DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA, RANCHI

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
(Shradha Shivani)
Prof. & Head

To,
Dean VGS
3/5/23

Encl: As above

ARAP
Please place in the
AcAd meeting.
4/5/23

RECEIVED
No. 20983
02 MAY 2023
Dean (PGS) Office
B.I.T., Mesra

DEPARTMENT OF MANAGEMENT
BIRLA INSTITUTE OF TECHNOLOGY
MESRA , RANCHI

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. Tanusree 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)
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Gmail

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

Request signature on minutes BOS

Rohini Jha <rohinijha@bitmesra.ac.in> Mon, May 1, 2023 at 12:50 PM
To: hod.mgt@bitmesra.ac.in

---------- 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]

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Annexure I

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	C
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

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**
*** Vocational Courses to be offered during summer- term.**

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods/ week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
First Monsoon	FIRST	AECC	MT 132	Communication Skills -I	0	0	3	1.5
		MDC	MN 101	Fundamentals of Computing	3	0	2	4
		VAC	MN102	Human Values & Professional Ethics	2	0	0	2
		VAC	MN 103/ MN 104	Yoga/ Physical Education	1	0	2	2
		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						**20.5**

Semester /Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery & credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
Second Spring	FIRST	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
		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				4
		Total Credit						**24**

EXIT OPTION AFTER FIRST YEAR WITH CERTIFICATION

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods/ week)	T (Periods/ week)	P (Periods /week)	C
					L	T	P	
Third Monsoon	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
		DSC	MN 204	Introduction to Indian Financial System	3	0	0	3
		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/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	T (Periods /week)	P (Periods /week)	C
					L	T	P	
Fourth Spring	SECOND	AECC	MT 133	Communication Skills -II	0	0	3	1.5
		DSC	MN 208	Legal Aspects of Management	3	1	0	4
		DSC	MN 209	Sales and Distribution Management	3	0	0	3
		DSC	MN 210	Human Resource Management	3	0	0	3
		DSC	MN 211	Basics of Financial Management	3	0	0	3
		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

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
Fifth	Third	DSC	MN 301	Entrepreneurship and Small Business	2	0	0	2
		DSC	MN 302	Introduction to Materials Management & Production Management	3	0	0	3
		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							**20**

Semester/ Session of Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
Sixth	Third							
		DSC	MN 304	Introduction to Sustainable Development	2	0	0	2
		DSC	MN 305	Strategic Management	3	0	0	3
		DSC	MN 306	International Trade & Business	3	0	0	3
		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							**20**

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

Semester/ Session of Study	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
Seventh	Fourth	DSC	MN 401	Fundamentals of Operations Research	3	1	0	4
		DSC	MN 402	Project Management	4	0	0	4
		DSC	MN 403	Management and Control of Cost	3	0	0	3
		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 Study (Recommended)	Course Level	Category of Course	Course Code	Courses	Mode of delivery and credits L-Lecture; T-Tutorial; P-Practical			Total Credits C-Credits
					L (Periods /week)	**T** (Periods /week)	**P** (Periods /week)	**C**
					L	**T**	**P**	
Eight	Fourth	DSC	MN 405	Research project / Internship with Viva-voce and seminar presentation.				12
		DSC	MN 406	Research Publications (02 publication in peer-reviewed journals/ presentation in conferences/ seminars/ may be patented.)				8
	Total Credit							**20**

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

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)
-

ELECTIVE GROUPS COURSES: DSE

DSE / LEVEL	Course Code	Name of the PE courses	Prerequisites courses with code	L	T	P	C
		Finance Group					
3/4	MN 407	Corporate Taxation	MN108, MN211	3	0	0	3
3/4	MN 408	Banking Concepts & Practice	MN108, MN211	3	0	0	3
3/4	MN 409	International Finance	MN108, MN211	3	0	0	3
3/4	MN 410	Equity & Debt Market	MN108, MN211	3	0	0	3
3/4	MN 411	Auditing	MN108, MN211	3	0	0	3
		Information Technology Group					
3/4	MN 412	Computer Networks	MN 213	3	0	0	3
3/4	MN 413	Knowledge Management	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	International Marketing	MN 115	3	0	0	3
3/4	MN 418	Services Marketing	MN 115	3	0	0	3
3/4	MN 419	Retail Management	MN 115	3	0	0	3
3/4	MN 420	Integrated Marketing communication	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	MN 425	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

DSE / LEVEL	Course Code.	Name of the PE courses	Prerequisites courses with code	L	T	P	C
		Digital Marketing Group					
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	Data Visualization for 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	0	2	3
3/4	MN 436	Marketing Analytics	MN 205	2	0	2	3