

Institute of Engineering & Management
12th Board of Studies (BOS) - IEM Kolkata, UEM Kolkata, UEM Jaipur;
Department of Business Administration
Minutes of the Meeting

Date: 20-12-2023

Time: 12:00 PM

Conducted through Online Mode

Place- Zoom Platform

<https://zoom.us/j/94582350956?pwd=amx0bmtHQW0rTVZPTnUxQW9rN29pQT09>

Members Present:

S.No.	Name of Faculty
1	Prof. Dr. Rabin Mazumder, Chairman, BOS, HOD- BBA Dept.
2	Prof. (Dr.) Mohuya Chakraborty, Principal, Ashram Campus
3	Ms. Arpita Banerjee (IEM, BBA Alumni)
4	Prof. Dr. Ishita Chatterjee (Associate Professor, Rajabazar Science College)
5	Mr. Sourav Halder (Industry Representative)
6	Prof. Dibyendu Chattaraj
7	Prof. Dr. Saikat Chakrabarti
8	Prof. Dr. Bidushi Chakraborty
9	Prof. Sreeparna Guha
10	Prof. Suchana Roy
11	Prof. Ajanta Ghosh
12	Prof. Arkaprava Chakrabarty
13	Prof. Soumik Das
14	Prof. Dr. Dipak Saha
15	Prof. Dr. Soumik Gangopadhyay
16	Prof. Arindam Roy
17	Prof. Sayan Karmakar
18	Prof. Peu Das
19	Prof. Sananda Halder
20	Prof. Priyanka Singh
21	Prof. Dr. Sundeep Singh Sondhi
22	Prof. Dr. Preeti Sharma
23	Prof. Sweta Pareek

At the onset, the Chairman welcomed Prof. Dr. Ishita Chatterjee, Associate Professor, Rajabazar Science College, Mr. Sourav Haldar, Associate Director of S&P Global, Industry representative, Ms. Arpita Banerjee Whole9Yards Global Ecom pvt Ltd, Senior Specialist- Finance, IEM BBA Alumni representative and all the faculty members from the department to the meeting of BOS and placed the agenda for deliberation of the members.

The following were the agenda items .

Agenda 1: Confirmation of Minutes of 11th Board of Studies Meeting held on 8th June 2023.

Agenda 2: Formation and finalization of the BBA and BBA in Business Analytics Course Curriculum of Even Semesters for 2021-2024, 2022-2025, 2023-2026 batches.

In the beginning, the Chairman gave a brief about the course structure and subject formation which is a joint venture of all three campuses. For now, the first year's syllabus is aligned in all three campuses and second third years' syllabuses are in the process of being aligned.

The chairman briefed and presented the course structure of different subjects for everyone to view and for further discussion in the meeting.

2023-2026 Batch, 2nd semester (1st Year)

For this batch the following points have been briefed

- This batch falls under Autonomy structure.
- There will be five 4 credit courses & one 6 credit course.
- There will be requirement of MOOCs, MAR and IFC points.
- Competitive Aptitude Training II is given 1 credit and General Studies & Current Affairs II is given 2 credits.
- The following subjects are chosen to be in the syllabus.
 1. Operations Management (4 Credit)
 2. Organizational behavior (4 Credit)
 3. Macro Economics (6 Credit)
 4. Operations Research (4 Credit)
 5. Environmental & Sustainable Development (4 Credit)
 6. Business Ethics (4 Credit)
- Total Credit is 29

2022-2025 Batch, 4th semester (2nd Year)

For the 4th semester the following points have been briefed

- There will be two 6 credit courses, three 4 credit courses and three 2 credit courses, subject will be taken as per MAKAUT directives.
- Project IV will be taken as 1 credit course.
- The following subjects are chosen to be in the syllabus.
 1. Human Resource Management (6 Credits)
 2. Sales and Distribution Management (4 Credit)
 3. Customer Relationship Management (6 Credit)
 4. Management Information System (4 Credit)
 5. Advanced Cost Accounting (4 Credit)
- Competitive Aptitude Training IV is given 1 credit and General Studies & Current Affairs IV is given 2 credits.
- There will be requirement of MOOCs, MAR and IFC points.

2021-2024 Batch, 6th semester (3rd Year)

For 6th semester the following points have been briefed

- There will be four 6 credit specialization paper along with one Thesis paper & Grand Viva and one core paper of 2 credit.
- 6 credit elective will be chosen by students according to their preference of Marketing, HR or Finance.
- Competitive Aptitude Training VI is given 1 credit and General Studies & Current Affairs VI is given 2 credits.
- There will be requirement of MOOCs, MAR and IFC points.
- The following subjects are chosen to be in the syllabus.
 1. Supply Chain and Logistics Management (2 Credit)
 2. Advertising and Sales promotion (6 Credit)
 - Or
 3. Management Accounting (6 Credit)
 - Or
 4. Human Resource Management Practices and labor Laws (6 Credit)
 5. Rural Marketing/Entrepreneurial Marketing (6 Credit)
 - Or
 6. Indirect Taxation and Tax Planning (6 Credit)
 - Or
 7. Organizational Development (6 Credit)
 8. Health Care and Pharmaceutical Marketing (6 Credit)
 - Or
 9. Security Analysis and portfolio Management (6 Credit)
 - Or

- 10 Industrial Relations (6 Credit)
- Project and Viva Voce (6 Credit)

2023-2026 Batch, 2nd semester (1st Year) (BBA Analytics)

