

Institute of Engineering & Management
Board of Studies (BOS)- BBA Department
Minutes of the Online Meeting

Date: 29-06-2021

Time: 11 AM

Conducted through Online mode- Google Meet

Meeting Link: <https://meet.google.com/quo-atjw-gqz>

Members Present:

S.No.	Name of Faculty
1	Prof. Dr. Rabin Mazumder, Chairman, BOS, HOD- BBA Dept.
2	Prof. Dr. Indranil Mukherjee (MAKAUT)
3	Prof. Subrata Basak
4	Rohan Nandy (IEM, BBA Alumni)
5	Prof. Sundeep Singh Sondhi
6	Prof. Dibyendu Chattaraj
7	Prof. Saikat Chakrabarti
8	Prof. Sreeparna Guha
9	Prof. Lavanya Deepika Tigga
10	Prof. Suchana Roy
11	Prof. Ajanta Ghosh
12	Prof. Arkaprava Chakrabarty
13	Prof. Soumik Das
14	Prof. Pritha Banerjee
15	Prof. Dr. Subrata Chattopadhyay
16	Prof. Ayanita Banerjee
17	Prof. Dinabandhu Saha
18	Prof. Dr. Dipak Saha
19	Prof. Abhijit Ghosh
20	Prof. Joysri Dutta
21	Prof. Kamalika Dasgupta
22	Prof. Kriti Sarkar
23	Prof. Lalima Mukherjee
24	Prof. Mitali Sengupta
25	Prof. Peanaky Mridha
26	Prof. Piyali Banerjee
27	Prof. Smita Dutta

28	Prof. Dr. Soumik Gangopadhyay
29	Prof. Suchandra Bose
30	Prof. Sujata Bose
31	Prof. Udit Chawla
32	Prof. Doyel Sarkar

At the onset, the Chairman welcomed Prof. Subrata Basak, Principal of IEM Ashram Campus, HODs of UEM-K and UEM-J, Mr. Rohan Nandy, IEM BBA department Alumni representative and all the faculty members from all the three institutes to the meeting of BOS and placed the agenda for deliberation of the members.

The following were the agenda items -

Agenda 1: Formation and formalization of BBA 1st Semester syllabus (Theory, Sessional and MOOCs) 2021 batch

Agenda 2: Formation and formalization of BBA 3rd Semester syllabus (Theory, Sessional and MOOCs) 2020 batch

Agenda 3: Formation and formalization of BBA 5th Semester syllabus (Theory, Sessional and MOOCs) 2019 batch

In the beginning, the Chairman gave a brief about the course structure which is divided into three parts namely Theory, Sessional and MOOCs. The students will earn 156 course credits for the entire BBA course which is 16 credits more than the credits earned under the MAKAUT curriculum.

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

He also communicated that as recommended by our honorable Director Sir, every subject must have theory and practical classes. Thus, the credits for each subject are divided accordingly between theory and practical for it.

Deliberations and recommendation by attending faculty members are as below:

1. Prof. Sundeep Sondhi suggested to move the subject Principles of Management (now in 1st semester) to 3rd Semester in order to ease the rigorous syllabus, especially for math and statistics, that is designed for 1st semester keeping in view the student's wellbeing. Chairman responded that the syllabus for Math and statistics have been framed such that the length of the syllabus is reduced and more focus is given in teaching in-depth concepts to the students.

Also Prof. Sreeparna Guha reinforced that Prof. Bidushi Chakrabarty and she had chalked out a simplified syllabus giving more importance to depth of concepts for Math and Statistics after thoughtful deliberations.

Chairman also recommended the math and statistics faculty members to further discuss in an internal meeting about the length of the syllabus and re-edit it with mutual consent of everyone if necessary.

2. From her previous experience of teaching Economics, Prof. Lalima Mukherjee suggested if an additional analytical paper can be added which will help the students to learn certain statistical tools that will help them to understand the subject of Economics.

The Chairman responded that few concepts like knowledge of calculus has already been added in the math and statistics syllabus which will help students to understand Economics. In addition, he suggested her to collaborate with the Math and Statistics faculty members, discuss and incorporate other topics as necessary.

