



# THE IIS UNIVERSITY

deemed to be a university under section 3 of UGC Act., 1956

## Minutes for the tenth meeting of the Board of Studies in Management Studies held on 23.04.2016 at 11:15 a.m. at the ICG Campus, Jaipur

The following members were present:

S.No.	Name	Designation
1.	Prof. M.K. Sharma Dean, Faculty of Commerce & Management The IIS University, Jaipur	Chairperson
2.	Prof. H.Venkateshwarlu Department of Commerce Osmania University, Hyderabad	External Member (Academician)
3.	Prof. Badar Alam Iqbal Department of Commerce Aligarh Muslim University Aligarh (U.P.)	External Member (Academician)
4.	Prof. Subhash Garg Dean & Director CRIT The IIS University, Jaipur	Special Invitee
5.	Ms. Aditi Gupta Senior Manager, HR, Bosch Ltd., Jaipur	Industry Expert
6.	Mr. Gagandeep Kalra Revenue Planning Head Rajasthan Circle, Airtel	Alumnae
7.	Dr. Shuchi Singhal Associate Professor	Member
8.	Dr. Bharti Sharma Associate Professor	Member
9.	Dr. Poonam Madan Associate Professor	Member
10.	Dr. Ashish Khandelwal Sr. Assistant Professor	Member
11.	Dr. Monika Singh Assistant Professor	Member
12.	Dr. Shweta Kastiya Sr. Assistant Professor	Member
13.	Ms. Preeti Sharma Assistant Professor	Member
14.	Dr. Neha Mathur Assistant Professor	Member
15.	Dr. Vandana Sachdeva Assistant Professor	Member
16.	Ms. Isha Sharma	Member





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	Lecturer	
17.	Ms. Aparna Sharma Assistant Professor	Member
18.	Dr. Neha Sarin Assistant Professor	Member
19.	Ms. Meha Saxena Assistant Professor	Member
20.	Dr. Chhavi Jain Sr. Assistant Professor & Head	Convener

## The following could not attend the meeting:

S.No.	Name	Designation
1.	Mr. Mohit Arolkar Vice President Genpact, Jaipur	Industry Expert
2.	Mr. Arijit Nandy Vice President CDD, India	Alumnae
3.	Dr. Manju Nair Professor	Member
4.	Dr. Kavaldeep Dixit Professor	Member
5.	Ms. Amita Sharma Assistant Professor	Member

At the outset the Dean Prof. M. K. Sharma welcomed all the members of the BOS.

The agenda items were taken up and after considerable deliberations, following decisions were taken:

1. The Minutes of the last meeting held on 19.01.2015 were considered and approved.
2. The Credit Template and Scheme of Examination and syllabus (**enclosed as Annexure I**) of the BBA Programme under CBCS of UGC (Semester I- Semester VI (2016-17 to 2018-19)) to be introduced from 2016-17 was considered and approved (Credit Template attached). Following suggestions by the experts in the BOS meeting were incorporated:
  - Dr. Badar Alam Iqbal, Professor, Aligarh Muslim University (External Member) advised that theory based papers should be kept in Semester I and II to build the foundation. It was therefore, suggested that the paper '**Statistics for Business Decisions**' be shifted from the Semester I to III.
  - Dr. H. Venkateshwarlu, Professor, Osmania University (External Member) advised that the nomenclature of the paper **Managerial Economics** should be changed to **Business Economics**.





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- The Paper of **Business Economics** was shifted from Semester II to Semester I and the Paper of **Macro Economics** from Semester III to Semester II.
  - The External Members pointed out the need for teaching Business Environment and International Business to BBA students. Thus, two papers- **Fundamentals of Business Environment** and **Fundamentals of International Business** were introduced as Generic Elective in the Semester III.
  - **IT Tools for Business** and **Personality Development and Communication Skills** were taken up as Generic Electives instead of Skill Enhancement Courses in Semester I and II respectively..
  - Statistical Software packages were included in practical of **Statistics for Business Decisions** and **Business Research** respectively in Semester III & IV.
  - Financial Computer Accounting Software package Tally was incorporated in the Semester II in the Practical of **Business Accounting**.
  - Nomenclature of the paper **Quantitative Techniques for Management** of Semester V to be changed as **Quantitative Techniques for Business Decisions**.
3. **The Credit Templates, Scheme of Examination and syllabi of following programmes commencing from the academic session 2016-17 were considered and approved:-**
- i) Master of Business Administration (MBA) - Trimester based - Dual Specialization (**enclosed as Annexure II**)
  - ii) Master of Business Administration (MBA) – Executive- Dual Specialization(**enclosed as Annexure III**)
  - iii) Master of Business Administration (MBA) – Retail Management (**enclosed as Annexure IV**)
  - iv) Master of Business Administration (MBA) – Finance (**enclosed as Annexure**
4. **The Credit Templates, Scheme of Examination and syllabi of following COSD programmes commencing from the academic session 2016-17 were considered and approved:-**
- i) Career Oriented and Skill Development Programme in Retail Management (**enclosed as Annexure VI**)
  - ii) Career Oriented and Skill Development Programme in Event Management (**enclosed as Annexure VII**)








