approved.

15.08 List of Ph.D Scholars admitted during 2017 along with their research guides and doctoral committees were presented and approved.

15.09 Proposal for revising internal evaluation pattern for MRP was approved.

15.10 Changes in the program structure of BBA-MBA integrated Program and MBA (Dual) Program were approved.

15.11 Revised syllabus of the following courses was approved

- a) Consumer Behaviour (15MB61M0)
- b) Overview of Banking (15MB51B0)
- c) International Marketing (15MB61M3)

d) Training & Development (15MB61H1)

e) Organization Behaviour (15BB31C2)

15.12 Revised L-T-P structure of few courses of MBA (B&FS) in view of course composition in terms of theory and practical is presented and approved.

15.13 Following tabled items have been approved

a) Change in L-T-P of French course in BBA-MBA Integrated Program

(15BB21K3) from 2-2-0 to 2-0-2 and

b) Conversion of Environmental Science (15HS112) from non-credit course to 2-credit course.