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22/12/22

Shri G. S. Institute of Technology & Science  
Department of Management Studies

15/12/2022

Minutes of the meeting for Board of Studies in MBA held on 15/12/2022 at 04.00 PM in the office of Chairman BOS, (Management Studies) in the Department of Management Studies.

Following members attended the meeting of Board of Studies:

- |                         |   |  |
|-------------------------|---|--|
| 1. Prof. Girish Thakar  | Chairman  |  |
| 2. Prof. R. K. Saxena   | Member (Director, SGSITS)   |  |
| 3. Prof. Nishith Dubey  | Member (Prof. NITTR, Bhopal) (Present Online)                                   |  |
| 4. Prof. Mukesh Borna   | Member (Prof. DOMS, IIT Roorkee) (Present Online)                               |  |
| 5. Dr. Anupama Paliwal  | Member (Asst. Prof. DOMS)   |  |
| 6. Dr. Mayura Kenkar    | Member (Asst. Prof. DOMS)   |  |
| 7. Dr. Ashish Mahajan   | Member (Asst. Prof. DOMS)   |  |
| 8. Dr. Shweta Choudhary | Invitee (Asst. Prof. DOMS)  |  |
| 9. Ms. Deepika Mehrotra | Invitee (Asst. Prof. DOMS)  |  |
| 10. Ms. Saema Hussain   | Member (Recruitment Associate, TaskUs India Pvt. Ltd.)<br>Alumnus, DoMS, SGSITS |  |

Following members could not attend the meeting:

- |                       |  |
|-----------------------|--|
| 1. Dr. Sangeeta Jain  | Member (Prof. Director, IMS, DAVV, Indore) |
| 2. Mr. Avnish Mundhra | Member (Founder & CEO - Cantilever Labs)   |

The members discussed and resolved the following:

- The minutes of DPAQIC meeting held in DoMS on 08 Dec. 2022 were presented and approved. (Annexure I)

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2. The proposed modifications in the following syllabi of the subjects are discussed and approved: **to be implemented wef session 22-23 Sem B.**

- A) MBA1006 Fundamentals of Management (< 15%) (Annexure II)
- B) MBA 2009 Research Methodology (< 15%) (Annexure III)
- C) MBA4108 / MBA 4110: Consumer Behaviour (< 15%) (Annexure IV)
- D) MBA4109 / MBA4111 Rural & Service Marketing (< 15%) (Annexure V)
- E) MBA 3307: Banking & Insurance (< 15%) (Annexure VI)



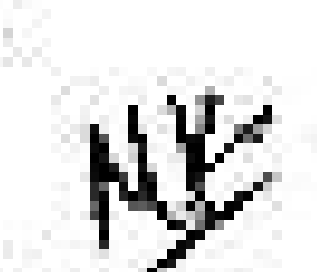
3. The List of NPTEL courses to be offered as electives to students of MBA (V Sem) Jan - June 2023) is discussed and approved. (Annexure VII)

4. The experts gave following suggestions:

- A) Increase corporate interaction
- B) Give some topics to students on self learning mode
- C) Value added certificate courses like, Advanced excel, Macros, PowerBi etc may be cat for the industry readiness of students.

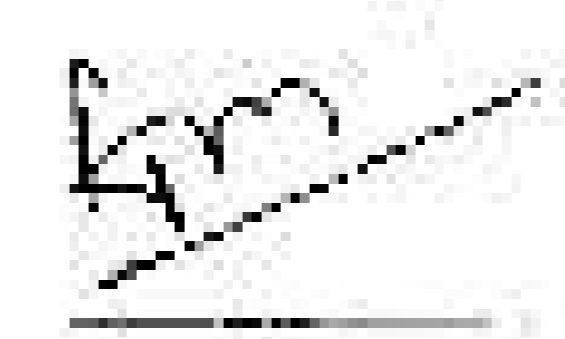
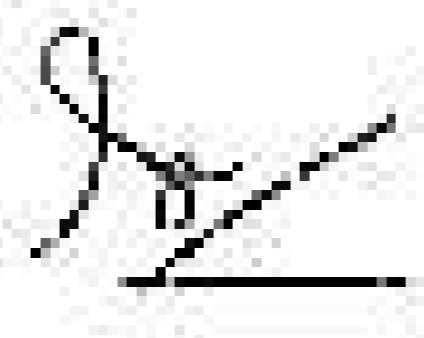
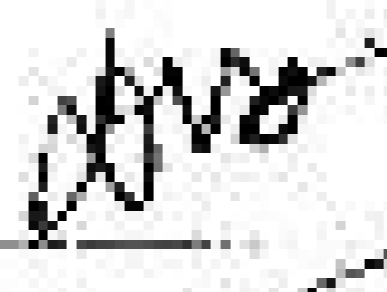
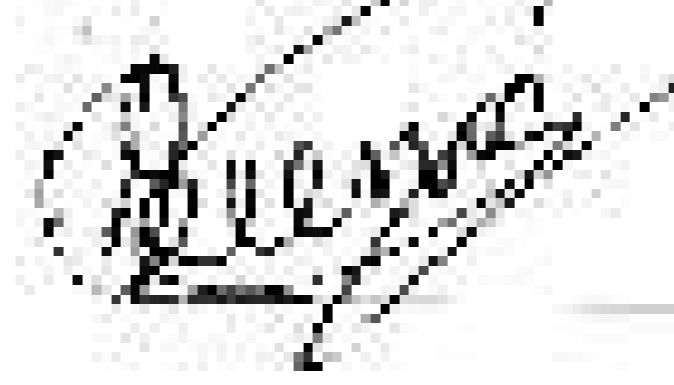
The Meeting ended with the vote of thanks to the chair.