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5. The syllabi of various Programmes/Courses under the IIS University for the academic year 2014-15 (Semesters V and VI) and 2015-16 (Semesters III to VI) were reviewed and approved:
- i) Master of Business Administration (MBA) - Trimester based - Dual Specialization
  - ii) Master of Business Administration (MBA) – Retail Management
  - iii) Bachelor of Business Administration (BBA)
  - iv) Career Oriented and Skill Development Programme in Event Management
  - v) Career Oriented and Skill Development Programme in Retail Management
6. The BOS Co-opted **Prof. Kavaldeep Dixit** for MBA Trimester based dual specialization and **Dr. Ashish Khandelwal** for MBA-Executive, MBA-Retail Management, MBA Finance, BBA, COSD- Retail Management and Event Management as members of the Examiners Selection Committee for a period of one year (i.e. for the session 2016-17)
7. The question papers of Semester-II, IV and VI Examinations 2014-15 and Semester I, III and V Examinations 2015-16 were reviewed.
8. The Examiners' Reports of Semester-II, IV and VI Examinations April 2015 and Semesters I, III and V Examinations November 2015 were reviewed.
9. The new model question papers of all the new courses were considered and approved.
10. The new paper pattern of Semester End Examination for UG was considered and approved.
11. The syllabi of **Principles and Practices of Management** for BJMC (Six Credits) and **Principles of Management** for BCA (Three Credits) were considered and approved.
12. The syllabus of **Entrepreneurship** for BCA (Six Credits) was considered and approved.

The meeting ended with a vote of thanks.

  
**Dr. Raakhi Gupta**  
Registrar

  
**Prof. M.K. Sharma**  
Dean, Faculty of Commerce  
& Management

  
**Dr. Chhavi Jain**  
Convener

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**Department of Management Studies**  
**BBA**  
**SIX SEMESTER PROGRAMME**  
**CREDIT TEMPLATE AND OUTLINES OF THE SYLLABUS**

**Semester-I.**

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
ABCH 100*	Business Communication Hindi	30	2	2	
ABCE 100*	Business Communication English	30	2	2	
CBBA 101	Fundamentals of Management and Organisational Behaviour	60	4	4	
CBBA 102	Fundamentals of Management and Organisational Behaviour Practical	30	2	2	
CBBA 103	Business Economics	60	4	4	
CBBA 104	Business Economics Practical	30	2	2	
GBBA 101	IT Tools for Business	60	4	4	
GBBA 102	IT Tools for Business Practical	30	2	2	
	COSD	75	5	5	
	Co-Curricular Activity		2	2	
	Campus Activity		2	2	
					29

\*Choose any one

**Semester-II**

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
AENV 200	Environmental Science	30	2	2	
CBBA 201	Macroeconomics	60	4	4	
CBBA 202	Macroeconomics Practical	30	2	2	
CBBA 203	Business Accounting	60	4	4	
CBBA 204	Business Accounting Practical	30	2	2	
GBBA 201	Personality Development and Communication Skills	60	4	4	
GBBA 202	Personality Development and Communication Skills Practical	30	2	2	
	COSD	75	5	5	
	Co-Curricular Activity		2	2	
	Campus Activity		2	2	
					29

### Semester-III

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
CBBA 301	Statistics for Business Decisions	60	4	4	
CBBA 302	Statistics for Business Decisions Practical	30	2	2	
CBBA 303	Principles of Marketing	60	4	4	
CBBA 304	Principles of Marketing Practical	30	2	2	
CBBA 305	Management Accounting	60	4	4	
CBBA 306	Management Accounting Practical	30	2	2	
GBBA 301	Fundamentals of Business Environment	45	3	3	
GBBA 302	Fundamentals of International Business	45	3	3	
SBBA 301	E - Commerce	30	2	2	
	Campus Activity		2	2	
					28

