

Ref. Mgt./DPGS/2023-24/01

Date: 02.05.2023

To, The Dean (PGS) Birla Institute of Technology Mesra, Ranchi

Subject: Minutes of Board of Studies Meeting dated 28.04.2023.

Dear Madam,

Enclosed please find the minutes of the Board of Studies meeting held through hybrid mode on 28.04.2023 at 10:30 a.m., along with all enclosures.

With Regards,

Shradha Shivani) 02.05.23

Prof. & Head

To, Dean VGS
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Encl: As above

0 2 MAY 2023 Dean (PGS) Office B.I.T., Mesra

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Date: 28.04.23

#### Minutes of Board of Studies Meeting held in Hybrid Mode on 28.04.23 at 10:30 AM

As advised by the Dean of UG studies a meeting of the BOS was held on 16.03.2021 to discuss and recommend a revised course structure for the BBA program. The proposed course structure was to be developed as per UGC guidelines for structure for Undergraduate Programmes as per National Education Policy 2020. The members discussed the proposed course structure and approved the recommended that the finalized BBA course structure may be forwarded to the Dean of UGS for necessary approval and implementation from the BBA 2023 admission batch. The proposed course structure is given at Annexure I.

The following members attended the meeting.

1. HOD/In-charge Chairman (Ex-Officio) 2. Dr. Manju Bhagat Member 4. Dr. Shradha Shivani Member

5. Dr. R.N. Bhagat Member 6. Dr. Supriyo Roy Member 8. Dr. Rohini Jha Member

9. Dr Satyajit Mahato Member 9. Dr. Vandana Bhattacharjee Member

10. Dr. Ritesh Kurmar Singh Member

11. Dr. Tanausree Dutta External Member Academic 12. Mr.Priyobrata Bhattacharya External Member Industry

13 Dr Roopali Sharma Special Invitee 14. Dr Pranab Kumar Special invitee 15. Dr Meenakshi Sharma Special invitee

Signatures of the Board of Studies Members:

(Dr Shradha Shivani)

Member

(Dr. Vandana Bhattacharjee) Member

(Mr.Priyobrata Bhattacharya)

External member (Ind) Thu eroul

(Dr Pranab Kumar) Special Invitee

Nibhagat (Dr. Manju Bhagat)

Member

(Driatylain Mahato)

R.K.IIn21

(Dr. Ritesh Kumar Singh)

Member

(Dr. Roopali Sharma)

Special Invitee

(Dr. Shradha Shivani)

Chairman

(Dr. R.N. Bhagat)

Member

(Dr. Rohini Jha)

Member

(Dr. Tanpusree Dutta)

External Member (Acad)

(D Meenakshi Sharma) Special Invitee



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The following members attended the meeting.

1.	HOD/In-charge	*	Chairman (Ex-Officio)
2.	Dr. Manju Bhagat	2	Member
4.	Dr. Shradha Shivani	÷	Member
5.	Dr. R.N. Bhagat	9	Member
6.	Dr. Supriyo Roy	2	Member
8.	Dr. Rohini Jha		Member
9.	Dr Satyajit Mahato	ž.	Member
9.	Dr. Vandana Bhattacharjee	9	Member
10.	Dr. Ritesh Kurmar Singh	100	Member
11.	Dr. Tannusree Dutta	<u> </u>	External Member Academic
12.	Mr.Priyobrata Bhattacharya	-	External Member Industry
13	Dr Roopali Sharma	:#6	Special Invitee
14.	Dr Pranab Kumar	•	Special invitee
15.	Dr Meenakshi Sharma	-	Special invitee

Signatures of the Board of Studies Members:

(Dr Shradha Shivani)

Member

(Dr. . Supriyo Roy) Member

V Bhattacharjee (Dr. Vandana Bhattacharjee)

Member

(Dr. Manju Bhagat)

Member

(Dr atyarit Mahato)

Member

(Dr. Ritesh Kumar Singh)