Committee recommends the enclosed annexures to be approved by Academic Council of the institute

S. No.	Name of members		Signature
1.	Prof. Girish Thakar	Chairman	
2.	Prof. R. K. Saxena	Member	P.
3.	Prof. Nishita Dubey	Member	Present Online
4.	Prof. Mukesh Barna	Member	Present Online
5.	Dr. Anupama Paliwal	Member	
6.	Dr. Mayura Kemkar	Member	

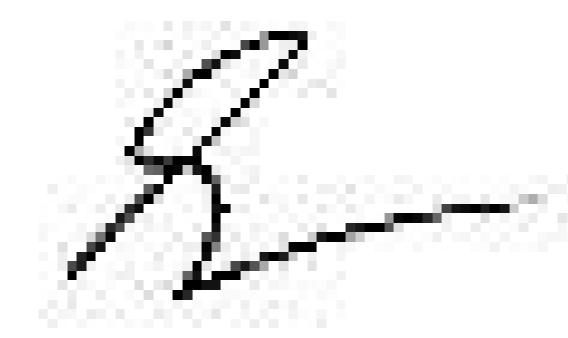


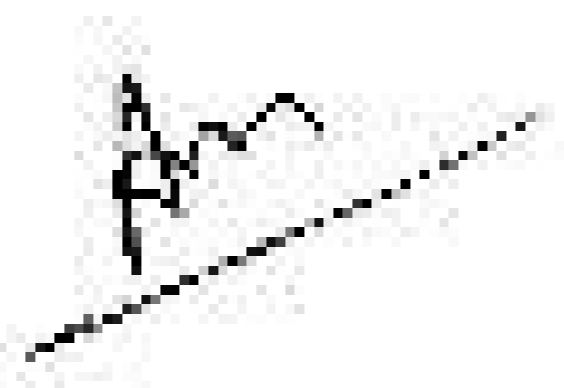


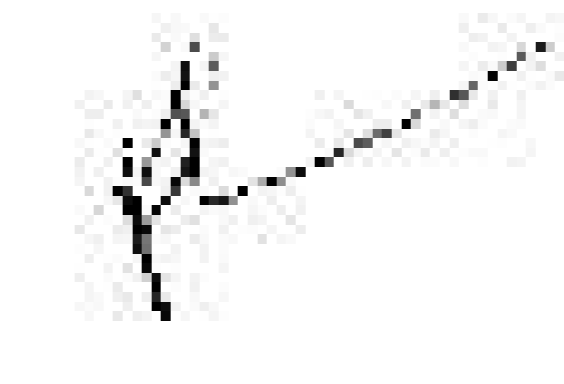



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7.	Dr. Ashish Mahajan	Member	
8.	Dr. Shweta Choudhary	Invitee	
9.	Ms. Deepika Mehrotra	Invitee	
10.	Ms. Seema Hussain	Member	

Encl.

- Annexure I Minutes of DPAQC, December 2022
- Annexure II MBA1006, Fundamentals of Management (Current & Updated course)
- Annexure III MBA 2009 Research Methodology (Current & Updated course)
- Annexure IV, MBA4108 / MBA 4110 Consumer Behaviour (Current & Updated course)
- Annexure V MBA4109 / MBA4111 Rural & Service Marketing (Current & Updated course)
- Annexure VI: MBA 3307, Banking & Insurance (Current & Updated course)
- Annexure VII: List of NPTEL courses proposed for Sem B Session 22-23



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**MBA1006 : FUNDAMENTALS OF MANAGEMENT (Current)**

**COURSE CONTENTS:**

- 1. Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought - The Classical School, The Human Relations School, Systems Theory, Contingency Management, Case Studies.
- 2. Planning, Concept and Nature of Objectives :** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Types of Objectives, Importance of Objectives, *Setting Objectives*, Management by Objectives (MBO), Benefits and Weaknesses of MBO, Case Studies.
- 3. Strategies and Policies:** Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies, The Strategic Planning Process, The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive Strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Case Studies.
- 4. Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.
- 5. Controlling:** Concept and Process of Control, Control Techniques, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return on Investment, *The Use of Computer for Controlling and Decision Making*, *The Challenges Created by IT as a Control Tool*, Managing in a borderless world, Valuing diversity, its dimensions and attitudes, minority-challenges, glass ceilings, gender issues in management, Case Studies.

