

# Institute of Engineering & Management University of Engineering & Management

13th meeting of the Board of Studies (BoS)  
Department of Business Administration (BBA)

## Minutes of the Meeting

**Date: 25-06-2024**

**Venue: Virtual, Zoom, Online**

**Time: 11:00 AM**

<https://zoom.us/j/95638308987?pwd=sTbTl7gAuhNZIHs9KHxipbVcj2B25E.1>

### Meeting Agenda

1. **Agenda 1:** Confirmation of minutes of the 13th Board of Studies meeting held on 20th December 2023.
2. **Agenda 2:** Formation and finalization of the BBA and BBA in Business Analytics Programme Course Curriculum of odd Semesters for 2022-2025, 2023-2026 and 2024-2028 (only BBA programme) Sessions.
3. Any other issue with the permission from the chair

**In chair:** Prof. (Dr.) Rabin Mazumder, Chairman, BoS & Professor & Head, Department of Business Administration, Institute of Engineering & Management Kolkata

### Member Present

- Prof. (Dr.) Sundeep Sondhi, Dean Institute of Engineering & Management-Kolkata (Ashram Campus).
- Prof. Dibyendu Chattaraj, Member, BOS, and Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata, Kolkata
- Prof. Ajanta Ghosh, Member, BOS, and Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata, Kolkata
- Prof. (Dr.) Soumik Gangopadhyay, Member, BOS and Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. (Dr.) Saikat Chakrabarti, Member, BOS, and Associate Professor, Department of Business Administration, Institute of Engineering & Management, Kolkata
- Prof. Sayan Karmakar, Member, BOS, and Assistant Professor, Department of

- Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
- Prof. Sreeparna Guha, Member, BOS, and Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. Suchana Roy, Member, BOS, and Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. (Dr.) Bidushi Chakraborty, Member, BOS, and Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. Arindam Ray, Member, BOS, Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. Sananda Halder, Member, BOS, Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. Peu Das, Member, BOS, Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof.(Dr.) Debarati Ghosh, Member, BOS, Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Prof. Priyanka Singh, Member, BOS, Assistant Professor, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata
  - Sourav Halder, Director of S&P Global Market Intelligence (Industry representative of BOS).
  - Ankit Sharma, Alumni Representative, BBA Batch: 2016-2019, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata  
Post graduate (MBA) Auckland Institute of studies, 28A, linwood Avenue, Mt, Albert, 1025 Auckland New Zealand.
  - Prof. (Dr.) Preeti Sharma, Dean, Member, BOS,Department of Business Administration, University of Engineering & Management-Jaipur
  - Prof. Saurav Banerjee, Head, Department of Business Administration, University of Engineering & Management Jaipur.

At the onset, the Chairman welcomed Ankit Sharma, Alumni Representative, BBA Batch: 2016-2019, Department of Business Administration, Institute of Engineering & Management-Kolkata,Kolkata ,Post graduate (MBA) Auckland Institute of studies, 28A, linwood Avenue, Mt, Albert, 1025 Auckland New Zealand. Assistant Manager, K&B Thiara lmt owned Caltex, Mr. Sourav Halder, Director of S&P Global Market Intelligence, Industry 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 -

1. **Agenda 1:** Confirmation of minutes of the 12th Board of Studies meeting held on 20th December 2023.
2. **Agenda 2:** Formation and finalization of the BBA and BBA in Business Analytics Programme Course Curriculum of odd Semesters for 2022-2025, 2023-2026 and 2024-2028 (only BBA programme) Sessions.
3. Any other issue with the permission from the chair

In the beginning, the Chairman gave a brief about the course structure and subject formation which is a joint venture of all two campuses.

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

Discussion on 4-Year Honours Degree Program

- Initiation of 4-Year Honours Degree: The board discussed the launch of the 4-year honours degree program starting from the 2024 batch.
- No Exit Option: It was decided that there would be no exit option for students in this program as per AICTE regulation.
- AICTE Compliance: The new program structure adheres to AICTE guidelines.
- Credit Requirements: The minimum credit requirement for the 4-year program was set at 106 credits, although our program credits total approximately 200.

First Semester Curriculum for 2024 Batch

- Sessional Papers and Subjects: The curriculum includes CA (Core Areas) and FC (Fundamental Courses) subjects.
- 3 FC Papers: Three FC papers will be part of the first semester.
- Specialization in Business Analytics: Business Analytics will be offered as a specialization within the program, not as a separate degree.

MOOCs and IFC Requirements

- MOOCs Credits: Students must earn 20 credits through MOOCs over the 4-year program.

- Industry & Foreign Certification (IFC): At least 3 certifications must be earned each semester, totaling a minimum of 20 certificates for the 4-year program.
  
- Third Semester Curriculum
  - Non-AICTE Under UEM Kolkata: The third semester will follow the UEM Kolkata guidelines for the 2023-2027 batch.
  - MC Major Courses: Major courses will include core subjects and electives.
  - Common IVC: Industry & Value Added Courses (IVC) are common across all semesters.
  
- Fifth Semester Curriculum for 2022 Batch
  - Non-AICTE Under MAKAUT: The fifth semester will follow MAKAUT guidelines for the 2022 batch.
  - Project on Emerging Technology: Students will undertake a project on emerging technologies, worth 1 credit.
  
- MOOCs Program Structure
  - Third Year Requirements: Students in the 3-year program must complete 15 credits in the third year.
  - Fourth Year Requirements: Students in the 4-year program must complete 20 credits in the third year.
  