Member

(Dr. R.N. Bhagat)

Member

(Dr. Rohini Jha)

Member

(Dr. Tanqusree Dutta)

External Member (Acad)

(Mr.Priyobrata Bhattacharya)

External member (Ind)

(Dr. Roopali Sharma) Special Invitee (D Meenakshi Sharma) Special Invitee

(Dr Pranab Kumar) Special Invitee (Dr. Shradha Shivani)

Chairman



HOD Management <hod.mgt@bitmesra.ac.in>

# Request signature on minutes BOS

Rohini Jha <rohinijha@bitmesra.ac.in>
To: hod.mgt@bitmesra.ac.in

Mon, May 1, 2023 at 12:50 PM

----- Forwarded message -----

From: Priyabrata Bhattacharjee <priyabrata72@gmail.com>

Date: Mon, May 1, 2023 at 12:18 AM

Subject: Fwd: Request signature on minutes BOS To: Rohini Jha <rohinijha@bitmesra.ac.in>

------ Forwarded message ------

From: Priyabrata Bhattacharjee <priyabrata72@gmail.com>

Date: Mon, 1 May 2023, 12:46

Subject: Re: Request signature on minutes BOS To: V Bhattacharya < vbhattacharya@bitmesra.ac.in>

Respected Madam,

I have accepted and approved the Minutes of the BOS attached herewith.

Regards

P.Bhattacharjee Chief General Manager [Quoted text hidden] [Quoted text hidden]



Date: 28,04.23

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1.	HOD/In-charge	1216	Chairman (Ex-Officio)
2.	Dr. Manju Bhagat		Member
4,	Dr. Shradha Shivani		Member
5.	Dr. R.N. Bhagat	12111	Member
6.	Dr. Supriyo Roy		Member
8.	Dr. Robini Jha	4	Member
9.	Dr Satyajít Mahato		Member
9.	Dr. Vandana Bhattacharjee		Member
10.	Dr. Ritesh Kurmar Singh	127	Member
II.	Dr. Tangusree Dutta		External Member Academic
12.	Mr. Priyobrata Bhattacharya		External Member Industry
13	Dr Roopali Sharma		Special Invitee
14.	Dr Pranab Komar	130	Special invitee
15	Dr Meenakshi Shanna		Special invitee

Signatures of the Board of Studies Members:

dheadho Alie (Dr Shradha Shivani) Member

Membé

V Bhattacharjee (Dr. Vandana Bhattacharjee)

Member

Moheyat (Dr. Manju Bhugar) Member

RX.11781 (Dr. Ritesh Kumar Singh)

Member

(Dr. R.N. Bhagat) Member

RIL (Dr. Rohini Jha)

Member

anusue (Dr. Tangusree Duna) External Member (Acad)

hopew

(Mr.Priyobrata Bhattacharya) External member (Ind)

(Dr Pranab Kumar) Special Invited

(Dr. Roopali Sharma)

Special Invitee Shodho Shi

Chairman

(Dr. Shradha Shivani)\*

(D Meenakshi Sharma)

Special Invitee



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The following members attended the meeting.

HOD/In-charge		Chairman (Ex-Officio)
Dr. Manju Bhagat	×	Member
Dr. Shradha Shivani	•	Member
Dr. R.N. Bhagat	90	Member
Dr. Supriyo Roy	<b>2</b>	Member
Dr. Rohini Jha	200	Member
Dr Satyajit Mahato	120	Member
Dr. Vandana Bhattacharjee		Member
Dr. Ritesh Kurmar Singh	-	Member
Dr. Tanuusree Dutta		External Member Academic
Mr.Priyobrata Bhattacharya		External Member Industry
Dr Roopali Sharma	1. <del></del>	Special Invitee
Dr Pranab Kumar	38	Special invitee
Dr Meenakshi Sharma		Special invitee
	Dr. Manju Bhagat Dr. Shradha Shivani Dr. R.N. Bhagat Dr. Supriyo Roy Dr. Rohini Jha Dr Satyajit Mahato Dr. Vandana Bhattacharjee Dr. Ritesh Kurmar Singh Dr. Tanousree Dutta Mr.Priyobrata Bhattacharya Dr Roopali Sharma Dr Pranab Kumar	Dr. Manju Bhagat Dr. Shradha Shivani Dr. R.N. Bhagat Dr. Supriyo Roy Dr. Rohini Jha Dr Satyajit Mahato Dr. Vandana Bhattacharjee Dr. Ritesh Kurmar Singh Dr. Tantusree Dutta Mr.Priyobrata Bhattacharya Dr Roopali Sharma Dr Pranab Kumar