For this batch the following points have been briefed

- This batch falls under Autonomy structure
- There will be five 4 credit courses & one 6 credit course.
- There will be requirement of MOOCs, MAR and IFC points.
- Competitive Aptitude Training II is given 1 credit and General Studies & Current Affairs II is given 2 credits.
- The following subjects are chosen to be in the syllabus.
 1. Mathematical Probability and Statistics (4 Credit)
 2. Organizational behavior (4 Credit)
 3. Macro Economics (6 Credit)
 4. Operations Research (4 Credit)
 5. Environmental & Sustainable Development (4 Credit)
 6. Business Ethics (4 Credit)
- Total Credit is 29

2022-2025 Batch, 4th semester (2nd Year) (BBA Analytics)

For the 4th semester the following points have been briefed

- There will be two 6 credit courses, three 4 credit courses and three 2 credit courses, subject will be taken as per MAKAUT directives.
- Project IV will be taken as 1 credit course.
- The following subjects are chosen to be in the syllabus.
 1. Predictive Analytics (6 Credits)
 2. Sales and Distribution Management (4 Credit)
 3. Customer Relationship Management (6 Credit)
 4. Management Information System (4 Credit)
 5. Advanced Cost Accounting (4 Credit)
- Competitive Aptitude Training IV is given 1 credit and General Studies & Current Affairs IV is given 2 credits.
- There will be requirement of MOOCs, MAR and IFC points.

2021-2024 Batch, 6th semester (3rd Year) (BBA Analytics)

For 6th semester the following points have been briefed

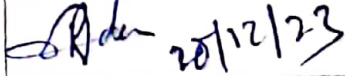
- There will be four 6 credit specialization paper along with one Thesis paper & Grand Viva and one core paper of 2 credit.
- 6 credit elective will be chosen by students according to their preference of Marketing, HR or Finance.
- Competitive Aptitude Training VI is given 1 credit and General Studies & Current Affairs VI is given 2 credits.
- There will be requirement of MOOCs, MAR and IFC points.
- The following subjects are chosen to be in the syllabus.
 1. Supply Chain and Logistics Management (2 Credit)
 2. Advanced Data Analysis (6 Credit)
 3. Econometrics (6 Credit)
 4. Data Mining (6 Credit)
 5. Project and Viva Voce (6 Credit)

Deliberations and recommendation by attending faculty members are as below:

1. Prof. Dr. Saikat Chakrabarti suggested that in place of Customer Relationship Management, the name should be Customer Relations Management.
2. Mr. Sourav Halder suggested that Green marketing should be included in Finance Specialization subjects. Prof. Ajanta Ghosh replied positively.
3. Prof. (Dr.) Sundeep Sondhi discussed that BBA Analytics course is not aligned with UEM Kolkata and UEM Jaipur and BBA Analytics course is taken by Department of Business Administration, IEM Kolkata only.
4. Prof. (Dr.) Ishita Chatterjee remarked that syllabus is up to the mark.
5. Principal, Ashram Campus Prof. (Dr.) Mohuya Chakraborty stated that the syllabus is standard and well formed.

Chairman finally concluded the meeting thanking everyone for their presence.

Board of Studies Member, BBA Department

Sl. No.	Name	Designation/ Profession	Signature
1	Prof. Dr. Rabin Mazumder	Chairman, BOS, HOD, Department of BBA	 20/12/23
2	Prof. (Dr.) Mohuya Chakraborty	Principal, Ashram Campus, IEM Kolkata	

3	Ms. Arpita Banerjee	IEM, BBA Dept. Alumni Representative	
4	Prof. Dr. Ishita Chatterjee	(Associate Professor, Rajabazar Science College)	
5	Sourav Halder	Associate Director of S&P Global, (Industry representative)	
6	Prof. Dr. Bidushi Chakraborty	Member, BOS, Faculty Member, Department of BBA, IEM	Bhalla 20/12/2023
8	Prof. Sreeparna Guha	Member, BOS, Faculty Member, Department of BBA, IEM	Guha 20/12/23
9	Prof. Dibyendu Chattaraj	Member, BOS, Faculty Member, Department of BBA, IEM	Chattaraj 20/12/23
10	Prof. Ajanta Ghosh	Member, BOS, Faculty Member, Department of BBA, IEM	Ghosh 20/12/23
11	Prof. Arkaprava Chakrabarty	Member, BOS, Faculty Member, Department of BBA, IEM	Chakrabarty 20.12.23.
12	Prof. Dr. Saikat Chakrabarti	Member, BOS, Faculty Member, Department of BBA, IEM	
13	Prof. Suchana Roy	Member, BOS, Faculty Member, Department of BBA, IEM	Roy 20.12.23
15	Prof. Soumik Das	Member, BOS, Faculty Member, Department of BBA, IEM	Das 20/12/23
16	Prof. Dr. Dipak Saha	Member, BOS, Faculty Member, Department of BBA, IEM	
17	Prof. Dr. Soumik Gangopadhyay	Member, BOS, Faculty Member, Department of BBA, IEM	Gangopadhyay 20.12.23
18	Prof. Arindam Roy	Member, BOS, Faculty Member, Department of BBA, IEM	A. Roy 20/12/23
19	Prof. Peu Das	Member, BOS, Faculty Member, Department of BBA, IEM	Peu Das 19/01/24
20	Prof. Sayan Karmakar	Member, BOS, Faculty Member, Department of BBA, IEM	Sayan 20.12.23.
21	Prof. Sananda Halder	Member, BOS, Faculty Member, Department of BBA, IEM	Sananda Halder 20.12.23
22	Prof. Priyanka Singh	Member, BOS, Faculty Member, Department of BBA, IEM	Priyanka Singh 20/12/23
23	Prof. Dr. Sundeep Singh Sondhi	HOD, Department of BBA, UEMK	Sondhi 20/12/23
24	Prof. Dr. Preeti Sharma	HOD, Department of BBA, UEMJ	

25. Prof. Dr. Jeannati Ghosh

Member, BOS, Faculty Member, Department of BBA, IEM

Ghosh 20.12.23