

SIES COLLEGE OF COMMERCE & ECONOMICS

(Autonomous)

Minutes of Meeting BOS in Management

Date: 23/04/2021

Minutes of the Meeting of The Board of Studies in Management of SIES College of Commerce & Economics (Autonomous), Sion East, Mumbai 400 022 held on 23rd April, 2021 at 4pm by Online Mode on MS Teams

The meeting was held to discuss and deliberate the proposed syllabus, exam pattern and question paper pattern of the subjects in the concerned BOS. The following members attended the meeting.

Sr. No.	Category	Name and details
1	Chairperson, BOS	Mr. Aniket Swaraj
2	Faculty members	Ms. Shailashree Uchil Ms. Karishma Shetty Mr. Aniket Swaraj Ms. Manasi Shah Dr. Rinkesh Chheda Ms. Divya Thakur Ms. Shruthi Sadanandan
3	Two subject experts from other university	Mr. Sagar Kelaskar, Asst Manager, Operations MEPS, TISS School of Vocational Education Dr. Pushpendu Rakshit, Asst. Professor, Amity Business School Mumbai
4	One expert selected by Vice-Chancellor from the six recommended by the College Principal	Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.
5	One representative industry	Ms. Aditi Datta, HR Manager South West Asia Lloyd Register.

6	PG Alumni	Ms. Aishwarya Pillai, Senior Manager HR, Godrej Infotech Ltd.
7	Outside expert	Ms. Jayabala Girish, Sr. Manager Content, TISS

The Chairperson, Mr. Aniket Swaraj welcomed and introduced the members of BOS

Ms. Shailashree Uchil, Faculty from SYBBI, presented the syllabus of Entrepreneurship Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Appreciated the comprehensiveness of the syllabus
Ms. Aditi Datta, HR Manager from Lloyd register an Industry Representative	Appreciated the inclusion of the caselets on Social Entrepreneurship.
Ms. Jayabala Girish from TISS an outside Expert	Appreciated the inclusion of the caselet on Social Entrepreneur - Shridhar Vembu

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
Module -1 The Entrepreneur A) Entrepreneur: Meaning, Nature, origin and development of entrepreneurship in India, Need and Importance, Core elements, Principles, Essentials, Types, Functions, Concept of entrepreneurship management, Motives behind being an entrepreneur, Entrepreneurial Process B) Theories of Entrepreneurship: Innovation Theory of Schumpeter, Need for Achievement Theory of McClelland, Risk Bearing Theory of knight, Hagen's Theory of Entrepreneurship,	Module -1 No Change Module -2 Forms of Entrepreneurial structures: <ul style="list-style-type: none"> • Sole Proprietorship-meaning, merits and limitations. • Partnership-Meaning, Forms, merits and limitations. • Corporations-Meaning, merits and

Economic Theory of Entrepreneurship.
 C) Entrepreneurial Values and Attitudes, Dominant characteristics of successful entrepreneurs, Internal and external factors for entrepreneurial motivation
 D) Entrepreneurial Skills, Identifying business opportunities, Role of creativity in Entrepreneurship, the creative process, the Innovation process, types of innovation, sources of innovation, principles of innovation, Sources of Business Ideas.

Module-2: Business Planning

A) Forms of Entrepreneurial structures:

- Sole Proprietorship-meaning, merits and limitations.
- Partnership-Meaning, Forms, merits and limitations.
- Corporations-Meaning, merits and limitations.
- Limited Liability partnerships and corporations.
- Franchising-Meaning, types, merits and limitations.

Entrepreneurial structures:

- Sole Proprietorship
- Partnership
- Corporations-• Limited Liability partnerships and corporations.
- Franchising-Meaning, types, merits and limitations.

B) Critical Factors for starting a new enterprise: Personal, Environmental, Sociological factors. Problems of a New Venture- Financial, administrative, marketing, production and other problems.

C) Business Plan: Meaning, Benefits, developing a business plan, Environment scanning, Elements/Areas to be covered in a Business Plan, Project Report preparation, Contents of a Project Report.

Module-3 Key Areas of New Ventures

A) Marketing: New Product Development, Marketing Strategy for the new venture, Branding strategies, Distribution strategies, Pricing Strategies, Promotion strategies for new venture, Concept of Marketing Mix and Market segmentation, Marketing Plan

B) Operations: Size and location of Enterprise, Layout, Inventory Control, Quality Control.

C) Finance: Sources of long term and short-term

limitations.

- Limited Liability partnerships and corporations.

- Franchising-Meaning, types, merits and limitations.

Modified to:-

Entrepreneurial structures:

- Sole Proprietorship
- Partnership
- Corporations
- Limited Liability partnerships and corporations.

- Franchising-Meaning, types, merits and limitations.

Module -3

Human Resource: Personnel Function Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.

Modified to-

Human Resource: Personnel Function Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.

Modified to- Human Resource: Personnel Function- Recruitment and selection, training, motivation and appraisal.

Module -4

Added Examples of renowned social entrepreneurs

- Dr. Devi Prasad Shetty, Shridhar Vembu

finance, Debt fund-Meaning, Merits and limitations, Equity Fund- Meaning, merits and limitations, Concept of Break Even analysis, Venture Capital-Meaning, Merits and Limitations, Criteria for Evaluating New Venture Proposals by Venture Capitalist

D) Human Resource: Personnel Function-Recruitment and selection, training, motivation and appraisal.

Important Labor Laws: Industrial Disputes Act, Factories Act, Provident Fund Act, Employee State Insurance Act, Payment of Wages Act, Minimum Wages Act, Payment of Gratuity Act, other related Acts and Role of HRD in new ventures.

E) Revenue generation models- Production model, Rental or leasing, Advertising model, Sponsored ranking model, Construction model, Commission model.