Signatures of the Board of Studies Members:

(Dr Shradha Shivani)

Member

(Dr. Sug Memb

(Dr. Vandana Bhattacharjee) Member

Nicharat (Dr. Manju Bhagat)

Member

(Dr atyair Mahato)

R.K.1112

(Dr. Ritesh Kumar Singh) Member

(Dr. R.N. Bhagat) Member

(Dr. Rohini Jha) Member

(Dr. Tanqusree Dutta)

External Member (Acad)

(Mr.Priyobrata Bhattacharya)

External member (Ind)

(Dr. Roopali Sharma)

Special Invitee

(Dr. Shradha Shivani)

(D Meenakshi Sharma) Special Invitee

(Dr Pranab Kumar) Special Invitee

Chairman



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The following members attended the meeting.

1. HOD/In charge Chairman (LS-Officio)

2. Dr. Manjo Bhagai Member

4. Dr. Shraiba Shiyani Member

Dr. R.S. Bhagat Member 6 Dr. Suprivo Roy

Member Dr. Rokini Jha

Member Di Satsajit Mahato Member

Dr. Vandana Bhattacharice Member

10 Dr Ritesh Kurmar Singh Member

11 Dr. Tamusree Dutta External Member Academic

12. Mr.Priyobrata Bhattacharya External Member Industry 13 Dr Rocpati Sharma

Special Invitee 14. Dr Franab Kumar Special invitee

15. Dr Meenakshi Sharma Special invitee

Signatures of the Hoard of Studies Members

(Dr Shradha Shivaci)

Member

Member

V Bhattacharjee

(Dr. Vandana Bhattacharjee)

Member

North . . F (Dr. Manju Bhagat)

Memner

(Draise Mahana)

Member

2 K M. 12/

(Dr. Ritesh Kamar Singh)

Member

(Dr. R N. Bhagat)

Member

(Dr. Rohini Jha)

Member

anuelle (Dr. Tannusree Dutta)

External Member (Acad)

(Mr.Privobesta Bhattacharva)

External merals respon-

(Di Pranab k

Special Invited

\*Dr. Roopali Slarma) Special Invitee

shraaho & me

(Dr. Shradha Shiyani) Chairman

(D) Meenak shi Sharma) Special Invited

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#### BIRLA INSITUTE OF TECHNOLOGY, MESRA

#### DEPARTMENT OF MANAGEMENT

#### Highlights of the Proposed BBA Course Structure

- Proposed BBA Course structure is developed as per the NEP-2020 guidelines of University Grants Commission, New Delhi. It aims to create standards for the curriculum and credit structure for four-year undergraduate BBA programme regulations outlining the minimum requirements and the process for awarding one-year certificate, two-year diploma, three-year bachelor's degree, four-year bachelor's degree (honours) with multiple entry and exit options.
- One of the biggest changes was the conversion of the three-year undergraduate or bachelor's degree programme to a four-year UG programme with several exit options to better prepare the students for the workforce.
- Undergraduate degree programme of four years, with a variety of exit points with the appropriate certifications, such as:
  - UG certificate after completing one year (two semesters) of study and have secured 40 credits in addition to one vocational course of 04 credits.
  - **UG diploma** after two years (four semesters) and have secured 80 credits in addition to one vocational course of 04 credits.
  - Bachelor's degree (BBA) after three years (six semesters); and have secured 120 credits
  - Bachelor's degree (BBA) honours with research after four years (eight semesters); and have secured 160 credits and successfully completes an in-depth research project in their major during their fourth year.
- Due emphasis has been placed on integrating a variety of courses apart from Discipline Specific Core (DSC) and DSE (Discipline Specific Electives) in order to encourage holistic and multidisciplinary education. Total credits in each of the below mentioned categories are according to the guidelines of NEP 2020 & subjects in each category may be increased in due course of time.

