



ST. JOSEPH'S COLLEGE OF COMMERCE

(AUTONOMOUS)

No. 163, BRIGADE ROAD, BENGALURU - 560 025. INDIA

ಸಂತ ಜೋಸೆಫರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ

163, ಬ್ರಿಗೇಡ್ ರಸ್ತೆ, ಬೆಂಗಳೂರು-560 025.

Date :

Members of the Board of Studies BBA 2016-2017
Meeting held on Saturday 26th November 2016 at 11:00 a.m

Sl.No	Name	Designation	Signature
1.	Mr. Raj Sadhwani	Chairperson	R. Sadhwani
2.	Dr. Nirmala Reddy	University Nominee	K. Nirmala
3.	Prof. Suresh Herur	Subject Expert	S. Suresh Herur
4.	Mr. Asgar Ahmed	Subject Expert	A. Asgar
5.	Mr. Rishabh Singhvi	Industry Expert	R. Singhvi
6.	Mr. Rahul Aggarwal	Industry Expert	Rahul Ag.
7.	Mr. Bhushan Kumar	Alumnus	Bhushan Kumar
8.	Rev. Fr. Roshan D Pereira, SJ	Member	ABSENT
9.	Dr. Lily David	Member	L. David
10.	Dr. Sheela A.M.	Member	S. Sheela
11.	Dr. Nirmala Joseph	Member	N. Joseph
12.	Ms. Rency Rakesh Balraj	Member	Rency



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Date :

13.	Ms. Muktha	Member	
14.	Dr. Shubhra Rahul	Member	
15.	Ms. Theresa Rathi Rani	Member	
16.	Ms. Gayatri Sasi Tampi	Member	
17.	Ms. Komal .A. Dave	Member	
18.	Dr. Raja Jebasingh	Member	
19.	Mr. Mohammed Ashfaque	Member	
20.	Ms. Poornima Vijaykumar	Member	
21.	Ms. Preemal Maria D'Souza	Member	
22.	Ms. Shivakami Rajan	Member	
23.	Dr. Himachalpathy	Member	
24.	Mr. Ramesh Babu Grandhi	Member	
25.	Ms. Tina .P. Singh	Member	
26.	Ms. Sumithra Sreenivasan	Member	
27.	Ms. Nancy Christina	Member	



Date :.....

**Minutes of Board of Studies-BBA Meeting Held on 26th November 2016
At 11:00 in the College Board Room**

Members Present:

Mr. Raj Sadhwani (HOD and Chairperson of the meeting), Dr. Nirmala Reddy(Bangalore University Representative), Prof. Suresh Herur, Member ICAI(Subject Expert) ,Mr. Asgar Ahmed, Entrepreneur consultant (Subject Expert), Mr.CA Rishabh Singhvi (Industry Expert), Mr. CA Rahul Agarwal (Industry Expert),Mr. CA Bhushan Kumar(Alumnus & Subject Expert), Ms. Bhumika Jain(Invitee & Subject Expert), Dr. Nirmala Joseph(Vice Principal), Dr. Lily David, Dr. Sheela A.M., Ms. Rency Rakesh Balraj, Ms. Muktha, Ms. Theresa Rathi David, Ms. Gayathri Sasi Tampi, Dr. Shubra Rahul, Ms. Komal Dave , Dr. Raja Jebasingh, Mr. Mohammed Ashfaque, Ms. Poornima Vijaykumar, Ms. Preemal Maria D'Souza, Ms. Shivakami Rajan, Dr. Himachalapathy, Mr. Ramesh Babu, Ms. Tina Singh, Ms. Sumithra Sreenivas, Ms. Nancy Christina and Mr Vinay (Invitee).

Members Absent: Rev. Fr Roshan Pereira,SJ

Prayer:

The meeting began with a prayer led by Ms.Gayathri Sasi Tampi.

1. Reading and Passing of the Meeting:

The minutes of the previous Board of Studies meeting held on, 18th November 2015 was read by Ms.Komal Dave. Dr.Nirmala Reddy proposed that the minutes be accepted and Mr Asgar Ahmed seconded the same.

2. Deliberation on the syllabus of the 5th and 6th semester BBA course for the academic year 2017-2018 under the choice based credit system.