Module-4 Evolving Concepts in Entrepreneurship

A) Social Entrepreneurship: Meaning, Social responsibility of an entrepreneur

Examples – Dr. Devi Prasad Shetty, Shridhar Vembu B) Barriers to entrepreneurship: Environmental, economic, non-economic, personal and entrepreneurial barriers.

C) Intrapreneurship: Meaning, Characteristics, Intrapreneurs Activities, types of Corporate Entrepreneurs, Corporate V/s Intrapreneurial culture, Climate, Fostering Intrapreneurial culture, Promoting intrapreneurship- Pinchot's Spontaneous teams and Formal Venture teams, establishing intrapreneurial ventures. D) Ethics and Entrepreneurship: Defining Ethics, Approaches to Managerial ethics, ethics and business decisions, Ethical practices and code of conduct, Ethical considerations in corporate entrepreneurship. E) Institutional Support to Entrepreneurs: Importance, Incentives and facilities, Entrepreneurship Development Institute of India (EDI), NSIC, Small Industries Development Organization (SIDO), National Institute for Entrepreneurship and Small Business Development (NIESBUD), Others, Key features of National Policy on Skill Development and Entrepreneurship 2015.

It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern		Changes as approved in the meeting	
<p>The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks</p> <p>PROPOSED SCHEME OF EXAMINATION</p> <p>Internal Assessment 40marks</p>		<p>The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks.</p> <p>PROPOSED SCHEME OF EXAMINATION</p> <p>Internal Assessment 40marks</p>	
Description	Marks	Description	Marks
Best out of two multiple choice tests for 20 marks each	20	Best out of two multiple choice tests for 20 marks each	20
Any one for 20 marks or any 2 for 10 marks each Project, Presentation and Viva voce/ Quiz /Case studies/Assignments/ Internship /Certificate courses.	20	Any one for 20 marks or any 2 for 10 marks each Project, Presentation and Viva voce/ Quiz /Case studies/Assignments/ Internship /Certificate courses.	20
Total	40	Total	40

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting																																
<table border="1"> <tr><td colspan="2">Duration :2 hours</td></tr> <tr><td colspan="2">Total Marks: 60</td></tr> <tr><td>Q.1 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.2 15marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.3 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.4 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Total</td><td>60</td></tr> <tr><td colspan="2">Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.</td></tr> </table>	Duration :2 hours		Total Marks: 60		Q.1 15 marks OR 15 marks	15	Q.2 15marks OR 15 marks	15	Q.3 15 marks OR 15 marks	15	Q.4 15 marks OR 15 marks	15	Total	60	Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.		<table border="1"> <tr><td colspan="2">Duration :2 hours</td></tr> <tr><td colspan="2">Total Marks: 60</td></tr> <tr><td>Q.1 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.2 15marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.3 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Q.4 15 marks OR 15 marks</td><td>15</td></tr> <tr><td>Total</td><td>60</td></tr> <tr><td colspan="2">Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.</td></tr> </table>	Duration :2 hours		Total Marks: 60		Q.1 15 marks OR 15 marks	15	Q.2 15marks OR 15 marks	15	Q.3 15 marks OR 15 marks	15	Q.4 15 marks OR 15 marks	15	Total	60	Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.	
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<p>Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination</p>																																	

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Entrepreneurship Management for Semester IV is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Entrepreneurship Management for Semester IV is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Entrepreneurship Management is approved and adopted in a progressive manner for the academic year 2021-2022.

Mr. Aniket Swaraj Faculty from SYBMS, presented the syllabus of Strategic Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Appreciated the Proposed Changes made in the syllabus.
Dr. Pushpendu Rakshit from amity business school an expert from other university	Suggested to Cover black, red and purple ocean Strategy along with Blue ocean Strategy.
Ms. Aishwarya Pillai, Senior HR Manager in Godrej Infotech an PG Alumni	Appreciated the inclusion of Blue Ocean Strategy considering current Scenario.

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
Module -1 Introduction <ul style="list-style-type: none"> • Business Policy-Meaning, Nature, Importance • Strategy-Meaning, Definition <ul style="list-style-type: none"> • Strategic Management-Meaning, Definition, Importance, Strategic management • Process & Levels of Strategy and Concept and importance of Strategic Business Units (SBU's) <ul style="list-style-type: none"> • Strategic Intent-Mission, Vision, Goals, Objective, Plans Structure- Strategy sequence, Structuralist and Reconstructionist approach. The Three Strategy Propositions- Value, Profit & People, Blue Ocean Strategy and Alignment.	No Change.

<p>Module-2 Strategy Formulation Environment Analysis and Scanning(SWOT) Corporate Level Strategy (Stability, Growth, Retrenchment, Integration and Internationalization) Business Level Strategy(Cost Leadership, Differentiation, Focus) Functional Level Strategy(R&D, HR, Finance, Marketing, Production) Module-3 Strategic Implementation • Models of Strategy making. • Strategic Analysis& Choices &Implementation: BCG Matrix, GE 9Cell, Porter5 Forces, 7S Frame Work • Implementation: Meaning, Steps and implementation at Project, Process, Structural ,Behavioural ,Functional level</p> <p>Module-4 Strategic Evaluation & Control Strategic Evaluation & Control- Meaning, Steps of Evaluation & Techniques of Control Synergy: Concept , Types , evaluation of Synergy. Synergy as a Component of Strategy & its Relevance. Change Management- Elementary Concept.</p>	
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting						
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marks each Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.	
Total	40

Semester end examination 60 marks

PROPOSED PAPER PATTERN

Duration :2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks OR 15 marks	15
Total	60
Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Strategic Management for Semester III is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Strategic Management for Semester III is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Strategic Management is approved and adopted in a progressive manner for the academic year 2021-2022.

