

SIES COLLEGE OF COMMERCE & ECONOMICS

(Autonomous)

Minutes of Meeting BOS in Management

Date: 09/11/2020

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 9thNov, 2020 at 10am 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	Aniket Swaraj
2	Faculty members	Ms. ShailashreeUchil Ms. Falguni Mathews Ms. Manasi Shah
3	Two subject experts from other university	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	Aditi Datta HR Manager South West Asia

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

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

Ms. Shailashree Uchil, Faculty from FYBBI, presented the syllabus of Principles of 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 inclusion of Indian leaders to set Trend.
Sagar Kelaskar from TISS an expert from other university	Appreciated the inclusion of pioneers in Banking
Dr. Pushpendu Rakshit From amity business school an expert from other university	Suggested Incorporation of Caselets.
Aditi datta HR Manager from Lloyd register an Industry Representative	Suggested and agreed to collaborate for students internship.
Jayabala Girish from TISS an outside Expert	Addition of credits and no. of lectures

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 Management</p> <ul style="list-style-type: none"> • Definition of Management • Management as a Profession <p>Traditional Vs Contemporary Management (Henry Fayol, F.W. Taylor, Peter Drucker) (C.K.Pralhad, Mr. Vijay Govindarajan, Sumantra Ghoshal)</p> <p>Module-2 Management Process</p> <p>Management Process, Practices, Functions of Management related to Banking and Insurance companies</p> <p>Module-3 Organization Structure of Banking and Insurance companies</p> <p>Module-4 Business Leaders</p> <ul style="list-style-type: none"> • Leaders in the Indian Industry (J.R.D Tata, Ratan Tata, Aditya Birla, Kumar Mangalam Birla, Mr. Dhirubhai Ambani and Sons, Kiran Mazumdar Shaw, Verghese Kurien, Godrej, Aziz Premzi, Narayan Murthy, Anand Mahindra, Anil Manibhai Naik) • Leaders in the Banking and Insurance Industry <ul style="list-style-type: none"> ▪ Indian Leaders (Banking & Insurance: Uday Kotak, Naina Kidwai, Deepak Parekh, Chanda Kochhar, Hinduja) ▪ International Leaders 	<p>Module -1</p> <p>Addition of Sumantra Ghoshal (Indian management thinker)</p> <p>Module -2</p> <p>No Change</p> <p>Module -3</p> <p>No Change</p> <p>Module -4</p> <p>H. Shanbhag, Chanda Kocchar, Governor of RBI replaced with Anand Manibhai Naik.</p> <p>K.V.Kamath moved to the list of international leaders. Mohammed Younus added and President of World bank, President of Asian Development Bank, President of Fed Reserve, President of International Monetary Fund removed.</p>

K.V. Kamath Mohammed Younus	
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It was decided to incorporate the following changes in exam pattern presented before the meeting. (if required)

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<p>The scheme of examination shall be divided into two parts:</p> <ul style="list-style-type: none"> • Internal assessment 40% i.e. 40 marks • Semester end examination 60% i.e. 60 marks <p>PROPOSED SCHEME OF EXAMINATION</p> <p>A) Internal Assessment 40 marks</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2 Tests of 20 marks each based on best of two format</td> <td>20</td> </tr> <tr> <td>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>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>	Description	Marks	2 Tests of 20 marks each based on best of two format	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	<p>The scheme of examination shall be divided into two parts:</p> <ul style="list-style-type: none"> • Internal assessment 40% i.e. 40 marks • Semester end examination 60% i.e. 60 marks <p>PROPOSED SCHEME OF EXAMINATION</p> <p>B) Internal Assessment 40 marks</p> <table border="1"> <thead> <tr> <th>Description</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>2 Tests of 20 marks each based on best of two format</td> <td>20</td> </tr> <tr> <td>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>20</td> </tr> <tr> <td>Total</td> <td>40</td> </tr> </tbody> </table>	Description	Marks	2 Tests of 20 marks each based on best of two format	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
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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	
Duration : 2 hours		Duration : 2 hours	
Total Marks: 60		Total Marks: 60	
Q.1 15 marks OR 15 marks	15	Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15	Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15	Q.3 15 marks OR 15 marks	15
Q.4. 15 marks OR 15 marks	15	Q.4 15 marks OR 15 marks	15
TOTAL	60	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.		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.		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 Principles of Management for Semester 1 is hereby approved without modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Principles of Management for Semester 1 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 Principles of Management is approved and adopted in a progressive manner for the academic year 2020-2021.