3. Prof. Sondhi also enquired about the significance and the value Public Systems Management as a subject adds in the 5th Semester and suggested moving Strategic Management from 4th Semester to the 5th Semester.

But as Strategic management has already been taught in the 4th semester for the 2019 batch, hence both the Chairman and Prof. Sondhi agreed that this change can be implemented in the next meeting.

4. Prof. Sondhi also enquired about what subjects could be taught additionally in the curriculum to make the students industry ready. He also recommended to identify such subjects and add them in the future to our curriculum.

Prof. Soumik Das, answered from his experiences as a Placement co-ordinator, that indeed addition of such value-added subjects would help the students looking for placements. He suggested that we should enforce our students to earn few certifications like NISM and NCFM that will help us to open more placement opportunities in the field of finance.

The same was reiterated by Prof. Smita Dutta again and she also reinforced the importance of certifications that the students can earn for example the NSE certification. These also can be added as MOOCs subject in the curriculum.

The Chairman also appreciated the useful inputs given and considered them for implementation in the near future.

Sondhi sir appreciated the addition of subjects- Design thinking and Personality Development Programme in the syllabus. Chairman also thanked Dr. Dipak Saha and Dr.

Soumik Gangopadhyay for their valuable suggestion of recommending and designing this syllabus.

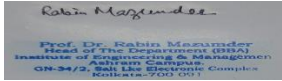


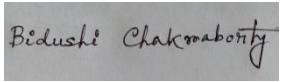
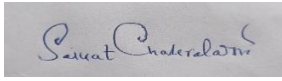
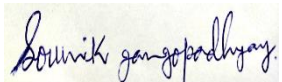


5. Prof. Sondhi suggested adding a second course on Personality development programme in the 5th semester as well, as Personality Development programme- II subject.
Prof. Suchana Roy and Prof. Ayanita Banerjee agreed that as few concepts related to Personality development were already covered in other subjects like Organizational Behavior and Principles of management and also Prof. Soumik Das sir handles personality development classes with perspective of placement hence any topics which have not been covered can be covered as an additional subject in the 5th semester.
6. Rohan Nandy sir suggested adding more case studies in the syllabus which will help students to analyze and understand concepts in-depth and in a better manner.
7. Prof. Dinabandhu Saha, queried about the syllabus of direct tax subject. He also suggested inclusion of simple level problems related to “Computation of total income and tax liability” to the existing syllabus. Prof. Ajanta Ghosh and Prof. Arkaprava Chakrabarty agreed that this suggestion will be added.
Chairman requested the faculties to send the modified syllabus at the earliest post the changes are amended.
8. Prof. Sondhi enquired why the subject Brand and retail management combines two broad topics together and instead we could have just named it as Retail management.
Prof. Dibyendu Chattaraj replied that as per the advice of Director Sir to incorporate a variety of subjects so that our students get acquainted with these topics and make them market ready, hence this addition. These subjects help them to gain knowledge of the same but it’s not focused on in-depth learning of concepts.
Prof. Soumik Das expressed the importance of branding in companies and how it influences the students career post placement. Rohan Nandy also confirmed the same.
Prof. Sondhi also suggested that Brand management can be taught along with Consumer Behaviour and Retail management can be a subject in itself.
Prof. Soumik Gangopadhyay said that few topics like types of retail and their distribution is covered in the Sales and Distribution subject.
The chairman requested the marketing faculty members to discuss and confirm the final syllabus by Friday, 02-July-2021.

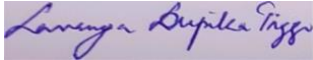


Chairman finally concluded the meeting thanking everyone for their presence and hoped to finalize the syllabus for all subjects by 02-July- 2021, Friday.