Mr. Aniket Swaraj Faculty from SYBMS, presented the syllabus of Business research Methods along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Appreciated the proposed Changes in the syllabus and suggested to give research task like research paper writing.
Dr. Pushpendu Rakshit from amity business school an expert from other university	Appreciated the proposed changes in the syllabus
Ms. Jayabala Girish, Sr. Manager content from TISS an outside Expert	Suggested to cover data tabulation, coding and cleaning.
Mr. Sagar Kelaskar, Asst. Manager from TISS an expert from other university	Suggested to shift proposed changes to last unit.

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
Module -1 Introduction to Business Research Methods Meaning and objectives of research <ul style="list-style-type: none"> • Types of research– a)Pure, Basic and Fundamental b) Applied, c)Empirical d) Scientific & Social e)Historical f) Exploratory g) Descriptive h)Causal • Concepts in Research: Variables, Qualitative and Quantitative Research • Stages in research process. • Characteristics of Good Research • Hypothesis-Meaning, Nature, Significance, Types of Hypothesis, Sources. • Research design– Meaning, Definition, Need and 	Module -1 No Change Module-2 No Change Module-3 Deleted Business intelligence and espionage, Data protection and consent (privacy) Module-4 Added Business intelligence and espionage, Data protection and consent (privacy)

Importance, Steps in research design, Essentials of a good research design, Areas / Scope of research design and Types-Descriptive, Exploratory and causal.

- Sampling- a) meaning of sample and sampling, b) methods of sampling-i) Non-Probability Sampling- Convenient, Judgment, Quota, Snow ball ii) Probability- Simple Random, Stratified, Cluster, Multi Stage.

Module-2 Data Collection and Processing

- Types of data and sources-Primary and Secondary data sources
- Methods of collection of primary data a) Observation- i) structured and unstructured, ii) disguised and undisguised, iii) mechanical observations (use of gadgets) b) Experimental i)Field ii) Laboratory c) Interview - i) Personal Interview ii)focused group, iii) in- depth interviews - Method, d) Survey- Telephonic survey, Mail, E-mail, Internet survey, Social media, and Media listening. e) Survey instrument- i) Questionnaire designing. f) Types of questions- i) structured/ close ended and ii) unstructured/ open ended, iii) Dichotomous, iv) Multiple Choice Questions. f) Scaling techniques-i) Likert scale, ii) Semantic Differential scale

Module-3 Data Analysis and Interpretation

- Processing of data- i) Editing- field and office editing, ii) coding- meaning and essentials, iii) tabulation - note
- Analysis of data-Meaning, Purpose, types.
- Interpretation of data-Essentials, importance and Significance of processing data
- Multivariate analysis- concept only
- Testing of hypothesis- concept and problems- i)chi square test, ii) Z and t-test (for large and small sample)
- Business intelligence and espionage
- Data protection and consent (privacy)

Module-4 Advanced technique in Report writing.

Report writing - i) Meaning, importance, functions of reports, essential of a good report, content of report , steps in writing a report, types of reports, Footnotes and Bibliography

- Ethics and research
- Objectivity, Confidentiality and anonymity in Research
- Plagiarism

It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

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<p>Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination</p>	

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Business Research Methods for Semester IV is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Business Research Methods for Semester IV is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Business Research Methods is approved and adopted in a progressive manner for the academic year 2021-2022.

Ms. Manasi Shah, Faculty from SYBMS, presented the syllabus of Integrated Marketing Communication (Marketing Elective) along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar Principal JES College of Science, Commerce and IT.	Appreciated the syllabus and suggested inclusion of some aspects of ethics instead of completely deleting the concept.
Mr. Sagar Kelaskar from TISS an expert from other university	Suggested introduction of ethics in digital marketing and differentiating between ethical aspects in traditional and digital marketing.
Ms. Jayabala Girish from TISS an	Suggested inclusion of SEO and differentiation

outside Expert	between paid and unpaid promotion in digital marketing.
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It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>Module -1 Introduction to Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. <p>Module – 2 Elements of IMC – I Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</p> <p>Module – 3 Elements of IMC – II Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</p>	<p>Module -1 Introduction to Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Meaning, Features of IMC, Evolution of IMC, Reasons for Growth of IMC. • Promotional Tools for IMC, IMC planning process, Role of IMC in Marketing • Communication process, Traditional and alternative Response Hierarchy Models • Establishing objectives and Budgeting: Determining Promotional Objectives, Sales vs Communication Objectives, DAGMAR, Problems in setting objectives, setting objectives for the IMC Program. <p>Module – 2 Elements of IMC – I Advertising – Features, Role of Advertising in IMC, Advantages and Disadvantages, Types of Advertising, Types of Media used for advertising. Sales promotion – Scope, role of Sales Promotion as IMC tool, Reasons for the growth, Advantages and Disadvantages, Types of Sales Promotion, objectives of consumer and trade promotion, strategies of consumer promotion and trade promotion, sales promotion campaign, evaluation of Sales Promotion campaign.</p> <p>Module – 3 Elements of IMC – II Direct Marketing - Role of direct marketing in IMC, Objectives of Direct Marketing, Components for Direct Marketing, Tools of Direct Marketing – direct mail, catalogues, direct response media, internet, telemarketing, alternative media evaluation of effectiveness of direct marketing</p>