**TEXT READINGS:**

- 1. R. D. Agrawal, Organization and Management, New Delhi, Tata McGraw Hill, 1982
- 2. L.M. Prasad, Management, Sultan Chand & Sons, 2007
- 3. S.K. Mandal, Management: Principles and Practice, Jaico Publishing house, 2011
- 4. Robbins, Stephens, Fundamentals of Management, Pearson Education, 2009

**SUGGESTED READINGS:**

- 1. Richard L. Daft, The New Era of Management, Cengage Learning India Private Limited, 2012
- 2. Griffin Ricky W, Management Principles & Applications, Cengage Publications, 2012
- 3. Stoner James A.F, Management Principles & Applications, Pearson Education, 2003

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## MBA1006 : FUNDAMENTALS OF MANAGEMENT (Updated)

### COURSE CONTENTS:

1. **Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought - The Classical School, The Human Relations School, Systems Theory, Contingency Management, Case Studies.
2. **Planning, Concept and Nature of Objectives :** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Types of Objectives, Importance of Objectives, Management by Objectives (MBO), Benefits and Weaknesses of MBO, Case Studies.
3. **Strategies and Policies:** Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies, The Strategic Planning Process, The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive Strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Case Studies.
4. **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.
5. **Controlling:** Concept and Process of Control, Control Techniques, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return on Investment and other recent techniques, **Opportunities & Challenges Created by IT as a Control Tool**, Managing in a borderless world, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management, Case Studies.

### TEXT READINGS:

1. R. D. Agrawal, Organization and Management, New Delhi, Tata McGraw Hill, 1982
2. L.M Prasad, Management, Sultan Chand & Sons, 2007
3. S.K. Mandal, Management, Principles and Practice, Jaico Publishing house, 2011
4. Robbins, Stephens, Fundamentals of Management, Pearson Education, 2009

### SUGGESTED READINGS:

1. Richard L. Daft, The New Era of Management, Cengage Learning India Private Limited, 2012
2. Griffin Ricky W., Management Principles & Applications, Cengage Publications, 2012
3. Stoner James A F., Management Principles & Applications, Pearson Education, 2003

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## MBA2009 RESEARCH METHODOLOGY (Current)

### COURSE CONTENTS

**Prerequisites:** Students are supposed to have knowledge of Measures of Central Tendency, Measures of Dispersion, Simple Correlation and Regression Analysis. These concepts are taught to them in earlier semesters. **There will be no questions in examination from Prerequisites.**

- 1. Introduction to Research Methods:** Role and objectives of business research, types of research and various research design (exploratory, descriptive, experimental and diagnostic research), research process, Overview, Problems encountered by researcher. *Experimental research design will comprise of Completely Randomized Design, Latin Square Design and Factorial Design.*
- 2. Literature Review and Sampling:** Purpose of LR, LR methodology, Sources and Outcome of LR, Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non Sampling Errors
- 3. Data Collection and Questionnaire:** Collection, Organization, Presentation, Analysis etc. Interrelation of Primary and Secondary Data, Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews
- 4. Hypothesis testing and Data Analysis :** Parametric & Non-Parametric tests, Testing and Interpretation sample tests for univariate and bivariate analysis using normal distribution, t-test, z-test, ANOVA, chi square test, Introduction and Applications of Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Discriminant Canonical Analysis, Conjoint Analysis.
- 5. Interpretations and Report Writing:** Meaning of interpretation, *techniques of interpretation*, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports, Limitations of RM, Philosophical issues of Research, Ethics and Research

### Text Readings: LATEST EDITION

1. C. R. Kothari, "Research Methodology: Methods and techniques", Vishwa Prakashan, New Delhi
2. William G. Zikmund, "Business Research Methods", Dryden Press, Orlando.
3. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications

### Suggested Readings: LATEST EDITION

1. Asthana & Braj Bhushan, statistics for social science, Prentice hall, India

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## MBA2009 RESEARCH METHODOLOGY (Updated)

### COURSE CONTENTS

**Prerequisites:** Student are suppose to have knowledge of Measures of Central Tendency, Measures of Dispersion, Simple Correlation and Regression Analysis. These concepts are taught to them in earlier semesters. **There will be no questions in examination from Prerequisites.**