Ms. Falguni Mathews, Faculty from FYBFM, presented the syllabus of Principles of 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 to add Indian Thinkers and Case studies
Sagar Kelaskar from TISS an expert from other university	Appreciated the changes in the syllabus

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 Management a) Management: Concept, Characteristics, Significance, 6 M's, Role & Skills of Managers, Levels of Management, Concepts of PODSCORB, Managerial Grid. Evolution of Management thoughts: Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</p>	<p>Module-1 Introduction to Management b) Management: Concept, Characteristics, Significance, 6 M's, Role & Skills of Managers, Levels of Management, Concepts of PODSCORB, Managerial Grid. Evolution of Management thoughts: Contribution of F.W Taylor, Henri Fayol and Contingency Approach.</p>

<p>Contemporary issues and Challenges</p> <p>Module No.- 2</p> <p>Planning and Decision Making</p> <p>a) Planning : Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning Premises, Goal Setting, MBO,</p> <p>b) Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</p> <p>Module - 3</p> <p>Organising</p> <p>a) Organizing: Meaning, Concept, Advantages, Limitations, Structure (Formal & Informal, Line & Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority.</p> <p>b) Directing : Meaning, Importance, Principles, Elements</p> <p>c) Leadership – Meaning, Styles and Qualities of Good leader</p> <p>Module - 4</p> <p>Coordination and Controlling</p> <p>a) Coordination : Meaning, Features, Co-ordination as an Essence of Management Controlling: Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India.</p>	<p>Contemporary issues and Challenges</p> <p>Module No.- 2</p> <p>Planning and Decision Making</p> <p>c) Planning : Meaning, Importance, Elements, Process of Planning, Kinds of Plans, Strategies, Policies and Planning Premises, Goal Setting, MBO,</p> <p>d) Decision Making: Meaning, Importance, Process, Techniques of Decision Making.</p> <p>Module - 3</p> <p>Organising</p> <p>d) Organizing: Meaning, Concept, Advantages, Limitations, Structure (Formal & Informal, Line & Staff and Matrix). Departmentation: Meaning, Basis and Significance Span of Control: Meaning, Factors affecting span of Control, Centralization vs Decentralization, Delegation of Authority.</p> <p>e) Directing : Meaning, Importance, Principles, Elements</p> <p>f) Leadership – Meaning, Styles and Qualities of Good leader</p> <p>Module - 4</p> <p>Coordination and Controlling</p> <p>b) Coordination : Meaning, Features, Co-ordination as an Essence of Management Controlling: Meaning, Process, prerequisites of effective control systems, and Techniques of controlling operations in India.</p>
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Thereafter the following resolutions were passed.

Resolved that the proposed syllabus/syllabi in the subject of Principles of management for Semester 1 is hereby approved with modifications as stated above.

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Ms. Manasi Shah, Faculty from FYBMS, presented the syllabus of Principles of 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 to tie up with NGO
Sagar Kelaskar from TISS an expert from other university	Advised matching the internships with learning outcomes and informing employers about the learning outcomes so that those areas are assigned to student to enable them to get maximum exposure to the practical application of the subject.
Dr. Prashant H Shelar Principal JES College of Science, Commerce and IT.	suggested introduction a question on Short Notes on topics
Dr. Pushpendu Rakshit From amity business school an expert from other university	suggestion on theories of motivation that could be incorporated.
Ms. Aishwarya Pillai from Godrej an PG Alumni	suggested tie- up with Internshala for the purpose of Internships