### Semester-IV

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
CBBA 401	Business Research	60	4	4	
CBBA 402	Business Research Practical	30	2	2	
CBBA 403	Human Resource Management	60	4	4	
CBBA 404	Human Resource Management Practical	30	2	2	
CBBA 405	Financial Management	60	4	4	
CBBA 406	Financial Management Practical	30	2	2	
GBBA 401	Ethics and Corporate Social Responsibility	45	3	3	
GBBA 402	Entrepreneurship Development	45	3	3	
SBBA 401	Summer Internship	30	2	2	
	Campus Activity		2	2	
					28



### Semester-V

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
CBBA 501	Quantitative Techniques for Business Decisions	60	4	4	
CBBA 502	Quantitative Techniques for Business Decisions Practical	30	2	2	
CBBA 503	Legal Aspects of Business	60	4	4	
CBBA 504	Legal Aspects of Business Practical	30	2	2	
DBBA 501 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	60	4	4	
DBBA 502 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	30	2	2	
DBBA 503 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	60	4	4	
DBBA 504 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	30	2	2	
	Campus Activity		2	2	
					26

### Semester-VI

Paper Code	Title	Total Hours	Hours/ Week	Credits	Total credits
CBBA 601	Business Policy and Strategy	60	4	4	
CBBA 602	Business Policy and Strategy Practical	30	2	2	
CBBA 603	Financial Institutions and Markets	60	4	4	
CBBA 604	Financial Institutions and Markets Practical	30	2	2	
DBBA 601 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	60	4	4	
DBBA 602 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	30	2	2	
DBBA 603 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	60	4	4	
DBBA 604 a/b/c/d	Paper from Group HR / Marketing / Global Business / Finance <sup>#</sup>	30	2	2	
	Campus Activity		2	2	
					26
Grand Total of Credits					166

<sup>#</sup> Each student is required to opt for one of the groups (Human Resource / Marketing / Management of Global Business / Finance) of the discipline electives in Semester V and the same group will continue till Semester VI.

### Human Resource Group

#### Semester V

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 501a	Management of Industrial Relations	60	4	4
DBBA 502a	Management of Industrial Relations Practical	30	2	2
DBBA 503a	Training and Development	60	4	4
DBBA 504a	Training and Development Practical	30	2	2

#### Semester VI

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 601a	HRD: Systems and Strategies	60	4	4
DBBA 602a	HRD: Systems and Strategies Practical	30	2	2
DBBA 603a	Performance and Compensation Management	60	4	4
DBBA 604a	Performance and Compensation Management Practical	30	2	2

### Marketing Group

#### Semester V

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 501b	Consumer Behaviour	60	4	4
DBBA 502b	Consumer Behaviour Practical	30	2	2
DBBA 503b	Personal Selling and Sales Force Management	60	4	4
DBBA 504b	Personal Selling and Sales Force Management Practical	30	2	2

#### Semester VI

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 601b	Advertising and Brand Management	60	4	4
DBBA 602b	Advertising and Brand Management Practical	30	2	2
DBBA 603b	Marketing of Services	60	4	4



DBBA 604b	Marketing of Services Practical	30	2	2
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### Management of Global Business Group

#### Semester V

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 501c	International Business Policy and Strategy	60	4	4
DBBA 502c	International Business Policy and Strategy Practical	30	2	2
DBBA 503c	Transnational and Cross Cultural Marketing	60	4	4
DBBA 504c	Transnational and Cross Cultural Marketing Practical	30	2	2

#### Semester VI

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 601c	International Distribution and Supply Chain Management	60	4	4
DBBA 602c	International Distribution and Supply Chain Management Practical	30	2	2
DBBA 603c	Global Business Environment	60	4	4
DBBA 604c	Global Business Environment Practical	30	2	2

### Finance Group

#### Semester V

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 501d	International Finance	60	4	4
DBBA 502d	International Finance Practical	30	2	2
DBBA 503d	Investment Banking and Financial Services	60	4	4
DBBA 504d	Investment Banking and Financial Services Practical	30	2	2

#### Semester VI

Paper Code	Title	Total Hours	Hours/Week	Credits
DBBA 601d	Project Appraisal and Analysis	60	4	4

DBBA 602d	Project Appraisal and Analysis Practical	30	2	2
DBBA 603d	Strategic Corporate Finance	60	4	4
DBBA 604d	Strategic Corporate Finance Practical	30	2	2