- 1. Introduction to Research Methods:** Role and objectives of business research, types of research and various research design (exploratory, descriptive, experimental and diagnostic research), research process: Overview. Problems encountered by researcher.
- 2. Literature Review and Sampling:** Purpose of LR, LR methodology, Sources and Outcomes of LR, Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors
- 3. Data Collection and Questionnaire:** Collection, Organization, Presentation, Analysis and Interpretation of Primary and Secondary Data: Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews.
- 4. Hypothesis testing and Data Analysis :** Parametric & Non-Parametric Tests, Testing and Interpretation of Null and Alternate hypothesis, Sample tests for univariate and bivariate analysis using normal distribution, t-test, F-test, z-test, ANOVA, chi square test, Introduction and Applications of Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Discriminate, Canonical Analysis, Conjoint Analysis
- 5. Interpretations and Report Writing:** Meaning of interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports. Limitations of RM, Philosophical issues in Research, Ethics and Research's Managerial implications and future scope of study.

### Text Readings: LATEST EDITION

1. C. R. Kochari, "Research Methodology: Methods and techniques", Vishwa Prakashan, New Delhi
2. William G. Zikmund, "Business Research Methods", Dryden Press, Orlando.
3. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications

### Suggested Readings: LATEST EDITION

1. ~~Agarwal & Brij Bhushan, statistics for social science, Prentice hall, India~~
2. ~~Research Methodology, Concept and Cases, Deepak Chouda and Neena Sondhi, Vilas Publishing~~

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Annexure

## MBA 4108 / MBA 4110: CONSUMER BEHAVIOR (Current)

### COURSE CONTENTS:

- 1. Introduction to the Study of Consumer Behavior:** Nature of consumer behaviour, Scope of Application of consumer behaviour, Environmental Influences and Impact on Consumer Behavior Cultural, Social, *Personal, Family and Situational* Influence on consumer behaviour, application of consumer behaviour.
- 2. Opinion Leadership and Life Style Marketing:** Characteristic of Culture, Cross Cultural Understanding, Nature of Social Class and Consumer Behaviour, Nature, Significance and marketing Implications of Personal Influence, Significance of Family in Consumer Behaviour and Family Life Cycle, Opinion Leadership Forms.
- 3. Consumer as an Individual:** Involvement and Motivation, Knowledge, Attitude, Values, Personality, Learning and Life Style, Nature & role of Motive, Classifying Motives, Characteristics, Functions & Sources of Attitudes, Attitude Theory & Model, Characteristics and Classification of Learning, Personality Theory and Application, *Psychographics*
- 4. Consumer Decision Processes:** a. Pre-purchase Process: Information Processing b. Purchase Processes: Consumer Decision Rules, c. Post-Purchase Processes: Framework, Dissatisfaction / Satisfaction / Consumer Behaviour Models: a. *Mcinnis Model* b. *Hovav's* / *Sheih Model*, c. *Kingel-Blackwell and Minard Model*, d. *Sheih Family Decision Making Model*.
- 5. CRM: CRM and Consumer Behavior:** Consumer Roles, Market Values and CRM, Case studies related to consumer behavior, Consumer Research, Various methods and techniques, consumer research, reliability and validity, generalization, New Developments in the field, Consumer Research

### TEXT READINGS:

1. Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, London, Prentice Hall, 11th Edition, 2014
2. William L. Wilkie, Consumer Behaviour, New York, John Wiley and Sons, 3rd Edition, 1994

### SUGGESTED READINGS:

1. MS raju, dominique xardel, consumer behaviour concepts, application and cases, vikas publishing house, 2013
2. Saravnavel & Surnathi, Marketing Research & Consumer Behaviour, vikas publishing house
3. Suja R.Nair: Consumer Behaviour, New Delhi, Himalaya Publishing House, 1st Edn, 2003



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## MBA4108 / MBA 4110: CONSUMER BEHAVIOR