Mr. Raj Sadhwani put forth the agenda for the BOS. He acknowledged the contributions made by the members of the BOS towards the curriculum development and thanked the industry experts for their valuable suggestions. After which he, explained the course matrix for the 5th and 6th semester in which major changes were incorporated and invited suggestions from the members present.

The following were the core subjects proposed for the 5th and 6th semester under CBCS

5th semester: Costing for Business Decisions, Income Tax I and Quantitative Techniques

6th Semester: Management Accounting, Income Tax II, Business Ethics, Business Policy and Strategic Management.

The subject taken up for deliberations were

2.1. Costing For Business Decision-(M1 MC 501).

- In Module 6- Neo Concepts in Decision Making, Mr. Rishab Singhvi opined that in activity based costing concepts related to emerging costing standards such as Average revenue per user (ARPU), cost per footfall, Etc should be included. He suggested that ACCA and HBR could be used as resources of teaching materials for these concepts. He also suggested various case studies related to the telecom industry, Face book's takeover of Whatsapp, Food Panda buying etc be included in the classroom discussions for bringing out these new concepts as he opined that students should be exposed to such real-time reports.

2.2. Business Ethics -(M1 MC 603).

- Mr. Ashfaque introduced the subject paper Business Ethics as one of the core subjects to be taught in the 6th Semester. In module 3 - Ethical Decision Making, Mr. Rahul Aggarwal suggested that economic system models and concepts of economic ideologies like socialism and communism be incorporated along with Capitalism as this would not only impact the ethical thinking of business persons with respect to different economies, but also expose students to different ideologies.

Dr. Nirmala Reddy raised her concern with regard to Module-4 Ethics and Literature saying that the focus should be on business ethics more than the literature part in this module. Mr. Raj Sadhwani defended it saying the way the critical thinking of arriving at an ethical decision can be learnt by students is by using literature as an example to develop a sense of personal ethics which will then work as a foundation for professional and business ethics. Mr. Raj requested Mr. Vinay to explain the inclusion.

Mr. Vinay said that literature offers a way of confronting ethical dilemmas. He contended that in the real world the wall between personal and professional ethics would be thin and it was important to learn the ways of arriving at an ethical decision rather than just learning what is ethically right or wrong. He added that literature and cinema created

space for thinking about ethics in both a personal, subjective manner and a public, logical manner

Dr. Nirmala Reddy agreed but opined that ethics in various functional activities of a business should be focused upon and stressed that this be included in module 3- Ethical Decision Making wherein ethical dilemmas in each function of a business should be discussed separately.

2.3. Business Policy and Strategic Management - (M1 MC 604).

- Dr. Nirmala Reddy suggested that the title of this subject be changed to 'Strategic Management' as Business Policy was only reflecting in the first module and not elsewhere. This suggestion was unanimously accepted by the house.

DELIBERATIONS RELATED TO ELECTIVES SUBJECTS:

The deliberations then moved on towards the electives that were going to be offered to the students. Mr. Raj introduced seven electives to the board which included three new electives for the V and VI semester BBA students. Along with the four subjects per elective, he said that there would be a skill based subject paper for every elective to empower students to be on par with the industries requirements. The three new electives proposed were: International Business, Economics, Banking and Insurance.

2.4 Proposed changes in Accounting Elective subjects

- The first elective that was deliberated was the Accounting elective. All the subjects of this elective were introduced by Ms. Sumithra Sreenivasan to the board. Amongst them, in the subject paper titled "Accounting and Reporting for Special Transaction - (EL 15 AC 505)" - Dr. Nirmala Reddy suggested that the term "for special transactions" be removed from the title and that the subject 504 and 505 be renamed as "Advanced Corporate Reporting- I" and "Advanced Corporate Reporting-II" respectively. This suggestion was accepted by all.
- Skill based subjects for this elective were then introduced by Mr. Raj Sadhwani. It was suggested that both the Accounting and Financial Elective students could be offered SAP-FICO but Dr. Nirmala contented that both finance and accounting students would be different and as such it would be difficult to offer the same skill based subject since each elective's concepts would be different. It was then mooted that for finance students the elective, Financial modeling could be offered and for Accounting students SAP-FICO or AIS could be offered as a skill based elective. This suggestion was accepted.

2.5 Deliberations on Finance Elective subjects

- Mr. Raj then introduced the four subjects to be offered under the finance elective and also proposed two skill based subjects: Financial Modeling and SAP FICO to the board.