<p>Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <p>Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</p> <p>Digital marketing – Features, Role of Digital marketing in IMC, Growing importance of digital marketing, Digital marketing tools.</p> <p>Module – 4</p> <p>Evaluation of IMC and current trends</p> <ul style="list-style-type: none"> •Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate •Test Markets – competitive responses, scanner data, Purchase simulation tests •Current Trends in IMC – PR through Internet Banner, Sales promotion on Internet, direct marketing on internet. 	<p>Public Relations and Publicity – Introduction, Role of PR in IMC, Advantages and Disadvantages, Types of PR, Tools of PR, Managing PR – Planning, implementation, evaluation and Research, Publicity, Sponsorship – definition, Essentials of good sponsorship, event sponsorship, cause sponsorship</p> <p>Personal Selling – Features, Role of Personal Selling in IMC, advantages and disadvantages of Personal Selling, Selling process, Importance of Personal Selling</p> <p>Digital marketing – Features, Role of Digital marketing in IMC, Growing importance of digital marketing, Digital marketing tools.</p> <p>Module – 4</p> <p>Evaluation of IMC and current trends</p> <ul style="list-style-type: none"> •Evaluating an Integrated Marketing program – Evaluation process of IMC – Message Evaluations, Advertising tracking research – copy testing – emotional reaction test, cognitive Neuro science – online evaluation, Behavioural Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Facebook likes, response cards, Internet responses, redemption rate •Test Markets – competitive responses, scanner data, Purchase simulation tests •Current Trends in IMC – PR through Internet Banner, Sales promotion on Internet, direct marketing on internet.
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
<p>The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks</p>	<p>The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks</p>

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes approved as in the meeting																						
<p>Internal Assessment 40 marks</p> <table border="1" data-bbox="207 478 1089 825"> <thead> <tr> <th data-bbox="212 485 948 520">Description</th> <th data-bbox="953 485 1084 520">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="212 527 948 596">Best out of two multiple choice tests for 20 marks each</td> <td data-bbox="953 527 1084 596">20</td> </tr> <tr> <td data-bbox="212 602 948 785">Any one for 20 marks or any 2 for 10 marks each Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.</td> <td data-bbox="953 602 1084 785">20</td> </tr> <tr> <td data-bbox="212 791 948 825">Total</td> <td data-bbox="953 791 1084 825">40</td> </tr> </tbody> </table> <p>Semester end examination 60 marks</p> <p>PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="207 974 1084 1247"> <tbody> <tr> <td colspan="2" data-bbox="212 980 1079 1016">Duration :2 hours</td> </tr> <tr> <td colspan="2" data-bbox="212 1022 1079 1058">Total Marks: 60</td> </tr> <tr> <td data-bbox="212 1064 948 1100">Q.1 15 marks OR 15 marks</td> <td data-bbox="953 1064 1079 1100">15</td> </tr> <tr> <td data-bbox="212 1106 948 1142">Q.2 15marks OR 15 marks</td> <td data-bbox="953 1106 1079 1142">15</td> </tr> <tr> <td data-bbox="212 1148 948 1184">Q.3 15 marks OR 15 marks</td> <td data-bbox="953 1148 1079 1184">15</td> </tr> <tr> <td data-bbox="212 1190 948 1226">Q.4 15 marks OR 15 marks</td> <td data-bbox="953 1190 1079 1226">15</td> </tr> <tr> <td data-bbox="212 1232 948 1268">Total</td> <td data-bbox="953 1232 1079 1268">60</td> </tr> </tbody> </table> <p>Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short notes) /Case Study in one of the options.</p> <p>Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination</p>	Description	Marks	Best out of two multiple choice tests for 20 marks each	20	Any one for 20 marks or any 2 for 10 marks each Project, Presentation and Viva voce/Case studies/Assignments/ Internship /Certificate courses.	20	Total	40	Duration :2 hours		Total Marks: 60		Q.1 15 marks OR 15 marks	15	Q.2 15marks OR 15 marks	15	Q.3 15 marks OR 15 marks	15	Q.4 15 marks OR 15 marks	15	Total	60	<p>No Change</p>
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Q.1 15 marks OR 15 marks	15																						
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Q.4 15 marks OR 15 marks	15																						
Total	60																						

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Integrated Marketing Communication for Semester IV is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Integrated Marketing Communication for Semester IV is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Integrated Marketing Communication is approved and adopted in a progressive manner for the academic year 2021-2022.

Dr. Rinkesh Chheda, Faculty from SYBMS, presented the syllabus of Business Planning and Entrepreneurial Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject with regards to exposing students towards Shark Tank series and then helping them to pitch an idea for a new business venture.
Dr. Pushpendu Rakshit from Amity business school an expert from other university	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Aditi Datta, HR Manager South West Asia, Lloyd Register	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject with regards to exposing students towards Shark Tank series and then helping them to pitch an idea for a new business venture.
Ms. Jayabala Girish, Sr. Manager content from TISS an outside Expert	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.

Mr. Sagar Kelaskar, Asst. Manager from TISS an expert from other university	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Aishwarya Pillai Senior HR Manager in Godrej Infotech an PG Alumni	Suggested to tie-up with any corporate entity that will result into placing the business ideas of students in a practical way.

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>Unit 1 : Foundations of Entrepreneurship Development: Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen.</p> <p>Unit 2 : Types & Classification Of Entrepreneurs Intrapreneur –Concept and Development of Intrapreneurship Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group Social entrepreneurship–Concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. Entrepreneurial development Program (EDP)– Concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)</p>	<p>Unit 1 : Foundations of Entrepreneurship Development: Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Importance and significance of growth of entrepreneurial activities Characteristics and qualities of entrepreneur Theories of Entrepreneurship: Innovation Theory by Schumpeter & Imitating Theory of High Achievement by McClelland X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen.</p> <p>Unit 2 : Types & Classification Of Entrepreneurs Intrapreneur –Concept and Development of Intrapreneurship Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group Social entrepreneurship–Concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s. Entrepreneurial development Program (EDP)– Concept, factor influencing EDP.</p>