### COURSE CONTENTS:

1. **Introduction to the Study of Consumer Behavior:** Nature of consumer behaviour, Scope and Application of consumer behaviour. Environmental Influences and impact on Consumer Behavior. Cultural, Social, Situational Influence on consumer behaviour, application of consumer behaviour.
2. **Opinion Leadership and Life Style Marketing:** Characteristic of Culture, Cross Cultural Understanding, Nature of Social Class and Consumer Behaviour, Nature, Significance and marketing implications of Personal Influence, Significance of Family in Consumer Behaviour and Family Life Cycle, Opinion Leadership Forms.
3. **Consumer as an Individual:** Involvement and Motivation, Knowledge, Attitude, Values, Personality, Learning and Life Style, Nature & role of Motive, Classifying Motive, Characteristics, Functions & Sources of Attitudes, Attitude Theory & Model, Characteristics and Classification of Learning, Personality Theory and Application, **Psychoanalytic Theory, Self Concept Theory**
4. **Consumer Decision Processes:** a. Pre-purchase Process: Information Processing; b. Purchase Processes: Consumer Decision Rules; c. Post Purchase Processes: Framework, Dissonance Satisfaction / Dissatisfaction. Consumer Behaviour Models: Howard Sheth Model, **Black Box Model, Economic Model**
5. **CRM:** CRM and Consumer Behavior, Consumer Roles, Market Values and CRM. Case study related to consumer behavior. Consumer Research, Various methods and techniques of consumer research, reliability and validity, generalization. New Developments in the field of Consumer Research.

### TEXT READINGS:

1. Leon G. Schiffman and Lustic Lazar Kanuk, Consumer Behaviour, London, Prentice Hall, 11th Edition, 2011
2. William L. Wilkie, Consumer Behaviour, New York, John Wiley and Sons, 3rd Edition, 1994

### SUGGESTED READINGS:

1. MS raju, dominique xardel, consumer behaviour concepts, application and cases, vikas publishing house, 2013
2. Saravamvel & Sumathi, Marketing Research & Consumer Behaviour, vikas publishing house
3. Suja R.Nair, Consumer Behaviour, New Delhi, Himalaya Publishing House, 1st Edn. 2001

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**MBA4109 / MBA4111: RURAL AND SERVICE MARKETING (Current)****COURSE CONTENTS:**

1. **Rural Marketing Scenario:** Concept, definition, importance, nature and scope of rural marketing. Problems in Rural Marketing. Rural Market Structure. Demographic Environment, Physical Environment, Socio Environment, Economic Environment, Political Environment, Technological Environment. *The Economic Scenario in Rural India, the rural economic structure, rural occupation pattern and employment structure, income and consumption sources of rural finance, organised and unorganised sources of finance.*
2. **Rural Consumer Behavior and Marketing Strategies.** Rural Market Segmentation, Targeting, Selection of Segments, Requirement for Effective Segmentation, Coverage of segments, Positioning, Developing a Positioning Strategy, Product Strategies, Pricing Strategies, Distribution Strategies, Promotion Strategies. Factors affecting consumer behavior, characteristics and Psychology of rural consumer. Product, branding and packaging, types of rural channels and personal selling in rural markets.
3. **Services Marketing and Strategic Issues:** Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Marketing services Vs. Physical services. Challenges in Service Marketing, Segmentation, Differentiation, Positioning, Positioning of Services and Strategies related to Positioning of services.
4. **Managing Service Quality and Productivity:** Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions, Service Management Process, Internal, External and Interactive Marketing Strategies. Concept, Dimensions and Process, Service Quality Models (Gronroos and Parasuraman) Application and Limitations, Productivity in Services.
5. **Marketing of Products** Components of Marketing Functions, Packaging, Packing, Types of Materials for Packing, Marketing of Seeds, Manure, Fertilizers, Pesticides, Feeds for Live Stock, Farming Equipments and Chemicals, Role of Innovations in rural markets, Importance of ICT in rural, Marketing of Financial, Hospitality, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs.

**TEXT READINGS:**

1. CSG Krishnamacharyulu and Lallita Ramakrishnan Rural Marketing Text and Cases, Singapore Pearson Education Asia, 1st Edition, 2000.
2. R.V. Badi and N.V. Badi, Rural Marketing, Himalaya Publishing House, Mumbai, 2012.
3. Christopher H Lovelock, Services Marketing, New Delhi, PHI, 3rd Edition, 1996.
4. Gronroos, Service Management & Marketing: Customer Mgmt in Service Competition, 3rd, Wiley.

**SUGGESTED READINGS:**

1. Gogulswamy, TP, Rural Marketing - Environment Problems and Strategies -3rd Edn, Vikas publishing house
2. S.L. Gupta, Rural Marketing, First Edition, Wisdom Publications, Delhi, 2004
3. O.S. Shrivastava, Rural Marketing, Quality Publishing Company, New Delhi, 2004
4. Jha, S.M, Service Marketing, Himalay publishing house, 2013
5. Shajahan, S, Service Marketing - concepts and application and cases, Himalay publishing house
6. Ravi Shankar, Service Marketing, New Delhi, Global Press, 2nd Edition, 1998.
7. Zeithaml and Bitner, Service Marketing, Integrating Customer Across the Firm, Homewood, Irwin / McGraw Hill, 2002.