Ability Enhancement Compulsory Course (AECC)

Code	Subject	L	T	P	С
MT 132	Communication Skills-1	0	0	3	1.5
MT 133	Communication Skills-2	0	0	3	1.5
	Public speaking and creative writing	2	0	0	2
	Personality Development	2	0	0	2
Total					8

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#### BIRLA INSTUTURE OF TECHNOLOGY-MESRA, RANCHI PROPOSED COURSE STRUCTURE FOR BACHELOR OF BUSINESS ADMINISTRATION as per NEP-2020 w.e.f. Academic Session 2023-24

\* AECC= 8 credits, MDC= 9 credits, VAC= 6, SEC-SB= 9, Vocational= 4, (Core+ Electives) = 129, Total Credit = 165

\* Vo cational Courses to be offered during summer-term.

					Mode of	delivery a	nd credits	Total	
					L-Lec	ıtorial;	Credits		
Semester/		Category of Course			] 1	C-Credits			
Session of	Course		Course Code	Courses	L	Т	P	C	
Study	Level	Course			(Periods/	(Perio	(Periods		
Study					week)	ds	/week)		
						/week)			
	2				L	T	P		
		AECC	MT 132			0	3	1.5	
		MDC	MN 101			0	2	4	
		VAC	MN102	Human Values &	2	0	0	2	
				Professional Ethics					
		VAC	MN 103/ MN 104	Yoga/ Physical Education	1	0	2	2	
First Monsoon	FIRST	SEC- SB	MN 105	Office Automation Tools	2	0	2	3	
		DSC	MN 106	General Principles of Management	3	0	0	3	
		DSC	MN 107	Business Statistics	2	0	0	2	
		DSC	MN 108	Introduction to Business Accounting	3	0	0	3	
		Total Credit							

Semester	Course Level	Category of	Course	Courses	Mode of o	Total Credits C-Credits		
/Session of Study		Course	Code	Courses	L (Periods /week)	T (Periods /week)	P (Period s /week)	С
					L	T	P	
		AECC	MN 109	Public Speaking & Creative Writing	1	0	2	2
		MDC	MN 110	Web Application of Business	2	0	2	3
		VAC	MN 111/ MN 112	Digital Empowerment /Emotional Intelligence	2	0	0	2
		SEC-SB	MN 113/ MN 114	Latex / Calligraphy	2	0	2	3
Second Spring	FIRST	DSC	MN 115	Principles of Marketing	3	1	0	4
		DSC	MN 116	Business Economics	3	0	0	3
		DSC	MN 117	Organizational Behavior	3	0	0	3
		Vocational	MN 118	Project on work-based learning /Event Management/ Web Content Management System / Health Care Technologies		ja.		4
				Total Credit				24

EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION

Semester/	Course Level	Category	Course		Mode of Lea	Total Credits C-Credits		
Session of Study		of Course	Code	Courses	L (Periods/ week)	T (Periods/ week)	P (Periods /week)	С
					L	T	P	
	SECOND	AECC	MN 201	Personality Development	2	0	2	3
		MDC	MN 202	Environment Science	2	0	0	2
		SEC-SB	MN 203	Computerized Accounting	2	0	2	3
Third		DSC	MN 204	Introduction to Indian Financial System	3	0	0	3
Monsoon	SECOND	DSC	MN 205	Introduction to Business Analytics	3	0	0	3
		DSC MN 206 Quantitative Techniques in Management		3	0	0	3	
		DSC	MN 207	Research Methodology	3	0	0	3
				Total Credit				20