<p>Unit 3 : Entrepreneur Project Development & Business Plan Innovation, Invention, Creativity, Business Idea, Opportunities through change. Idea generation– Sources-Development of product /idea, Environmental scanning and SWOT analysis Creating Entrepreneurial Venture-Entrepreneurship Development Cycle Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, Critical Risk Contingencies of the proposal, Scheduling and milestones.</p> <p>Unit 4 : Venture Development Steps involved in starting of Venture Institutional support to an Entrepreneur Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. New trends in entrepreneurship Preparing of an entrepreneurial career: deciding, identification and selection of business opportunities, market assessment, technology search, production capacity, assessment of infrastructure.</p>	<p>Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)</p> <p>Unit 3 : Entrepreneur Project Development & Business Plan Innovation, Invention, Creativity, Business Idea, Opportunities through change. Idea generation– Sources-Development of product /idea, Environmental scanning and SWOT analysis Creating Entrepreneurial Venture-Entrepreneurship Development Cycle Business Planning Process-The business plan as an Entrepreneurial tool, scope and value of Business plan. Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing, Finance, Organization & Management, Ownership, Critical Risk Contingencies of the proposal, Scheduling and milestones.</p> <p>Unit 4 : Venture Development Steps involved in starting of Venture Institutional support to an Entrepreneur Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. New trends in entrepreneurship Preparing of an entrepreneurial career: deciding, identification and selection of business opportunities, market assessment, technology search, production capacity, assessment of infrastructure.</p>
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting								
A) Internal Assessment 40 marks	No Change								
<table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Assignment or Presentation (Setting up a production unit as a startup)</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>		Description	Marks	Best out of two multiple choice tests for 20 marks each	20	Assignment or Presentation (Setting up a production unit as a startup)	20	Total	40
Description		Marks							
Best out of two multiple choice tests for 20 marks each		20							
Assignment or Presentation (Setting up a production unit as a startup)		20							
Total		40							
(B) Semester end examination 60 marks									
PROPOSED PAPER PATTERN									
Duration :2 hours									
Total Marks: 60									
Q.1 15 marks OR 15 marks	15								
Q.2 15marks OR 15 marks	15								
Q.3 15 marks OR 15 marks	15								
Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each	15								
Total	60								
Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required.									

2. Q.4 May include theory (short notes) /Case Study in one of the options.	
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Passing criteria: 40% marks for passing.

Internals: Minimum 16 out of 40

Externals: Minimum 24 out of 60

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Business Planning and Entrepreneurial Management for Semester III is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Business Planning and Entrepreneurial Management for Semester III is hereby approved without modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Business Planning and Entrepreneurial Management is approved and adopted in a progressive manner for the academic year 2021-2022.

Dr. Rinkesh Chheda, Faculty from SYBMS, presented the syllabus Production & Total Quality Management along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject with regards to exposing students towards setting up a Production/Manufacturing plant by giving them a budget so that the practicality of setting up a tangible unit will inculcate the supporting towards the academic study.
Dr. Pushpendu Rakshit, from Amity business school an expert from other university	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Aditi Datta, HR Manager South West Asia, Lloyd Register	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Jayabala Girish, Sr. Manager content from TISS an outside Expert	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Sagar Kelaskar, Asst. Manager from TISS an expert from other university	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.
Ms. Aishwarya Pillai, Senior HR Manager in Godrej Infotech an PG Alumni	Appreciated the Proposed Changes made in the syllabus by bringing out the practical exposure to the subject.

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>Unit 1:Production Management: Objectives, Components Manufacturing systems: Intermittent and Continuous Production Systems. Product Development, Classification and Product Design. Plant location &Plant layout– Objectives, Principles of good product layout, types of layout. Importance of purchase management.</p> <p>Unit 2 : Materials Management: Materials Management: Concept, Objectives and importance of materials management. Various types of Material Handling Systems. Inventory Management: Importance– Inventory Control Techniques ABC, VED, FSN, GOLF,XYZ, SOS, HML.EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.</p> <p>Unit 3 : Basics of Productivity &TQM Basics of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy. Product & Service Quality Dimensions, SERVQUAL, Characteristics of Quality, Quality Assurance, Quality Circle: Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity.</p> <p>Unit 4: Quality Improvement Strategies &Certifications Quality Improvement Strategies & Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving,</p>	<p>Unit1: Production Management: Objectives, Components Manufacturing systems: Intermittent and Continuous Production Systems. Product Development, Classification and Product Design. Plant location &Plant layout– Objectives, Principles of good product layout, types of layout. Importance of purchase management.</p> <p>Unit 2 : Materials Management: Materials Management: Concept, Objectives and importance of materials management. Various types of Material Handling Systems. Inventory Management: Importance– Inventory Control Techniques ABC, VED, FSN, GOLF,XYZ, SOS, HML.EOQ: Assumptions limitations & advantages of Economic Order Quantity, Simple numerical on EOQ , Lead Time, Reorder Level, Safety Stock.</p> <p>Unit 3 : Basics of Productivity &TQM Basics of Productivity & TQM: Concepts of Productivity, modes of calculating productivity. Importance Of Quality Management, factors affecting quality; TQM– concept and importance, Cost of Quality, Philosophies and Approaches To Quality: Edward Deming, J. Juran , Kaizen , P. Crosby’s philosophy. Product & Service Quality Dimensions, SERVQUAL, Characteristics of Quality, Quality Assurance, Quality Circle: Objectives of Quality Circles, Ishikawa Fish Bone, Applications in Organizations. Simple numerical on productivity.</p> <p>Unit 4 : Quality Improvement Strategies &Certifications Quality Improvement Strategies &</p>

Goals, DMAIC/DMADV. ISO 9000, ISO 1400, QS9000. Just-In-Time:Introduction, Characteristics of JIT, Key Processes to Eliminate Waste, Implementation of JIT, Pre-requisites for implementation, JIT Inventory and Supply Chains	Certifications: Lean Thinking, Kepner Tregor Methodology of problem solving, Goals, DMAIC/DMADV. ISO 9000, ISO 1400, QS9000. Just-In-Time: Introduction, Characteristics of JIT, Key Processes to Eliminate Waste, Implementation of JIT, Pre-requisites for implementation, JIT Inventory and Supply Chains
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting								
(A) Internal Assessment 40 marks <table border="1" data-bbox="207 1472 1068 1705"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Best out of two multiple choice tests for 20 marks each</td> <td>20</td> </tr> <tr> <td>Assignment or Presentation (Setting up a production unit as a startup)</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>	Description	Marks	Best out of two multiple choice tests for 20 marks each	20	Assignment or Presentation (Setting up a production unit as a startup)	20	Total	40	No Change
Description	Marks								
Best out of two multiple choice tests for 20 marks each	20								
Assignment or Presentation (Setting up a production unit as a startup)	20								
Total	40								
(B) Semester end examination 60 marks PROPOSED PAPER PATTERN <table border="1" data-bbox="207 1854 1068 1927"> <tr> <td>Duration :2 hours</td> </tr> <tr> <td>Total Marks: 60</td> </tr> </table>	Duration :2 hours	Total Marks: 60							
Duration :2 hours									
Total Marks: 60									