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</p> <p>Nature of Management</p> <ul style="list-style-type: none"> • Management: Concept, Significance, Role & Skills, Levels of Management, Concepts of PODSCORB, Managerial Grid. • Evolution of Management thoughts, Contribution of F.W Taylor, Henri Fayol and Contingency Approach. <p>Module-2</p> <p>Planning and Decision Making</p> <ul style="list-style-type: none"> • Planning: Meaning, Importance, Elements, Process, Limitations and MBO. • Decision Making: Meaning, Importance, Process, Techniques of Decision Making. <p>Module-3</p> <p>Organizing</p> <ul style="list-style-type: none"> • Organizing: Concepts, Structure (Formal & Informal, Line & Staff and Matrix), Meaning, Advantages and Limitations • Departmentation: Meaning, Basis and Significance • Span of Control: Meaning, Graicunas Theory, Factors affecting span of Control, Centralization vs Decentralization • Delegation: Authority & Responsibility relationship <p>Module-4</p> <p>Directing, Motivation, Co-ordination and Controlling</p> <ul style="list-style-type: none"> • Directing: Meaning and Process • Motivation: 	<p>Changes in Module 1:</p> <p>No change</p> <p>Changes in Module 2:</p> <p>No change</p> <p>Changes in Module 3:</p> <p>No change</p> <p>Changes in Module 4:</p> <ol style="list-style-type: none"> 1. The concept of motivation at workplace has been added. 2. The concept of leadership has been removed as it is already covered under Foundation of human skills - semester 1.
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<p>Motivation at workplace: Concept of motivation Theories of motivation in an organisational set up.</p> <ul style="list-style-type: none"> <input type="checkbox"/> A.Maslow Need Heirachy <input type="checkbox"/> F.Hertzberg Dual Factor <input type="checkbox"/> Mc.Gregor theory X and theory Y. <input type="checkbox"/> Ways of motivating through carrot (positive reinforcement) and stick (negative reinforcement) at workplace. <ul style="list-style-type: none"> • Co-ordination as an Essence of Management • Controlling: Meaning, Process and Techniques • Recent Trends: Green Management & CSR 	
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Ms. Manasi Shah, Faculty from FYBMS, presented the syllabus of Principles of 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. Pushpendu Rakshit From amity business school an expert from other university	Suggested certificate courses from Google's Digital Unlock to be done.
Dr. Prashant H Shelar Principal JES College of Science, Commerce and IT.	Appreciated changes made in the syllabus
Jayabala Girish from TISS an outside Expert	Appreciated changes made in the syllabus

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</p> <p>Introduction to Marketing:</p> <ul style="list-style-type: none"> • Definition, features, advantages and scope of marketing. The 4P's and 4C's of marketing. Marketing v/s Selling. Marketing as an activity and function • Concepts of Marketing: Needs, wants and demands, transactions, transfer and exchanges. • Orientations of a firm: Production concept; Product concept; selling concept and marketing concept, social relationship, Holistic marketing. <p>Module-2</p> <p>Marketing Environment, Research and Consumer Behaviour</p> <ul style="list-style-type: none"> • The micro environment of business: Management structure; Marketing Channels; Markets in which a firm operates; competitors and stakeholders. • Macro environment: Political Factors; Economic Factors; Socio Cultural Factors , Technological Factors (PEST Analysis) • Marketing research: Meaning, features, Importance of marketing research. Types of marketing research: Product research; Sales research; consumer/customer research; production research. • Consumer Behaviour: Meaning, feature, importance, factors affecting 	<p>Changes in Module 1:</p> <p>No change</p> <p>Changes in Module 2:</p> <ol style="list-style-type: none"> 1. MIS concept has been removed as it will be covered under Information Technology in Business Management - II <p>Changes in Module 3:</p> <ol style="list-style-type: none"> 1. The concept of service marketing and service marketing mix has been added. <p>Changes in Module 4:</p> <ol style="list-style-type: none"> 3. The concept of differentiation has been added. 4. The concept of trends in digital marketing has been added.

Consumer Behaviour

Module-3

Marketing Mix

- Meaning –elements of Marketing Mix.
- Product-product mix-product line lifecycle-product planning – New product development- failure of new product-levels of product.
- Service marketing and Service marketing mix
- Branding –Packing and packaging – role and importance
- Pricing – objectives- factors influencing pricing policy and Pricing strategy.
- Physical distribution – meaning – factor affecting channel selection- types of marketing channels
- Promotion – meaning and significance of promotion. Promotion tools (brief)

Module-4

Segmentation, Targeting, Positioning Differentiation and Trends In Marketing

- Segmentation – meaning , importance , basis
- Targeting – meaning , types
- Positioning – meaning – strategies
- Differentiation – meaning – strategies
- New trends in marketing – E-marketing , Internet marketing and Social Media Marketing, trends in digital marketing

• Social marketing/ Relationship marketing	
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Description	Marks								
Two objectives (multiple choice questions) of 20 marks each – Best of two to be considered	20								
Online Course/Social Service/Internship	20								
Total	40								
E) Semester end examination 60 marks									

PROPOSED PAPER PATTERN	
Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks (Any 5 out of 8)	15
Q.2 15 marks (Any 3 out of 5)	15
Q.3 20 marks (Any 2 out of 4)	20
Q.4 Case study	10
Total	60
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 Principles of marketing for Semester 2 is hereby approved with modifications as stated above.

Further Resolved that the Proposed examination pattern/question paper pattern in the subject of Principles of marketing for Semester 2 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 Principles of marketing is approved and adopted in a progressive manner for the academic year 2020-2021.

The meeting was concluded with a vote of thanks extended by Mr. Aniket Swaraj.

Name & signature
Chairman – BOS – Management
Place : Mumbai
Date :10/11/2020