  
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## MBA4109 / MBA4111: RURAL AND SERVICE MARKETING(Updated)

### COURSE CONTENTS:

1. **Rural Marketing Scenario:** Concept, definition, importance, nature and scope of rural marketing, Problems in Rural Marketing, Rural Market Structure, Demographic Environment, Physical Environment, Socio Environment, Economic Environment, Political Environment, Technological Environment.
2. **Rural Consumer Behavior and Marketing Strategies:** Product Strategies, Pricing Strategies, Distribution Strategies, Promotion Strategies. Factors affecting consumer behavior, characteristics and Psychology of rural consumer. Product, branding and packaging, types of rural channels, and personal selling in rural markets.
3. **Services Marketing and Strategic Issues:** Service Sector and Economic Growth, Service Concept, Characteristics and Classification of Service, Marketing services Vs. Physical services, Challenges in Service Marketing, Segmentation, Differentiation, Positioning, Positioning of Services and Strategies related to Positioning of services.
4. **Managing Service Quality and Productivity:** Product, Price, Place, Promotion, People, Physical Evidences and Process Decisions, Service Management Process: Internal, External and Interactive Marketing Strategies, Concept, Dimensions and Process, Service Quality Models (Gronroos and Parasuraman) Application and Limitations, Productivity in Services.
5. **Marketing of Products:** Components of Marketing Functions, Packaging, Packing, Types of Materials for Packing, Marketing of Seeds, Manure, Fertilizers, Pesticides, Feeds for Live Stock, Farming Equipments and Chemicals, Role of Innovations in rural markets, Importance of ICT in rural, Marketing of Financial, Hospitalare, Health, Educational and Professional Services, Marketing for Non-Profit Organizations and NGOs.

### TEXT READINGS:

1. CSG Krishnamacharyulu and Lalitha Ramakrishnar Rural Marketing- Text and Cases, Singapore: Pearson Education Asia, 1st Edition, 2000.
2. R.V. Badi and N.V. Badi, Rural Marketing, Himalaya Publishing House, Mumbai, 2012
3. Christopher H. Lovelock, Services Marketing, New Delhi, Prentice Hall of India, 3rd Edition, 1996.
4. Gronroos, Service Management & Marketing, Customer Management in Service Competition, 3rd, Wiley.

### SUGGESTED READINGS:

1. Gopaldaswamy, TP, Rural Marketing - Environment Problems and Strategies, 3rd Edn, Vikas publishing house
2. S.L. Gupta, Rural Marketing, First Edition, Wisdom Publications, Delhi, 2004
3. O.S. Shrivastava, Rural Marketing, Quality Publishing Company, New Delhi, 2004
4. Jha, S.M. Service Marketing, Himalay publishing house, 2013
5. Shajahan, S, Service Marketing - concepts and application and cases, Himalay publishing house
6. Ravi Shankar, Service Marketing, New Delhi, Global Press, 2nd Edition, 1998
7. Zeithaml and Bitner, Service Marketing, Integrating Customer Across the Firm, Homewood, Irwin / McGraw Hill, 2002

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## MBA 3307: BANKING AND INSURANCE (Current)

### COURSE CONTENTS:

- 1. Risk and Insurance:** Defining risk, concept and significance of insurance, classification of insurance – life and non life, general principles of insurance, insurance application and acceptance procedure, *insurance terminology*
- 2. Life and general Insurance:** *Principles*, products term insurance endowment insurance, pension annuities claim management, analysis of balance sheet of life insurance. *Principles*, products fire marine, motor vehicles, public liability, third party insurance, miscellaneous- medical claim and health policies, group insurance, burglary insurance, analysis of balance sheet of a general insurance company.
- 3. IRDA:** Functions and importance, recent developments in insurance, premium payment lapse and revival, premium calculations, concept of mortality tables, assignment, nomination, loans, surrender, foreclosure, reinsurance, underwriting.
- 4. Overview of Banking Industry.** Banking Structure in India- RBI, commercial, rural and cooperative banks their role and significance, capital adequacy norms SLR, CRR, CAR, Commercial banks balance sheet and income statement, credit, liquidity, market operational, interest solvency ALM by banks: classification of assets, gap analysis Asset Reconstruction Company
- 5. Recent development:** BIS- its role and importance, universal banking, e-banking, mobile banking, BASEL 1, 2 and 3 norms

### TEXT READINGS:

1. ICSI, Banking and Insurance Law & Practices, Taxmann's Publication, 2014
2. Rejda, Principles of Risk Management and Insurance, Pearson Publication, 2000
3. V lyenger Introduction to Banking, Excel Books, 2006

### SUGGESTED READINGS:

1. IIB, Bank Financial Management, Macmillan Publisher, 2007
- Full-Risk Management and Financial Institutions, Pearson Publication, 2007

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**MBA 3307: BANKING AND INSURANCE (Updated)**