Q.1 15 marks OR 15 marks	15
Q.2 15marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each	15
Total	60
<p>Note:</p> <p>1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required.</p> <p>2. Q.4 May include theory (short notes) /Case Study in one of the options.</p>	
<p>Passing criteria: 40% marks for passing.</p> <p>Internals: Minimum 16 out of 40</p> <p>Externals: Minimum 24 out of 60</p>	

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Production & Total Quality Management for Semester IV is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Production & Total Quality Management for Semester IV is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Production & Total Quality Management is approved and adopted in a progressive manner for the academic year 2021-2022.

Ms. Divya Thakur, Faculty from SYBMS, presented the syllabus Consumer Behaviour along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal, JES College of Science, Commerce and IT.	Proposed paper pattern Q3 was asked to split into 15 M. So, each question should be 15M. each. Appreciated the Q 4 Case study as a compulsory question.
Mr.Sagar Kelaskar from TISS an expert from another university	Appreciated the inclusion of Loss aversion and neuromarketing.
Dr. Pushpendu Rakshit from amity business school an expert from another university	Appreciated the inclusion of Loss aversion and neuromarketing.
Ms. Aditi Datta HR Manager from Lloyd register an Industry Representative	Suggested class act/ Roleplay to explain consumer nudges.
Ms. Jayabala Girish from TISS an outside Expert	Appreciated the inclusion of Neuromarketing with suggestions to make this topic practical to explain.

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>1. Introduction To Consumer Behaviour:</p> <ul style="list-style-type: none"> •Meaning of Consumer Behaviour, Features and Importance • Types of Consumer (Institutional & Retail), Diversity of consumers and their behaviour- Types Of Consumer Behaviour • Profiling the consumer and understanding their needs • Consumer Involvement •Neuro marketing and Loss Aversion Principle •Application of Consumer Behaviour knowledge in Marketing • Consumer Decision Making Process and Determinants of Buyer • Behaviour, factors affecting each stage, and Need recognition. 	No Change

2. Individual- Determinants of Consumer Behaviour

- Consumer Needs & Motivation (Theories - Maslow, Mc Cleland).
- Personality – Concept, Nature of personality, Freudian, non - Freudian and Trait theories, Personality Traits and it's Marketing significance, Product personality and brand personification.
- Self Concept – Concept
- Consumer Perception
- Learning - Theory, Nature of Consumer Attitudes, Consumer Attitude
- Formation & Change.
- Attitude - Concept of attitude

3. Environmental Determinants of Consumer Behaviour

- Family Influences on Buyer Behaviour,
- Roles of different members, needs perceived and evaluation rules.
- Factors affecting the need of the family, family life cycle stage and size.
- Social Class and Influences.
- Group Dynamics & Consumer Reference Groups, Social Class & Consumer Behaviour - Reference Groups, Opinion Leaders and Social Influences Ingroup versus outgroup influences, role of opinion leaders in diffusion of innovation and in purchase process.
- Cultural Influences on Consumer Behaviour

Understanding cultural and subcultural influences on individual, norms and their role, customs, traditions and value system

4. Consumer decision making models and New Trends

- Consumer Decision making models: Howard Sheth Model, Engel Blackwell, Miniard Model, Nicosia Models of Consumer Decision Making
- Diffusion of innovations Process of Diffusion and Adoption, Innovation, Decision process, Innovator profiles
- EBuying behaviour The E-buyer visa vis the Brick and Mortar buyer, Influences on E-buying

It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting																												
(A) Internal Assessment 40 marks	No Change																												
<table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Objective type test (Best of 2, 20 marks each)</td> <td>20</td> </tr> <tr> <td>Any one of the following Online course (MOOC Courses)/ Internship in Marketing</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>	Description	Marks	Objective type test (Best of 2, 20 marks each)	20	Any one of the following Online course (MOOC Courses)/ Internship in Marketing	20	Total	40																					
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<p>PROPOSED PAPER PATTERN</p> <table border="1"> <tbody> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 Explain the terms (Any 5 out of 8)</td> <td>15</td> </tr> <tr> <td>Q.2 Short notes (Any 3 out of 5)</td> <td>15</td> </tr> <tr> <td>Q.3 Answer the following (Any 2 out of 4)</td> <td>20</td> </tr> <tr> <td>Q.4 Case Study</td> <td>10</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </tbody> </table>	Duration :2 hours		Total Marks: 60		Q.1 Explain the terms (Any 5 out of 8)	15	Q.2 Short notes (Any 3 out of 5)	15	Q.3 Answer the following (Any 2 out of 4)	20	Q.4 Case Study	10	Total	60	<p>PROPOSED PAPER PATTERN</p> <table border="1"> <tbody> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.2 15marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.3 15 marks OR 15 marks</td> <td>15</td> </tr> <tr> <td>Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each</td> <td>15</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </tbody> </table> <p>Note: 1. Q.1,2 and 3 - 15 marks question may be divided into sub questions if required. 2. Q.4 May include theory (short</p>	Duration :2 hours		Total Marks: 60		Q.1 15 marks OR 15 marks	15	Q.2 15marks OR 15 marks	15	Q.3 15 marks OR 15 marks	15	Q.4 15 marks (case study) OR Short Notes: (Any 3 out of 5) – 5 marks each	15	Total	60
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Total	60																												

<p>Passing criteria: 40% marks for passing. Internals: Minimum 16 out of 40 Externals: Minimum 24 out of 60</p>	<p>notes) /Case Study in one of the options.</p> <p>Passing criteria: 40% marks for passing. Internals: Minimum 16 out of 40 Externals: Minimum 24 out of 60</p>
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Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Consumer Behaviour for Semester III is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Consumer Behaviour for Semester III is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Consumer Behaviour is approved and adopted in a progressive manner for the academic year 2021-2022.