Board of Studies Member, BBA Department

S. No.	Name	Designation/ Profession
1	Prof. Dr. Rabin Mazumder	Chairman, BOS, HOD, Department of BBA
2	Prof. Dr. Indranil Mukherjee	MAKAUT representative
3	Rohan Nandy	IEM, BBA Dept. Alumni Representative
4	Nikon Basu,	Business Director at Publicis Media (Industry Expert)
5	Prof. Subrata Basak	Member, BOS, Faculty Member, Department of BBA, IEM
6	Prof. Dr. Bidushi Jana Chakrabarty	Member, BOS, Faculty Member, Department of BBA, IEM
7	Prof. Sreeparna Guha	Member, BOS, Faculty Member, Department of BBA, IEM
8	Prof. Lavanya Deepika Tigga	Member, BOS, Faculty Member, Department of BBA, IEM
9	Prof. Dibyendu Chattaraj	Member, BOS, Faculty Member, Department of BBA, IEM
10	Prof. Ajanta Ghosh	Member, BOS, Faculty Member, Department of BBA, IEM
11	Prof. Arkaprava Chakrabarty	Member, BOS, Faculty Member, Department of BBA, IEM
12	Prof. Saikat Chakrabarti	Member, BOS, Faculty Member, Department of BBA, IEM
13	Prof. Suchana Roy	Member, BOS, Faculty Member, Department of BBA, IEM
14	Prof. Soumik Das	Member, BOS, Faculty Member, Department of BBA, IEM
15	Prof. Pritha Banerjee	Member, BOS, Faculty Member, Department of BBA, IEM
16	Prof. Dr. Preeti Sharma	Member, BOS, Faculty Member, Department of BBA, UEM- J
17	Prof. Dr. Manisha Singh	Member, BOS, Faculty Member, Department of BBA, UEM- J
18	Prof. Dr. Rahul Sharma	Member, BOS, Faculty Member, Department of BBA, UEM- J
19	Prof. Dr. Lata Rani Mutti	Member, BOS, Faculty Member, Department of BBA, UEM- J
20	Prof. Sweta Pareek	Member, BOS, Faculty Member, Department of BBA, UEM- J
21	Prof. Avik	Member, BOS, Faculty Member, Department of BBA, UEM- J
22	Prof. Sundeep Singh Sondhi	Member, BOS, Faculty Member, Department of BBA, UEM- K
23	Prof. Dr. Subrata Chattopadhyay	Member, BOS, Faculty Member, Department of BBA, UEM- K
24	Prof. Arunava Dalal	Member, BOS, Faculty Member, Department of BBA, UEM- K
25	Prof. Dinabandhu Saha	Member, BOS, Faculty Member, Department of BBA, UEM- K
26	Prof. Piyali Banerjee	Member, BOS, Faculty Member, Department of BBA, UEM- K
27	Prof. Dr. Lalima Mukherjee	Member, BOS, Faculty Member, Department of BBA, UEM- K
28	Prof. Mitali Sengupta	Member, BOS, Faculty Member, Department of BBA, UEM- K
29	Prof. Kuldeep Baishya	Member, BOS, Faculty Member, Department of BBA, UEM- K
30	Prof. Peanaky Mridha	Member, BOS, Faculty Member, Department of BBA, UEM- K

31	Prof. Smita Dutta	Member, BOS, Faculty Member, Department of BBA, UEM- K
32	Prof. Suchandra Bose	Member, BOS, Faculty Member, Department of BBA, UEM- K
33	Prof. Joysri Datta	Member, BOS, Faculty Member, Department of BBA, UEM- K
34	Prof. Supratik Sinha	Member, BOS, Faculty Member, Department of BBA, UEM- K

Faculty Members	Designation	Signature
Prof. Dr. Rabin Mazumder	HOD & Professor, BBA(H)	 Prof. Dr. Rabin Mazumder Head of The Department (BBA) Institute of Science, Culture & Management Sector 3, Calcutta CN-34/3, Salt Lake Electronic Complex Kolkata-700 091
Prof. Dibyendu Chattaraj	Assistant HOD & Assistant Professor	
Prof. Ajanta Ghosh	Assistant HOD & Assistant Professor	
Prof. Dr. Bidushi Chakrabarty	Associate Professor	
Prof. Dr. Saikat Chakrabarti	Assistant Professor	
Prof. Dr. Soumik Gangopadhyay	Professor	
Prof. Arkaprava Chakrabarty	Assistant Professor	
Prof. Sreeparna Guha	Assistant Professor	

Prof. Lavanya Deepika Tigga	Assistant Professor	
Prof. Suchana Roy	Assistant Professor	
Prof. Dr. Dipak Saha	Professor	
Prof Soumik Das	Assistant Professor	