- Curriculum Details for all three batches
  - Course Codes and Definitions:
    - L: Lecture
    - T: Tutorial
    - P: Practical
    - CC: Core Courses
    - AEC: Ability Enhancement Courses
    - MDE: Multi-Disciplinary Elective
    - VAC: Value Added Courses
    - SEC: Skill Enhancement Courses
    - DSE: Discipline Specific Elective
    - OE: Open Elective
  
- Course Structure and Curriculum Overview
  - Degree Options:
    - 1 year: Under Graduate Certificate in Business Administration
    - 2 years: Under Graduate Diploma in Business Administration

- 3 years: Bachelor in Business Administration (BBA)
- 4 years: BBA (Honours) and BBA (Honours with Research)

- Eligibility for Fourth Year:

- BBA (Honours with Research): Minimum 75% marks or equivalent CGPA up to the sixth semester.
- BBA (Honours): Completion of the BBA degree.

□ Semester-Wise Structure for BBA

- First Semester Courses:

- Principles and Practices of Management
  - Business Communication-I
  - Financial Accounting
  - Business Statistics and Logic
  - Business Economics I
  - General English
  - Indian Knowledge System
  - Environmental Science and Sustainability
  - General Studies & Current Affairs- I
  - Competitive Aptitude Training-I
- Additional Courses:
    - Industry & Foreign Certification (IFC)
    - MOOCs from Swayam Platform
    - Mandatory Additional Requirements (MAR)

□ Third Year Courses for BBA

- Major Courses:

- Introduction to Financial Accounting
- Marketing Management
- Human Resources Management
- Customer Relationship Management
- Business Research Methods

- Enhancement Courses:

- General Studies & Current Affairs- III
- Competitive Aptitude Training - III
- Project on Entrepreneurship
- Management Information System

□ Fifth Semester Courses for 3-Year Program

- Major Subjects:
  - Strategic Management
  - Data Analytics Skills for Managers
  - Consumer Behaviour
  - Brand & Retail Management
  - Services Marketing
  - Human Resource Planning
  - Human Resource Development
  - Employment Compensation and Administration
  - Direct Taxation
  - Financial Management
  - Financial Institution & Markets
- IVAMNCC Courses:
  - General Studies & Current Affairs - V
  - Competitive Aptitude Training - V
  - Project on AI/ML/IOT/Blockchain

□ Conclusion and Adjournment

- The meeting concluded with a summary of the decisions made.

Deliberations and recommendation by attending faculty members are as below:

1. Discussion on Foreign Certification

- Query by Prof. Saurav Halder:

Mr. Saurav Halder inquired about opportunities for students to obtain foreign certifications.
- Response by HOD Prof. (Dr.) Rabin Mazumder:
  - The HOD explained that platforms like Coursera and LinkedIn Learning offer relevant courses.
  - These courses are free, with access provided by the institution.

2. Guidance on Foreign Certification

- Suggestion by Prof. Soumik Das:
  - Prof. Soumik Das suggested that the faculty should provide guidance to students seeking foreign certifications to enhance their prospects for higher studies or job placements.

3. Agreement on Course Structure

- Consensus:
  - All faculty members present at the meeting reviewed and agreed upon the proposed course structure.

### Board of Studies Member, BBA Department

S. No.	Name	Designation/ Profession	Signature
1	Prof. Dr. Rabin Mazumder	Chairman, BOS, HOD, Department of BBA	
2	Prof. (Dr.) Sundeep Sondhi	Dean, Ashram Campus, IEM Kolkata	
3	Mr. Ankit Sharma	IEM, BBA Dept. Alumni Representative	
4	Sourav Haldar	Director of S&P Global, (Industry representative)	
5	Prof. Dr. Bidushi Chakraborty	Member, BOS, Faculty Member, Department of BBA, IEM	
6	Prof. Sreeparna Guha	Member, BOS, Faculty Member, Department of BBA, IEM	
8	Prof. Dibyendu Chattaraj	Member, BOS, Faculty Member, Department of BBA, IEM	
9	Prof. Ajanta Ghosh	Member, BOS, Faculty Member, Department of BBA, IEM	
10	Prof. Dr.Saikat Chakrabarti	Member, BOS, Faculty Member, Department of BBA, IEM	
11	Prof. Suchana Roy	Member, BOS, Faculty Member, Department of BBA, IEM	
12	Prof. Soumik Das	Member, BOS, Faculty Member, Department of BBA, IEM	
13	Prof. Dr. Soumik Gangopadhyay	Member, BOS, Faculty Member, Department of BBA, IEM	
15	Prof. Arindam Roy	Member, BOS, Faculty Member, Department of BBA, IEM	
16	Prof. Peu Das	Member, BOS, Faculty Member, Department of BBA, IEM	
17	Prof. Sayan Karmakar	Member, BOS, Faculty Member, Department of BBA, IEM	
18	Prof. Sananda Halder	Member, BOS, Faculty Member, Department of BBA, IEM	
19	Prof. Priyanka Singh	Member, BOS, Faculty Member, Department of BBA, IEM	
20	Prof. Saurav Banerjee	HOD, Department of BBA, UEMJ	

21	Prof. Dr. Preeti Sharma	Dean, Department of Management, UEMJ	
22	Prof. (Dr.) Debarati Ghosh	Member, BOS, Faculty Member, Department of BBA, IEM	