Ms. Karishma Shetty, Faculty from SYBAF, presented the syllabus Foundation Course in Commerce (Introduction to Management) along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Suggested the incorporation of Coordination in Unit no 5. Changes in the heading of the external paper of Q5 (Include Short notes or Case study)
Ms. Aditi Datta HR Manager from Lloyd register an Industry Representative	Suggested to add importance of HRIS in Unit One or Two .

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>1.Introduction to Basic Management Concepts</p> <ul style="list-style-type: none"> •Introduction to Management, •Definition of Management •Nature of Management •Objectives of Management •Administration vs. Management •Levels of Management •Principles of Management <p>2.Planning</p> <ul style="list-style-type: none"> •Definition and Importance of Planning •Process of Planning •Limitations of Planning •Features of Sound Planning •Features and process of decision making <p>3.Organizing</p> <ul style="list-style-type: none"> •Definition, nature and significance •Process of organization •Principles of organization •Formal and Informal organization - features, advantages and disadvantages •Centralization and decentralization – factors, merits and demerits •Departmentation and Delegation <p>4.Staffing</p> <ul style="list-style-type: none"> •Meaning, Importance of Staffing •Recruitment and its sources •Selection procedure •Distinction between Recruitment and Selection •Employment tests and types of Interview <p>5.Directing, Motivating and Leading</p> <ul style="list-style-type: none"> •Directing- Meaning •Steps in Directing •Motivation – Importance and Factors •Maslow’s Need Hierarchy Theory, McGregor’s Theory X and Theory Y and 	<p>1.Introduction to Basic Management Concepts</p> <ul style="list-style-type: none"> •Introduction to Management, •Definition of Management •Nature of Management •Objectives of Management •Administration vs. Management •Levels of Management •Principles of Management <p>2.Planning</p> <ul style="list-style-type: none"> •Definition and Importance of Planning •Process of Planning •Limitations of Planning •Features of Sound Planning •Features and process of decision making <p>3.Organizing</p> <ul style="list-style-type: none"> •Definition, nature and significance •Process of organization •Principles of organization •Formal and Informal organization - features, advantages and disadvantages •Centralization and decentralization – factors, merits and demerits. •Departmentation and Delegation <p>4.Staffing</p> <ul style="list-style-type: none"> •Meaning, Importance of Staffing •Recruitment and its sources •Selection procedure •Distinction between Recruitment and Selection •Employment tests and types of Interview <p>5.Directing, Motivating and Leading</p> <ul style="list-style-type: none"> •Directing- Meaning •Steps in Directing •Motivation – Importance and Factors •Maslow’s Need Hierarchy Theory, McGregor’s Theory X and Theory Y and Fredrick Herzberg’s Two Factor Theory •Qualities of a Leader

Fredrick Herzberg's Two Factor Theory •Qualities of a Leader •Leadership Styles •Situational Leader Approach	•Leadership Styles •Situational Leader Approach
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting								
(A) Internal Assessment 40 marks	No change								
<table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered</td> <td>20</td> </tr> <tr> <td>Project, Viva, Assignment, Case studies (Any 2 out of 10)</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>		Description	Marks	Two objective online type tests (multiple choice questions, practical questions) of 20 marks each – Best of two to be considered	20	Project, Viva, Assignment, Case studies (Any 2 out of 10)	20	Total	40
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Total		40							
(B) Semester end examination 60 marks									
PROPOSED PAPER PATTERN									
Duration :2 hours									
Total Marks: 60									
Q.1 15 marks OR 15 marks (Practical Question or Practical Question)	15								
Q.2 15marks OR 15 marks	15								

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Q.3 15 marks OR 15 marks (Practical Question or Practical Question)	15
Q.4 15 marks (case study) OR Theory Question	15
Total	60
Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.	
Passing criteria: 40% marks for passing.	
Internals: Minimum 16 out of 40	
Externals: Minimum 24 out of 60	

Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Foundation Course in Commerce (Introduction to Management) for Semester IV is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Foundation Course in Commerce (Introduction to Management) for Semester IV is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC.

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Foundation Course in Commerce (Introduction to Management) is approved and adopted in a progressive manner for the academic year 2021-2022.

Ms. Shruthi Sadanandan, Faculty from SYBMS, presented the syllabus Rural Marketing along with pattern of examination. Thereafter the same was discussed by the members.

Following suggestions/observations were made

Name of the member	Suggestions/observations
Dr. Prashant H Shelar, Principal JES College of Science, Commerce and IT.	Suggested upon including in the internal assessment, a project based upon setting up an industry in rural market. Also suggested changes regarding the external paper Q 3 (20 marks) to be modified to 7/8 marks questions
Mr. Sagar Kelaskar from TISS an expert from other university	Suggested including SHG microfinance model

It was decided to incorporate the following changes in Proposed syllabus presented before the meeting.