### Credit template for Management Studies (BBA)

Semester	Core Courses (Credits) Th14 (56 Credits) Pr14 (28 Credits)	Ability Enhancement Compulsory Course (AECC) Th 2 (4 Credits)	Discipline Specific Elective (DSE) Th-4 (16 Credits) Pr-4 (08 Credits)	Generic Elective (GE) Th-4 (16 Credits) Pr-2 (08 Credits)		Skill Enhancement Course (SEC) Pr 2 (4 Credits)	COSD Certificate Annual Scheme (10 Credits)	Activity		Total Credits per Semester (166 Credits)
				Group A	Group B			Co-Curricular Activity (4) Credits	Campus Activities (12 Credits)	
I	<ul style="list-style-type: none"> <li>• CBBA 101 Fundamentals of Management Th (4)</li> <li>• CBBA 102 Fundamentals of Management Practical Pr (2)</li> <li>• CBBA 103 Business Economics Th (4)</li> <li>• CBBA 104 Business Economics Practical Pr (2)</li> </ul>	Choose any one: <ul style="list-style-type: none"> <li>• AHIN 100B Business Communication Hindi Th (2)</li> <li>• ABBA 100 Business Communication English Th (2)</li> </ul>		<ul style="list-style-type: none"> <li>• GBBA 101A IT Tools for Business Th (4)</li> <li>• GBBA 101B IT Tools for Business Practical Pr (2)</li> </ul>	<ul style="list-style-type: none"> <li>• GBBA 102A Ethics and CSR Th (4)</li> <li>• GBBA 102B Ethics and CSR Practical Pr (2)</li> </ul>		Th. I (4) Th. II (4) Practical/ Project (2)	Activity (2)	Activity (2)	20+2+2=24
II	<ul style="list-style-type: none"> <li>• CBBA 201 Macro Economics Th (4)</li> <li>• CBBA 202 Macro Economics Practical Pr (2)</li> <li>• CBBA 203 Business Accounting Th (4)</li> <li>• CBBA 204 Business Accounting Practical Pr (2)</li> </ul>	AENV 200 Environmental Science Th (2)		<ul style="list-style-type: none"> <li>• GBBA 201A PD and Communication Skills Th (4)</li> <li>• GBBA 201B PD and Communication Skills Practical Pr (2)</li> </ul>	<ul style="list-style-type: none"> <li>• GBBA 202A Organisational Behaviour Th (4)</li> <li>• GBBA 202B Organisational Behaviour Practical Pr (2)</li> </ul>			Activity (2)	Activity (2)	20+10+2+2=34
III	<ul style="list-style-type: none"> <li>• CBBA 301 Business Research Th (4)</li> <li>• CBBA 302 Business Research Practical Pr (2)</li> <li>• CBBA 303 Principles of Marketing Th (4)</li> <li>• CBBA 304 Principles of Marketing Practical Pr (2)</li> <li>• CBBA 305 Management Accounting Th (4)</li> <li>• CBBA 306 Management Accounting Practical Pr (2)</li> </ul>			<ul style="list-style-type: none"> <li>• GBBA 301A Fundamentals of Business Environment Th(4)</li> <li>• GBBA 301B Fundamentals of Business Environment Practical Pr(2)</li> </ul>	<ul style="list-style-type: none"> <li>• GBBA 302A Entrepreneurship Th(4)</li> <li>• GBBA 302B Entrepreneurship Practical Pr(2)</li> </ul>	• SBBA 301 E – Commerce Pr (2)			Activity (2)	26+2=28
IV	<ul style="list-style-type: none"> <li>• CBBA 401 Statistics for Business Decisions Th (4)</li> <li>• CBBA 402 Statistics for Business Decisions Practical Pr (2)</li> <li>• CBBA 403 Human Resource Management Th (4)</li> <li>• CBBA 404 Human Resource Management Practical Pr (2)</li> <li>• CBBA 405 Financial Management Th (4)</li> <li>• CBBA 406 Financial Management Practical Pr (2)</li> </ul>			<ul style="list-style-type: none"> <li>• GBBA 401A International Business Th (4)</li> <li>• GBBA 401B International Business Practical Pr(2)</li> </ul>	<ul style="list-style-type: none"> <li>• GBBA 402A Marketing Management Th (4)</li> <li>• GBBA 402B Marketing Management Practical Pr(2)</li> </ul>	• SBBA 401 Summer Internship Pr(2)			Activity (2)	26+2=28