Semester/	Course	Category of Course	Course			elivery and oure; T-Tutor		Total Credits		
Session of			Code	Courses		P-Practical		C-Credits		
Study	Level			Courses	L	T	P	C		
(Recomme	2010.	000.00			(Periods	(Periods	(Periods			
nded)					/week)	/week)	/week)			
					L	T	P			
		AECC	MT 133	Communication Skills -II	0	0	3	1.5		
	SECOND	DSC	MN 208	Legal Aspects of Management	3	1	0	4		
		DSC	MN 209	Sales and Distribution Management	3	0	0	3		
Fourth Spring		DSC	MN 210	Human Resource Management	3	0	0	3		
Spring					DSC	MN 211	Basics of Financial Management	3	0	0
		DSC	MN 212	Introduction to Digital Marketing	3	0	0	3		
		DSC	MN 213	Management Information System	3	0	0	3		
				Total Credit				20.5		

# EXIT OPTION AFTER SECOND YEAR WITH DIPLOMA

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	Course Level	Category				delivery and ture; T-Tut		Total Credits
Semester/			Course		Dec	C-Credits		
Session of Study		of Course	Code	Courses	L	T	P	С
(Recommended)	Level	Course			(Periods	(Periods	(Periods	
(Accommended)					/week)	/week)	/week)	
					L	T	P	
		DSC	MN 301 Entrepreneurship and Small Business		2	0	0	2
		DSC	MN 302	Introduction to Materials Management &	3	0	0	3
				Production Management				
Fifth	Third	DSC	MN 303	Summer Internship / Project				3
		DSE		Elective -1 (PAPER 1)	3	0	0	3
		DSE		Elective -1 (PAPER 2)	3	0	0	3
		DSE		Elective -2(PAPER 1)	3	0	0	3
		DSE		Elective -2(PAPER 2)	3	0	0	3
				Total Credit	1			20

							and credits	Total	
Semester/		Category			L-L	Credits			
Session of	Cours		Course	Courses		P-Practio	al	C-Credits	
Study	e Level		Code	Courses	L	T	P	C	
(Recommended)		Course			(Periods	(Periods	(Periods		
(Recommended)					/week) /week)		/week)		
					L	T	P		
		DSC	MN 304	Introduction to Sustainable	2	0	0	2	
		DSC		Development	2	U	U	2	
		DSC	MN 305	Strategic Management	3	0	0	3	
Sixth	Thind	DSC	MN 306	International Trade &	3	0	0	3	
Sixui	Third	DSC		Business					
		DSE		Elective -1 (PAPER 3)	3	0	0	3	
		DSE		Elective -1 (PAPER 4)	3	0	0	3	
		DSE		Elective -2(PAPER 3)	3	0	0	3	
		DSE		Elective -2(PAPER 4)	3	0	0	3	
	Total Credit								

Students have to select dual specialization from the list of electives given in Fifth and Sixth Semester. Specialization selected in the fifth semester should be continued in the sixth and seventh semester.

EXIT OPTION AFTER THIRD YEAR WITH DEGREE

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					Mode of	delivery and	credits L-	Total
	1	Category of Course			Leo	rial;	Credits	
Semester/	Course		Course	Courses		P-Practical		C-Credits
Session of	Level		Code	Courses	L	T	P	C
Study	Level				(Periods	(Periods	(Periods	
					/week)	/week)	/week)	
					L	T	P	
	Fourth	DSC	MN 401	Fundamentals of	3	1	0	4
			Operations Research					
		DSC	MN 402	Project Management	4	0	0	4
Seventh		DSC	MN 403	Management and Control of Cost	3	0	0	3
ē		DSC	MN 404	Introduction to Artificial Intelligence	3	0	0	3
		DSE		Elective -1 (PAPER 5)	3	0	0	3
		DSE		Elective -2 (PAPER 5)	3	0	0	3
				Total Credit				20