Particulars as per proposed syllabus	Changes as approved in the meeting
<p>1.Introduction to Rural Marketing</p> <ul style="list-style-type: none"> • Introduction to Rural Market, Definition & Scope of Rural Marketing. • Rural Market in India-Size & Scope, Emerging Profile of Rural • Problems of rural market. • Constraints in Rural Marketing and Strategies to overcome constraints Markets in India. <p>Rural development as a core area, Efforts put for Rural development by government (A brief Overview).</p> <p>2.Rural Market</p> <ul style="list-style-type: none"> • Characteristics of Rural Consumers. • Rural Consumer Behaviour: meaning, Factors affecting Rural Consumer Behaviour-Social factors, Cultural factors, Technological factors, Lifestyle, Personality. • Concept of Comparison between rural and urban consumer. • Rural Market Environment: <ul style="list-style-type: none"> a) Demographics– Population, Occupation Pattern, Literacy Level; b) Economic Factors-Income 	No change

<p>Generation, Expenditure Pattern, Rural Demand and Consumption Pattern, Rural Market Index; Land Use Pattern, •Role of Financial Institutions in Rural Marketing. (A brief overview)</p> <p>3.Rural Marketing Mix •Relevance of Marketing mix for Rural market/Consumers. •Product Strategies, Rural Product Categories- FMCGs, Consumer Durables, Agriculture Goods & Services; Importance of Branding, Packaging and Labelling. • Nature of Competition in Rural Markets, the problem of Fake Brands • Pricing Strategies & objectives •Promotional Strategies. Segmentation, Targeting & Positioning for rural market.</p> <p>4.Rural Marketing Strategies. • Distribution Strategies for Rural consumers. Channels of Distribution- HAATS, Mandis, Public Distribution System, Cooperative society, Distribution Models of FMCG, Companies HUL, ITC etc. Distribution networks, Ideal distribution model for rural markets (Case study based) • Communication Strategy. Challenges in Rural Communication, Developing Effective Communication, Determining Communication Objectives, Designing the Message, Selecting the Communication Channels. Creating Advertisements for Rural Audiences. Rural Media- Mass media, Non-Conventional Media, Personalized media.</p>	
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

Particulars as per proposed exam pattern	Changes as approved in the meeting
The scheme of examination shall be divided into two parts: Internal assessment 40% i.e. 40 marks Semester end examination 60% i.e. 60 marks	The scheme of examination shall be divided into two parts: Internal assessment 40% i.e., 40 marks Semester end examination 60% i.e. 60 marks

It was decided to incorporate the following changes in Proposed question paper pattern presented before the meeting. (if required)

Particulars as per proposed question paper pattern	Changes as approved in the meeting																																				
<p>(A) Internal Assessment 40 marks</p> <table border="1" data-bbox="207 443 854 867"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Objective type test (Best of 2, 20 marks each)</td> <td>20</td> </tr> <tr> <td>Any one of the following Online course (MOOC Courses)/ Case study-based research/ Project (setting up an industry in rural markets).</td> <td>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table> <p>(B) Semester end examination 60 marks</p> <p>PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="191 1094 857 1497"> <tbody> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 Explain the terms (Any 5 out of 8)</td> <td>15</td> </tr> <tr> <td>Q.2 Short notes (Any 3 out of 5)</td> <td>15</td> </tr> <tr> <td>Q.3 Answer the following (Any 2 out of 4)</td> <td>20</td> </tr> <tr> <td>Q.4 Case Study</td> <td>10</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </tbody> </table> <p>Passing criteria: 40% marks for passing. Internals: Minimum 16 out of 40 Externals: Minimum 24 out of 60</p>	Description	Marks	Objective type test (Best of 2, 20 marks each)	20	Any one of the following Online course (MOOC Courses)/ Case study-based research/ Project (setting up an industry in rural markets).	20	Total	40	Duration :2 hours		Total Marks: 60		Q.1 Explain the terms (Any 5 out of 8)	15	Q.2 Short notes (Any 3 out of 5)	15	Q.3 Answer the following (Any 2 out of 4)	20	Q.4 Case Study	10	Total	60	<p>No Change</p> <p>(B) Semester end examination 60 marks</p> <p>PROPOSED PAPER PATTERN</p> <table border="1" data-bbox="894 1077 1507 1619"> <tbody> <tr> <td colspan="2">Duration :2 hours</td> </tr> <tr> <td colspan="2">Total Marks: 60</td> </tr> <tr> <td>Q.1 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td>15</td> </tr> <tr> <td>Q.2 15marks OR 15 marks (Practical Question or Practical Question)</td> <td>15</td> </tr> <tr> <td>Q.3 15 marks OR 15 marks (Practical Question or Practical Question)</td> <td>15</td> </tr> <tr> <td>Q.4 15 marks (case study) OR Theory Question</td> <td>15</td> </tr> <tr> <td>Total</td> <td>60</td> </tr> </tbody> </table> <p>Note: Question of 15 marks may be divided into two or three sub questions of 7 / 8 or 5 / 5 / 5 Marks.</p>	Duration :2 hours		Total Marks: 60		Q.1 15 marks OR 15 marks (Practical Question or Practical Question)	15	Q.2 15marks OR 15 marks (Practical Question or Practical Question)	15	Q.3 15 marks OR 15 marks (Practical Question or Practical Question)	15	Q.4 15 marks (case study) OR Theory Question	15	Total	60
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Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Rural Marketing for Semester IV is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Rural Marketing for Semester IV is hereby approved with modifications as stated above.

The internal examination through MCQ/Objective format will be conducted online.

It is also resolved that the changes in the pattern and examination pattern adopted for the first-year courses for the academic year 2020- 2021 is to be continued for the academic year 2021-2022.

Further in case of unforeseen and challenging circumstances all examinations/evaluation will be conducted through online or by any mode as determined by the Govt. and UGC

Further resolved that the proposed syllabi, exam pattern, question paper pattern in the subject of Rural Marketing is approved and adopted in a progressive manner for the academic year 2021-2022.

The meeting was concluded with a vote of thanks extended by Dr. Rinkesh Chheda.

Name & signature
Chairman – BOS – Management
Place: Mumbai
Date :23/04/2021