**COURSE CONTENTS:**

- 1. Risk and Insurance:** Defining risk, types of risk, risk management and its process, concept and significance of insurance, classification of insurance - life and general principles of insurance, insurance contract, application and acceptance procedure
- 2. Life and General Insurance:** Types of Life Insurance: term insurance, whole life, endowment, money-back, ULIP, pensions, annuities, claim management, Types of General Insurance, fire, marine, motor vehicles, public liability, third party insurance, miscellaneous- med-claim and health policies, group insurance, burglary insurance, analysis of balance sheet of a General and Life Insurance company.
- 3. IRDA:** Functions and importance, recent developments in insurance, premium payment lapse and revival, premium calculations, concept of mortality tables, assignment, nomination, loans, surrenders, foreclosure, reinsurance, underwriting.
- 4. Overview of Banking Industry:** Banking Structure in India- RBI, commercial, rural and co-operative banks their role and significance, capital adequacy norms SLR, CRR, CAR, Commercial banks balance sheet and income statement, credit, liquidity, market, operational, interest rate, solvency, ALM by banks: classification of assets, gap analysis Asset Reconstruction Company.
- 5. Recent development:** BIS- its role and importance, universal banking, e-banking, mobile banking, BASEL 1, 2 and 3 norms

**TEXT READINGS:**

1. A Textbook on Principles and Practice of Life Insurance, Excel Books, 2008, G. Krishnaswamy
2. Insurance and Risk Management, by Shiva Mang & Bimal Jaiswal, New Royal Book Company, 2020 Edition.
3. ICSI Banking and Insurance Law & Practices, Taxman's Publication, 2011
4. Rejda, Principles of Risk Management and Insurance, Pearson Publication, 2007
5. V. Ivenger, Introduction to Banking, Excel Books, 2006

**SUGGESTED READINGS:**

2. IIB, Bank Financial Management, Macmillan Publisher, 2007
3. Hull-Risk Management and Financial Institutions, Pearson Publication, 2007

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Session July-Dec 2022

## Minutes of Meeting DPAQIC

08/12/2022

A meeting of Departmental Program Assessment and Quality Improvement Committee (DPAQIC) was organized on 08<sup>th</sup> Dec. 2022 at 4:00 P.M. in the office of Chairman DoMS, (Management Studies) in the Department of Management Studies.

Following members were present:

1. Prof. Girish Thakar	Chairman (Head DoMS)	<i>GT</i>
2. Prof. A. Dalpati	Member (Head IPE)	<i>AD</i>
3. Prof. Rajendra Singh	External Expert Marketing (IMS, DAVV) (Present Online)	
4. Dr. Jyoti Sharma	External Expert HR (IPS, DAVV)	<i>Jyoti Sharma</i>
5. Dr. Devendra Verma	External Expert Operations (IET, DAVV)	
6. Dr. Anupama Paliwal	Invitee (Asst. Prof. DoMS)	<i>AP</i>
7. Dr. Mayura Kemkar	Invitee (Asst. Prof. DoMS)	<i>MK</i>
8. Dr. Ashish Mahajan	Invitee (Asst. Prof. DoMS)	<i>AM</i>
9. Dr. Shweta Choudhary	Invitee (Asst. Prof. DoMS)	<i>SC</i>
10. Ms. Deepika Mehrotra	Invitee (Asst. Prof. DoMS)	<i>DM</i>

Dr. Manish Sidani could not attend the meeting.

The members discussed and resolved the following:

1. Meeting started with presentation of Action Plan and Action taken report of previous DPAQIC meeting, held in June 2022, by the Chair.

2. The analysis of feedback from all the stakeholders (Students, Parents, Alumni, Industrialists & Employers) was presented to the members by the respective faculty. Following suggestions were received from external experts:

a. **Student Feedback:**

The average score for Business Analytics was 2.34 and Digital Marketing was 2.96, which is on lower side. To address this, the experts advised the faculty to identify the root cause and try to solve the problem. Slow learners (<50% marks in MST) can be identified and Performance Improvement Plan (PIP) can be formulated for them which can include-

- Resolving of MST papers
- Suggesting them appropriate text books
- Informing their parents
- Taking remedial classes

*Dec 08 2022*

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*SC*  
*DM*

- Student counseling through mentors and student counselor should be done

**b. Parent Feedback:**

The experts suggested that a list of phone numbers and email Id's of parents should be prepared by the department. Parents should be regularly updated about their attendance, exam performance, behavior etc.

Experts advised to evaluate the students at the entry level through psychological questionnaires

This will help in identification of learning pattern and slow learners. This evaluation must be repeated before placements. It was suggested that similar psychological evaluation can be done for teachers as well.

**c. Alumni Feedback:**

The alumni suggested that students should get more exposure to real life situations of corporate world through case studies and industry visits.