The external members appreciated the syllabus and felt that both the skill based subjects were very relevant and anyone of them could be offered to the students.

2.6 Proposed changes in Human Resource Elective subjects

- The chairperson then introduced the subjects under the HR elective. In the subject , Employee Relations and Participative Management (EL 15 HR 504), Dr. Nirmala Reddy suggested a change in title of Module 2 from an HR Perspective of Employee Relation to Employee Relations Laws in India and also suggested that the subject also be renamed the same.

2.7 Proposed changes in Marketing Elective subjects

- The four marketing elective subjects were then introduced to the board. Dr. Nirmala Joseph sought suggestions from the members for the marketing electives to include more contemporary concepts. Prof. Herur suggested that concepts such as use of Big Data in Consumer behaviour Studies - Gaining Consumer Insights through Behavioral Insights on Big Data ,Data Privacy in consumer behavior, could be added to Module 1 of the subject Consumer Behaviour -(EL 15 MK 504).
- Mr. Suresh Herur also suggested that the concept of Push advertisement could be explored in module 1 of the subject titled Integrated Marketing Communication.-(EL 15 MK 605). The suggestions were duly accepted for exploration as academic literature on these concepts needed to be augmented too.
- Ms. Tina Singh introduced the subject paper Digital Marketing. This subject was highly appreciated by the board. Mr. Rishabh Singhvi and Mr. Asgar said that the subject paper were very relevant for industry requirements. It was suggested by Dr. Nirmala that Business Analytics as a skill based subject could be offered for all students as a mandatory subject as PART-C under the CBCS course matrix.

2.8 Proposed changes in International Business Elective subjects

- Mr. Raj Sadhwani then introduced the elective International Business to the board. He said four new subjects were included in this new elective along with a foreign language which will be offered to the students as part of the skill based paper subject.
- Ms. Tina Singh introduced the subject paper" Fundamentals in International Relations (EL 15 IB 504)". Dr. Nirmala put forward the

suggestion that NAFTA, SAARC, ASEAN and other such regional institutional bodies be introduced in module I.

- In the subject paper titled "International Business- (EL 15 IB 505)", it was suggested by Mr. Rahul Aggarwal that while dealing with SEZ, exports & such related concepts in module 6 EXIM, no financial aspects should be taught but only concept based introduction could be dealt with for the undergraduate students.
- Mr. Rishabh Singhvi mentioned the need to include the steps involved in setting up an international business, the role of bank in the host country, Escrow account etc.
- In the subject paper "Global Financial Management", Mr. Bhushan Kumar opined that the title be changed from International Law to "Regulatory Bodies in Investment". Dr. Nirmala Reddy also seconded this opinion as the focus of this subject was more towards investment. Prof. Herur expressed that the module should include dispute settlements between companies. Mr. Bhushan suggested that Legal law and regulatory environments could be taught by focusing on any 3 or 4 large countries

2.9 Proposed changes in Economics Elective subjects

- Dr. Sheela then introduced four new subjects proposed under the Economic elective along with Basic Econometrics as the skill based subject paper.
- In the subject paper "Indian Economy - (EL 15 EC 504)", Mr. Bhushan proposed that the title of Module 5-"Tertiary Sector" be changed to "Service Sector". Dr. Nirmala Reddy recommended that MRTP act and FERA act be removed from Module-4 as it was not relevant, instead she suggested that the Competition Act be included.
- Dr. Sheela then introduced the rest of the subject's papers in this elective and the Board opined that this elective was very relevant in the current economic context and appreciated the contents of this elective.

2.10 Proposed changes in Banking and Insurance Elective subjects

- Mr. Raj Sadhwani introduced the last proposed elective Banking and Insurance. He explained the 4 related subjects proposed to be offered.
- In the subject paper "Bank Technology Management (EL 15 BK 606)", it was proposed by Mr. Rahul Agarwal that contemporary concepts of E-Wallet and Crypto currency be introduced.

The deliberation of the core subjects and the electives ended with a proposal by Dr. Nirmala as accepted to the board and was seconded by Mr. Rishabh Singhvi. The chairperson then mentioned that all Accountancy and Tax subjects were updated with the latest standards.