Semester/ Session of	Course Level	Category of Course	Course	Courses	Mode of L-Le	Total Credits C- Credits		
Study (Recommended)			Code		L (Periods /week)	T (Periods /week)	P (Periods /week)	С
		Doo	) DI 405		L	T	P	10
		DSC	MN 405	Research project / Internship with Viva-voce and seminar presentation.				12
Eight	Fourth	DSC	MN 406	Research Publications (02 publication in peer- reviewed journals/ presentation in conferences/ seminars/ may be patented.)				8
			Tota	al Credit				20

EXIT OPTION AFTER FOURTH YEAR WITH BACHELOR'S DEGREE HONOURS WITH RESEARCH

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No.

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#### Acronyms Expanded

AECC

Ability Enhancement Compulsory Course

• DSC (C)

Discipline Specific Core (Course)

SEC-SB

"Skill Enhancement Course-Skill Based/

VAC

Value Added Course

MDC

: Multidisciplinary Course

• DSE

Discipline Specific Elective

• L+T+P

\*\*Lecture + Tutorial + Practical (s)

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#### **ELECTIVE GROUPS COURSES: DSE**

DSE / LEVEL	Course Code	Name of the PE courses	Prerequisites courses with code	L	Т	P	С
		Finance Group					
3/4	MN 407	Corporate Taxation	MN108, MN211	3	0	0	3
3/4	MN 408	1	MN108, MN211	3	0	0	3
3/4	MN 409		MN108, MN211	3	0	0	3
3/4	MN 410	Equity & Debt Market	MN108, MN211	3	0	0	3
3/4	MN 411	S	MN108, MN211	3	0	0	3
		Information Technology Group					
3/4	MN 412		MN 213	3	0	0	3
3/4	MN 413		MN 213	3	0	0	3
3/4	MN 414	Internet & Web Page Design	MN 213	3	0	0	3
3/4	MN 415	Programming Technology	MN 213	2	0	2	3
3/4	MN 416	E-commerce	MN 213	3	0	0	3
		Marketing Group					
3/4	MN 417		MN 115	3	0	0	3
3/4	MN 418	Services Marketing	MN 115	3	0	0	3
3/4		Retail Management	MN 115	3	0	0	3
3/4	MN 420		MN 115	3	0	0	3
3/4	MN 421	Consumer Behavior	MN 115	3	0	0	3
		Human Resource Group					
3/4	MN 422	Manpower Planning	MN 117, MN 210	3	0	0	3
3/4	MN 423	Industrial Relations	MN 117, MN 210	3	0	0	3
3/4	MN 424	Training & Development	MN 117, MN 210	3	0	0	3
3/4		Industrial & labour Legislations	MN 117, MN 210	3	0	0	3
3/4	MN 426	Performance & Compensation Management	MN 117, MN 210	3	0	0	3

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DSE / LEVEL	Course Code.	Name of the PE courses	Prerequisites courses with code	L	Т	P	C
		Digital Marketing Group			1	†	
3/4	MN 427	Social Media Marketing	MN 212	3	0	0	3
3/4	MN 428	Content Marketing	MN 212	3	0	0	3
3/4	MN 429	Mobile & Email Marketing	MN 212	3	0	0	3
3/4	MN 430	Digital Marketing Analytics	MN 212	3	0	0	3
3/4	MN 431	Search Engine Optimization and Marketing	MN 212	3	0	0	3
		Business Analytics Group					
3/4	MN 432	Managers	MN 205	2	0	2	3
3/4	MN 432	Data Mining	MN 205	3	0	0	3
3/4	MN 434	DBMS	MN 205	2	0	2	3
3/4	MN 435	Data Science Using R	MN 205	2	1 0	2	3
3/4	MN 436	Marketing Analytics	MN 205	2	0	2	3