New courses/ Value added course in areas such as Business Analytics, Travel/Tourism Management, Advertising Management, Retail Management, Computer Application/IT, Disaster Management/Crisis Management and HR Analytics can be started.

The students must be made aware of the laws governing employment.

Students must learn the ways to deal with {possible} exploitation and harassment in the corporate sector.

The experts suggested the use of Online case repositories for getting latest cases for classroom discussion. It was suggested to do sub topic wise case discussion.

They also suggested arranging Expert/Guest lecturers on required topics

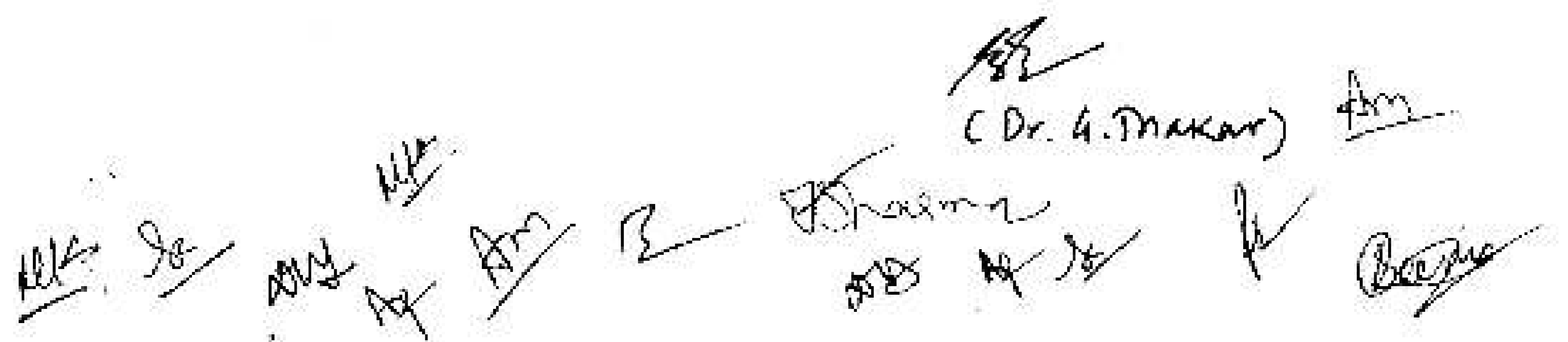
**d. Employer Feedback:**

- i. Corporate interaction of students must be increased.
- ii. Communication skills to be improved.
- iii. Make student more adept at using technology.
- iv. As working in teams is an integral part corporate behavior, more focus must be given to enhancing the skills needed for team working.

The experts agreed with the feedback of the employers and suggested that students should be encouraged to learn technical skills in more effective manner. The students should be guided to join technology oriented courses related to Digital marketing and IT

3 Meeting continued with the presentation and discussion of seven criterion of AQAR report  
Experts suggested the use of dedicated software for data capturing

The Meeting ended with the vote of thanks to the experts and the chair.


  
 (Dr. G. Prakash)


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SGSVIS, Department of Management Studies  
Online Course List Jan - June 2023

Course Start date: 23 Jan 2023  
Course End date: 14 Apr 2023  
Enrollment End date: 30 Jan 2023

S.	Course Name	SME Name	Institute	Duration	Exam date	UG/PG
<b>Financial Management</b>						
1	Financial Institutions And Markets	Prof. Jitendra Mulhalkar	IIT Kharagpur	12 weeks	Apr 30, 2023	UG/PG
<b>Human Resource Management</b>						
1	Leadership and Team Effectiveness	Prof. Santosh Ramnagar	IIT Roorkee	12 weeks	Apr 30, 2023	UG/PG
2	Organizational Design Change and Transformation	Prof. Susmita Mukhopadhyay, Prof. Sangeeta Sehney, Prof. S. Srinivasan	IIT Kharagpur	12 weeks	Apr 30, 2023	UG/PG
3	Talent Acquisition and Mgmt.	Prof. Suresh Rangnekar	IIT Roorkee	12 weeks	Apr 29, 2023	UG/PG
<b>Marketing Management</b>						
1	International Business	Prof. J. K. Nayak	IIT Roorkee	12 weeks	Apr 30, 2023	UG/PG
2	Modelling And Analytics For Supply Chain Management	Prof. Kunal Kanti Ghosh, Prof. Anuram Ghosh	IIT Kharagpur	12 weeks	Apr 30, 2023	PG
<b>Operations Management</b>						
1	Modelling And Analytics For Supply Chain Management	Prof. Kunal Kanti Ghosh, Prof. Anuram Ghosh	IIT Kharagpur	12 weeks	Apr 30, 2023	PG


  
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