3. PROPOSAL FOR THE INTRODUCTION OF NEW PROGRAM'S

The deliberations then moved on to the NEW proposed PROGRAMMES to be introduced in the academic year 2017-2018. Mr. Raj Sadhwani introduced the new programmes that were proposed to be offered under the BBA stream.

a) BBA-(ENTREPRENEURSHIP)

He first introduced the BBA-ENTREPRENEURSHIP program. The chairperson spoke about the need for the introduction of the program and he also outlined the objective of it. He then introduced all the core subjects of the program for the 1st and 2nd semester under CBCS. He mentioned that one subject paper related to Entrepreneurship would be included in each semester.

The following were the core subjects proposed for the 1st and 2nd semester of this course under CBCS

1st Semester Subjects: Perspectives in Management, Organizational Behaviour, Business Mathematics & Statistics and Fundamentals of Entrepreneurship.

2nd Semester Subjects: Business Environment, Marketing Management, Managerial Economics and Business Opportunity Identification.

The subject taken up for deliberations were

3.1 Business Mathematics & Statistics- (M3 17 AR 103).

- Ms. Theresa Rathi introduced the Business Mathematic and Statistics subject for the 1st semester BBA-Entrepreneurship course. Dr. Nirmala Reddy suggested that a new module be introduced on 'TIME SERIES' and she also suggested that the 4th and 5th module on central tendency and dispersion be combined.

3.2 Fundamentals of Entrepreneurship (M3 17 AR 103) and Business Opportunity Identification. (M3 17 AR 204).

- Ms Tina introduced the subjects Fundamental of Entrepreneurship and Business Opportunity Identification. She said that these subjects were framed in consultation with NEN and EDI.

3.3 Managerial Economics - (M3 17 AR 203).

- Dr. Sheela introduced the subject paper in detail. Dr. Nirmala Reddy suggested in the module 4-Pricing methods, pricing discovery be added as a concept. Mr. Bhusan also suggested that GDP, National Income Concepts and its applicability with respect to Business cycle be included in Module 6.
- Ms. Muktha remarked that with reference to Module 4 on pricing there should not be an overlap of the pricing methods in the marketing syllabus.

The Board especially was appreciative of the efforts in designing this course. This course was then proposed as accepted by Mr. Asgar and it was seconded by Prof. Herur.

b) BBA-CIMA Integrated

The BBA-CIMA integrated proposed program was then introduced by Mr. Raj Sadhwani as proposed to be offered to the students from the academic year 2017-2018. Ms. Poornima explained the course matrix of the program. She mentioned that the CIMA subjects were embedded in the syllabus.

The following were the core subjects proposed for the 1st and 2nd semester of this course under CBCS

1st Semester Subjects: Perspectives in Management, Management Accounting I, Micro Economics and Business Mathematics & Statistics

2nd Semester Subjects: Business Environment, Marketing Management, Financial Accounting and Macro Economics.

No changes were suggested in the syllabus. This course was proposed as accepted by Prof. Herur and seconded by Dr. Nirmala Reddy.

4. APPROVAL OF THE BOARD OF EXAMINERS.

The Board of Examiners for the academic year 2017-2018 was then introduced by Mr. Raj Sadhwani. This was proposed by Dr. Nirmala Reddy and seconded by Ms. Komal Dave.

5. REPORT ON DEPARTMENT ACTIVITIES.

The head of the BBA department Mr. Raj Sadhwani then requested Ms. Tina Singh to present the major achievements of the department over the last year including the active participation and achievement of the students of the department. Ms Tina spoke about the various clubs of the department and also highlighted the seminars, guest lectures and industrial visits organized by the department. The external members were appreciative of the achievements of the students and also the placement record.

Mr. Raj Sadhwani the chairperson conveyed that two external members would be suggested for nominations by the management out of which one would be selected for the Academic Council.

6. VOTE OF THANKS.

The chairperson of the BOS Mr. Raj Sadhwani requested Ms. Komal Dave to propose the Vote of Thanks. Ms. Komal thanked the members for their valuable time and suggestions with regard to the changes in the syllabus and the new program's for the academic year 2017-2018. She further thanked all the faculty members who were involved in the syllabus preparation as it required meticulous planning and tremendous effort. The meeting was concluded with tea and snacks.



Minutes recorded by Ms. Shivakami Rajan



Mr. Raj A Sadhwani



Dr. Daniel Fernandes, SJ
Principal

St. Joseph's College of Commerce
(Autonomous)
163, Brigade Road, Bangalore-25