  
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V	<ul style="list-style-type: none"> <li>• CBBA 501 Quantitative Techniques for Business Decisions Th (4)</li> <li>• CBBA 502 Quantitative Techniques for Business Decisions Practical Pr (2)</li> <li>• CBBA 503 Legal Aspects of Business Th (4)</li> <li>• CBBA 504 Legal Aspects of Business Practical Pr (2)</li> </ul>	<p><b>Human Resource Group</b></p> <ul style="list-style-type: none"> <li>• DBBA 501A Management of Industrial Relations Th (4)</li> <li>• DBBA 502A Management of Industrial Relations Practical Pr (2)</li> <li>• DBBA 503A HRD: System and Strategies Th(4)</li> <li>• DBBA 504A HRD: System and Strategies Practical Pr (2)</li> </ul> <p><b>Marketing Group</b></p> <ul style="list-style-type: none"> <li>• DBBA 501B Consumer Behaviour Th (4)</li> <li>• DBBA 502B Consumer Behaviour Practical Pr (2)</li> <li>• DBBA 503B Retail Management Th (4)</li> <li>• DBBA 504B Retail Management Practical Pr (2)</li> </ul> <p><b>Management of Global Business Group</b></p> <ul style="list-style-type: none"> <li>• DBBA 501C Global Marketing Th (4)</li> <li>• DBBA 502C Global Marketing Practical Pr (2)</li> <li>• DBBA 503C International Distribution and Supply Chain Management Th (4)</li> <li>• DBBA 504C International Distribution and Supply Chain Management Practical Pr (2)</li> </ul> <p><b>Finance Group</b></p> <ul style="list-style-type: none"> <li>• DBBA 501D Corporate Accounting Th (4)</li> <li>• DBBA 502D Corporate Accounting Practical Pr (2)</li> <li>• DBBA 503D Project Appraisal and Analysis Th (4)</li> <li>• DBBA 504D Project Appraisal and Analysis Practical Pr (2)</li> </ul>						Activity (2)	24+2=26
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VI	<ul style="list-style-type: none"><li>• CBBA 601 Business Policy and Strategy Th (4)</li><li>• CBBA 602 Business Policy and Strategy Practical Pr (2)</li><li>• CBBA 603 Financial Institutions and Markets Th (4)</li><li>• CBBA 604 Financial Institutions and Markets Practical Pr (2)</li></ul>		<ul style="list-style-type: none"><li>Human Resource Group<ul style="list-style-type: none"><li>• DBBA 601A Cross Cultural Human Resource Management Th (4)</li><li>• DBBA 602A Cross Cultural Human Resource Management Practical Pr (2)</li><li>• DBBA 603A Research Work (6)</li></ul></li><li>Marketing Group<ul style="list-style-type: none"><li>• DBBA 601B Marketing of Services Th (4)</li><li>• DBBA 602B Marketing of Services Practical Pr (2)</li><li>• DBBA 603B Research Work (6)</li></ul></li><li>Management of Global Business Group<ul style="list-style-type: none"><li>• DBBA 601C International Joint Ventures, Mergers and Acquisitions Th (4)</li><li>• DBBA 602C International Joint Ventures, Mergers and Acquisitions Practical Pr (2)</li><li>• DBBA 603C Research Work (6)</li></ul></li><li>Finance Group<ul style="list-style-type: none"><li>• DBBA 601D Business Analysis and Valuation Th (4)</li><li>• DBBA 602D Business Analysis and Valuation Practical Pr (2)</li><li>• DBBA 603D Research Work (6)</li></ul></li></ul>						Activity (2)	24+2=26
Total Credits	84	04	24	24	04	10	04	12	166	
Grand Total			140			10	04	12	166	

- Each student is required to opt for any one of the Groups A or B of Generic Electives in Semester I to IV.
- Each student is required to opt for one of the groups (Human Resource / Marketing / Management of Global Business / Finance) of the discipline electives in Semester V and the same group will continue till Semester VI.
- Each student is required to opt for one of the Ability Enhancement Compulsory Courses in Semester I
- Each student is required to opt for and participate regularly in any one co-curricular activity (NCC/NSS/Sports/Cultural Activities) for earning required credits.
- Each student is required to opt for one career oriented and skill development course compulsorily. Successful candidate shall be awarded Certificate on completion of one-year programme, Diploma on completion of two-year programme and Advanced Diploma on completion of three-year programme in addition to her Graduation Degree. The Certificate level is compulsory while the Diploma and Advanced Diploma levels are optional.
- Figures within brackets indicate credits.

  
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